

NANYANG TECHNOLOGICAL UNIVERSITY

Unplug!

World Wider than WWW

A Campaign addressing Internet Dependency amongst Youth in Singapore

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Abstract

In recent years, Internet Dependency has been recognised as a growing problem in many countries. However, there seemed to be a lack of concrete programmes addressing the issue amongst tertiary students in Singapore. Considering that Singapore is one of the most highly wired countries in the world, the prevalence of an excessive dependence on the Internet poses a significant threat to the physical and psychological well-being of local youth. This convinced four undergraduates to embark on a campaign, titled Unplug!, to raise awareness about Internet Dependency and the importance of moderating one's time online.

Built on the concepts of self-evaluation and peer influence, Unplug! followed a strategic three-step process to reach out to undergraduates in Singapore. Interactive programmes, interesting collaterals and a consistent media presence were utilised to encourage youth to embrace a world wider than the World Wide Web.

The campaign was largely successful as most objectives were met, if not exceeded. Comparing pre and post-campaign evaluation results, there was a significant change in attitudes towards Internet use. For example, there was an 18 percent increase in participants who felt that spending too much time online was harmful, and a 21 percent increase in participants who disagreed that it was alright to spend more time online than offline.

Being one of the first to tackle Internet Dependency amongst youth in Singapore, Unplug! has laid a substantial foundation for future campaigners interested in the topic. The conceptualisation, execution and evaluation of this campaign will be detailed in this report.

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Chapter 1: Introduction

Internet Addiction (IA) is an emergent problem in Singapore. As early as a decade ago, doctors had noted the incidence of IA amongst school children (McAuliffe, 2001). There had since been a 30 percent increase in need for relevant treatment and counselling services in recent years (Tan, 2008). In an article on ZDNet Asia (2010), the Institute of Mental Health's (IMH) National Addictions Management Service (NAMS) also highlighted a higher prevalence of Internet or online game addiction in recent years, with accessibility to the Internet as one of the major causes (Yeo, 2010).

IA may be a function of the widespread Internet penetration in Singapore, where 81 percent of households have access to the Internet (Infocomm Development Authority, 2010a). Moreover, there are over 2,400 wireless broadband hotspots across the country (Infocomm 123, 2010). As a result, almost all (97 percent) youth use the Internet and they can do so conveniently from any location (Infocomm Development Authority, 2010b).

Furthermore, the embedding of the Internet into school and work life and the prevalence of Internet-enabled wireless devices has caused Singaporeans to be increasingly engaged online. A study of 800 Singaporeans between 15 and 34 years old, for instance, revealed one in five respondents spent up to six hours online per day (938LIVE, 2009), which may result in undue consequences such as IA. There is a need, therefore, to promote awareness and acknowledgement about the possibility of IA, especially since Internet use has become such a daily norm that it is difficult to define it as addictive. Often, youth are too caught up in the Internet to be conscious of how much time they spend on it. Considering that the symptoms of IA are less obvious than drugs or gambling addiction (Young, 1999), there is a greater need to be pro-active in addressing the issue.

Although more action has been taken in view of the growing problem, past and current programmes have been mostly directed at children aged 10 to 18 years old.

Government bodies such as the Media Development Authority, the Ministry of Information, Communication and the Arts, and the Ministry of Education, have implemented cyberwellness programmes to educate students on proper Internet use. However, there remains a paucity of programmes specifically for tertiary students.

Chapter 2: Literature Review

2.1 Internet Addiction (IA) versus Internet Dependency (ID)

IA was first proposed for classification as a disorder in 1995 by New York psychiatrist Ivan Goldberg, who first meant it as a parody (New Yorker Magazine, 2007). According to his original concept, individuals who displayed symptoms such as "important social or occupational activities that are given up or reduced because of Internet use", "fantasies or dreams about the Internet" and "voluntary or involuntary typing movements of the fingers" were considered to be affected by IA (New Yorker Magazine, 2007). It is similar to other forms of substance dependency, where one has to consume the substance in increasing amounts to achieve the same level of satisfaction. According to Young (1996), this disorder can be diagnosed via a test with eight questions, where a 'yes' to five or more questions indicates the presence of IA. This Internet Addiction Diagnostic Questionnaire (Appendix A) was used as a guide in our campaign.

The problem has been flagged in various countries. Research has reflected that it affects one percent of people in the United States of America (Busko, 2008). In India and Taiwan, studies indicate IA as an emerging problem amongst students, prompting researchers to call on educators and psychologists to pay attention to it (Annand & Nalwa, 2003; Lin & Tsai, 2003). In Korea and China, boot camps for youth who are deemed to be obsessed with the Internet have been established, albeit with unpleasant consequences (Fackler, 2007; Ransom, 2007).

As IA is a relatively new condition, researchers have not determined its exact causes (Internet Addiction Disorder, n.d.). Some see it similar to other forms of addiction (Young, 1996), such as gambling. Supposed Internet addicts seek gratification online, which provides a sense of euphoria that is, in turn, addictive (Internet Addiction Help, n.d.). Psychologist John Grohol (2003) suggested that it was not the technology but the behaviour itself (online socialising in particular) that was addictive.

According to Young (1999), the physical risk factors of IA are noticeable, though comparably minimal to substance dependence. They include disrupted sleeping patterns, which may cause fatigue and, in turn, may result in the impairment of one's academic or occupational functioning and the weakening of the immune system. Other side effects include back strain and eyestrain due to a lack of movement when using devices to connect to the Internet. A national survey conducted in the United States of America in 2006 revealed that six percent of adults had relationships which were at risk due to one's excessive Internet use (Aboujaoude, Koran, Gamel, Large, & Serpe, 2006).

Scholars and researchers came up with several terms for IA, including "problematic Internet use" (Pychyl, 2009), "pathological Internet use" (Suler, 1999) and "Internet Dependency" (ID) (University of Notre Dame, n.d.). In general, IA simply refers to the problematic use of the Internet (Tao et al., 2010). In the case of Dr. Kimberly Young, a researcher on Internet-related behaviour, IA was further defined as a type of impulse control disorder (Kim & Haridakis, 2009). Nonetheless, these terms can be used interchangeably as they all refer to the same condition and symptoms.

Thus, between IA and ID, we chose to use ID in our campaign. Although individuals may exhibit the symptoms of IA, it may not be appropriate to label them as addicts. Firstly, there is a lack of an internationally recognised clinical diagnosis of IA. Hence, it is still not possible to conclude that a certain level of usage constitutes addiction, though past literature

did hint strongly at an *excessive* use of the Internet and its consequences. Since we cannot determine the true extent to which each individual is dependent on the Internet, the term ‘Internet Dependency’ (ID) was deemed more appropriate as it would avoid placing an inaccurate or overly severe label on youth’s Internet use. Secondly, we felt that the term ‘addiction’ was much too loaded with negative connotations. In comparison, the term ‘dependency’ had less of a social stigma and would likely be more well-received by the target audience.

2.2 Internet Use and Mental Health

Past research also hinted at a link between excessive Internet use and other mental health problems. For example, a study on more than 1,000 teenagers aged 13 to 18 in Guangzhou found that rates of severe depression among heavy users of the Internet were 2.5 times that of normal users (Rabin, 2010). Also in the United States, seven of the 21 participants in a study on compulsive computer users were found to have mood and anxiety disorders (Shaw & Black, 2008). Doctors and psychiatrists also speculated that substituting meaningful friendships with virtual relationships may have an adverse effect on one’s mental wellbeing (BBC News, 2010).

Although these studies have not been able to determine the nature of the relationship between an excessive use of the Internet and mental health as yet, they reflect a correlation between the two. This suffices as a reason for concern and more action to be taken to prevent any potential negative consequences that the Internet may have on our mental well-being. These sentiments were echoed by various campaigns related to ID that were held so far, which we will explore in the next section.

2.3 Campaigns related to Internet Dependency

To aid us in our project development, we referred to past and existing communication campaigns on ID.

Prior to our campaign, there was no large-scale youth-initiated communication campaign addressing the problem in Singapore. In 2009, the Psychology Society of NTU conducted a small-scale week-long exhibit on campus in conjunction with World Mental Health Day (NTU Psychology Society, 2009). The informational event aimed to educate students on the symptoms of IA and ways to identify dependent peers who may need help. The society distributed postcards with a simplified version of Dr. Kimberly Young's IA test.

Overseas, a Thai telecommunications company produced the "Disconnect to Connect" advertisement to address mobile phone overuse by emphasising the importance of embracing one's surroundings. The advertisement took a heartwarming approach by featuring common folks who reconnected with their loved ones once they stopped using their phones. According to TMRC Xinying Research & Strategy Ltd (2010), the advertisement reached over 1.3 million viewers on television and over 800,000 hits on YouTube within five months (HPBsg, 2010).

Similarly in India, an "IdeaLife" campaign initiated by a telecommunications company, Idea Cellular, encouraged the audience to disconnect from the Internet and focus on real life. The humorous and playful campaign used funny videos with exaggerated scenes of Internet addicts at a rehabilitation centre. It also used quirky games which helped people determine whether they had Obsessive Click Syndrome and Compulsive Typing Disorder, among others (Pradeep, 2010).

Chapter 3: Formative Research

Past literature informed us about how ID has been studied and addressed in different countries. However, we needed insights about ID in Singapore to see if it is markedly different from the situation overseas. Thus, we sought to obtain information specific to the local audience.

3.1 Engagement with Professionals

To understand the severity of ID amongst youth and to further understand the topic, we interviewed representatives from the Youth Division of Fei Yue Community Service (FYCS) and the Nanyang Technological University Student Counselling Centre (NTUSCC). We also sought advice from the Health Promotion Board (HPB).

In terms of differentiating ‘Addiction’ and ‘Dependency Behavior’, NTUSCC explained that an addiction must be clinically diagnosed while “dependency refers to behaviour that is seemingly reliant and affects one’s quality of life”. FYCS said the “youth are not addicted to the Internet but they are using it excessively”, which eventually affects their daily lives. This further reinforced our decision to use “dependency” over “addiction” in our campaign.

FYCS acknowledged the increase in cases related to Internet use. Although, NTUSCC could not provide any details due to confidentiality, it did recognise the importance of addressing this issue. HPB expressed interest in exploring a communication campaign addressing excessive use of the Internet. All informants noted the lack of programmes for tertiary students.

In the cases that FYCS handled, social workers noted the challenges in dealing with the over-reliance on the Internet. As youth were expected to be familiar with the Internet for school purposes, it was difficult to persuade them to moderate their use. As such, they recommended us to promote the alternatives as an approach to tackling ID. With time and attention diverted onto other things, youth will eventually reduce their time spent online (Appendix A).

3.2 Pre-campaign Survey

To address the paucity of information on the Internet habits of tertiary students and their attitudes and perceptions towards ID, we conducted a baseline research on local undergraduates to:

- Determine the amount of time undergraduates spend online and their level of ID;
- Explore conflicts in their attitudes, perceived behaviour and behavioural action regarding their Internet use;
- Investigate their media consumption habits and receptiveness towards various campaign tools

After taking into account the accessibility of the respondents as well as the time and cost of research, an online survey with 13 multiple-choice questions and one open-ended question was constructed. This was disseminated to students from three local universities: Nanyang Technological University (NTU), the National University of Singapore (NUS) and the Singapore Management University (SMU). The purposive sampling method ensured that the respondents met the crucial criterion (Hocking, Stacks, & Mcdermott, 2006) of local undergraduates who spent time online.

Of the 205 respondents, 46 percent, 34 percent and 20 percent were from NTU, NUS and SMU respectively. The average age was 22 and majority were female (53 percent). The unequal representation of responses from each institute might indicate that the survey results were biased towards NTU students. However, this bias could be exempted since the most important criteria of the respondents were students who spent time online (Appendix B).

Results revealed that half of the respondents spent more than five hours, and another 27 percent spent three to four hours, of each day online for recreational purposes. While the number of hours spent online was not a sufficient indication of ID, half of the respondents indicated either “yes” or “unsure” to whether they had missed out on social activities ever since they became more engaged in the Internet. According to Goldberg (2007), this could be a symptom of IA. Respondents also displayed another potential IA symptom since more than seven of every 10 respondents said they felt uneasy when they could not use the Internet. Most importantly, 84 percent said they tend to stay online longer than originally intended,

with social networking sites (96 percent), watching online videos (86 percent) and using online chat platforms (85 percent) as their top three online activities. This further reinforced the previous findings on the act of online socialising, rather than the technology, as the likely cause of IA.

Also, there seemed to be no significant difference between respondents' attitudes and perceived behaviour towards their Internet use, as reflected from the consistent correspondence between respondents' answers to the sentences "I feel that it is alright to spend more time online than in offline social/recreational activities" (*attitude*) and "My involvement in offline social activities has reduced as a result of increasing Internet use" (*perceived behaviour*) (Appendix B). Similarly, there was no substantial disparity between perceived behaviour and behavioural action. Since these findings implied the absence of conflicting mindsets and behavioural actions, an external stimulus could be the key to influencing their attitudes and behaviour, which hence justified our campaign.

Among the six statements about respondents' knowledge of the warning signs and associated negative impacts of ID, a considerable number of respondents indicated 'Not Sure' for all the statements (19 to 31 percent). Over six of every 10 respondents agreed that an excessive use of the Internet might have a negative impact on them. Moreover, half of all respondents indicated that they would be willing to take action if they were aware of their dependency levels, while 32 percent took a neutral stand. It was possible, therefore, to equip youth with more knowledge that could help them strike a healthy balance between time spent online and offline.

Amongst the various collaterals, comic strips and posters scored the highest in terms of appeal factor. Facebook (92 percent) and word-of-mouth (85 percent) were the top two channels through which respondents received information on an event.

These findings provided us with information that was critical in planning and executing our campaign. The results justified the use of online platforms in our communication efforts, identified the type of information on ID that our target audience lacked, and helped us to understand our target audience's attitudes towards the topic. These enabled us to shape our approach accordingly.

Chapter 4: Theoretical Framework

Health communication often employs strategic communication in the hope of reducing health risks by influencing public health knowledge, attitudes and behaviours. The campaigns are usually designed to educate on the consequences of a health risk and encourage action from the target audience as a means of support for the campaign (Kreps, 2010). However, this is challenging as such information is often ignored, if not rejected, by those reluctant to change their way of life. Therefore, it is critical to understand how one can be successfully persuaded or motivated for a certain cause. As a start, we studied three communication theories to find out how individuals process and react to persuasive messages.

Firstly, the Social Cognitive Theory was relied on as a fundamental concept in our campaign strategy. The theory recognises that human behaviour is determined by personal, behavioural and environmental determinants (Bandura, 2002). Amongst these, the self-regulatory and self-reflective functions are deemed as critical human traits influential in the formation of attitudes and shaping of behaviour. In the self-regulatory capability, human motivation and action are influenced by their internal standards and evaluation of their own actions. In the occasion where negative evaluation occurs, individuals tend to want to correct their actions and attitudes so that they will be in line with their beliefs and standards. Similarly, the self-reflective capability sees individuals judging their actions and generating thoughts based on an internal reflection of their own functioning.

Apparently, one's self-evaluation is a powerful determinant of attitudes and action. This is affirmed by the Health Belief Model, which explains that individuals can be more persuaded to take action when provided with information that allows them to evaluate the perceived severity, susceptibility, benefits, barriers and cues to action (Becker & Rosenstock, 1984). Accordingly, we premised the campaign on the concept of self-evaluation.

Bandura (2002) also touched on the social prompting function, where the influence and support of others can prompt a behaviour that is previously learned but not exercised due to insufficient inducements. This is frequently exercised in advertising campaigns, where modelled acts that bring substantial benefits or the portrayal of vicarious figures engaged in an action can prompt observers to do the same to reap similar benefits. The pre-campaign survey revealed that youth did recognise their dependence on the Internet as a problem, but were not sufficiently motivated to correct it. The theory of social prompting assumed an important role in the planning of campaign programmes.

We also referred to McClelland's Achievement Motivation Theory to understand how individuals may be motivated to effect a change. Also commonly known as the Theory of Needs, this theory argues that one's motivation for action is a combination of the need for achievement, power and affiliation (McClelland, 1988). Although it is more commonly used in the workplace setting, its analysis of motivated behaviour is also highly relevant in the campaign setting, thereby becoming an inspiring theory behind the campaign strategy.

People with a high need for achievement will actively seek challenges and feedback to improve themselves. The need for power can be personal or institutional, with both pointing toward being in control of a significant matter that involves many others. Finally, the need for affiliation refers to one's need to have good interpersonal relationships. In their effort to have desirable relationships with others, they will seek affirmation in terms of

common beliefs and actions. These concepts are invaluable in investigating how one can be motivated to overcome a behaviour or habit that is potentially harmful to oneself, such as ID.

Finally, the Elaboration Likelihood Model (ELM) was used as key guide in planning and coordinating campaign messages. The theory posits that one's perception of a persuasive message is affected by two information processing routes – the “central” and “peripheral” routes, which collectively influence the persuasiveness of a message (Petty & Cacioppo, 1981). Individuals processing messages through the “central” route employ a cognitive approach in assessing concrete facts portrayed, while those processing via the “peripheral” route are influenced by the attractiveness and aesthetics of the message (Cacioppo & Petty, 1981; Petty, Cacioppo & Schumann, 1983). In order to successfully create message retention and salience, the communicator must balance between the high-level information and aesthetics in the crafting of the message (Te'eni-Harari, Lampert, & Lehman-Wilzig, 2007). As ID is a relatively heavy topic, the campaign first pitched via the “peripheral” route before exposing youth to more high-level information (Refer to Chapter 7).

Chapter 5: Unplug! Communication Framework

5.1 Introduction to the Unplug! Campaign

The pre-campaign survey results hinted strongly at the possibility of ID becoming a potential problem in Singapore. Hence, it was a suitable time to address the issue before it spiralled into a bigger problem. This was especially so since there had not been any major activity tackling the problem in Singapore. Therefore, we decided to embark on a three-month-long campaign to raise awareness about the importance of moderating one's time online. This strategic communication campaign, titled Unplug!, was built based on findings from the formative research and the afore-elaborated theoretical concepts.

From the survey, youth knew that over-use of the Internet could be harmful, yet they lacked the motivation to control their usage. Incorporating McClelland's theory of human

motivation, we believed that a concise campaign, in the form of a mass youth movement that rallied youth across Singapore to come together and make a stand on their Internet use, could provide the necessary impetus for action. Not only would the mass movement support the need for affiliation, the common goal and empowerment of youth as leaders of the movement could reinforce their motivation to take control of their Internet use. If the campaign had the support of a significant number of youth, the power of peer influence could further prompt action amongst a wider group of youth (Bandura, 2002).

However, we felt that the resolution to moderate one's Internet use could not simply be induced solely by environmental factors. According to Bandura (2002), the self-reflective and regulatory capacities of an individual are powerful shapers of mindsets. Hence, much lies also in the individual's recognition and desire to correct the problem that one perceived as harmful. Prior research revealed that youth recognised the problem but might not have reflected on it as often or as seriously as they should. As such, our campaign worked to consistently invoke a deeper level of self-reflection amongst youth so they might realise that their ID habits could become a serious problem.

In line with the ELM (Petty & Cacioppo, 1981), the campaign made use of both aesthetical and cognitive elements to strengthen youth's understanding of the negative consequences of ID and encourage them to reflect on their time spent online. The campaign also paved the way to appealing offline activities for them to experience the benefits of spending more time offline than online (Refer to Chapter 7). In this way, the combination of self-reflection, social reinforcement and concrete action can better induce the desired attitude and action amongst youth.

5.2 Target Audience

The campaign was targeted at local undergraduates aged 18 to 25. The decision was made due to a number of considerations.

Firstly, there seemed to be an absence of a precise event or activity on ID that catered specifically to youth aged 18 to 25. We then decided to narrow this target youth population as there were realistic constraints in resources and manpower. Coincidentally, the campaign key supporter expressed interest in reaching out to tertiary students. Being undergraduates, we also had a better understanding of the mindset of an average undergraduate than that of other youth segments. It was wise to ride on this advantage to produce a better campaign with relatable insights into the mentalities of the target audience. Hence, we decided to target local undergraduates as the initial target audience of the campaign. Should the campaign obtain more resources in the future, the reach can then be extended to more youth segments.

We also identified the youth's families as the secondary target audience as they were believed to be the key influencers on youth's mindsets and actions. Moreover, the campaign also encouraged disconnection from the Internet for more valuable time with loved ones. It was hence important to inform and persuade families to encourage youth to moderate their Internet use.

Next, we analysed the primary target audience to come up with a relevant and effective campaign. The target undergraduates were highly educated, with most exposed to a wide range of information every day. Most spent a significant amount of time in their respective universities, and tend to have a fixed routine to their activities on campus. By identifying the routines and the common places on individual campuses that these undergraduates congregated, there could be a higher potential for a greater exposure to our campaign messages.

Although academic work took up most of their time and concern, undergraduates also actively sought out non-academic activities as a means of stress-relief. The Internet was hence in a favourable position as their prime choice of leisure. According to the pre-campaign survey, most undergraduates had ready access to the Internet, with 97 percent

owning a laptop. Majority spent more than five hours for leisure every day, with social networking sites and online video sites as the most common online platforms that they engaged in. Social networking sites were also their most common platform to receive information about events or activities. As such, we felt that it was only wise to have a presence online. Although the campaign message aimed to get youth to spend less time online, this message could only be effectively spread online since youth spent most of their time online.

Like any other youth, undergraduates looked forward to exciting, interesting and fun-filled activities. According to our survey, most favoured therapeutic activities such as music, shopping and movies. Frequent exposure to heavy academic materials might have prompted them to look forward to lighter, non-academic materials in their leisure time. This prompted us to shape the campaign identity into one that was youthful, fun and humorous. As much as possible, we also tried to recommend offline activities that were in line with the undergraduates' preferences.

In addition, most undergraduates belonged to a certain clique— a fixed group of friends whom they interact with frequently. The clique often shared common timetables and would move around campuses together. Group dynamics was hence an important factor in influencing their behaviour. In addition, undergraduates also tend to exchange information via such connections, as reflected in the pre-campaign survey results where word-of-mouth was the second most common way in which they received information. This would become an important part of the campaign, where group and peer influence became the key drivers of the main campaign event (Refer to Chapter 6).

5.3 Campaign Objectives

The campaign objectives and indicators were formulated according to informational, attitudinal and behavioural outcomes.

1. To raise awareness about the importance of moderating Internet use towards a balanced lifestyle, as indicated by:
 - At least 1,000 participants at the main campaign event.
 - At least 400 fans on the campaign Facebook fan page.
 - At least 2,000 visits to the campaign website.
2. To raise awareness about ID among students, including its warning signs and associated negative psychological and social impacts, as indicated by 70 percent of participants being able to identify at least three warnings signs of ID.
3. To encourage youth to participate in healthy offline social and recreational activities as an alternative to spending time online, as indicated by:
 - 80 percent of participants with favourable attitudes towards moderating their Internet use.
 - 70 percent of participants expressing confidence in controlling their Internet use.
 - 70 percent of participants expressing intention to make a conscious effort to achieve a balanced lifestyle by controlling time spent online.
4. To sustain youth's awareness of ID after the main event.

5.4 Output Objectives

Based on the initial campaign framework, the following key campaign collaterals were identified. The mix of online and offline collaterals were selected based on their perceived effectiveness in reaching out to youth, attracting media attention, and the need to keep to the campaign budget. All of them were conceptualised, designed, pre-tested and produced by us. The rationale behind each collateral is detailed in Chapter 7.

Offline Collaterals.

1. Campaign logo and tagline

2. 42 media kits to be sent to selected media
3. One 5m (W) x 2m (H) campaign collage board for the main offline event
4. Ten comic strips to be disseminated via strategic media routes to achieve a viral effect
5. 84 teaser posters to be placed at strategic locations around campuses (3 to 5 versions)
6. 84 main event posters to be placed at strategic locations around campuses (4 versions)
7. 1,500 campaign notecards to be distributed at all campaign events (2 to 3 versions)
8. 1,000 campaign notebooks to be distributed at closing event
9. Four campaign placards for main event

Online Collaterals.

1. Campaign website
2. Three posters for fringe event
3. One pre-event video for main event
4. One post-event video for main event

Chapter 6: Strategic Promotional Campaign

6.1 Campaign Strategy

There were two main ideas behind the overall campaign strategy. Firstly, to invoke a deeper level of self-reflection amongst individual youth, who already had a vague recognition of their over-dependence on the Internet that the campaign could leverage on. Secondly, to create a mass youth movement towards the moderation of time online, so as to build on the power of peer influence to motivate youth who were aware of the problem but never had

sufficient motivation to resolve it. The campaign then supported the movement further by providing various avenues for youth to practice what they preached.

One of the major restrictions we faced was the inability to present ID as a substantial problem (Refer to Chapter 11), which may hamper efforts in legitimising the campaign. To accommodate the cognitive restriction, we remediated it by providing stronger peripheral cues to engage youth in the topic. Hence, we devised memorable programmes, interesting collaterals and eye-catching phrases to leave a strong impression on youth and spur them to think about their Internet use on their own accord. These were strategically rolled out during the course of the campaign, where the collaterals first drew attention onto the campaign before the series of follow-up programmes encouraged action and sustained interest (Refer to Chapter 7).

Supporting the toned-down campaign approach, we sought to convey messages through a fun and engaging manner by communicating casually with youth instead of talking down to them. This also fitted into our understanding of the average youth psyche, which appreciates autonomy, respect and a dose of fun and humour in daily life. As such, overly academic material or heavy language and content, such as “addiction”, “mental health” and large amounts of factual information was avoided.

Campaign messages were communicated via both offline and online platforms. It was still essential for a large component of the campaign to take place offline since it encouraged the spending of time offline. Yet, it was impossible to only have activities offline as the costs and logistics involved would be far beyond budget. As the campaign advocated a moderate usage and not total detachment from the Internet, a balance between both platforms was desirable. Taking into consideration the strengths and weaknesses of the different platforms, activities were planned online and offline according to how the respective strengths of the platforms could contribute to our objectives. Online platforms were instrumental in spreading

the message more efficiently to a wider reach of people, while offline activities were significant in establishing the campaign cause. Hence, we strived to strike a balance between online and offline publicity by making sure that key activities were always held offline.

6.2 Campaign Identity

The campaign adopted a youthful and casual identity which emphasised fun and humour because this appealed to the target audience. The lively campaign identity also neutralised the stigma that could be attached to ID.

Although various colours were used to highlight the vibrancy of the campaign, the colour motif consisted of red, black and white. A set of key graphics and fonts was also used consistently to allow audiences to better identify the campaign. Examples include the red two-pin plug in the logo, and the black and white background with doodle-like illustrations of identifiable icons found online (Appendix C).

6.2.1 Campaign name: Unplug!

Inspired by our supervising professor, “Unplug!” was chosen because it was easy on the mouth and highly relatable to the topic of ID. It can refer to the act of plugging oneself out of the online world, or to the physical act of pulling out the plug that is required for devices with Internet connection. Since the word “unplug” itself might sound overly technical, an exclamation mark was incorporated to add a sense of vibrancy and excitement to the campaign.

6.2.2 Campaign logo.

The logo (Appendix C) was designed based on the idea of plugging oneself out of the online world. The alphabet “U” represented the campaign name “Unplug!” and the icons within it represented the various online platforms that youth frequently engaged in, such as Facebook and YouTube, thereby providing a visual cue to the campaign topic. The red plug

that extends from the “U” gave a visual representation of the act of unplugging from these online platforms.

6.2.3 Campaign tagline: World Wider than WWW.

“WWW” is the abbreviation of the term “World Wide Web”, which is the layman synonym for the online world. “World Wider than WWW” hence referred to the idea that one should not be overly attached to the online world because the physical world that we live in is, ironically, much *wider* and more exciting than that. Living in a World Wider than the WWW would mean that one would not neglect other aspects of life beyond the Internet. The tagline was chosen because it rings well and had the potential to leave an impression on the audience. For the same reasons, it was used as the pledge slogan and in the URL for the campaign website and Facebook page.

6.3 Sponsorship

Based on the output objectives and activities planned for our campaign, we arrived at an initial budget of \$18,000. In order to execute our campaign and to boost its credibility, we sourced for sponsors and supporters. Within three months, we managed to secure one key supporter, one key sponsor, three supporters and ten sponsors.

6.3.1 Health Promotion Board (HPB).

The Health Promotion Board is a statutory board of the Ministry of Health, established in 2001 with the vision to “build a nation of healthy and happy people” (Health Promotion Board, 2010). We believed HPB was the most appropriate partner for the campaign as it is the leading agency in the promotion of national health and disease prevention. Moreover, HPB could provide professional advice for the campaign and how ID affected mental health.

We first pitched the campaign concept to HPB's marketing department which then directed the collaboration opportunity to the Youth Health Programme Development 2 (Mental Wellness) department of the Youth Health Division (YHD).

The YHD is dedicated to the spreading of health messages to children and youth. To reach out to young people, YHD used a platform called Breathe which housed a series of health campaigns on topics such as smoking, sexual health and mental wellness (Health Promotion Board, n.d. b). Commonly involving youth volunteers, these campaigns were characterised by their vibrant campaign identities, strong graphics and interactive on-ground events. For example, "Break Free", its campaign against teenage smoking, utilises graffiti designs and influential youth personalities to establish a connection with its youth audience (Health Promotion Board, n.d. a). Such a portfolio was largely in line with the campaign that we hoped to implement.

To our understanding, they had not implemented any campaign aimed at ID amongst youth aged 18 to 25. We sent them an email briefly explaining the campaign concept and arranged a meeting to present the full campaign idea. After the presentation, HPB expressed interest in the project and a series of meetings followed thereafter. Following much discussion and exchange of ideas, HPB confirmed their participation as the endorser and key supporter of the campaign.

6.3.2 Maybank Singapore.

Maybank Singapore is the key sponsor of Unplug!. Their Corporate Social Responsibility efforts pertain to social issues arising from the pervasive use of technology today. Recognising that the increased use of technology had brought about both advantages and disadvantages, one of their key goals lies in "promoting the need to strike a balance between virtual and physical worlds (mainly through volunteerism and other community engagement initiatives)" (Maybank Singapore, 2011).

We searched for several similar organisations before contacting Maybank Singapore. The search focused on organisations with CSR efforts on social issues related to the use of technology. Amongst the various organisations, Maybank Singapore's CSR efforts were the most fitting to the campaign ideology. Therefore, a sponsorship letter and proposal (Appendix D) was sent to Maybank Singapore. The company's CSR manager, Ms Corrinne Tan, replied and indicated her interest in understanding more about our campaign and a formal presentation was then made to her. She then presented our campaign to the management of Maybank Singapore, after which we secured the sponsorship from them.

6.3.3 Supporters and sponsors.

Besides securing sponsorship from the two main organisations mentioned above, we also approached selected companies via email (Appendix D) and phone to obtain sponsorship of materials that were necessary for the campaign, such as vouchers for event goodie bags and films for the Polaroids. The companies were selected based on the nature of the businesses, activities and materials that they could provide (Appendix D). We also approached the NTU Student Union for the list of sponsors that they had for their exam welfare package. These organisations were classified into "supporters" and "sponsors" of our campaign.

Supporters of the campaign provided mainly non-monetary support, such as venues for campaign participants to engage in offline activities. As such, companies offering interesting and healthy offline activities were approached. By obtaining sponsored deals for such activities, we hoped that youth can engage in these activities as an alternative to being online. These activities were incorporated into one of the campaign programmes, Plugouts!, and categorised into Lifestyle, Nature and Community Service (Refer to Chapter 7). In total, the campaign had three supporters – Apex Club of Bukit Timah, MINT Museum of Toys and National Parks Board (NParks).

Sponsors of the campaign were involved in providing collaterals such as vouchers and post-it pads which were included in our event goodie bags (Appendix D). These sponsors were carefully chosen based on two criteria. Firstly, they must be providers of healthy offline services/products that the campaign participants can engage in. Secondly, their services/products must be appealing to the general youth. Based on these, the final sponsors were Chapter 2 Hairdressing Pte Ltd, Community Health Assessment Team (CHAT), Fitness First, Frolick, I-S Magazine, Maranatha Music School, Ski360, Reader's Digest, Refresh Bodyworks and Time Out Singapore.

In return, supporters and sponsors were given exposure in Unplug!'s collaterals and publicity materials. We also offered more exposure by incorporating them into our messages on our Facebook fan page (Appendix D).

6.4 Campaign Expenditure

By successfully securing two monetary sponsors – HPB and Maybank, our campaign received a total of \$11,000. However, through careful planning and sourcing for comparable alternatives, the total campaign expenditure only amounted to \$6994.82 (Appendix E).

6.5 Timeline

We started to brainstorm for project ideas in October 2010. The topic was finalised in November, when in-depth research was done to determine the scope of the campaign. Subsequently, we spent six months in the planning, execution and wrapping-up of the campaign (Appendix F). Exclusive of research, there were three main stages:

1. Planning/Content Development (two months): Brainstorming, development and production of overall campaign strategy, programmes and campaign collaterals. Sponsors were also contacted and secured during this period.

2. Execution of Campaign (two months): There were three main phases of execution – raising awareness, encouraging action and sustaining interest (Refer to Chapter 7).

3. Wrapping-up (two months): Evaluation and analysis of overall campaign via post-campaign survey and feedback from stakeholders. The final report and presentation were prepared in this period.

Chapter 7: Engaging the Audience

7.1 Raising Awareness

From the Health Belief Model, we understood that giving target audience the appropriate knowledge on ID was necessary before they would be able to take action on the issue. As such, a three-step approach was devised to engage our target audience both efficiently and effectively over the course of the campaign. The first step equipped youth with the information they lacked on ID, thereby raising awareness of the problem.

7.1.1 Can You Unplug!?! teaser posters.

These were a series of teaser posters placed at strategic locations around campuses during the first two weeks of the campaign launch, as a subtle introduction of the campaign. Intended to draw attention and establish a playful campaign identity, these posters were designed in a minimalistic style with only the campaign logo, website URL, and a single quirky line that played on puns of popular online platforms. Six versions of the teaser posters were developed, each with a different line. For example, one poster read: “More awaits you beyond that Wall”, with the word “Wall” designed to resemble the popular icon on Facebook (Appendix G).

The posters were divided and published in two different phases, with each phase lasting for a week. To enable the target audience to effectively follow the campaign’s train of thought, the subsequent posters replaced the previous ones in the exact same spot. The six posters designed were rotated weekly to avoid the possibility of message fatigue amongst our target audience.

Phase One was intended to spark an extent of self-reflection amongst the target audience. It comprised only the poster that read: “If you lose your Internet connection tomorrow, what would you do?” Phase Two took on a more playful note to establish the campaign identity and tease the audience into discovering more about the campaign, hence raising their awareness of ID. There were a total of five versions in Phase Two, each playing on the puns of names and elements of popular online platforms such as Facebook, Twitter and MSN Messenger. Through the use of the familiar terms, it was hoped that youth would be able to identify with them and generate some thought and discussion, thereby increasing youth’s consciousness towards their Internet usage habits.

After the first two weeks of display, these posters were then replaced with the main event poster to promote The Great Unplug! Relay (Appendix J). With a total of four different versions for each university in the relay, they were put up at the same strategic locations around campuses as the Can You Unplug!? teaser posters, replacing the latter in the exact same spot. This increased the chances of our target audience drawing the relation between the campaign introduced by the Can You Unplug!? posters and the main campaign event.

7.1.2 Carried Away comic strips.

In a bid to engage youth in the topic, an original comic strip series was specially designed for the campaign as comics had the ability to convey messages in a simple and relevant manner that would likely leave an impression on youth. The idea was to catch their attention with the humorous yet relatable storylines, which could spur them to reflect on their own Internet use.

The strips revolved around the encounters of five relatable characters, each with their own hilarious episodes concerning their Internet usage levels. The name “Carried Away” was derived from the fact that most characters in the comic tend to get carried away with their Internet use and hence land themselves in helpless yet funny situations. The characters and

storylines were developed based on our personal experiences and those of our friends. The characters' appearances and situations that they were caught up in were carefully designed to reflect the warning signs and negative psychological and social impacts of ID, contributing to our objective of increasing youth's knowledge of these facts, but keeping to the campaign's style of doing so through a casual and light-hearted way (Appendix H). The character profiles, designs and storylines were pre-tested on the campaign's key supporter and selected youth before confirmation.

Through the comical situations portrayed, the strips served to encourage some thought amongst youth on the possibility that the Internet may be affecting their lives in some ways. This was especially so if the situations depicted were actually similar to their own experiences.

Launched concurrently with Unplug! in late January, 10 such comic strips were released on a weekly basis via Unplug!'s online platforms until the campaign ended in the last week of March. Selected comic strips were also featured in the Unplug! notebook, which allowed youth who did not have access to Unplug!'s online platforms to be exposed to the comics as well.

7.1.3 Online platforms.

Although using online platforms may seem ironic to Unplug!'s campaign messages at first glance, these prevalent platforms were still employed to reach out to youth as the pre-campaign survey reflected that social networks were one of the most common platforms that they engaged in. Other than explaining the campaign and ID in greater detail, these platforms were also used to share campaign updates, event details and relevant articles on Internet use. Widgets connecting the website to the Facebook and Twitter pages were made available to allow easy access and ensured that the messages presented over these online platforms were consistent and complementary to one another.

However, effort was put into taking on a more reserved approach towards the frequency of posting updates, so as to strike a balance between using these platforms to spread campaign messages and helping the target audience to moderate their time spent on these platforms. As such, these platforms were only updated once or twice weekly (Appendix D).

The campaign website was built based on the Tumblr blogging framework, which allowed readers to “like” or re-blog Unplug!’s posts and hence spread them to a wider audience. Adopting a style that is similar to a blog also meant that Unplug!’s posts appeared more personal and this helped to reduce the distance between our campaign and our target audience.

The Unplug! Facebook fan page was one of the main online platforms used to communicate with youth, most of whom could be found easily on Facebook. Interactive contests were held to encourage a better understanding of information presented and keep them interested in the campaign.

The Unplug! Twitter account, @unplugtweets, functioned as a platform where supporters were occasionally reminded of campaign programmes and progress. Since the main strength of Twitter lies in allowing real-time updates, Unplug!’s presence on Twitter enabled us to retain youth’s attention on activities over the course of the campaign. It also allowed us to give timely reminders to youth to “unplug” when necessary, such as posting a tweet when it is close to a suitable bedtime to remind followers that perhaps they should “unplug” and not forgo their sleep to surf the Internet.

7.1.4 Pre-event video.

Prior to the main campaign event, a five-minute video was made to promote the campaign and the event (Appendix J). This video was also screened during the event to attract more passers-by to the event and hype up the atmosphere of the event through audio at

the event booth. Scripted in a humorous style with short quips from undergraduates all over Singapore, the revelation of youth's Internet usage habits spurred viewers to identify with them and reflect on their own Internet use, especially upon hearing that fellow youth could spend up to 12 hours online for leisure purposes every day.

7.2 Encouraging Action

Having equipped our target audience with the necessary knowledge, the next step to engage them at a deeper level would be to encourage them to act on the issue of ID.

7.2.1 The Great Unplug! Relay.

As mentioned earlier, one of the key campaign strategies was to create a mass youth movement towards the moderation of time spent online. As such, we planned a large-scale offline pledge event across universities that could draw youth from all walks of life to come together in this movement towards moderation – The Great Unplug! Relay. Four universities were involved in this massive relay from 7 to 18 February (Appendix J): NUS, NTU, SMU and SIM.

Positioned as the highlight of the campaign, The Great Unplug! Relay was a pledge relay event where youth from the four universities contributed consecutively to the formation of a giant collage with their Polaroid pledges. The pledge, which had youth posing for a Polaroid with the campaign placard that read: *My World is Wider than the WWW*, signified the youth's promise to moderate his/her Internet use and not neglect other aspects of life beyond the Internet. Youth were also encouraged to write a resolution or motivational message on the Polaroid to inspire fellow youth. Each Polaroid collected was then pasted onto a massive board (5x2m) to form a collage of the word "Unplug!", symbolising the mass youth movement to moderate their Internet use (Appendix J).

By allowing youth to make a symbolic action of pledging, The Great Unplug! Relay encouraged youth to take the first step towards achieving a healthy balance between time

spent online and offline. Given that the act of moderating one's Internet use depends highly on one's self-discipline and control, encouraging youth to make a stand on their own accord would be more effective in achieving the campaign objectives (Appendix J).

As the period when the relay was held coincided with fleas that were organised by the Student Unions (SU) of the various universities, the team approached the NUS and SMU SUs to obtain a booth space in these fleas. For SIM and NTU, the flea event spaces were obtained by applying to the school authorities. Having the Unplug! booth as part of the schools' fleas increased the chances of the event being exposed to a high traffic of youth.

The event was not just all hype and fun. In the process of rallying for pledges, notecards with information on ID were distributed (Refer to Chapter 7.2.3). Videos and posters with more detailed information were also displayed to provide more explanation. 1,500 goodie bags containing sponsored vouchers for lifestyle and sports activities were prepared and distributed as an incentive to encourage youth to pledge with Unplug!. Our sponsors also gained mileage from the event, with their collaterals distributed to youth and logos prominently displayed on the event collage.

Despite having minimal experience in organising large-scale events, we took on the role of an event management team and oversaw all details such as sourcing for booth spaces, planning the event schedule, making the pledge placards, goodie bags and model release forms and engaging contractors to set up the logistics of the event. To ensure that the event ran smoothly, youth volunteers were recruited to coordinate the pledging process. As this was an event by youth for youth, we approached youth voluntary organisations such as Heartware and the Youth Advolution of Health for their assistance in recruiting volunteers (Appendix J).

Although an event schedule was drawn up to give a general guideline on the team members' and volunteers' roles over the eight days, the event was kept spontaneous as we roamed campus grounds with high human traffic to pro-actively approach youth instead of

staying by the booth and waiting for them to approach us. We felt that to better involve our target audience, it was essential to incorporate more creative and elaborate action into the pledge process rather than the common form of pledging through collecting signatures. The interactive and spontaneous manner in which The Great Unplug! Relay was executed was in line with the fun and casual identity of the whole campaign.

The event received overwhelming response from the four universities with 1,796 pledges collected, far exceeding the initial target of 1,000 pledges. Given that the entire pledge event looked to tap on the power of a youth mass movement, youth were given a choice between pledging individually or in a group. A significant number of youth roped in their friends to pledge as a group, spreading Unplug!'s messages further and resulting in a total of 1,050 Polaroids collected.

7.2.2 Plugouts!.

Understanding that youth would need to occupy their time with other activities if they were to spend less time online, Unplug! encouraged them to engage in healthy offline activities by providing them with alternatives to spending their time surfing aimlessly online. A series of offline activities, collectively known as "Plugouts!", were organised to convey the message that there were more meaningful activities that youth could engage in beyond the Internet.

To ensure that a range of activities was provided to meet the diverse preferences of different youth, "Plugouts!" comprised activities of three different genres – Nature, Community Service and Lifestyle. The events took place between 19 February and 5 March, giving youth ample opportunities to mark their schedules for the events after learning about them during The Great Unplug! Relay and our various publicity platforms in February (Appendix K). Prizes were offered to encourage youth to reflect on their experiences at these events by posting a photo and a 150-word caption on Facebook (Appendix K).

7.2.2.1 National Parks Board D.I.Y. Trails (Nature).

Plugouts! kicked off with a collaboration with NParks, an activity that was sustained for two weeks from 19 February to 5 March. Youth were encouraged to download a D.I.Y. trail route from NParks' website and embark on a hike along one of more than 20 different routes to spend some time appreciating nature at their own convenient time and date. We felt that the flexibility in date and time of this activity would make it more appealing to university students who often had heavy academic and co-curricular commitments. Going on a hike along nature reserves was also likely to be a group activity, which was in line with the campaign's efforts to tap on peer influence to encourage youth to spend time offline.

7.2.2.2 Food distribution event with Apex Club of Bukit Timah (Community Service).

Adhering to the key message of Plugouts!, the second event provided youth with an opportunity to undertake a meaningful task of packing and distributing food to the needy elderly of the Redhill district. This event was a collaboration with the Apex Club of Bukit Timah, and saw participants spending their Saturday afternoon as a volunteer with the club instead of surfing aimlessly online. However, as there was a cap to the number of volunteers needed for the activity, the event could only involve 10 campaign participants. Although the number was small, it was still a significant step towards showing youth the alternative activities to surfing the net. Since this voluntary service takes place weekly, those who could not join us on the day of Plugouts! were encouraged to render their services in the following weeks and beyond.

7.2.2.3 MINT Museum of Toys (Lifestyle).

The third and final Plugouts! event saw the team working with the MINT Museum of Toys to provide a special discounted rate on ticket prices for students from the four universities: NUS, SIM, SMU and NTU. The MINT Museum of Toys was chosen as a

collaborating partner as we felt that the museum was one of the most suitable platforms to allow youth to reminisce the days before we had the Internet and rediscover the joys of life without the Internet. On that day, up to four accompanying family members and friends were also entitled to a 50 percent discount off their tickets. Visitors were also given the opportunity to make a free souvenir on that day, spicing up the activity and giving participants a memorable takeaway.

7.2.3 Unplug! notecards.

These notecards, which functioned as postcard-quality versions of conventional flyers, contained brief information about Unplug! and ID. A total of three versions were printed (Appendix L) and distributed at every campaign event to help the target audience understand the campaign. They were used to encourage youth to take part in the events with them having full knowledge of what the events were intended for.

Notecards were chosen over the conventional flyers because we felt that a card of better quality might increase the possibility of the target audience retaining it. Hence, we designed attractive notecards that the audience may want to collect as bookmarks or pin-ups. Selected lines from the Can You Unplug!? teaser poster series were also incorporated because the target audience would already be familiar with the series of posters by then and the lines would help to draw a link between the events and the campaign. These quirky lines also helped to raise the appeal of the notecards.

7.2.4 Unplug! Mirror.

As part of the strategy to aid youth to take action and reflect on their individual ID levels, the Unplug! Mirror was developed based on the Carried Away comic strip series. This is an online quiz where one can find out which Carried Away character one resembles the most in terms of ID levels (Appendix M). The results page also offered some useful tips on how one with the traits of a certain character can try to take control of one's Internet usage.

The results can also be shared on Facebook/Twitter, enabling youth to conveniently spread the word and drive more youth to act on their Internet use upon reflection.

7.3 Sustaining Interest

7.3.1 Unplug! collage exhibition.

To extend Unplug!'s reach beyond youth who pledged, the completed Unplug! collage was exhibited at the common area in front of the Nanyang Auditorium in NTU after the finale of The Great Unplug! Relay. We obtained the green light to hold the exhibition from NTU's Office of Facilities and Planning Management and we engaged the help of our event contractors to ensure that safety standards were adhered to during the period of exhibition.

The collage, together with the informational posters, was exhibited for one and a half weeks, thereby sustaining the campaign beyond the eight event days (Appendix N). On several visits to the exhibition, we met youth who were intrigued by the massive collage and were interested to find out more about Unplug!. Several youth were also overheard explaining the campaign to their friends, contributing to the sustainability of the campaign even after the events have ended.

7.3.2 Closing event.

To wrap up the three-step process of the campaign strategy, a closing event was held in early March to return youth their Polaroid pledges and distribute the Unplug! notebook to them.

After informing youth who pledged about the collection via the e-mail addresses that they provided during The Great Unplug! Relay, a small booth was set up for a day in each university, where participating youth came down to collect their Polaroid pledges (Appendix O). As a means to further increase the sustainability of the campaign and reach out to more

youth, Unplug! notebooks were also distributed to random youth as the notebooks contained more elaborate information on ID that youth could internalise and ponder over time.

By returning youth their pledges, it is hoped that the Polaroids can serve as a reminder of Unplug! and the commitment that youth have made to moderate their Internet use. Their subsequent use of the Unplug! notebook can also achieve the same effect. Hence, Unplug!'s messages can be sustained even after all publicity and events have ceased.

7.3.3 Youth Health Symposium (YHS).

We were invited by HPB to share about Unplug! at the Youth Health Symposium held on 19 March 2011. The YHS sought to promote positive youth development by inspiring youth leaders to harness and direct their energies towards initiating similar health related projects.

As one of the speakers during the workshops, we introduced Unplug! in detail to a group of approximately 30 youth leaders from Secondary Schools, Junior Colleges, Polytechnics, Institutes of Technical Education and Universities (Appendix P). During the session, we shared about the various challenges and achievements over the course of executing Unplug!.

Introducing Unplug! to youth leaders in these schools was seen as an opportunity to sustain interest in Unplug! and the topic of ID. We hoped that they could be inspired to take up the project or develop their own project on the topic to raise awareness amongst their own age groups. This would bring Unplug!'s messages beyond the three-month timeframe.

7.3.4 Twibbon.

Twibbon is a tool that enables one to add an icon to their profile photos on Facebook and Twitter. By adding a Twibbon, friends of the subscriber will also be informed of his/her support for the campaign, and may be curious to find out more about it. The merit of the

Twibbon lies in its ability to spread the campaign message quickly and to a vast number of people.

The Unplug! Twibbon took the form of the pledge placard, with the words “My World is Wider than the WWW”. The campaign encouraged youth to subscribe to the Unplug! Twibbon as a reminder to control their time spent online when they log on to Facebook or Twitter (Appendix Q). As subscribing to a Twibbon may be a relatively laborious process to youth, we provided prizes as incentives to attract more subscribers.

7.3.5 Post-event video.

This one-minute video was released after The Great Unplug! Relay. It showcased event highlights and reported on the overwhelming success of the event. It was also screened for one month on the television screens on NTU’s campus. The video helped to sustain awareness of the campaign for a period of time after the end of The Great Unplug! Relay (Appendix R).

7.3.6 Unplug! Giveaway.

The Unplug! Giveaway was a series of contests held via Unplug!’s Facebook page after the main pledge event was held in all four universities (Appendix S). Questions about how one can identify someone who is over-dependent on the Internet and how one can Unplug! to overcome ID were asked. Youth were encouraged to leave their answers by commenting on the post and they would stand to win movie vouchers. Movie tickets were the chosen prize as the pre-campaign survey reflected that movies was the most appealing offline activity that undergraduates wanted to engage in.

Besides being a form of interaction with our target audience, the Unplug! Giveaway also encouraged youth to recall the information about ID that they had received from The Great Unplug! Relay or other Unplug! publicity platforms, thereby deepening their impression of these messages. Winners were determined based on the criteria of relevance

and meaningfulness to Unplug!, as well as the creativity of the answers. A formal letter was drafted to inform winners on the prize collection. (Appendix S)

7.3.7 Unplug! notebook.

The Unplug! notebook was the key collateral which was distributed free-of-charge to the target audience during the closing event as a concrete takeaway (Appendix T). It contained five hard insertions describing the campaign and ID, tips on moderating one's Internet use, helplines that youth could turn to for help on managing their Internet use, as well as selected Carried Away comic strips.

The notebooks were chosen for their practicality and utility in daily school life. The pre-campaign survey also reflected that notebooks were the preferred collateral that undergraduates wanted to receive. In addition, the notebook was capable of carrying detailed information about the campaign offline. Youth can use the notebook in their studies and, in the process, constantly come across the inserted material about ID. This would extend and increase recall of the campaign even after it has ended.

Chapter 8: Engaging the Media

8.1 Media Plan

In order to extend the reach and visibility of the campaign, it was integral to spread campaign messages through relevant national and campus media platforms. In drawing up the target list of media, we referred to our pre-campaign survey results to select media relevant to our target audience. Both popular mainstream media platforms and campus media platforms that specifically catered to our target audience were selected. Taking into consideration the ethnic diversity in Singapore, media vehicles of all four main languages of Singapore, namely English, Mandarin, Malay and Tamil, were targeted as well (Appendix U).

Efforts to reach out to the media were split into two phases: the first phase during the launch of Unplug! in late January and the second phase near the end of the main event in late February. This allowed us to sustain media coverage throughout the campaign duration.

Our media relation tactics included pitching to the media, disseminating media kits and inviting the media to The Great Unplug! Relay. Senior social workers from Fei Yue Community Services had earlier agreed to provide professional input should some media outlets request it.

8.2 Media Kits

Two media kits were made. In line with Unplug!'s identity, the first media kit had a fun and casual design with the recurring motif of a two-pin plug coiled around the box. The kit contained a media release about Unplug! and a teaser to the "Carried Away" comic strip series. The recipient of the media kit had to uncoil the plug to open the box, hence performing the action of "unplugging". This unique design was done to increase the chances of Unplug!'s media kit breaking through the clutter of information that the media received every day. The media kits were hand-delivered to the selected media. (Appendix U) Soft copies of the media kit were also sent out.

The second media kit, consisting of a media release, media invite and event photos of The Great Unplug! Relay, was sent out via e-mail.

8.2.1 Media release.

Story angles for the two media releases were carefully crafted to help meet Unplug!'s communication objectives. Keeping to our three-step process in engaging our target audience, the first media release focused on raising awareness of the issue of ID by sharing our pre-campaign survey results with the media. By first highlighting the potential problem of ID amongst local youth as reflected by our survey results, a basis was established for the introduction of Unplug! as a campaign to address the issue.

To maximise the power of the youth mass movement, the second media release centred around the success of The Great Unplug! Relay. This was done in the hope to encourage more youth to take action on the issue of ID should they come across media reports on fellow youth rallying together and pledging for the cause. The media release provided the media with an update on the progress of the pledge relay, along with an invitation to witness the completion of the Unplug! collage in the final stop of the relay.

For both releases, an Unplug! factsheet with background information about the campaign and the issue of ID was also disseminated (Appendix U). Campaign collaterals such as the “Carried Away” comic strips were also made available for the media’s use.

8.2.2. Media invite.

As mentioned above, an e-invitation to The Great Unplug! Relay was extended to the media when the event went into its final stop at NTU. We chose to invite the media to the final stop as it would be more newsworthy if they could witness the significant act of the completion of the Unplug! collage, as compared to just being invited to cover the pledge event.

As with all collaterals, this e-invitation was also specially designed according to the casual and spontaneous nature of The Great Unplug! Relay. It also provided the media with a glimpse of the Polaroid pledges (Appendix U).

8.3 Media Coverage

Through our efforts in pitching to the media, Unplug! managed to obtain coverage on more than eight media platforms, including leading national media platforms such as Lianhe Zaobao and Berita Harian. The articles in these two national newspapers developed from our pre-campaign survey results and focused on local youth’s Internet usage habits, thus contributing to our key objective of raising awareness on the potential problem of ID amongst local youth and the importance of moderating one’s Internet use.

Youth-oriented media platforms such as Omy.sg also featured Unplug! in an article and a two-minute vodcast. The coverage obtained on Omy.sg placed greater weight on Unplug! as a campaign and highlighted The Great Unplug! Relay's stop in SIM. Given that Omy.sg's target audience are youth, this angle of coverage was highly appropriate and contributed to spreading the power of the youth mass movement further, meeting Unplug!'s objective of encouraging action amongst youth on the issue of ID.

Unplug! also had the honour of sharing about the campaign on Channel 8's Good Morning, Singapore, a Mandarin news and current affairs programme. The 16-minute long segment was also attended by a senior social worker from Fei Yue Community Services, adding credibility to Unplug!'s cause and providing the audience with professional information on the signs and ills of ID.

Besides gaining coverage on print and television programmes, Unplug! attended two live interviews on national radio stations 93.8FM and 95.8FM. As these two radio stations are news-oriented in their programmes, they added weight and credibility to our campaign messages. Each interview had a duration of approximately 30 minutes, giving us ample time to share comprehensive information about Unplug!'s messages and upcoming activities with the audience, again contributing to our efforts in meeting the campaign objectives.

On top of coverage in mainstream media platforms, Unplug! also reached out to our target audience through relevant campus media platforms such as NUS's The Kent Ridge Common and The Campus Observer. Both articles highlighted the potential problem of ID and explained Unplug!'s efforts in addressing the issue, thereby encouraging them to act on it.

Besides coverage that specifically highlighted Unplug! and its activities, our pre-campaign survey results were also picked up by Lianhe Zaobao in the month of February. The success of the campaign was also recognised by other media platforms that Unplug! did

not pitch to, resulting in additional coverage that contributed to the sustainability of the campaign. For example, we were invited to feature our campaign in What's Up, a monthly newsletter that goes out to 33,000 Primary school students every month.

Upon seeing the coverage gathered on national media platforms and the exhibition of the Unplug! collage outside Nanyang Auditorium, the Corporate Communications Office of NTU also recognised Unplug!'s efforts and gave us the opportunity to extend our reach within NTU by screening Unplug!'s post-event video on the television screens located all over NTU's campus, adding to our list of targeted reach through third-party media platforms (Appendix R).

Unplug! was also mentioned in shoutouts, status updates, blog posts, forum posts and tweets on popular social media platforms such as Facebook and Twitter. These were posted by youth who pledged with Unplug!, as well as media such as CAMPUS magazine, SHAPE magazine, The Living Room 93.8FM and lifestyle bloggers. While we recognise that not all coverage obtained may be directed at our target audience group of youth aged 18 to 25, these coverage obtained are still a testament to Unplug!'s relevance in today's society (Appendix V).

8.4 Media Returns

Based on circulation and listenership figures provided in the rate cards of the main media platforms that Unplug! was featured on, a rough estimate of the number of opportunities for Unplug!'s messages to be seen or heard amounted to more than 280,000 gross impressions.

In total, Unplug! achieved more than \$115,000 in advertising value, translating into a Public Relations (PR) value of more than \$345,000. Going by industry practice, the PR value is calculated by marking up the advertising value by three times. Given that the total amount spent on the entire campaign was approximately \$7,000, the Return on Investment (ROI)

based on PR value is 49 times, while the ROI based on Advertising value is 16 times (Appendix V).

Chapter 9: Campaign Evaluation

Evaluation is an important element of communication campaigns as it can determine the effectiveness of the campaign, help planners understand why a particular campaign worked and provide insights to help increase the likelihood of success in future activities (Rice, & Atkin, 2000). We will examine our campaign based on two aspects – campaign objectives and campaign strategy, through these methods: post-campaign survey analysis, web analytics and youth involvement assessment.

9.1 Post-campaign Survey

To investigate the target audience's response to our campaign strategy and messages, an online survey was constructed and disseminated to the participants of The Great Unplug! Relay and fans of the campaign Facebook page. To increase the number of respondents, we offered 10 pairs of movie vouchers to 10 random respondents as an incentive. In general, the survey sought to:

- Examine the informational, attitudinal and behavioral outcomes of the campaign.
- Evaluate our choice of communication channels.

Of the 302 respondents, 250 were exposed to the campaign. The average age was 22 and majority were female (62 percent). A fair number of responses were collected from the four universities— 35 percent, 25 percent, 23 percent and 17 percent from NTU, NUS, SIM and SMU respectively (Appendix W).

9.2 Evaluation of Campaign Objectives

In a bid to reflect an accurate evaluation of the campaign influence, internal checks were incorporated in the survey. For example, we made sure that there was a difference between a respondent's indication of his attitude, self-efficacy and intention towards

moderating his Internet use, and whether these resulted from the campaign. In addition, these results were evaluated against the pre-campaign survey figures to assess the afore-mentioned variables before and after the campaign. The following breaks down the evaluation by the campaign objectives.

Objective 1: To raise awareness about the importance of moderating Internet use towards a balanced lifestyle, as indicated by:

(i) 1,000 participants at the main campaign event.

With the support of the schools and student groups, we managed to tap on the high traffic flow of youth on campus and successfully engaged 1,796 participants to pledge at the main campaign event—far exceeding the initial target of 1,000. In addition, we received feedback from participants who expressed that the topic of ID was highly relevant and relatable to them. Several also found the interactive nature of the pledge event attractive and refreshing.

(ii) 400 fans on campaign Facebook fan page and (iii) 2,000 visits to campaign website.

With regular updates and weekly engagements, the Facebook fan page achieved 401 likes within three months and garnered a total of 73,590 post views. The campaign website received 1,341 visits. It was observed that there were spikes in our target audience's engagement in Unplug!'s online platforms following each event, suggesting that they got to know about these online platforms through the events and were intrigued to find out more about the campaign (Appendix X).

Objective 2: To raise awareness about ID among students, including its warning signs and associated negative psychological and social impacts, as indicated by:

(i) 70 percent of participants being able to identify at least three warnings signs of ID.

The campaign succeeded in this objective as a total of 79 percent of respondents were able to identify at least three warning signs of ID. The top four signs that were identified by the 250 respondents who were involved in the campaign were “getting irritated when Internet use is disrupted”, “neglecting time with family and friends when on the net”, “need to go online more often for the same level of satisfaction” and “frequent thoughts about going online”.

Objective 3: To encourage youth to participate in healthy offline social and recreational activities as an alternative to spending time online, as indicated by:

(i) 80 percent of participants with favorable attitudes towards moderating Internet use.

Around 75 percent of the 250 respondents indicated that the campaign made them more positive about moderating their time online. Even though the campaign did not achieve the targeted 80 percent, an improvement in participants’ attitudes was still observed when we further compared the pre and post-campaign attitudes. Not only was there an 18 percent increase in participants who felt that spending too much time online was harmful, there was also a 21 percent increase in participants who disagreed that it was alright to spend more time online than offline. This indicated that the campaign had effected a positive change in their attitudes towards ID.

(ii) 70 percent of participants expressing confidence in controlling their Internet use.

The post-campaign survey indicated that 83 percent of the 250 respondents were confident of their ability to cut down on their Internet use when necessary. This is a 21 percent increase from the pre-campaign survey, where only 63 percent of respondents were confident. When asked if the campaign had brought about this confidence, 68 percent of respondents agreed. The 15 percent of respondents who did not attribute their confidence to

the campaign could have been overcome if we had engaged them in more offline activities under the Plugouts! programme.

(iii) 70 percent of participants expressing intention to make a conscious effort to achieve a balanced lifestyle by controlling time spent online.

Around 70 percent of the 250 respondents indicated that the campaign had made them want to spend time on offline activities instead of online ones. In addition, 64 percent had the intention to assert more control over their Internet use in the next few months. This suggested that the campaign was largely successful in its efforts to communicate the benefits of spending more time online.

Objective 4: To sustain youth's awareness of ID after the main event:

At the closing event, 279 participants collected their Polaroids and 750 notebooks were distributed. These collaterals would remind participants of the Unplug! campaign cause and their pledge to moderate their Internet use even after the end of the campaign.

The campaign message was further sustained when we participated in the YHS, where 200 youth leaders were introduced to the campaign. The session served to inspire them to either adopt the campaign or execute a similar one on the same topic of ID.

In addition, campaign collaterals such as notebooks and notecards were also printed in bulk by HPB for use in their other campaigns. This ensured that the campaign messages would be sustained even after we wrapped up the campaign. Furthermore, at the time of writing, HPB had expressed interest in adopting the campaign. If they do, the campaign can be extended beyond the three-month period that we worked within.

9.3 Evaluation of Campaign Strategy

With regard to campaign messages, the campaign was successful in achieving a 92 percent recall rate of the main messages among respondents who were exposed to the campaign. They could answer “moderating use of Internet”, “reduce dependency on

Internet”, “balanced lifestyle” and “life more than WWW” when asked for the main campaign message. This showed that the communication of campaign messages was clear and they were registered and retained by the target audience.

The decision to spur action through a mass youth movement seemed to be effective, as participation for The Great Unplug! Relay far exceeded our original target. The vast increase in pledges might be attributed to the fact that many youth were encouraged to pledge when their friends decided to do so. The collage, which reflected the combined youth effort across universities, helped to reduce the inertia we experienced when encouraging them to take the pledge. From our interaction with the participants, we also observed that most were supportive of the fact that their act of pledging can encourage more to do the same.

The top three publicity elements that received the most exposure among respondents were the Can You Unplug!?! teaser posters (82 percent), The Great Unplug! Relay (74 percent) and Facebook fan page (62 percent). It was explicable that The Great Unplug! Relay was one of the highest exposed programme since it was the main campaign event aimed at encouraging action from the target audience. As the posters and Facebook page were key collaterals in raising awareness of the campaign, their high impression rates affirmed that our efforts in concentrating on the initial phase of raising awareness of ID had paid off. This was especially so for the Can You Unplug!?! teaser posters, which were representative of the self-evaluation approach that the campaign utilised.

Among the collaterals and programmes that the respondents were exposed to, The Great Unplug! Relay (87 percent), Can You Unplug!?! posters (80 percent) and Carried Away comic strips (66 percent) were rated the most appealing. These results were encouraging as all three were key collaterals that we spent the most effort in developing. In addition, the fact that these unconventional collaterals and programmes were the most well-received proved

that the campaign's interactive and humorous approach in communicating with youth was appropriate.

However, the results also reflected a few misses in the campaign. Firstly, the Carried Away comic strips were popular amongst the target audience, yet only 27 percent of respondents were exposed to it. This suggested a lack of promotion of the strips, especially since they were only published online and in the notebooks that were only distributed at the end of the campaign. Secondly, the campaign website was meant to be one of our key online platforms but only achieved a 38 percent recall rate and 1,341 visits. The website seemed to have been shadowed by the campaign Facebook page, which was one of the top three most exposed platforms with over 400 fans. This seemed to suggest that the campaign should have either further promoted the campaign website or focused on a single platform instead.

9.4 Appraisal from Key Supporter and Sponsor

Unplug! received a positive testimonial from the Deputy Director of Youth Health Division, HPB, Ms Prema Govindan. In her letter, Ms Govindan expressed her appreciation for our efforts in executing the campaign. She was also impressed by the conceptualisation of the campaign. She remarked that we “were able to efficiently utilise limited funds to execute a public campaign which exceeded expectations” and that “there is potential for the Unplug! brand-name to be used for future HPB initiatives involving youth and Internet Dependency” (Appendix Y).

We also received a testimonial from Ms Corrinne Tan, the Manager for Corporate Social Responsibility at Maybank Singapore. She expressed that Maybank Singapore was proud to be the main sponsor of Unplug! and highlighted that the results yielded exceeded their expectations and attained Maybank's CSR objectives. She was also impressed by our “resourcefulness, passion, creativity, excellent teamwork and good communication skills.”

Chapter 10: Limitations and Challenges

10.1 Limitations

Due to limited funding and resources, the campaign could only extend its reach to the four main local universities. However, the campaign might have been seen by youth from other tertiary institutions. This was possible since access to the campaign's online platforms was not restricted to youth from the four universities and that awareness of the campaign might have been brought about via word-of-mouth.

The short timeframe of three months could also have affected the extent to which our target audience could internalise the campaign's messages. As the evaluation of the campaign had to be done within this timeframe, it was also possible that a change in behaviour amongst our target audience could not take place in time for it to be recorded and reflected in the campaign evaluation.

In evaluating the campaign, we were also limited in our ability to analyse the media coverage obtained accurately, as readership and viewership information and advertising rates for certain platforms were not available. Thus, despite being featured on a variety of media platforms, we were unable to determine the exact number of youth who were exposed to media reports on Unplug! and how these reports contributed to achieving our objectives.

10.2 Challenges

10.2.1 Limited attention on ID in Singapore.

After speaking to the relevant professionals and conducting in-depth research about the topic, we realised that the issue of ID had not been widely discussed in Singapore as yet. Most of the cyberwellness programmes introduced were targeted at younger students and focused mainly on issues such as protecting one's privacy online and practicing responsible use of the Internet. Furthermore, these programmes were only introduced in recent years. Therefore, youth, especially undergraduates, may have had limited opportunities to be exposed to information on ID. A lack of knowledge would mean that we had to first go the

extra mile to explain what the topic is about to the target audience so that they would find the campaign relevant.

10.2.2 Contradiction between campaign messages and usage of online platforms.

As the campaign advocated a healthy balance between time spent online and offline, it might seem contradictory if it were to ask the target audience to visit the campaign's online platforms. The fine line between tapping on the convenience and prevalence of the platforms and staying aligned to the campaign's cause posed as a challenge to us at times. However, most youth were able to understand our presence online after we explained that the moderation of time online, rather than the abstinence from the Internet, was actually the key message.

10.2.3 Handling diverse expectations.

Throughout this campaign, we realised that there was a need to strike a balance between our sponsors' and supporters' expectations and the project's grading criteria. This was challenging at times, since an imbalanced focus on their expectations could jeopardise our execution of the campaign.

For example, as one of our supporters had concerns about presenting ID as a substantial problem in Singapore, we faced a major restriction in presenting the significance of the issue of ID, which would have provided a stronger basis for our campaign to be implemented. This was especially so in our efforts to pitch to the media, whereby the newsworthiness of our campaign could have been increased if we were able to use key statistics gathered from our formative research.

Fortunately, a consensus was usually reached when such situations occurred and we managed to balance the respective expectations. In the above example, we managed to retain the use of certain key data that could still guarantee the newsworthiness of our campaign.

Chapter 11: Conclusion and Implications

Although the campaign did not meet all of its targeted objectives, it was still largely successful as most objectives were met. Even for those that the campaign fell short of achieving, the difference between the actual and targeted figure was minimal. Importantly, the post-campaign evaluation had confirmed that awareness levels amongst undergraduates towards the problem of ID had increased significantly, along with a positive change in their attitudes towards the problem. As such, we believe that the campaign had effected a positive change on the severity of ID in Singapore.

Considering that ID was not given sufficient attention here, the campaign had certainly laid a substantial foundation in tackling the problem in the future. The great effort spent on the campaign would be worthwhile if the success, limitations and challenges we experienced could serve as a useful guide for future campaigners.

Future campaigns should be launched at an opportune timing where society is ready for the recognition and discussion of ID as a problem. Although Unplug! was also held at a good timing where the influence of Internet was more significant than any other age, its influence could be greater if there was an initial acceptance of the problem to leverage on. Having said that, Unplug! had taken the first step in overcoming the inertia and introducing the problem. Future campaigns could continue to work from this to reap better results. For example, more research could be done to explore the reasons for the lack of recognition and acceptance of ID. This might ensure a greater success rate for future initiatives related to the problem.

Another recommendation would be to widen the target audience to include youth from more walks of life. Unplug! had focused solely on undergraduates due to constraints in resources. However, the concept of a mass youth movement would be even more powerful if a larger and more diverse group of youth was involved. Hence, future campaigners can consider expanding the campaign reach if they enjoy the luxury of better resources.

Indeed, Unplug! was one of the few concrete platforms tackling ID with a certain extent of recognition amongst youths in Singapore. As such, it will be wise for future campaigners to leverage on the existing influence of this campaign to spread messages related to ID. This will be much more cost-effective than to develop a new campaign or platform on the same topic. In fact, this was discussed during the course of the campaign, where both HPB and FYCS expressed interest in adopting Unplug! and its related collaterals. If successful, it will be possible that Unplug! will be extended beyond the three month period that we worked within.

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Appendix A

Interviews with Professionals

Fei Yue Community Services:

Interviewee: Miss Joyz Tan, Deputy Manager /Senior Social Worker, Youth Division

Date: 12th November 2010

Venue: Fei Yue Community Services, Simei Branch

Q1: What kind of Internet Addiction cases has Fei Yue handled?

A: Cases that are at risk of addiction, excessive use of Internet, using more than they need to and using it even if it affects their health.

Q2: How does Fei Yue come in contact with cases regarding the use of Internet?

A: It is the parents that come to us. So far, we had only one youth that approached us for help directly. I would say most of the youth are not addicted to the Internet but they are using it excessively, which makes the parents worry. This is so when the youth stay up late at night and when there is a dip in their school results. Parents tend to feel that the Internet is the cause of it and comes to help saying that their children are addicted.

Q3: How does Fei Yue deal with these cases?

A: Fei Yue work similarly to counselling centres. The parents would usually come over to our centres alone or with their children. But in most cases, the youth are not willing to come along, therefore our staff will do home visits. We will be introduced to the youth and from there, we build up rapport with them. The main underlying issue is that they are not communicating well with their parents. When parents do not see their kids studying, they get worried. As most parents grew up in a different environment as their children, they see work and Internet as separate entities, whereas for youth, Internet is their life.

Q4: What is the age range for youth who are highly dependent on the Internet?

A: 13 to 18 years old. Most of them are in secondary school. There are programmes in place (e.g.: cyber wellness) to educate them on the importance of a moderation use.

Q5: Have you treated cases that involve youth from the tertiary level? Can you share with us on some cases?

A: For young adults, we will refer them to the family service centre instead of coming to the youth centre here. I have known of a NUS medical student that dropped out from school due to gaming addiction.

Q6: What is the draw of the Internet?

A: There are many reasons. We usually look out for the pull and push factors during assessment. Generally, it is due to stress from expectations and family situations. Internet is too attractive and interesting. Screen resolution gives us adrenaline. Our neurons become wired that we like rewards, and Internet gives us rewards – we can level up in games (providing recognition), there are so many interesting stuff online, et cetera. Internet never fails us, whereas people and results fail us. When you have nothing to do, you just do what is available and Internet is always available. It is there for us 24/7. Sometimes, we go online to find comfort.

Q7: How can Internet Addiction affect one's mental health?

A: Some youth are online because they have anger issues with the family or they feel upset with the world. They spend a lot of time online and when they cannot go online, they will flare up. And this will require medication to control their anger.

Q8: Are Internet addicts less sociable in the real world?

A: There is no research done on this yet. Whether Internet makes one less sociable or less sociable people turn to Internet. It is like chicken and egg question. Socialising online does require some level of EQ too.

Q9: What are the challenges in dealing with the problem - Internet Addiction?

A: Contradicting messages – Youth need to go online for school, they are told to be literate and children are expected to learn about the Internet. It is also becoming a norm that parents are starting to use gadgets to teach the kids rather than using books. Therefore, it is difficult to explain to the youth on why they should not use too much of the Internet.

Q10: Do you have any advice on overcoming Internet Dependency?

A: You need to know the opportunity cost involved and think of how you want to make use of your youth. Although you get a lot from the Internet, but if you transfer the time spent online on doing a part-time job or learn an extra skill that you can use for the future, you can gain much more out of it. Just think of how you want to spend the best days (youth) of your life. Be clear on what is important, what are your concerns and whom do you really treasure. Many of them hardly spend time with people who are important to them. They rather socialise with people online and neglect people they love most.

Q11: What would you suggest as the approach for a campaign addressing this issue?

A: I would recommend that alternatives should come in stronger rather than addressing the problem itself. More than often, people do not know what to do with the time. For example, Earth day encourages us to switch off our electrical appliances for two hours, but what do we do during the two hours? We need to focus on solutions more than problem. When you start focusing on something else, you will naturally cut down on time spent online. It boils down to exercise self-control. Example - self-control in friendships. I may be out with my friends but I am tweeting or updating my Facebook status to engage other people instead of the current group of friends that I am with. Self-control comes in the form of having the control to focus on what I am doing now, and the people who I am with, rather than target the mass audience out on the Internet. Eventually, when the youth are provided with alternatives and enjoy doing other things, they will start to cut down the time spent online.

Q12: Does Fei Yue provide any help to the youth?

A: We have an online volunteer programme. Volunteers are youth that are older. They would read the blogs of the younger ones, chat with the youth online to provide a listening ear, they can perform research online or work as new-media researchers. This programme works both ways – for youth to contribute their time online to work instead of surfing randomly and for youth who are facing problems, they can turn to this mode for help.

Nanyang Technological University Student Counselling Centre:

Interviewee: Miss Tan Lih Chin

Date: 2nd November 2010

Venue: NTU Student Counselling Centre

Q1: What kind of issues does NTUSCC handle?

A: We handle psychosocial issues - relationships, stress, etc. and also psychological issues.

Q2: How does NTUCC define Internet Addiction?

A: We adopt the definition by Dr. Kimberly Young. To highlight, there is a difference between Addiction and Dependency Behaviour. Dependency refers to behaviour that is seemingly reliant and affects one quality of life. The person shows behaviour. While for addiction, it has to be clinically diagnosed. You can possibly search for "Problematic Internet Use" and there should be more information about it.

Q3: How does NTUSCC reach out to the students?

A: We conduct talks during freshman orientation week to publicise on our services. Students can walk in to our centre or contact us via email or phone.

Q4: Do you have data on Internet Addiction among undergraduates?

A: I am not able to disclose any information, as it is confidential.

Q5: Are there more undergraduates coming to NTUSCC to seek advice on Internet Addiction?

A: Sorry, I am not able to answer this.

Q6: Do you think Internet Addiction is a rising trend?

A: I would say it is an important issue that we should look at.

Q7: Does NTUSCC provide any materials to the students on Internet Addiction?

A: We have brochures that provide some useful information. Example: the warning signs of Internet Dependency and what to look out for so as not to get carried away on the Internet. The NTU Psychology Society had also come up with Zo Cards, using Kimberly Young's list of Internet Addiction symptoms.

Appendix B

Formative Research Survey Questions and Results

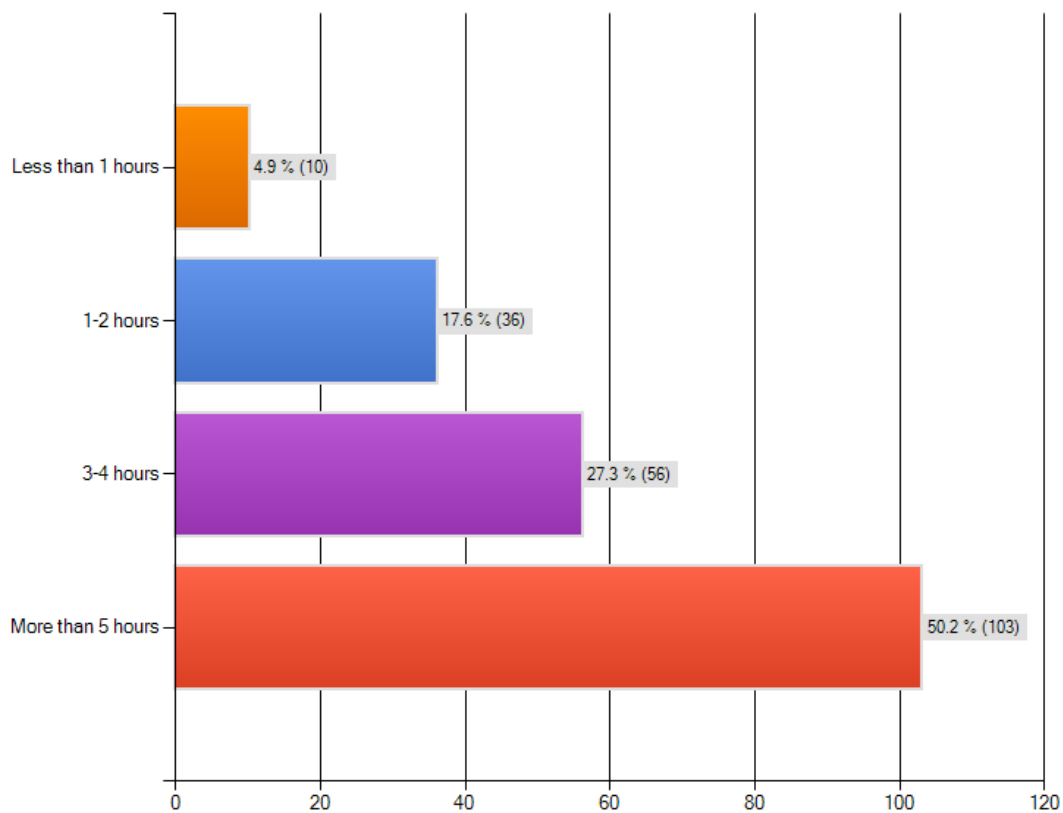
This lists only the responses from the 205 respondents who were studying in one of the three main Universities in Singapore. All 205 completed the survey in its entirety.

SECTION A

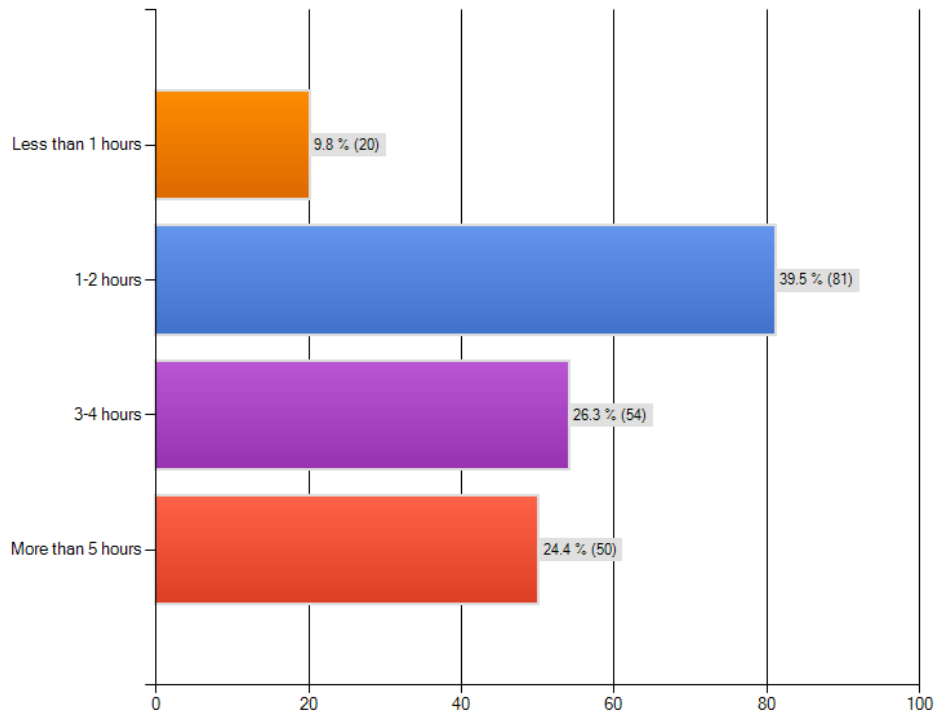
Q1. Which of the following gadgets/devices do you own? You may choose more than one option.

Response Options	Percentage
Desktop Computer	60.0% (123)
Laptop	96.6% (198)
Smartphone	62.9% (129)
iPod Touch	19.0% (39)
iPad	2.4% (5)

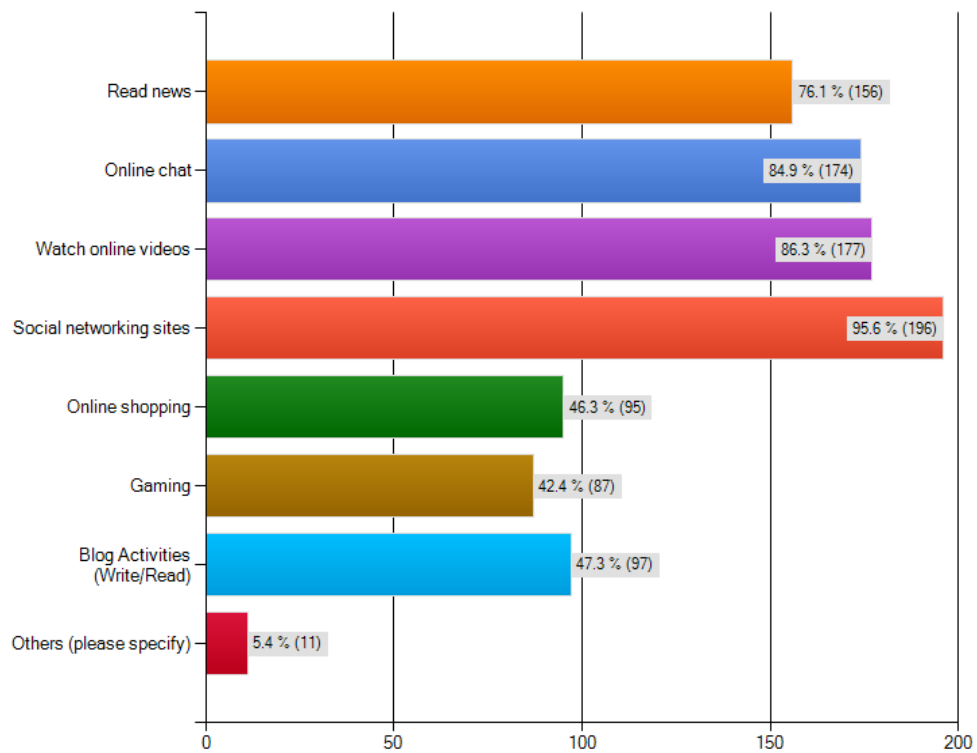
Q2. On average, how much time do you spend on the Internet (including accessing Internet through mobile phones and devices) for leisure every day?



Q3. On average, how much time do you spend on the Internet (including accessing Internet through mobile phones and devices) for work every day?



Q4. Which of the following activities do you engage in while using the Internet for leisure purposes? You may choose more than one option.



Q5. Have you ever missed out on any social activities (with friends/family) since you became more engaged in the Internet?

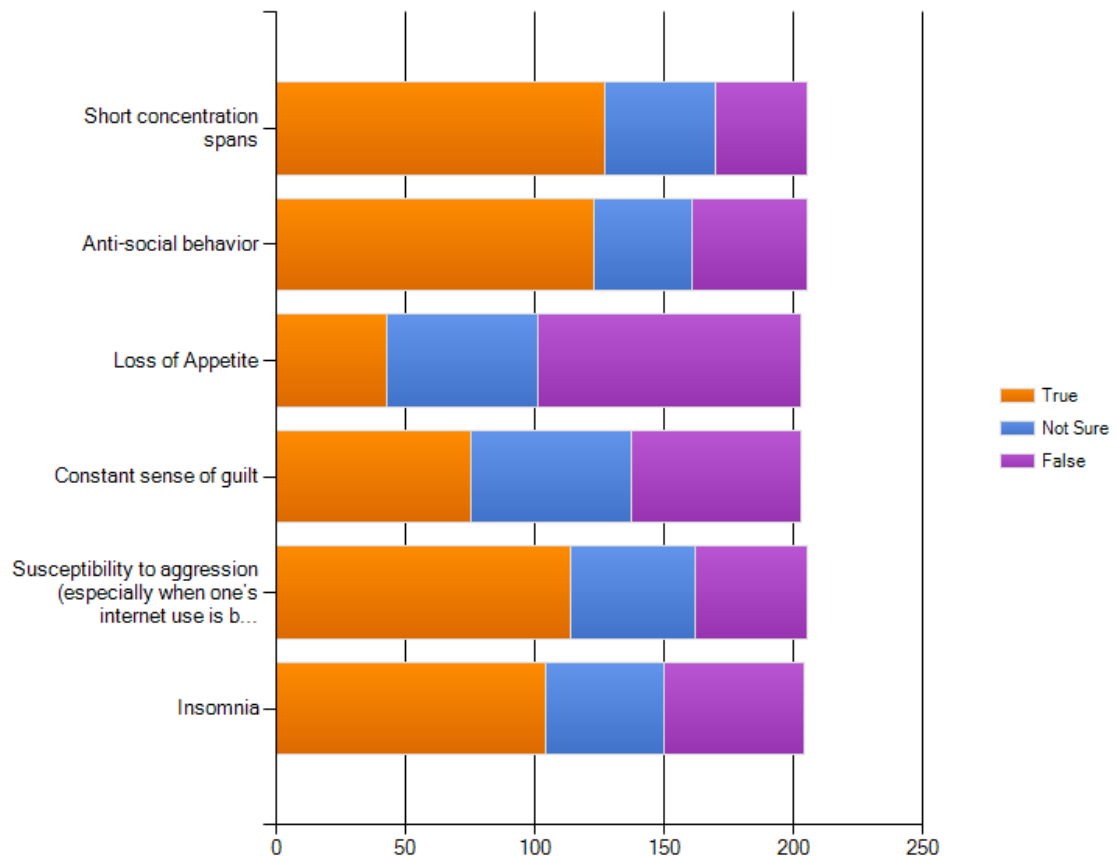
Response Options	Percentage
Yes	20.0% (41)
Not Sure	24.4% (50)
No	55.6% (114)

Q6. For the following statements, please select the most appropriate answer that describes your usage of the Internet for leisure purposes.

Response Options	Percentage				
Statement	SA	A	N	D	SD
I feel uneasy when I am not able to use the Internet.	14.6% (30)	56.1% (115)	18.0% (37)	9.3% (19)	2.0% (4)
I know that I might be spending too much time on the Internet.	26.8% (55)	46.8% (96)	15.1% (31)	10.2% (21)	1.0% (2)
I tend to stay online for a longer time than I originally intended.	29.8% (61)	54.6% (112)	12.2% (25)	3.4% (7)	0.0% (0)
My involvement in offline social activities has reduced as a result of increasing Internet use.	1.0% (2)	22.4% (46)	30.2% (62)	34.1% (70)	12.2% (25)
I have made unsuccessful attempts to cut down on my Internet use.	3.9% (8)	31.7% (65)	30.7% (63)	27.3% (56)	6.3% (13)
I frequently think about online activities when I am away from the computer.	2.0% (4)	30.7% (63)	28.8% (59)	31.2% (64)	7.3% (15)
There were times when I felt the need to use the Internet for a longer period of time to achieve the same level of satisfaction as before.	2.0% (4)	24.4% (50)	28.8% (59)	31.7% (65)	13.2% (27)
I am confident in my ability to cut down on my Internet use when there is a need to.	9.8% (20)	51.7% (106)	22.4% (46)	15.1% (31)	1.0% (2)
I feel that it is harmful to be highly dependent on the Internet.	16.1% (33)	47.3% (97)	16.1% (33)	13.7% (28)	6.8% (14)
I feel that it is alright to spend more time online than in offline social/recreational activities.	2.9% (6)	14.1% (29)	42.0% (86)	34.6% (71)	6.3% (13)

Q7. Please indicate if you think each statement is true or false.

Response Options	Percentage		
	True	Not sure	False
Over-dependence on the Internet may result in:			
Short concentration spans	62% (127)	21.0% (43)	17.1% (35)
Anti-social behaviour	60.0% (123)	18.5% (38)	21.5% (44)
Loss of Appetite	21.2% (43)	28.6% (58)	50.2% (102)
Constant sense of guilt	36.9% (75)	30.5% (62)	32.5% (66)
Susceptibility to aggression (especially when one's Internet use is being disturbed)	55.6% (114)	23.4% (48)	21.0% (43)
Insomnia	51.0% (104)	22.5% (46)	26.5% (54)



SECTION B

Q8. For each of the following media platforms, name ONE channel/publication/radio station/website that you most frequently engage in.

Television: Channel 8 (31.7%, 65), Channel 5 (14.6%, 30)
 Newspaper (Print/Digital): The Straits Times (50.2%, 103)
 Local Magazine: Not Applicable (66.3%, 136), 8 Days (12.2%, 25)
 Radio Station: 93.3FM (22.9%, 47), 98.7FM (20.0%, 41)
 Online (Blog): Not Applicable (62%, 127), Xixue (17.1%, 35)
 Online (Forum): Not Applicable (87.3%, 179), Hardwarezone (11.7%, 24)

Q9. Please rate the following in terms of how appealing they are to you. (5 being the most appealing and 1 being the least appealing.)

Response Options	Percentage					Average
	5	4	3	2	1	
Collaterals						
Comic Strip (e.g.: chew on it, Garfield, Peanuts)	41.5% (85)	26.3% (54)	16.6% (34)	7.8% (16)	7.8% (16)	3.94
Poster	4.4% (9)	49.3% (101)	34.6% (71)	5.9% (12)	5.9% (12)	3.47
Brochure (a few pages)	2.4% (5)	15.6% (32)	42.0% (86)	25.4% (52)	14.6% (30)	2.66
E-mailer	2.0% (4)	11.2% (23)	34.6% (71)	29.3% (60)	22.9% (47)	2.4
Leaflet/Flyer (1-sheet)	7.4% (15)	17.2% (35)	28.4% (58)	18.6% (38)	28.4% (58)	2.57

Q10. How do you usually receive information about an event? (You may choose more than one option.)

Response Options	Percentage
Facebook	92.2% (189)
Newspaper/Magazine Event Listing	53.2% (109)
Friends/Family (word-of-mouth)	84.9% (174)
Blogs	25.8% (53)
Direct Mailer	31.2% (64)
TV/Radio	43.4% (89)

**Q11. Which of the following activity/event(s) is/are appealing to you?
(You may choose more than one option.)**

Response Options	Percentage
Arts	49.3% (101)
Community Service	35.1% (72)
Nature	46.3% (95)
Shopping	55.1% (113)
Music	61.5% (126)
Sports	38.0% (78)
Movies	73.7% (151)
Others (Food, Travel)	4.4% (9)

Q12. Which one of the following items would you most likely use if you receive them in a goodie bag?

Response Options	Percentage
Velcro Strap (for tying cables)	25.4% (52)
Laptop Stickers	7.3% (15)
Notebook	48.8% (100)
None of the above	18.5% (38)

Q13. Would being aware of your Internet Dependency level make you do something about it?

Response Options	Percentage
Strongly Agree	4.4% (9)
Agree	45.9% (94)
Neutral	31.7% (65)
Disagree	10.7% (22)
Strongly Disagree	7.3% (15)

Q14. Which of the following would motivate you to pledge for a campaign?

Response Options	Percentage
When my friends pledge	35.6% (73)
Incentives (e.g.: Goodie Bag)	44.9% (92)
For a worthy cause	77.1% (158)
Others	4.4% (9)

SECTION C

Q15. Age

Response Options	Percentage
18 years old	0.0% (0)
19 years old	3.4% (7)
20 years old	6.3% (13)
21 years old	13.7% (28)
22 years old	35.1% (72)
23 years old	13.7% (28)
24 years old	21.5% (44)
25 years old	6.3% (13)

Q16. Gender

Response Options	Percentage
Male	52.7% (108)
Female	47.3% (97)

Q17. Institution

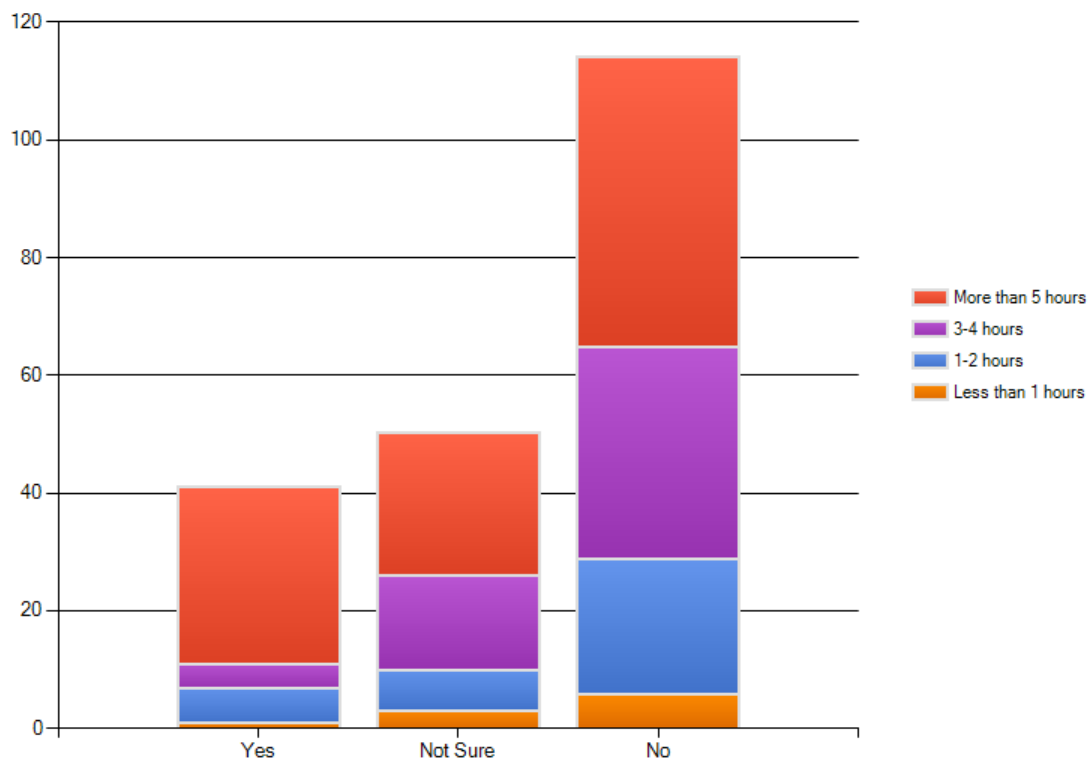
Response Options	Percentage
Nanyang Technological University	45.9% (94)
National University of Singapore	34.1% (70)
Singapore Management University	20.0% (41)

CROSS TABULATION RESULTS

Relationship between amount of time spent online for leisure and incidence of missing out on social activities

Response Options	Percentage			
	Less than 1 hour	1-2 hours	3-4 hours	More than 5 hours
Yes	10.0% (1)	16.7% (6)	7.1% (4)	29.1% (30)
Not sure	30.0% (3)	19.4% (7)	28.6% (16)	23.3% (24)
No	60.0% (6)	63.9% (23)	64.3% (36)	47.6% (49)

Have you ever missed out on any social activities (with friends/family) since you became more engaged in the Internet?



Attitude VS. Perceived Behaviour

Response Options	Percentage				
Statement	SA	A	N	D	SD
My involvement in offline social activities has reduced as a result of increasing Internet use.	1.0% (2)	22.4% (46)	30.2% (62)	34.1% (70)	12.2% (25)
I feel that it is alright to spend more time online than in offline social/recreational activities.	2.9% (6)	14.1% (29)	42.0% (86)	34.6% (71)	6.3% (13)

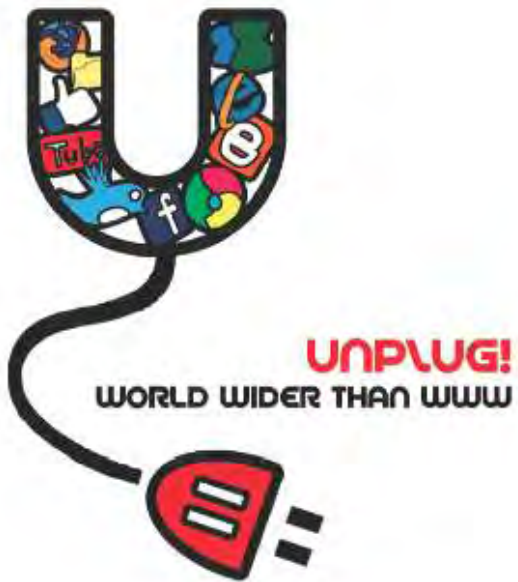
Perceived Behaviour VS. Behavioural Action

Response Options	Percentage		
Have you ever missed out on any social activities (with friends/family) since you became more engaged in the Internet?	Yes	Not Sure	No
	20.0% (41)	24.4% (50)	55.6% (114)
My involvement in offline social activities has reduced as a result of increasing Internet use.	Strongly Agree and Agree	Neutral	Strongly Disagree and Disagree
	23.4% (48)	30.2% (62)	46.3% (95)

Appendix C

Unplug! Key Graphics

Logo:



Background:



APPENDIX D

Sponsors

List of companies and organisations approached for sponsorship:

1. ASFitness
2. Apex Club of Bukit Timah
3. BorderX
4. Cambridge School of Education
5. Cathay Cineplexes Pte Ltd
6. Chapter 2 Hairdressing Pte Ltd
7. Community Health Assessment Team (CHAT)
8. Danz People Studio
9. Fitness First
10. Focus Music
11. For Flea Sake
12. Forest Adventure
13. Frolick
14. FUJIFILM
15. Golden Village
16. Heartware Network
17. I-S Magazine
18. Jitterbugs Swingapore
19. Kallang Ice World
20. K Box Karaoke
21. Lip Golf
22. Made With Love
23. Man Fut Tong Nursing Home
24. Maranatha Music School
25. Maybank Singapore
26. MINT Museum of Toys
27. National Parks Board (NParks)
28. Newater (Public Utilities Board)
29. NewUrbanMale
30. NTUC Wild Wild Wet
31. PartyWorld KTV
32. Popular Book Co (Pte) Ltd
33. Reader's Digest
34. Red Star Community Service
35. REDynasty Paintball
36. Refresh Bodyworks
37. Replugged Music School
38. *SCAPE
39. Screening Room

40. Select Group
41. Settlers Café
42. Singapore Retailers Association
43. Ski360
44. Snow City
45. Subway
46. The Mind Café
47. Time Out Singapore
48. True Fitness
49. Vanda Boxing Club
50. Wave House Sentosa

Email template to sponsors:

Dear Sir/Madam,

We are a group of final year undergraduates from the Wee Kim Wee School of Communication and Information, Nanyang Technological University. We are currently working on our final year project, Unplug! - a campaign that aims to advocate a healthy balance between time spent online and in reality, so that youths can avoid the potential mental ills of over-indulgence in cyberspace. The campaign is targeted at youths aged between 18 and 24.

As part of our campaign, a photo pledge relay will be held across the 3 universities (NTU, NUS and SMU), whereby students will be encouraged to make a pledge to control their Internet usage. To show appreciation for their support, a goodie bag will be given out to every student who pledges. We hope to include a voucher from <Company> in the goodie bag to increase the attractiveness of it. This is also a good opportunity <Company> to reach out to the undergraduates.

Please find attached a more detailed campaign proposal for your perusal. As a Unplug! campaign sponsor, <Company> will be acknowledged in campaign materials, possibly gaining exposure in media reports and collaterals.

We sincerely hope that <Company> can sponsor at least 1500 vouchers to be included into the goodie bags.

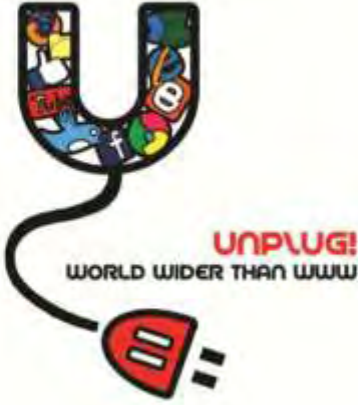
Thank you for your consideration, and we look forward to your reply. We can be reached at mobile number _____ or email unplugcampaign@gmail.com.

Regards,
Chew Wen Jing
Unplug! Team

Final Year Student
Wee Kim Wee School of Communication
Nanyang Technological University

Campaign proposal to sponsors:

Unplug!
A campaign addressing Internet Dependency amongst Youth in Singapore




UNPLUG!
WORLD WIDER THAN WWW

Campaign addressing Internet Dependency amongst Youth
in Singapore

by the Unplug! Team
Wee Kim Wee School of Communication and Information
Nanyang Technological University

1



1 Background

Singapore is one of the most highly-wired countries in the world, with youth spending an average of 17.2 hours on the Internet each week. (AsiaOne, 2007). Beyond the Internet, they indulge themselves further in the world of social media gadgets every day.

Internet addiction is in fact a compulsive behaviour that reflects youth's mental state of health. Not only will the over-reliance on Internet and gadgets affect their psychological development, it will also bring about stress on their families and loved ones, especially when youth start to neglect their relationships for gratification in the virtual world.

While it is fortunate that majority of our youth are not Internet addicts, the fact that many of them spend large amounts of time online is a concern that deserves attention.

2 Unplug! Approach

Take control of your time online, don't get carried away! "**Unplug!**" refers to the act of *plugging oneself out* of the online world. Complete detachment from the Internet may not be wise, but a conscious effort to *control* our Internet usage has become a necessity precisely due to this age of connectivity.

Unplug! is built on the concept of self-control. It is only when we realise the need for a healthy balance between time spent online and offline that we can avoid the potential mental ills of over-indulgence in cyberspace. As such, **Unplug!** aims to encourage youth to moderate their Internet use to achieve a balanced lifestyle and recognise that there is a *world wider than the WWW*.

Together with the Health Promotion Board (HPB), the **Unplug!** campaign will reach out to youth (18 to 25 years old) through engaging events spanning over a month and by entering selected local universities to advocate a balanced use of the Internet.

The campaign will take on a light-hearted tone, with humour as the key style of presentation of campaign messages.

3 Our Mission

To rally youth in a movement to take control of their Internet usage habits and balance their time spent online and offline.

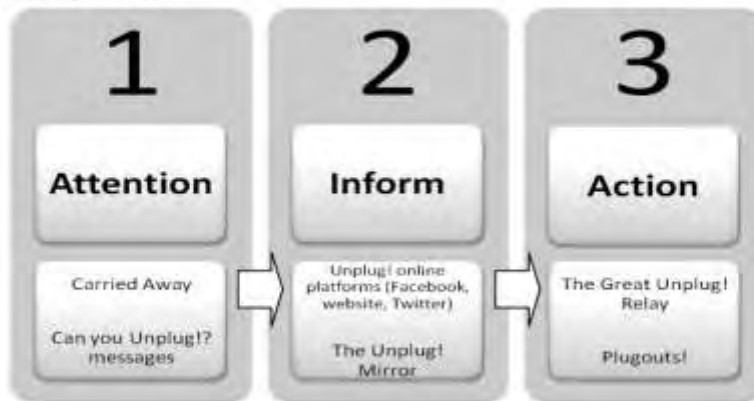
Objectives:

- i) To raise awareness about Internet Dependency among students, its warning signs and its associated negative psychological and social impacts.
- ii) To raise awareness about the importance of moderating Internet use towards a balanced lifestyle.
- iii) To encourage youth to participate in healthy offline social and recreational activities as an alternative to spending time online.



- iv) To persuade youth to adopt favourable attitudes towards moderating their Internet usage.
- v) To sustain youth's awareness of Internet Dependency

4 Campaign Flow



(A) *Carried Away (Comic Strip Series)*

This is a series of comic strips that will revolve around the lives and experiences of a few key characters that embody the different symptoms of Internet Dependency. The comic strips will be available on the **Unplug!** online portals and printed on relevant collaterals and press packages for distribution.

(B) *Can you Unplug!? Messages*

Youth will be reminded to review their Internet and social media habits through a series of quirky statements.

Placed in strategic locations in tertiary institutions and updated on a weekly basis to spark curiosity, these questions will be packaged as part of the publicity efforts for **The Great Unplug! Relay**. Some examples of the statements are listed below:

- If we lose all Internet connection tomorrow, what would you do?
- Some words come out different when a Messenger is involved

(C) *The Unplug! Mirror*

An online quiz where youth will select the profile description that best reflects their attitudes towards Internet use. The results will reveal a character of the Carried Away comic strips. Additionally, they will also be able to view the results of the quiz to find out the number of people who have the same results as them. A short word of advice on moderate use (based on their results) will also be given.



(D) The Great Unplug! Relay

Universities Take Control!

Youth from the selected local universities will participate in a massive pledge relay to pledge their commitment to moderate their time online. Every photo pledge collected will contribute to the formation of a giant **Unplug!** photo collage, signifying a combined effort of youth in Singapore to moderate their Internet use. Roaming campaign ambassadors will pro-actively approach youth to encourage them to pledge. The relay aims to collect a total of 1,000 pledges from four institutions.

The **Unplug!** photo collage board will be brought into each university so students can witness the process of completing the giant collage. Goodie bags, containing sponsored items and **Unplug!** collaterals will also be distributed during the event.

(E) Plugouts!

To provide youth with ample alternative activities to spending their time online, **Plugouts!** is a series of fun and meaningful offline events/activities that **Unplug!** will tie up with and recommend youth to engage in to Unplug!

These events/activities will be publicised via social media platforms such as Facebook, Twitter and the **Unplug!** website, which are platforms that youth conveniently refer to for event information. Leaflets of relevant events will also be included in goodie bags distributed at **The Great Unplug! Relay**.

Plugouts! will be in the form of three main types of activities – Nature, Community Service and Lifestyle. **Unplug!** will work with the National Parks Board, The Apex Club of Singapore (Bukit Timah) and the MINT Museum of Toys for the three activities.

5 Campaign Timeline

The entire campaign will span over two months, starting from late-January 2011 to late- March 2011:

1. **Publicity & Media Coverage:** January 2011 – March 2011
2. **The Great Unplug! Relay:** February 2011
 - 7th, 8th Feb: National University of Singapore (NUS)
 - 9th, 10th Feb: Singapore Institute of Management (SIM)
 - 14th, 15th Feb: Singapore Management University (SMU)
 - 17th, 18th Feb: Nanyang Technological University (NTU)
3. **Plugouts!:** Weekends from 19 February to 5 March 2011
 - 19th Feb to 5th Mar: D.I.Y. trails with the National Parks Board
 - 19th Feb: Redhill Food Distribution Programme with The Apex Club of Singapore
 - 26th Feb: Special rates at the MINT Museum of Toys for students of selected Universities
4. **Post- events updates and evaluation:** Late- Feb to Late- March



6 Contact Us

Unplug! is a final year project undertaken by four final-year undergraduates from the Wee Kim Wee School of Communication & Information, Nanyang Technological University. We are trained in public and promotional communication, specialising in public relations and advertising.

For further enquiries, kindly contact us at unplugcampaign@gmail.com.

Thank you for your time!



List of Unplug! Campaign sponsors:

Type of Activity	Organisation	Sponsorship Entitlement	About the organisation	Items sponsored (Quantity)/ service provided
Lifestyle	Chapter 2 Hairdressing Pte Ltd	Sponsor	A hair-dressing salon which provides hair services with student rates.	\$10 voucher (1500)
	Frolick	Sponsor	A frozen yogurt chain with over 8 outlets in Singapore.	Free topping voucher (1500)
	Fitness First	Sponsor	A privately owned health club group offering gym services, yoga and aerobic lessons with personal trainers.	3-day trial pass (1500)
	I-S Magazine	Sponsor	A city living magazine providing events listings and lifestyle-related information.	Past issues of magazine (1500)
	Maranatha Music School	Sponsor	A pop music school which provides lessons on areas such as instrument-playing, music expression and creation.	\$30 voucher (1500)
	MINT Museum of Toys	Supporter	A private museum showcasing toys from 19 th century to mid-20 th century.	Brochure and event flyer (1500) & Collaboration for Plugouts!
	Reader's Digest	Sponsor	A family magazine which focuses on lifestyle tips and issues.	Past issues of magazine (1500)

	Refresh Bodyworks	Sponsor	A local spa chain offering spa and grooming services in heartland and town areas.	20% Refresh Bodyworks voucher & Service Menu (1500)
	Ski360	Sponsor	First Cable-Ski park in Singapore which is located at East Coast Park.	\$5 voucher (1500)
	Time Out Singapore	Sponsor	A lifestyle magazine providing events listings and lifestyle-related information from entertainment to the arts scene.	Past issues of magazine (1000)
Nature	National Parks Board (NParks)	Supporter	Statutory board responsible for providing and enhancing the greenery of Singapore.	Post-it pads (500) & Collaboration for Plugouts!
Community Service	Apex Club of Singapore	Supporter	A voluntary welfare group which organises a food distribution activity for the needy elderly in the Redhill district.	Collaboration for Plugouts!
	Community Health Assessment Team (CHAT)	Sponsor	A part of the National Mental Health Blueprint to provide early detection and intervention for youth from Post-Secondary Education Institutions and those who are out of school.	Post-it pads (1500)

Example of Sponsors' exposure on Unplug! Facebook Fan Page:

Refresh Bodyworks



Unplug! – World Wider than WWW
Hope you guys are enjoying your Sunday with the pretty good weather! For those of you who prefer to stay indoors, why not pamper yourself with a spa session to prepare yourself for the coming week? Try Refresh Bodyworks for their range of spa services and "unplug" yourself from all the stresses. :)

620 Impressions · 0.16% Feedback
April 3 at 3:41pm · Like · Comment

Refresh Bodyworks likes this.

Write a comment...

Ski360



Unplug! – World Wider than WWW
Wohoo~ the weekend is finally here! Need some adrenaline rush to "unplug"? Try cable-skiing at Ski360, Singapore's 1st cable-ski park located conveniently at East Coast Park! Be prepared to get wet~



Singapore's First Cable-Ski Park : SKI360
www.ski360degree.com
cable skiing, wakeboarding and restaurant & bar

719 Impressions · 0% Feedback
March 11 at 9:13pm · Like · Comment · Share

Example of goodie bag given out during The Great Unplug! Relay:



Appendix E

Summary List of Unplug! Campaign Expenditure

ITEM		Amount (\$)	Remarks
A. REVENUE			
1	Sponsorship from Health Promotion Board	6000.00	
2	Sponsorship from Maybank	5000.00	
Sub-total (A):		11000.00	
B. EXPENSES			
EVENT			
1	Backdrop, 5m x 2m, PVC Full Colour, with wooden backing	1605.00	
	Installation/Dismantle of Backdrop (4 times)		
2	Fujifilm Instax Mini Film (110 boxes)	1100.00	
3	Panel Posters + Placard	51.40	
4	Venue Rental (SMU)	240.00	
5	Venue Rental (NUS)	214.00	
6	Transportation (Van/Taxi)	415.30	
7	Event Helpers	810.00	
8	Miscellaneous/Stationery	72.00	
9	Meals	303.10	
PUBLICITY			
10	CYU/TGUR Posters (A3 size)	319.20	
11	Notebook Design	400.00	
12	Comic Artist	495.00	
13	Media Kit	146.70	
14	Website Domain	12.87	
15	Website Developer	600.00	
RESEARCH			
16	Survey Monkey Pro Account (3 months)	117.00	
YOUTH HEALTH SYMPOSIUM			
17	Mini Backdrop (YHS), 2m x 0.9m, PVC Full Colour	80.25	
18	Panel Posters	13.00	
Sub-total (B):		6994.82	
Balance:		4005.18	

Appendix F

Unplug! Campaign Timeline

Appendix G

Can You Unplug! Teaser Posters

Size: 420mm x 297mm

Weight: 310 gsm

Design 1



Design 2



Design 3



Design 4



Design 5



Design 6



Posters in Schools:



Appendix H


Carried Away Comic Strip Collection

Characters' Profile:

SAM

Like any other youth, Sam is well-acquainted with the Internet. The only difference is that he feels much more **endeared** to the Internet than the common youth may be.


Blogs, Forums, Chatrooms, Facebook, Random Websites and sometimes Wikipedia... you name it. There really is nothing online that is worth so much of his time, but he just has to get his daily dosage of the Internet whenever he can. What happens next is that time flies so fast in cyberworld, it's morning before he even realises it... and the cycle repeats again (note the heavy eyebags).



ROSI

The Queen of Social Media has just about everything about anyone just at her fingertips, literally.

With her smartphone at hand, Rosi simply cannot resist the alluring world of social media. Living up to her name as one of the most glamorous girls on campus, tweeting every hour of the day and scouring Facebook for the latest updates are but daily routines. In return, she also takes it upon herself to update everyone on the tiniest detail of her life. After all, there's a balance to everything, right?





VIK

With Vik, it is all about balance. No one beats Mr Popular in having a life offline almost as exciting as his life online.

Vik finds himself drawn to the Internet like any other youth (YouTube videos in particular). But when things go too far, he always manages to take a step back. He is not about to sacrifice his time in the real world for virtual gratification! Unfortunately, his friends don't seem to see things the way he does... and that makes things a **tad** more difficult.

JAS

Jas is always only asking for the simplest things in life. For example, a casual date with her boyfriend downtown, a normal conversation with her best friend over lunch.

Unfortunately, she never gets them because... they'd rather spend more time on the Internet than with her (to be exact, her boyfriend with his late nights online and her best friend on her smartphone 24/7). Jas is really on the verge of giving up. Can't they see that life **offline** is what really matters?!



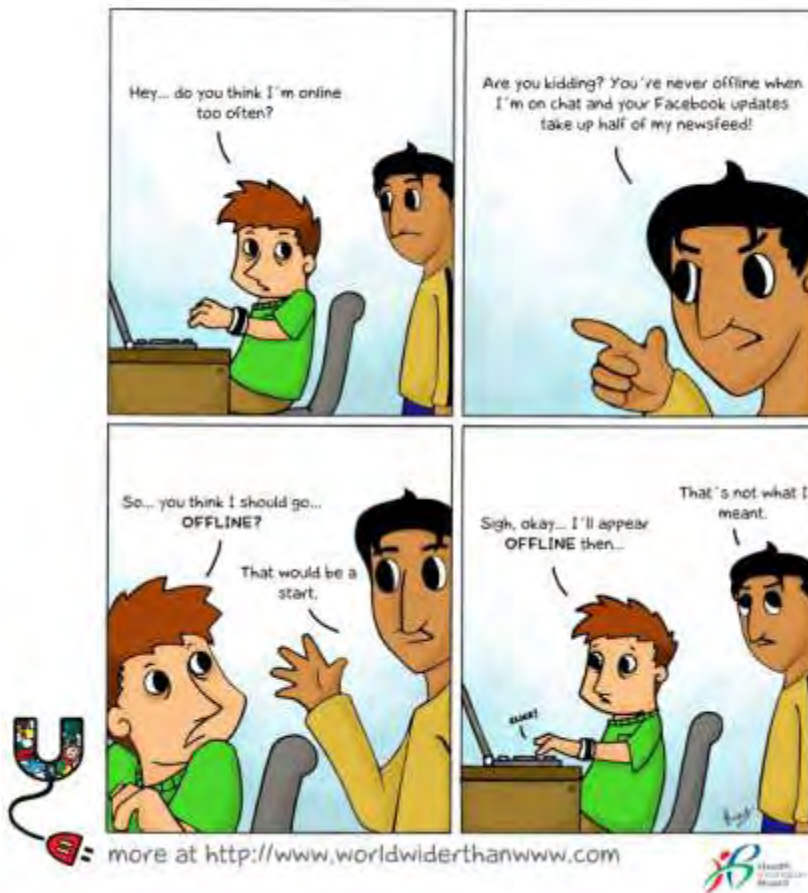
BERT

Bert knows the game. Anything from Restaurant City on Facebook to World of Warcraft... there isn't an online game that he isn't familiar with.

But before you jump into the stereotypical description of a gamer, be informed that Bert is not anti-social. He just has some problems communicating with people offline. Much as he tries to take time off his games to interact with his friends, he simply can't free himself of his gaming reverie. Looks like too much of anything is not good indeed.

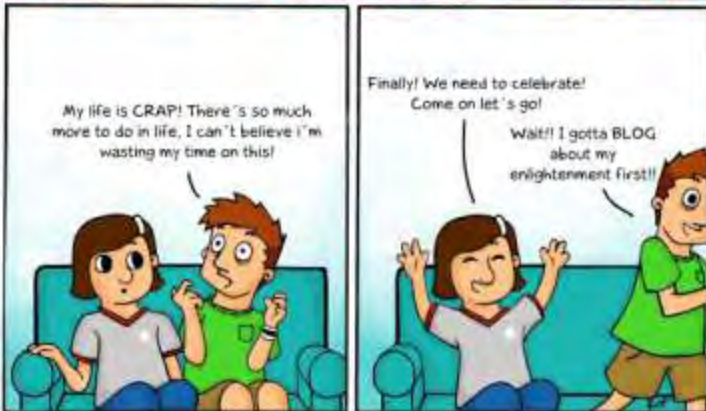


Comic Strips:





Every day and night, Facebook, YouTube, forums, blogs... My grades are dropping. I can't focus and I haven't had a decent 8-hour sleep for so long...



Finally! We need to celebrate! Come on let's go!

Wait! I gotta BLOG about my enlightenment first!!



more at <http://www.worldwiderthanwww.com>



more at <http://www.worldwiderthanwww.com>



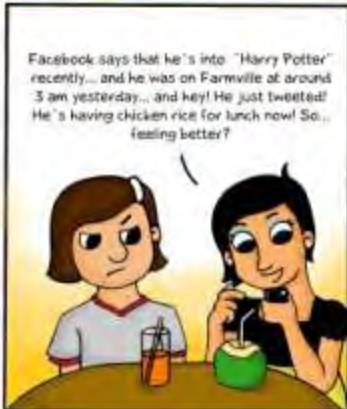
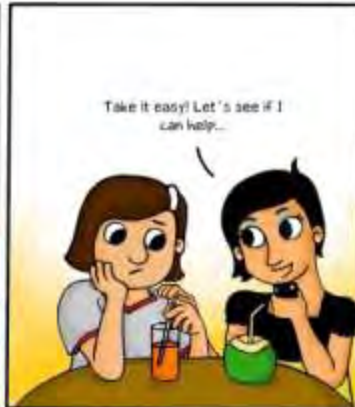


more at <http://www.worldwiderthanwww.com>



more at <http://www.worldwiderthanwww.com>





more at <http://www.worldwiderthanwww.com>



more at <http://www.worldwiderthanwww.com>



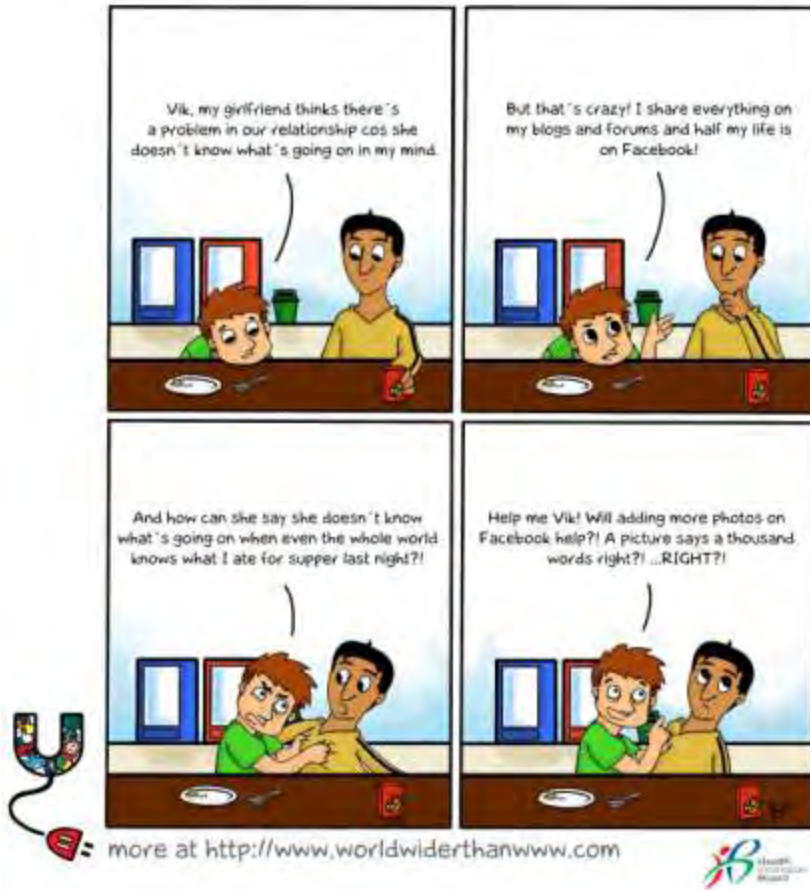


more at <http://www.worldwiderthanwww.com>



more at <http://www.worldwiderthanwww.com>





Example of Comic Strip posted on Unplug! Facebook Fan Page:

Unplug! - World Wider than WWW
Vik leaves Rosi speechless..

Carried Away Comic Strips

753 Impressions · 0.53% Feedback
February 6 at 7:08pm · Like · Comment · Share

2 people like this.

Charlene Chew this is funny :D
February 6 at 7:10pm · Like

Wei Kian Chua HAHAA LOL
February 6 at 8:13pm · Like

Write a comment...

Appendix I

Unplug! Campaign Online Platforms

Screenshots of Website (<http://worldwiderthanwww.com>):

Main Page



About Us Page



Unplug! Mirror Page

home » about us » Unplug! mirror » Plugouts! » Sponsors

Unplug! Mirror



In the hilarious world of Carried Away, we meet characters who are so caught up with the Internet that they find themselves trapped in situations that we may just find a little familiar.

Vik, Rosi, Sam, Jas and Bert – each of them has got his or her own love-hate relationship with the Internet. What about you? Find yourself similar to one of them? Who exactly then? Take this quiz to find that out! ;)

For each of the following statements, select one answer that best reflects your thoughts.

Unplug! Mirror

In the hilarious world of Carried Away, we meet characters who are so caught up with the Internet that they find themselves trapped in situations that we may just find a little familiar

Vik, Rosi, Sam, Jas and Bert – each of them has got his or her own love-hate relationship with the Internet. What about you? Find yourself similar to one of them? Who exactly then? Take this quiz to find that out! ;)

Select one answer that best predicts your response to the following statements.

Sam

QUIZ MORE SHARE

Quibblo

Quizzes by Quibblo.com

Plugouts! Page

home » about us » Unplug! mirror » Plugouts! » Sponsors

Plugouts



Are there times where you're sick of going online, but there's just nothing else to do? In collaboration with our supporters, Unplug! is offering special deals and prizes for a series of recommended offline activities, titled Plugouts! Join us for these fun and meaningful activities and discover the benefits of unplugging!

- 19 Feb 2011
Unplug! for Food Distribution at Redhill with Apex Club of Bukit Timah
- 26 Feb 2011
Unplug! at Mint Museum of Toys
- 15 Feb to 5 Mar 2011
Unplug! with National Parks Board D.I.Y trails

UNPLUG!
WORLD WIDER THAN USUAL

Click to find out more information about Unplug! with NParks D.I.Y Trail-Guides & Unplug! at MINT Museum of Toys.

Sponsors Page

home about us Unplug! mirror Plugouts! Sponsors

Key Supporter:

Key Sponsor:

Supporters:
Apex Club of Bukit Timah

Sponsors:

Project By:

Whether you are an organization, a small business or an individual - if you are interested to contribute to Unplug! campaign in a way or another, please feel free to contact us at email: unplugcartoon@gmail.com.

Facebook Fan Page (<http://facebook.com/worldwidertanwww>):

Unplug! - World Wider than WWW Like

Non-Profit Organization - Singapore, Singapore

Wall Unplug! - World Wider tha... Top Posts

Unplug! - World Wider than WWW
Hope you guys are enjoying your Sunday with the pretty good weather! For those of you who prefer to stay indoors, why not pamper yourself with a spa session to prepare yourself for the coming week? Try Refresh Bodyworks for their range of spa services and "unplug" yourself from all the stresses. ;)
April 3 at 12:41am · Like · Comment
Refresh Bodyworks likes this.

Unplug! - World Wider than WWW
Last chance for you to win the movie vouchers! Good luck~
Post-Campaign Survey
www.surveymonkey.com
March 29 at 7:54am · Like · Comment

Unplug! - World Wider than WWW
Participate in our post-campaign survey and stand to win movie vouchers! We have 10 pairs to give out so hurry, complete the survey by 30 March and you might be on your way to win the vouchers~ :D
Post-Campaign Survey
www.surveymonkey.com
March 27 at 10:26pm · Like · Comment

403 people like this

Create a Page
Report Page
Share

Twitter (<http://twitter.com/unplugtweets>):



unplugtweets

<http://tumblr.com/xkh1tqnipc>

8:57 PM Mar 19th via Tumblr

Download the Unplug! Twibbon Badge now and stand a chance to win a 1-month Fitness First membership!

<http://t.co/JyYFIsA> via @Twibbon

2:40 AM Feb 27th via Tweet Button

We just took a tour around Mint Museum. The vintage toys are just amazing! We nv knew there were so much moving stories behind these toys.

8:18 PM Feb 25th via Twitter for iPhone

Support Unplug! campaign by getting the Unplug! Badge.

<http://t.co/JwDkIkw> via @Twibbon

7:53 PM Feb 21st via Tweet Button

Morning everyone! Our team is at Mediacorp now. If you're up early, do catch us on Good Morning Singapore show later. ;)

3:05 PM Feb 20th via Twitter for iPhone

Everyone had such a great time helping out with the food distribution today. A sense of fulfillment when we deliver each bag to the homes!

6:12 AM Feb 19th via Twitter for Mac

Appendix J

The Great Unplug! Relay

Main Event Posters:

Size: 420mm x 297mm

Weight: 310 gsm

Design 1



Design 2



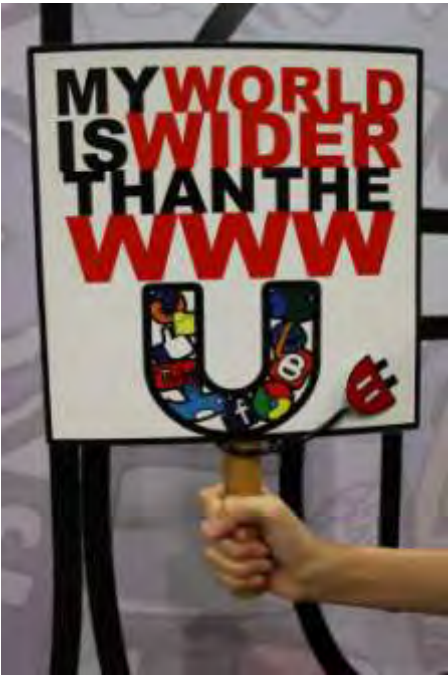
Unplug! Pre-event Video:



Placard Design:



Placard:



Collage Board Design:



Collage Board:

Size: 5 m x 2m

Material: PVC Banner, with wooden structure

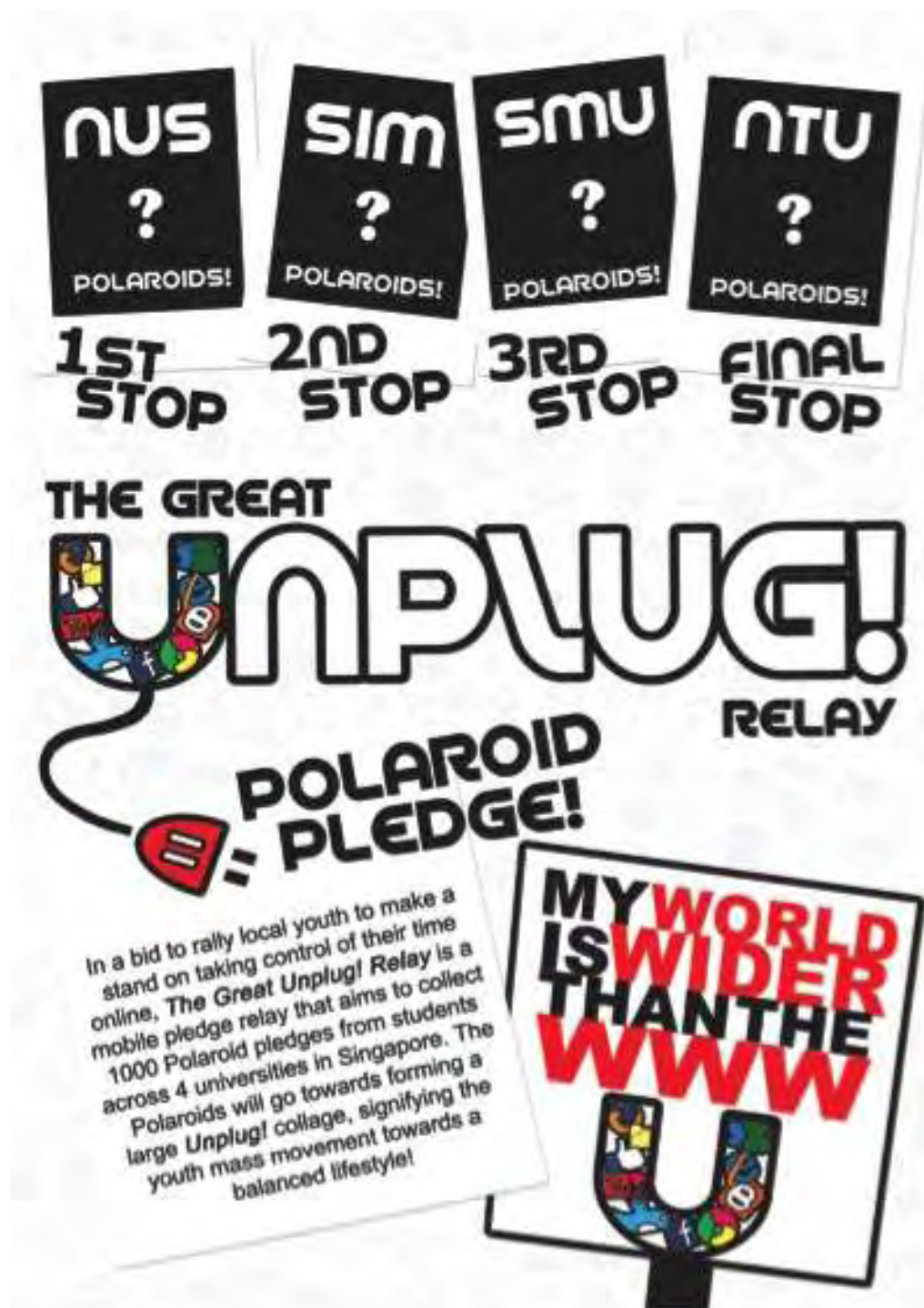


Completed Collage Board:



Exhibition Posters:

Design 1



HAVE YOU EVER...

... Got so caught up on the net that you decided to leave your work/study till tomorrow?

... Told yourself, "Just a few more minutes online!", but ended up surfing the net till the next morning?

... Been at a total loss when your Internet connection was down?

INTERNET DEPENDENCY

Internet dependency can be defined as a compulsive behaviour that affects one's normal living when one makes the Internet a priority over family, friends and work. Some signs of Internet Dependency include feeling moody and irritable when one is not using the Internet, being unable to control one's Internet use and having frequent thoughts about being online. Overcoming Internet Dependency involves control and moderation of one's Internet use.

MORE ABOUT

UNPLUG!

WORLD WIDER THAN WWW!



Unplug! is a youth-initiated campaign that tackles the problem of Internet Dependency by advocating a moderate use of the Internet amongst youths aged 18 to 25 years old in Singapore.

As the old saying goes, "Prevention is better than cure". *Unplug!* aims to raise awareness about Internet Dependency and encourage youths in Singapore to reflect on their Internet use. A conscious effort to moderate one's Internet use will prevent youths from falling into the abyss of addiction.

DID YOU KNOW?

A pre-campaign survey conducted on 205 undergraduates in November 2010 revealed that more than half of the respondents spend more than 5 hours online everyday for leisure alone! 84.4% admitted to staying online longer than they originally intended, and 35.6% had made unsuccessful attempts to cut down their Internet use.

Key Supporter:



Key Sponsor:



Volunteers' Brief

BE AN UNPLUG! AMBASSADOR.

About The Great Unplug! Relay

Unplug! is a health campaign on Internet Dependency amongst youths in Singapore. The campaign aims to advocate a healthy balance between time spent online and offline, so that youths can avoid the potential ills of over-indulgence in cyberspace. The campaign is targeted at youths aged 18 to 25 years old and will stretch over a period of two months from January to March 2011, with **The Great Unplug! Relay** as one of the highlights of the campaign in mid- February.

The Great Unplug! Relay is an interactive photograph pledge relay across selected local universities. Students will pledge to moderate their internet use and live a balanced lifestyle, recognizing that there is a *world wider than the World Wide Web (WWW)*. They will pledge by posing with a placard with a statement of their commitment to moderate their Internet use and a Polaroid photograph of them will be taken. These Polaroids will then be attached onto the event backdrop to form a collage of the word "**Unplug!**", providing substantial visual impact and signifying a combined effort amongst local youths to not be over-reliant on the Internet and neglect other aspects of their lives. The campaign aims to collect at least 1,000 pledges across the universities.

We hope to:

1. Intrigue youths and motivate them to reflect on their Internet use to raise awareness on Internet Dependency
2. Encourage youths to make a commitment to moderate their Internet use to achieve a balanced lifestyle
3. To gather at least 1,000 pledges across the universities

Volunteers are needed to be campaign ambassadors who will pro-actively approach students in the universities during **The Great Unplug! Relay** to encourage them to make the pledge.

Ambassador requirements

Dynamic youth volunteers aged between 18 and 25 who are keen to be part of this meaningful event.

Roles of Ambassadors (The Great Unplug! Relay) (max 72 Volunteers, depending on duration committed)

- Be pro-active, fun and enthusiastic to hype up the event and meet pledge objectives
- Roam campus and encourage University students to make a photo pledge
- Facilitate pledging by preparing placards, taking Polaroids and distributing Goodie Bags
- Assist in setup/packing (i.e. pack goodie bags)

Pre-requisites

- Outspoken and enthusiastic
- Confident and projects a healthy image
- Works well in a team
- Displays strong initiative in engaging people
- **Interested candidates may have to undergo a selection process**

Dates and Venues

- National University of Singapore (NUS): 7th, 8th February 2011 (Monday and Tuesday)
- Singapore Institute of Management (SIM): 9th, 10th February 2011 (Wednesday and Thursday)
- Singapore Management University (SMU): 14th, 15th February 2011 (Monday and Tuesday)
- Nanyang Technological University (NTU): 17th, 18th February 2011 (Thursday and Friday)

Time for all 4 venues

- 1st Shift: 9 a.m. to 1 p.m.
- 2nd Shift: 1 p.m. to 6 p.m.
- *The minimum commitment is one shift in one venue. Refreshments will be provided for all volunteers. Lunch will be provided for volunteers who commit for the entire day (i.e. from 9 am to 6pm)

Attire

- All black, with covered shoes

Benefits

- Make a difference by supporting a meaningful cause that is highly relevant to youths
- Interact with youths from all over Singapore
- Learn more about Internet Dependency
- Develop confidence through interaction with other youths
- Receive a letter of appreciation from the Health Promotion Board (HPB)
- Free goodie bag!
- Volunteers will receive a token sum at the end of the event

Others

- Selected volunteers may have to attend a briefing session on 6 February (Sunday) morning.
- Briefing sessions may also be held prior to the events in SMU and NTU.

To sign up, contact the **Unplug!** Team at unplugcampaign@gmail.com (Indicate "volunteer" in the subject title).

Example of Work Schedule:

The Great Unplug Relay SCHEDULE				
7th, 8th Feb: NUS Central Library Forum				
9th, 10th Feb: SIM Stage @ Koi Pond				
14th, 15th Feb: SMU LKC School of Business				
17th, 18th Feb: NTU North Spine 7-11				
Date/Day	Time	Description	Remarks	
8th Feb	SUN	10:00AM	Goodie bag packing	Address: xx Jalan Raya
		4:00PM	Backdrop set up @ NUS	Contractor: Jackie
7th Feb	MON	8:00AM	Pickup goodie bags	IC: Wen Jing Address: xx Jalan Raya
		9:00AM	1st shift manpower	Cheryl / Wen Jing / Jeanine / Jessica / Peiyi / Xinyi + Juliana (arrive @ 12pm) - Brief helpers. - 1 roaming team of 3 (Central Library)
		9:15AM	Booth setup	Logistics: Bluetack, Pens, Markers, Polaroid Films, Camera, Clipboard, Extension Plug, Laptop, Forms, Placard, Stationaries - Panel setup.
		12:00PM	Set up projector	
		1:00PM	2nd shift manpower	Wen Jing / Jeanine / Xinyi / Juliana / Zheng Liang / Kuan Loong - 1 roaming team of 3 (Yusof Ishak House)
		5:30PM	Packup	Keep projector/speaker, take down photos.
8th Feb	TUE	8:00AM	Pickup goodie bags	IC: Wen Jing Address: xx Jalan Raya
		9:00AM	1st shift manpower	Cheryl / Jeanine / Jessica / Peiyi / Xinyi / Yihan / Wen Jing (leaving @ 11.30am) - Brief helpers. - 1 roaming team of 3 (Arts & Social Science) - 1 roaming team of 2 (Central Library)
		9:15AM	Booth setup	Logistics: Bluetack, Pens, Markers, Polaroid Films, Camera, Clipboard, Extension Plug, Laptop, Forms, Placard, Stationaries - Setup projector.
		1:00PM	2nd shift manpower	Wen Jing / Yihan / Xinyi / Kuan Loong (leaving @ 3pm) / Jeanine (leaving @ 4pm) - 1 roaming team of 3 (Yusof Ishak House/Science)
		5:00PM	Backdrop dismantle	Contractor: Jackie
		5:30PM	Packup	Keep projector/speaker, take down photos. Transport remaining goodie bags to SIM. - Dismantle panel.
		6:30PM	Backdrop set up @ SIM	Contractor: Jackie

Model Release Form:



THE GREAT UNPLUG! RELAY @ Singapore Institute of Management (SIM)

Thank you for participating in The Great Unplug! Relay.

All personal information provided below will be kept confidential. By signing on this form, you have agreed to the following:

- All Polaroids/ photographs taken belong to the Unplug! team and the team has full rights to use the Polaroids/ photographs in Unplug!'s publicity efforts and materials, including but not limited to Unplug!'s Facebook page and website.
- The Unplug! team reserves the right to remove any Polaroid/ photograph as it deems fit.
- You may receive an e-mail invitation to participate in Unplug!'s post- campaign survey.

S/N	Name	Faculty	E-mail Address	Signature
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Event Photographs:

NUS: 7th to 8th February 2011



SIM: 9th to 10th February 2011





SMU: 14th to 15th February 2011



NTU: 17th to 18th February 2011



Examples of Polaroid Pledges:



Appendix K

Plugouts!

Plugouts! Posters:

Main Poster

PLUGOUTS!
BY UNPLUG!

Are there times where you're sick of going online, but there's just nothing else to do? In collaboration with our supporters, Unplug! is offering special deals and prizes for a series of recommended offline activities, titled Plugouts! Join us for these fun and meaningful activities and discover the benefits of unplugging!

- 1 19 Feb 2011
Unplug! for Food Distribution at Redhill with Apex Club of Bukit Timah
- 2 26 Feb 2011
Unplug! at Mint Museum of Toys
- 3 15 Feb to 5 Mar 2011
Unplug! with National Parks Board D.I.Y trails

UNPLUG!
WORLD WIDER THAN WWW

Apex Club of Bukit Timah:

UNPLUG! FOR FOOD DISTRIBUTION

WITH APEX CLUB OF BUKIT TIMAH

When was the last time you volunteered for a meaningful cause?
Join us at a **voluntary food distribution** activity at the Redhill district!
All that is required is 1.5 hours of your time, some manual effort
and 100% enthusiasm for this activity.

19 February 2011 (Sat), Blk 89, Redhill Close, 1 to 2.30 p.m.
More information will be provided upon signing up.

To show our appreciation for your support, we're giving out one
Refresh Day Spa 60min Diamond Peel Facial Therapy voucher
(worth \$238) to one lucky participant! Simply tell us what you think
or feel after the voluntary activity by taking photos during the event
and posting them up with a 150-word caption onto our Facebook page.

Entries will be judged based on how relevant, meaningful and
creative they are. Deadline for submission is **5 March 2011**.

Some pointers for entries:

- How was the overall experience? Interesting? Meaningful?
- What do you think are some of the differences between
engaging in this activity and being online?



Terms & Conditions:

All decisions by the judges are final.
Unplug! team reserves the right to remove inappropriate entries or photos.
Unplug! team reserves the right to use the photos for other promotional purposes.
Participant should appear in the uploaded photos in order to qualify for the contest.
Photos must be accompanied by captions in order to be qualified for the contest.

MINT Museum of Toys:

UNPLUG! AT MINT MUSEUM OF TOYS

Take a break from your online routine and "Unplug!" with your friends and family at the **MINT Museum of Toys!** Step back in time to rediscover the joys of toys from the yesteryears, when the Internet wasn't around to occupy your days!

Visit the museum on 26 Feb 2011 for only \$5.25 (U.P. \$7.50)! Invite your friends and family and up to 4 of them will enjoy a 50% discount off admission tickets. Come by between 1 to 6pm and you can create an exclusive "mystery" souvenir too!

Promotion only valid for tertiary students and full-time staff from NUS, NTU, SMU and SIM. Remember to quote "Unplug!" and show your passes to enjoy the special privileges!

To show our appreciation for your support, we're giving out one **Refresh Day Spa 60min Diamond Peel Facial Therapy voucher (worth \$238)** to one lucky participant! Simply tell us what you think or feel after the event by taking photos during the event and posting them up with a 150-word caption onto our Facebook page.

Entries will be judged based on how relevant, meaningful and creative they are. Deadline for submission is **5 March 2011**.

Some pointers for entries:

- How was the overall experience? Interesting? Meaningful?
- What do you think are some of the differences between engaging in this activity and being online?



Terms & Conditions:
Advertisement by the MINT Museum of Toys.
Unplug! team reserves the right to remove any inappropriate entries or photos.
Unplug! team reserves the right to use any photos for other promotional purposes.
Participant should appear in the uploaded photos in order to qualify for the contest.
Photos must be accompanied by captions in order to be qualified for the contest.

NParks D.I.Y Trails:

UNPLUG! WITH NPARKS D.I.Y TRAILS

What better way to unplug than spending time with Mother Nature? Download one of the **DIY Trail-Guides** at www.nparks.gov.sg/eguides and get hiking! Filled with detailed maps and directions, you can easily conquer those seemingly difficult trails.

At the end of the day, tell us what you think or feel after the trail by taking a photo and posting it up with a 150-word caption onto our Facebook page. We will award the best entry with a pair of **Refresh Day Spa 60min Body Therapy voucher (worth \$98 each)** - perfect for pampering yourself after the exciting hike!

Entries will be judged based on how relevant, meaningful and creative they are. Deadline for submission is **5 March 2011**.

Some pointers for entries:

- How was the overall experience? Interesting? Meaningful?
- What do you think are some of the differences between engaging in this activity and being online?



Terms & Conditions:

All decisions by the team are final.

Unplug! team reserves the right to remove any inappropriate entries or photos.

Unplug! team reserves the right to use the entries for other promotional purposes.

Participant should appear in the uploaded photos in order to qualify for the contest.

Photos must be accompanied by captions in order to be qualified for the contest.

Letter Template to Prize Winners:

Hi <Name of winner>,

Thank for participating in Unplug! Campaign <contest name>. You have won <prize>.

You may collect them on weekdays, 9am to 4pm at Bugis Junction from now till 31st April 2011. Please email us at unplugcampaign@gmail.com to fix on a date and timing for the collection.

Thank you!

--

Cheers,
Unplug! Team
<http://worldwiderthanwww.com>
www.facebook.com/worldwiderthanwww
Twitter: @unplugtweets

Plugouts! Event Photographs:

Food Distribution with Apex Club



Unplug! at MINT Museum of Toys



Unplug! with NParks' DIY Trail (Participant's reflection)



Ruth Karolina Low

Went for the DIY-Trail Guide with Michelle Tan Wan Ting and Lim Xinyi. We spent time finding our way when we started, straining through steep slopes but still managed to look at beautiful details around us. Sharing our thoughts, laughs and even our sense of achievement when we finally finished the trail. This is definitely quality time and sharing of lives with your loved ones that cannot be replaced by simply communicating through the network :)



Appendix L

Unplug! Notecards

Front Design 1



Design 2



Design 3

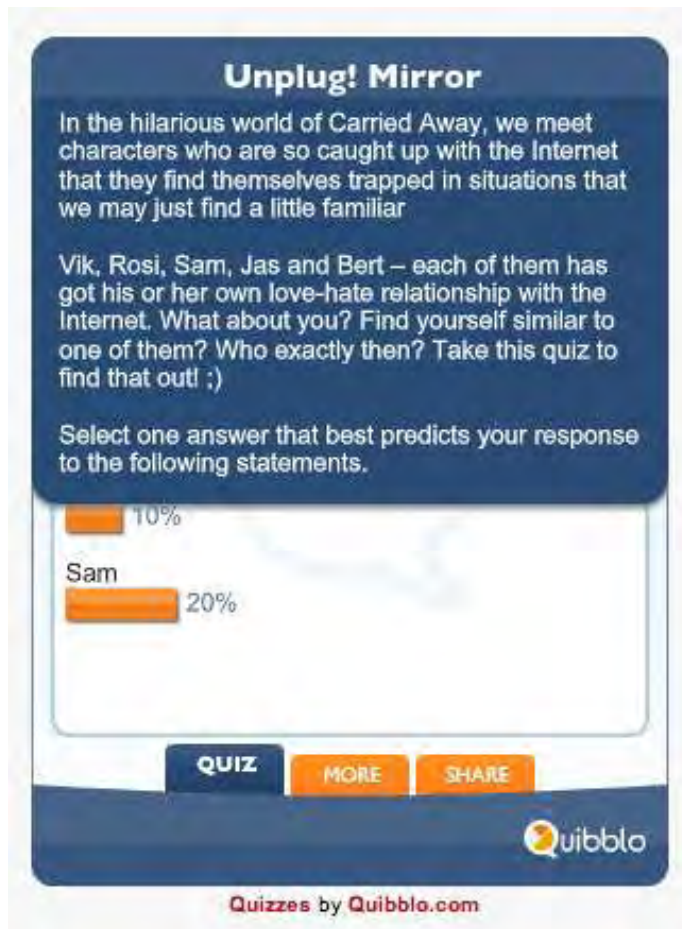


Back



Appendix M

Unplug! Mirror



For each of the following statements, select one answer that best reflects your thoughts.

Statement 1: I will not forgo a coffee session with friends to be online.

- > ... I can always meet up with them for a gaming session online!
- > Okay, I shall not reveal the number of times I have forgotten about a meetup because I stumbled upon something amazing online.
- > I am probably the one who organised the session.
- > A meetup!? Cool, I can tweet about what happens over coffee talk!
- > Of course! Even if I'm engrossed online, I would still turn up punctually for the meeting.

Statement 2: Everything on the Internet just excites me!

- > Well yeah... especially the games!
- > This link, that link, everything online is just so interesting~ I get to learn something new everyday!
- > ... What's so exciting about it?
- > Facebook and Twitter FTW!
- > I agree! Sometimes it's difficult to pull myself away from it, but I always manage to do it.

Statement 3: I have made attempts to cut down on my Internet use.

- > There are just too many games online that I've yet to complete or try, it's not time to quit yet!
- > Countless times, but they never work out...
- > I don't spend much time on the Internet unless it is for schoolwork. I wish my friends would say the same!
- > Whatever for? It's how I stay connected to everyone!
- > Yes I have. It's so easy to get carried away online. I have to remind myself to control my Internet use so I don't neglect other things in life!

Statement 4: I enjoy sharing my thoughts online with everyone.

- > Erm, my thoughts? Does discussing about gaming strategies count
- > It's fun! I get a variety of comments from everyone and many of them can be really interesting!
- > Not for me. I'd prefer keeping my thoughts private and sharing them with my close friends personally.
- > Absolutely! This way they can know more about me, and I get to know more about them!
- > Sometimes I do! But my friends tend to overdo it when they share pretty much everything they think or do online.

Statement 5: I feel uneasy when I do not have access to the Internet.

- > Don't you dare take my Internet connection from me!!!
- > ... I just cannot imagine a world without the Internet. What else is there to do?
- > I'm absolutely fine without the Internet.
- > But that means I can't stay up to date with what my friends are doing...
- > Well, it can get problematic when I need the Internet for school... but I'm sure I can handle it! There are so many other things I can do offline anyway.

Statement 6: I get irritated when others start nagging at me about my Internet use.

- > GRRRR.
- > Not irritated, but guilty? Sometimes I do feel bad about spending so much time online.
- > I'm usually the one nagging!
- > Well, it happens. But I'd just tell them that I need it to stay connected to the world and they won't have anything more to say.
- > It doesn't happen to me at all! I'm not a heavy user anyway.

Statement 7: I feel that I'm online for the sake of being online.

- > No... I need to be online to fight off the monsters else I can't power up to the next level!!!
- > ... Yes, I get that alot.
- > That's how I feel about everyone else who is so hooked onto the Internet.
- > No! I'm online to stay connected with my friends!
- > Nope. I go online for school work, to catch up with my friends, for some entertainment... but only when I need to!

Statement 8: I don't see the appeal of the Internet.

- > But there are so many fun and exciting games online!
- > What?! Are you sure you know what the Internet is?
- > Spot on!
- > It's the perfect platform to find out more about my friends and catch up with them... and that's very important!
- > I can see the appeal of the Internet. I just can't see how it can be so attractive to the extent that there are people who are actually addicted to it.

Results:

Jas – Sam's frustrated girlfriend and Rosi's helpless best friend.

You can't stop your friends and loved ones from going online or tweeting and updating their statuses while out with you. But you can definitely try talking to them nicely about it. And fret not, there is absolutely nothing wrong with being less active online! Remember, your world is wider than the WWW! To catch the Carried Away characters in action, follow them on <http://worldwiderthanwww.com>!

Sam – the junk surfer who simply can't go offline.

Maybe it's time to set an alarm clock to control your time spent online? Make use of post-it notes, write down what you need to do for the day and stick them on your laptop/desktop to serve as reminders. To catch the Carried Away characters in action, follow them on <http://worldwiderthanwww.com>!

Rosi – the Queen of social media

Sharing and staying connected with friends is great but you don't want to put yourself at a disadvantage by sharing too much information about your whereabouts and activities. How about putting yourself up for a challenge? Turn off your data roaming and see how long you can last without it. Of course, you can always share your experiences afterwards. To catch the Carried Away characters in action, follow them on <http://worldwiderthanwww.com>!

Bert – the avid online gamer who whiles his time away fighting virtual monsters.

We don't deny that games are fun, interactive and challenging. But hey, life is more than just the screen and virtual world! If you find yourself getting irritable when your Internet use is disrupted, it's time to head out with your friends more often – get some fresh air, enjoy the sunshine, play a real game of sports and sweat it out. To catch the Carried Away characters in action, follow them on <http://worldwiderthanwww.com>!

Vik – Mr. Popular who always know what he is doing.

Keep up the good job! Indeed, moderation is the key. Since you are fully conscious of the importance of a healthy balance in Internet use, don't give up in spreading the same message to your friends! They deserve to enjoy life offline as much as you do. To catch the Carried Away characters in action, follow them on <http://worldwiderthanwww.com>!

Appendix N

Unplug! Collage Exhibition in NTU



Appendix O

Unplug! Closing Event



Appendix P

Unplug! at Youth Health Symposium

Brief Proposal to HPB for Involvement in YHS:

Brief Proposal for Involvement in Youth Health Symposium 2011

Summary:

As a youth-initiated health campaign, Unplug! is a prime example of how youth can step forward to create awareness or action for a worthy cause, such as Internet Dependency amongst local youth. The team members will introduce the campaign to Youth Leaders, and share their experiences in publicizing this nationwide campaign to local youth. Other than educating Youth Leaders on the topic of Internet Dependency, it is also hoped that the Unplug! sharing session will be able to provide valuable insight and guidance to Youth Leaders who are keen on developing similar youth campaigns.

Proposed Involvement:

1. Workshop/ Presentation on Unplug!

A basic sharing session that will introduce Internet Dependency and the rationale, segments, process and achievements of the Unplug! campaign. Not only will Youth leaders be educated about topic of Internet Dependency, they can also better understand the process of planning and preparing for a nationwide youth campaign like Unplug!. Team members will also share their personal experiences/reflections from the campaign.

Duration: Around 15 minutes (or according to requirement), excluding Q&A

Format: Presentation slides + 1 Main Speaker from Unplug! Team

2. Mini-exhibition on Unplug!

A mini-exhibition at a common area (e.g. outside auditorium) that will showcase information about Internet Dependency and the Unplug! campaign. The exhibition will include:

- Information on Internet Dependency
- Campaign write-ups (e.g. rationale, process, achievements)
- Campaign collaterals (e.g. Comic Strips, Teaser Posters, Polaroids Pledges, Placard etc)
- Photos from the campaign events.
- A mini version of the Unplug! Polaroid collage (around 2.5x1m) so that youths can better visualize the backdrop as it was during the actual events.

Youth Leaders can take a photo with the pledge placard so that they can also have a feel of how the campaign was executed. They can take the pledge photos home as a souvenir and a reminder about the importance of moderating their time online.

Duration: Whole Day

Format: 3 exhibition panels (fit for A2 size Posters) surrounding the mini Unplug! Polaroid collage.


Venue requirement: A space of around 4x4m in a common area of the YHS.

YHS Exhibition Posters:

Design 1

4 universities, 2 weeks, and the Unplug! collage is finally completed! This giant Polaroid collage is the combined effort of more than 1,500 youth in The Great Unplug! Relay, a pledge relay across four local universities (NTU, NUS, SMU and SIM) where youth took Polaroid pledges to show support and commitment to moderation of their time spent online.

THE GREAT UNPLUG! RELAY



Every Polaroid contributed to the formation of this Unplug! collage, which symbolises the mass youth movement to take control of one's time spent online. Participating youth also wrote down short statements of support and resolutions on their Polaroids to remind themselves not to get carried away on the Internet and neglect other important aspects of life.

With the support of these 1,500 youth, Unplug! hopes that the collage can encourage more youth to reflect on their Internet use and strive for a healthy balance between time spent online and offline.

POLAROID PLEDGE COUNT!

It may be the world wide web, but your world is definitely wider than that!

NUS 285 POLAROID!	SIM 290 POLAROID!	SMU 170 POLAROID!	NTU 305 POLAROID!
1ST STOP	2ND STOP	3RD STOP	FINAL STOP!

Design 2

Some *bebo* are just better loud and clear.

Some words come out different when a *Skype* is involved.

Do your friends really know how much you *Like* them?

More awaits you beyond that *Wall*.

All the good things in life... gone down the *Tube*.

Can You Unplug?! is a series of teaser posters that were put up before *The Great Unplug! Relay*. Making use of puns on the names of popular online platforms, these humorous one-liners aimed to get youths thinking about their Internet use. The posters were put up in strategic positions around the university campuses.

This poster was launched a week before the others to prompt youths to reflect on their Internet Dependency levels.

LOGO

The Unplug! logo was designed based on the idea of plugging oneself out from the online world. The icons within the 'U' represent the various online platforms that youths frequently engage in.

The media kit, which included the press release and *Carried Away* teaser booklet, took the form of a box with the iconic Unplug! wire coiled around it. A question was printed on the cover to evoke some thought from recipients and prompt them to open the box. With this, Unplug! successfully secured coverage from various media.

PRESS KIT

UNPLUG!
WORLD UNDER THAT WALL!

CARRIED AWAY

Carried Away is the Unplug! comic strip series which features characters who find themselves in humorous situations where their dependency on the internet gets the better of them. These comic strips were mainly released via online platforms and the Unplug! notebook.

If we lose all Internet connection tomorrow, what would you do?

If you lose your Internet connection tomorrow, what would you do?

THE GREAT UNPLUG!

RELAY

1 To raise awareness about Internet Dependency, Unplug! launched The Great Unplug! Relay – a mobile pledge relay across 4 local universities: NUS, NTU, SMU and SIM. The relay aimed to rally 1,000 youths to pledge their support for moderation by taking a Polaroid with the pledge placard.

2 Each Polaroid pledge contributed to the formation of the giant Unplug! collage that signified the mass youth movement towards a balanced lifestyle.



3 Participating youths also wrote down short statements of support and resolutions on their Polaroids to remind themselves not to get carried away online.

4 The Great Unplug! Relay ended with a bang in Nanyang Technological University, where the Unplug! collage was finally completed!



NUS 285 POLAROIDS	SIM 290 POLAROIDS	SMU 170 POLAROIDS	NTU 305 POLAROIDS
1ST STOP	2ND STOP	3RD STOP	FINAL STOP!

5 In a short span of 2 weeks, Unplug! collected a record-breaking number of pledges! More than 1,700 youths responded to the call and pledged their support for the moderation of their time online. Over 1,050 Polaroids were collected.

6 With the support of these 1,700 youths, Unplug! hopes that the collage can encourage more youths to reflect on their Internet use and strive for a healthy balance between time spent online and offline!

YHS Event Photographs:



Appendix Q

Unplug! Twibbon

Unplug!



MY WORLD IS WIDER THAN THE WWW

U

Login with Facebook to add this badge to your profile image:

[Login with facebook](#)

Don't worry! We won't change anything or update your status when you login, you'll get a chance to preview everything first.

In today's digital world, we have to be connected in order to function in society. However, more often than not, we end up getting carried away online, surfing the net for the next few hours and giving up on our initial plans. Therefore, a conscious effort to control our Internet usage has also become a necessity precisely due to this age of connectivity. Unplug! refers to the act of plugging oneself out of the virtual world. It is only when we realize the need for a healthy balance between time spent online and offline that we can avoid the potential ills of over-indulgence in cyberspace. At the end of the day, the little effort in moderating your Internet use will go a long way in creating a more fulfilling life. It may be the World Wide Web, but your world is definitely wider than that. Support the campaign and stand a chance to win a 1-month Fitness First Platinum Passport Membership (worth \$179). We have 2 memberships up for grabs!

Example of Twibbon:



Appendix R

Unplug! Post-event Video



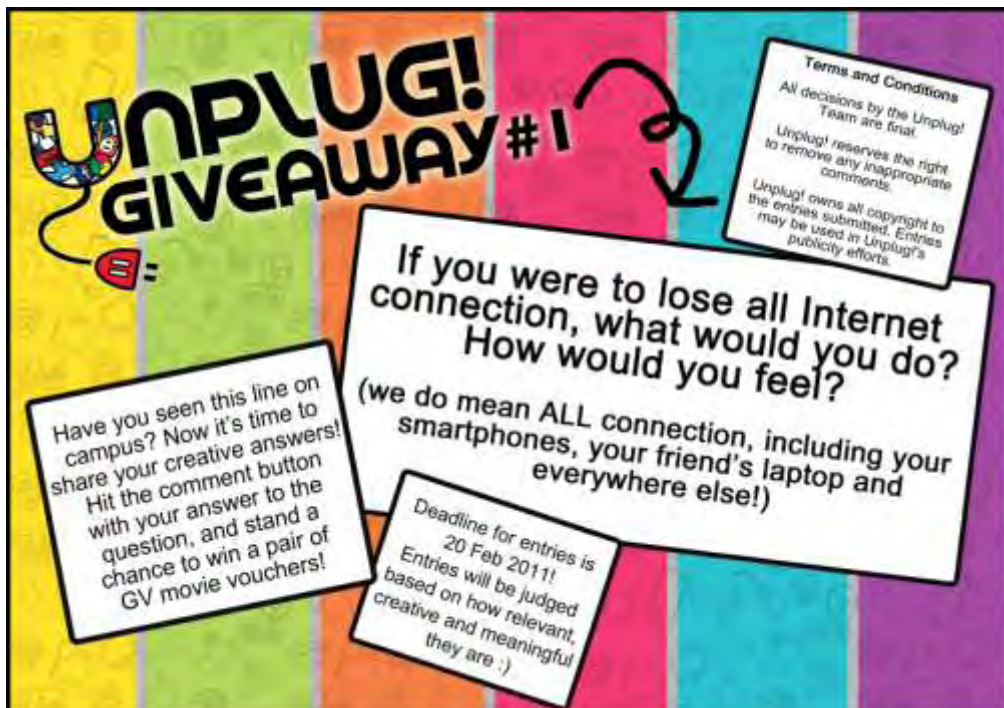
Appendix S

Unplug! Giveaway



**UNPLUG!
GIVEAWAY**

Unplug! will be giving away Golden Village movie vouchers through weekly mini contests on Facebook! Simply post a short answer to our questions and you might just walk away with movie vouchers to spice up your weekends! Grab this chance to unplug! :)



**UNPLUG!
GIVEAWAY #1**

Terms and Conditions
All decisions by the Unplug! Team are final.
Unplug! reserves the right to remove any inappropriate comments.
Unplug! owns all copyright to the entries submitted. Entries may be used in Unplug!'s publicity efforts.

**If you were to lose all Internet connection, what would you do?
How would you feel?**
(we do mean ALL connection, including your smartphones, your friend's laptop and everywhere else!)

Have you seen this line on campus? Now it's time to share your creative answers! Hit the comment button with your answer to the question, and stand a chance to win a pair of GV movie vouchers!

Deadline for entries is 20 Feb 2011!
Entries will be judged based on how relevant, creative and meaningful they are :)

UNPLUG! GIVEAWAY #2

Terms and Conditions
All decisions by the Unplug! Team are final.
Unplug! reserves the right to remove any inappropriate comments.
Unplug! owns all copyright to the entries submitted. Entries may be used in Unplug!'s publicity efforts.

When you surf late into the night? When you start to converse in online lingo? Hit the comment button with your answer to the question, and stand a chance to win a pair of GV movie vouchers!

How can you tell when someone is using the Internet excessively? What are some of the most obvious signs?

Deadline for entries is 27 Feb 2011!
Entries will be judged based on how relevant, creative and meaningful they are :)

UNPLUG! GIVEAWAY #3

Terms and Conditions
All decisions by the Unplug! Team are final.
Unplug! reserves the right to remove any inappropriate comments.
Unplug! owns all copyright to the entries submitted. Entries may be used in Unplug!'s publicity efforts.

Night jogging instead of gaming through the night? Reading a good book? Hit the comment button with your answer to the question, and stand a chance to win a pair of GV movie vouchers!

In your opinion, what's the best way to "unplug"? What kind of offline activities will you recommend?
(Unplug= moderating Internet use by engaging in offline activities)

Deadline for entries is 5 Mar 2011!
Entries will be judged based on how relevant, creative and meaningful they are :)

Example of responses on Facebook for Unplug! Giveaway:



Unplug! - World Wider than WWW
Unplug! Giveaway #2: How can you tell when someone is using the Internet excessively? What are the most obvious signs?
(Comment & stand a chance to win a pair of movie vouchers!)

1,107 Impressions · 1.26% Feedback
February 22 at 9:41pm · Like · Comment

2 people like this.

 **Simon Ang** hmm... when they don't have time to do anything else.
February 22 at 9:47pm · Like

 **Charlene Chew** when the person is totally unaware of the surroundings...
February 22 at 9:54pm · Like

 **James Tan** 俊龙 You start smiling at the monitor when there are nobody at home..
February 22 at 9:59pm · Like

 **MeiYin Chow** when e person is using his iphone all e time. n e person knows what is happening in his friends lives (stalking on facebook)
February 22 at 10:00pm · Like

 **Vanessa Tan** When the person comment/like a post that his friend has just posted on fb one second ago!
February 22 at 10:20pm · Like

 **Ng Keng Kee** I second vanessa tan's post. But just to add on. When the person comments/likes EVERY friends' posts on fb. When the person, no matter what he does, how he's feeling, where he's at, he has to post on fb.
February 22 at 10:23pm · Like

 **Charlene Chew** this is a true incident! I was walking and checking out FB thru phone.a lowly hanged tree branch brushed against my forehead n made me realize I'm obsessed with internet!
what a day :P
February 22 at 10:37pm · Unlike · 1 person

 **Krystle Method** When your face to face conversations with people involve "yea, i saw on his wall.." or "her status update was so..."
February 23 at 10:53am · Like

 **Dylan Tan-elkay** In group meetings/class/seminars, that person is in front of their laptop and smiling. You just know he/she saw an amusing post on Facebook.
February 23 at 3:10pm · Like

 **Kelvin Lim** when you know you can never catch him/her offline on msn and/or on facebook.
February 23 at 3:11pm · Like

Appendix T

Unplug! Notebook

Cover



Inside Cover



Page 3



Example of Organiser



Last page of Organiser

Set your goals

Setting goals gives you long-term vision and short-term motivation. It helps you to organize your time and make better use of your resources.

Tip: Goals should be SMART: Specific, Measurable, Attainable, Relevant and Time-limited.

1. _____

2. _____

3. _____

Carried Away!

We get carried away online for so many reasons. In the world of *Carried Away*, we meet people who bear an uncanny resemblance to us..



Sam

Meet Sam, the junk-surfer who simply can't seem to go offline.

“ Every link seems more interesting than the previous one. Now, I wonder what's on this page... Even though there's going to be less time for other things... I guess it will be worth it? ”

Meet Rosi, the Queen of Social Media.

“ @Sam I'm at ABC Café with So-and-So. Food is Yummy! ”

The social media is my playground— Everyone's there and I have to make my presence known! ”



Rosi



Bert

Meet Bert, the avid online gamer who whiles his time away fighting virtual monsters.

“I'm not the geek that you think I am! But if you're going to start on my Internet use, shoo and leave me alone.”

Meet Vik, Mr. Popular who always knows what he is doing.

“It's not that I don't understand the appeals of the cyber world. It's truly tempting. But a balance in life is always good!”



Vik



Jas

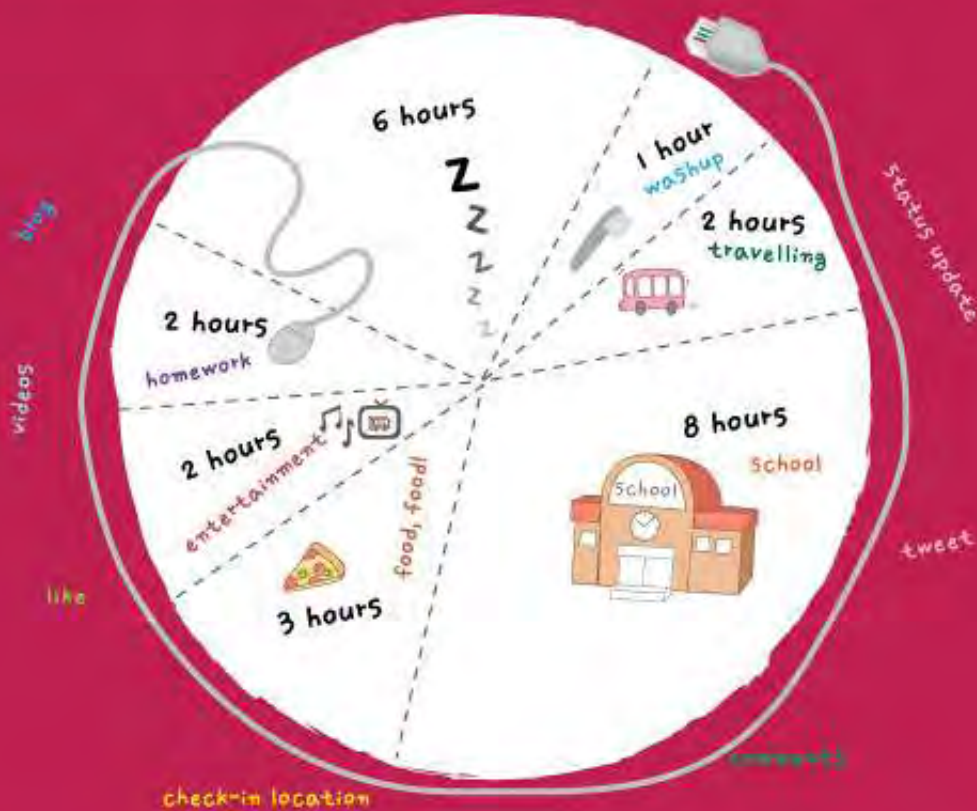
Meet Jas, Sam's frustrated girlfriend and Rosi's helpless best friend.

“Go ahead, drive me mad with your fixation on the cyberworld! Can't you see that reality is what really matters?”

Do any of these characters seem familiar to you?

A World Wider Than World Wide Web

We have 24 hours in a day. Have you ever wondered how many hours you spend on each activity daily? With technological advancement, we are connected more often than before. Does your day look something like this?



We're not trying to say the Internet is bad. In fact, we can't agree more that the Internet has helped us in several ways. But if you unplug for a day, you may discover many other possibilities in life.

Insertion 2 – Back

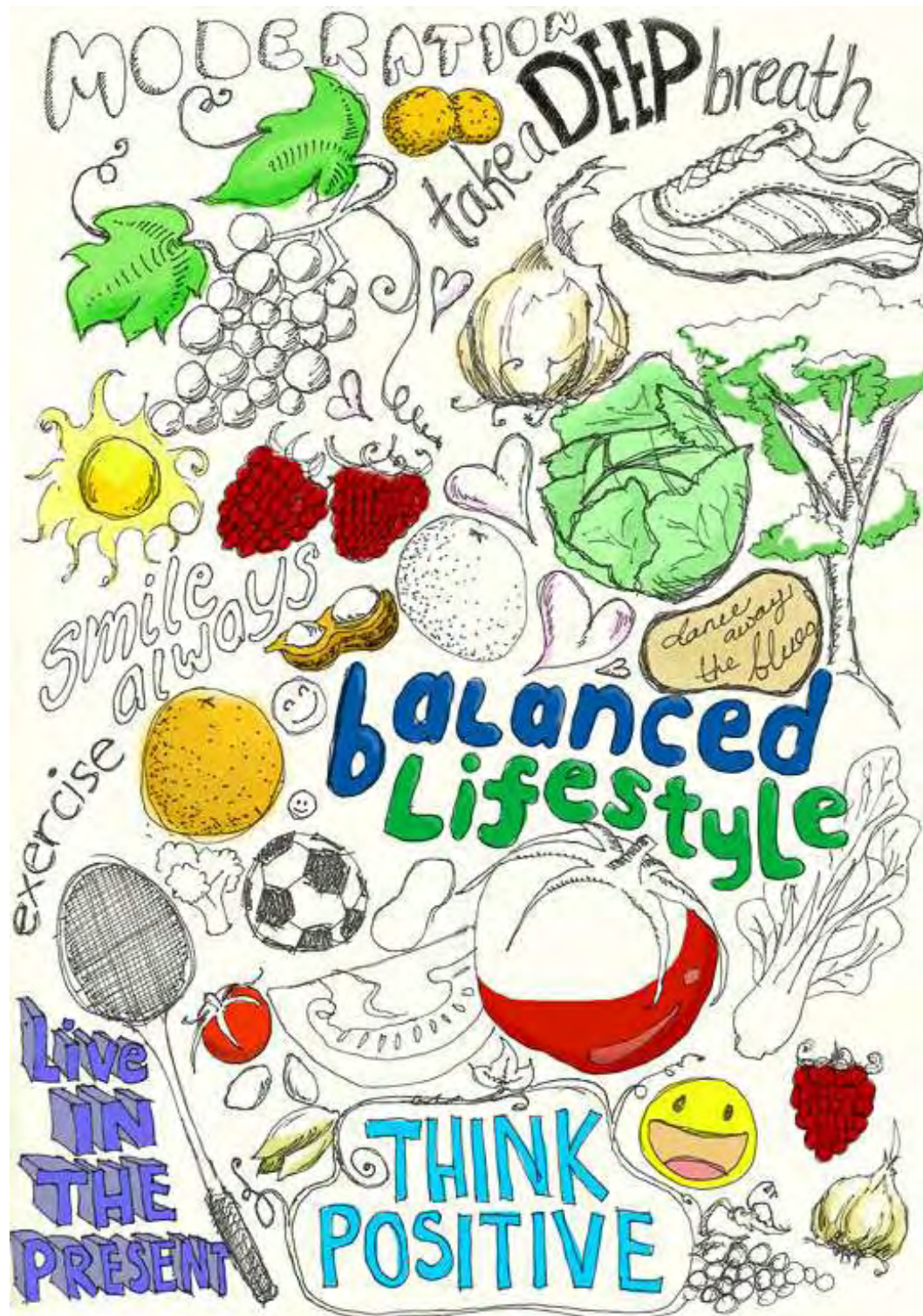
The sun, the wind, the laughter and the physical interaction with your friends – you cannot experience these through the computer.



Exercise not only keeps you fit and healthy, it makes you feel good too. When you exercise, your body releases endorphins, chemicals that help to uplift your mood and reduce feelings of stress and

Physical touch can relieve emotional symptoms such as anxiety and stress.

Increasing face-to-face interactions with your friends can help to foster relationships.



Insertion 3 - Back

"Happiness is not a matter of intensity but of balance and order and rhythm and harmony." - Thomas Merton.



Learning is a lifelong process. Consider taking up a new language or learning a new sport. You might find yourself gaining a new hobby and making new friends!

Lend a helping hand - Volunteering not only allows you to make a difference in someone's life, it benefits you too. Through volunteering, you may learn a new skill, meet a diverse range of people and acquire a sense of achievement and satisfaction. You may visit www.sgcares.org to find out how you can contribute.



Embrace the nature - Most parks, gardens and nature reserves in Singapore do not have admission charges. Put on your casual attire and land your feet onto these "green" places for relaxation and recharge. You may visit www.nparks.gov.sg for a list of parks, gardens and nature reserves in Singapore and sign up for a free newsletter to get the latest updates on what you can do there.

Reading pleasure - Enid Blyton, Bookworm, Dan Brown. Missing the good old childhood stories? Revive the memories or start a new reading hobby by dropping by the libraries. Psst... it's free-of-charge unless you return the books late!



Inside Back Cover

Back Cover

Starting to feel the need for a healthy balance between time spent online and offline? Looking for some advice and support?

Youth Community Services
<http://www.ycsbc.ca>
 Project 180 (Youth Services) 416-311-1111

Audible Hearts
<http://www.audiblehearts.org>

National Addictions Management Service
 613-966-8377

Touch Cyber Wellness
<http://www.planetorshang.com>
 General Enquiries - 6073 5568
 Counselling Services (TODUCHINE) 1-800-371-2247

For more information on cyber-wellness: <http://www.nsg.org.sg/cyberwellness>

Health Promotion Board

Appendix U

Media Plan

List of Target Media

S/N	Media	Desk/ Designation	Addressee
PRINT- National Newspapers			
1	The Straits Times	Editor	Han Fook Kwang
2		Life! and Lifestyle	Helen Chia
3		Mind Your Body	Bertha Henson
4		Digital Life	Bertha Henson
5		Sunday Times	Ignatius Low
6	Lianhe Zaobao	Editor	Lim Jim Koon
7		Fukan Editor	Magdalene Thniah
8	Berita Harian	Editor	Mohd Guntor Sadali
9		Berita Minggu	Ismail Pantek
10	Tamil Murasu	Editor	Nirmala Murugaian
11	The New Paper	Editor	Dominic Nathan
12	Lianhe Wanbao	Editor	Chua Chim Kang
13	Shin Min Daily Paper	Editor	Koh Lin Hoe
14	My Paper	Chinese Editor	April Pung
15		English Editor	Yeow Kai Chai
16	TODAY	Editor	Walter Fernandez
PRINT- Campus Newspapers			
17	Nanyang Chronicle (NTU)	News Desk	chronicle@ntu.edu.sg
18	The Blue and Gold (SMU)	News Desk	pubcomm@sa.smu.edu.sg
PRINT- National Magazines			
19	Female	Associate Editor	Aileen Lalor
20	SHAPE	Associate Editor	Jeanette Wang

21	Her World	Editor	Elisabeth Gwee
22	Simply Her	Editor	Penelope Chan
23	CLEO	Editor	Deborah Tan
24	8-Days	Editor	Lau Kuan Wei
25	i-weekly	Editor	刘杰奇
26	UW (U-Weekly)	Editor	池例芳
27	Men's Health	Deputy Editor	Sherwin Chua
PRINT- Campus Magazines			
28	CAMPUS	Editor	-
BROADCAST- National Television			
29	Channel 5	English News	Chay Ting Ngee
30	Channel 8	Chinese Current Affairs	Woo Keng Choong
31	Channel U	Chinese News	Yeung Shuk Lin
32	Channel NewsAsia		mediacorpnewshub@mediacorp.com.sg
33	Suria	Malay News & Current Affairs	Ibrahim Hassan
34	Vasantham	Tamil News & Current Affairs	R Nadarasan
BROADCAST- Campus Television			
35	Nanyang Spectrum (NTU)		Ntu.spectrum.tv@gmail.com
BROADCAST- National Radio			
36	MediaCorp English stations (98.7FM, 95.0FM)	Vice-President, English Programming	Dahlia Zainuddin
37	938LIVE	Senior Programme Director	Geraldine Tan
38	MediaCorp Mandarin stations (93.3FM, 95.8FM, 97.2FM)	Vice-President, Chinese Programming	Veron Yeo
39	MediaCorp Malay and Tamil stations (89.7FM, 94.2FM, 96.8FM)	Vice-President, Malay & Indian & Expatriate Programming	Zakiah Abdul Halim
40	Radio 91.3	Programme Director	Jamie R. Meldrum

41	Radio 100.3	Programme Director	Wong Woon Hong
42	Power98 FM	Head of News	Esther Lee
43	883Jia FM		
BROADCAST- Campus Radio			
44	Radio Fusion (NTU)	Programme Director	rfusion@gmail.com
45	Radio Pulze (NUS)	Programme Director	enquiries@radiopulze.com
46	SMU Campus Radio		Contact page on website
ONLINE- National platforms			
47	Xinmsn.com	MediaCorp News Hub	mediacorpnewshub@mediacorp.com.sg
48	Channelnewsasia.com		
49	Todayonline.com	Editor	Walter Fernandez
49	Asiaone.com	News	Adrian Tay
50		DigitalOne	
51		Health	
52		Edvantage	
53	Straitstimes.com	Editor	Eugene Leow
54	Omy.sg	Editor	Chua Chim Kang
55	The Straits Times RazorTV	Editor	Jonathan Ng
ONLINE- Campus platforms			
56	The Campus Observer (NUS)	Executive Editor	campusobservernews@gmail.com
57	The Kent Ridge Common (NUS)	Editor	news@kentridgecommon.com
ONLINE- blogs			
58	Lifestyle and Technology bloggers	www.adeology.wordpress.com	Adeline
59		www.Ccchristine.blogspot.com	Christine Yeo
60		www.daintyflair.net	Jacelyn Sng
61		www.nadnut.com	Nadia

62		www.sixpegs.com	Peggy Chang
63		www.missanggeckgeck.blogspot.com	Priscilla Ang
64		www.rather-beloved.blogspot.com	Sarah Low
65		www.dweam.com	Valerie Lim
66		www.yinagoh.blogspot.com	Yina Goh
67		www.lesterchan.net	Lester Chan
68		www.superadrianme.com	Adrian
69		www.mhisham.org	Hisham
70		www.musxart.wordpress.com	Muhammad Mustakim
71		www.ingridmak.net	Ingrid Mak
72		www.jamcansing.com	Chester Chen
73		www.method86.wordpress.com	Darren
74		www.cherilee.wordpress.com	Cherie Lee
ONLINE- Forums			
75	STOMP	Editor	Chew V'Ming

Media Plan:

	Date of Release	Main Focus	Angle
1 st Media Kit	24 January 2011	Launch of Unplug!	Mass youth movement approach to address the issue of Internet Dependency
2 nd Media Kit	7 February 2011	Invitation to the completion of The Great Unplug! Relay	Highlight the significance of the pledge event by informing the media about the overwhelming response from NUS, SIM and SMU

1 st Media Kit		
Angle	Details	Remarks
Mass youth movement approach to address the issue of Internet Dependency	<ol style="list-style-type: none"> 1. Inform media about official launch of Unplug! 2. What Unplug! is about 3. Statistics from pre-campaign survey to highlight issue 4. Quotes from target audience, professionals 5. Annex (Preview of <i>Carried Away</i> comic characters and <i>Carried Away</i> comic strips) 	<p>Overall Unplug! Backgrounder to be included in all Media Kits</p> <ul style="list-style-type: none"> • Boilerplate on Internet Dependency • More information about Unplug! • Contact person from Unplug! <p>List of supporters/ sponsors</p>

Sample of 1st Media Kit:





Youth-initiated *Unplug!* campaign spurs mass youth movement to address potential problem of Internet Dependency in Singapore

Launched in January 2011, *Unplug!* is a health campaign that rallies youth in taking control and moderating their Internet use to avoid the potential ills of over-indulgence in cyberspace. Tapping on the power of a combined youth effort to drive home its messages, *Unplug!* will front an interactive pledge relay that will see 1,000 local youth actively making a commitment to the cause. With the support of the Health Promotion Board (HPB) and key sponsor Maybank, the campaign will be spearheaded by four final-year undergraduates from Nanyang Technological University's (NTU) Wee Kim Wee School of Communication and Information (WKWSCI) as part of their final-year project.



UNPLUG!
WORLD WIDER THAN WWW



PG 1

Unplug!, as the word suggests, refers to the act of *plugging* oneself *out* of the virtual world. Complete detachment from the Internet may not be wise in the highly connected society of today, but a healthy balance between time spent online and offline is essential precisely because of how dependent we have become on the Internet.

-more-

unplugcampaign@gmail.com

As expressed by Ms Prema Govindan, Deputy Director, Mental Health, Youth Health Division, HPB, "The Internet has become an integral part of youth's life. To prevent over-dependence on the Internet, youth are encouraged to adopt a balanced lifestyle – meaningful and healthy offline activities are essential to one's physical health and mental wellbeing."

With *Unplug!*, it is hoped that youth will come to an important realization: *It may be the World Wide Web, but their world is definitely much wider than that.*

In a pre-campaign survey conducted amongst 205 local undergraduates, more than half of the respondents indicated that they spend more than five hours online daily for leisure (for purposes that are not related to school or work). In addition, an overwhelming 84.4% admitted to staying online longer than they originally intended, with 35.6% revealing that they had made unsuccessful attempts to cut down their Internet use¹.



UNPLUG!
WORLD WIDER THAN WWW



PG 2

Although further research is required to determine the exact severity of the problem in Singapore since the simple pre-campaign survey may not be sufficiently representative, these figures hint at the possibility that local youth may face some problems in controlling their Internet use.

-more-

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As such, the highlight of *Unplug!* lies in encouraging self-motivated action amongst youth towards moderating their Internet use via *The Great Unplug! Relay*. *The Great Unplug! Relay* is an interactive photograph pledge relay across selected local universities where students will pledge to moderate their Internet use to achieve a balanced lifestyle. Each Polaroid pledge collected will contribute to forming a large Polaroid collage of the word "Unplug!", signifying the combined effort amongst local youth to commit to not indulge in an excessive use of the Internet. The campaign aims to gather at least 1,000 pledges across the universities, with these pledges serving as an impetus for all other local youth to reflect on their Internet use and take action to balance their time spent online and offline.

Differentiating itself from the many health campaigns that are already in place, *Unplug!* adopts a humorous, casual and light-hearted approach to the topic, with unique communication channels such as a series of comic strips specially drawn for

the campaign, as well as a range of engaging events of various natures. It is hoped that such events, collectively referred to as *Plugouts!*, can be a first step for youth to engage in other meaningful activities in the long run, instead of spending large amounts of time online. (Please refer to "Carried Away" teaser and Unplug! Factsheet in Annex)



UNPLUG!
WORLD WIDER THAN WWW



PG 3

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With the increasing use of computers, smartphones and the Internet in Singapore today, it is inevitable that the risk of youth becoming over-dependent on the Internet rises. Fellow Asian countries, such as Korea and China, have resorted to extreme measures such as boot camps, electro-shock therapy and compulsory curfews to prevent teenagers from playing online games into the wee hours of the night^{2,3}. While it is fortunate that Singapore does not need to go to these lengths, the fact that local youth do spend large amounts of time online is a concern that deserves attention before it spirals beyond control.

"I think most of us know that it's not good to be dependent on the Internet, but we are too used to being connected so we don't realize or think about any negative effects that it may have on us," said Mr. Randy Lim, 24, a final year undergraduate from the Faculty of Engineering, National University of Singapore (NUS).



UNPLUG!
WORLD WIDER THAN WWW



PG 4

-more-

unplugcampaign@gmail.com

With the support of established organizations across a range of industries, *Unplug!* is set to make a difference in this digital day and age. "One of Maybank Singapore's focus for our community involvement is 'Family in the Digital Age'. We see a deepening digital divide as youths spend increasingly longer periods of time plugged in to their digital worlds. We are supportive of this campaign, and hope to see youths cutting down on their online time to spend meaningful time with their family and the community instead." Ms Corrinne Tan, Manager, Corporate Social Responsibility, Maybank Singapore

Instead of distancing the campaign from the Internet, which may be seen as an approach that is more aligned with the campaign's cause, *Unplug!* understands that the most effective way to reach out to the targeted youth is to be where they are. As such, *Unplug!* will adopt the use of social networking sites and other online platforms in its main communication efforts to first engage youth, before paving the way to encourage them to go offline with the various campaign activities planned.



UNPLUG!
WORLD WIDER THAN WWW



PG 5

Further details of *Unplug!* events will be revealed in the weeks to come. More information on the campaign can also be found at <http://www.worldwiderthanwww.com>.

For Media enquiries, kindly contact:

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FOOTNOTES

¹The pre-campaign survey was done in November 2010 amongst 205 local undergraduates (from the National University of Singapore, Nanyang Technological University and Singapore Management University), aged 18-25 years old.

²Center for Internet Addiction Recovery. (2009, August 20). *China Web Addiction Clinics*. Retrieved December 25, 2010, from Center for Internet Addiction: <http://netaddictionrecovery.blogspot.com/search?updated-max=2010-10-22T08%3A11%3A00-04%3A00>

³RedOrbit staff and Wire reports (2010, April 23). *South Korea Fighting Internet Addiction*. Retrieved December 25, 2010, from redOrbit: http://www.redorbit.com/news/technology/1854477/south_korea_fighting_internet_addiction/

⁴Fei Yue Community Services provides professional help to youths and families through a variety of programmes and activities such as free online counselling for youths, Guidance Programme for first time offenders of petty crimes, as well as new media programmes that help youths understand the importance of balancing between the real world and technology.

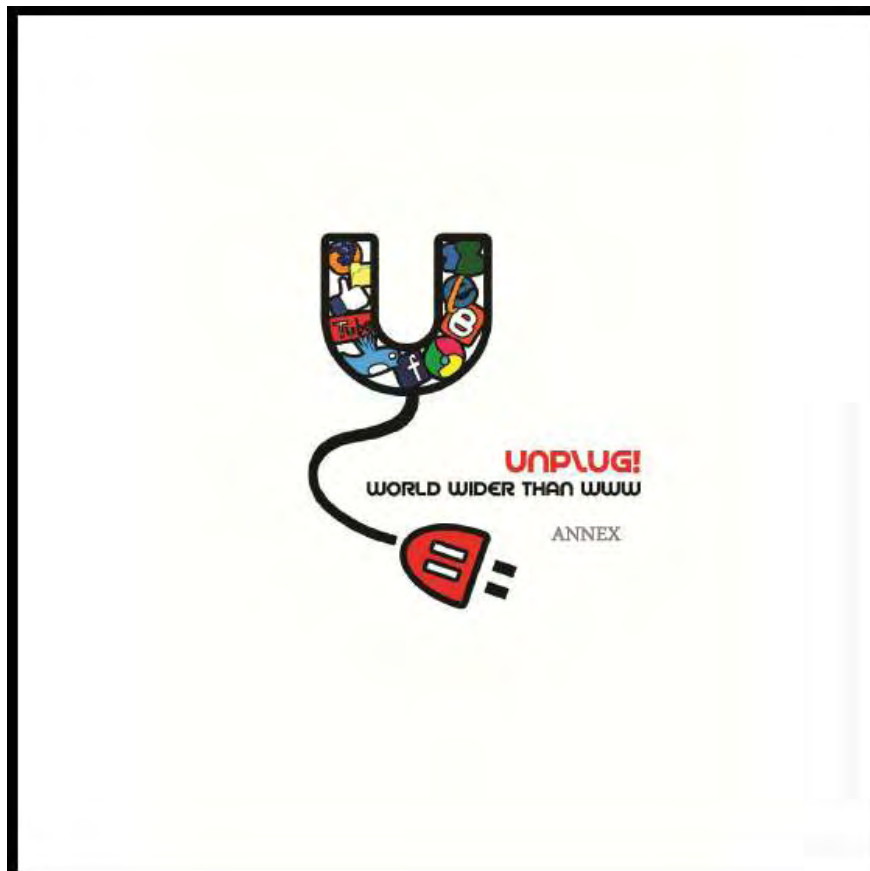


UNPLUG!
WORLD WIDER THAN WWW



PG 6

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UNPLUG! FACTSHEET

About Internet Dependency

Internet Dependency can be defined as a compulsive behaviour that affects one's normal living when one makes the Internet a priority over family, friends and work. The concept of Internet Dependency is similar to other forms of substance dependency, which involves the need to consume the substance in increasing amounts in order to achieve the same level of satisfaction. Some signs of Internet Dependency include feeling moody and irritable when one is not using the Internet, being unable to control one's Internet use and having frequent thoughts about being online. Overcoming Internet Dependency involves control and moderation of one's Internet use.⁵

More about *Unplug!*

"Carried Away"

For an interesting start, *Unplug!* will first introduce a series of comic strips, titled "Carried Away", tapping on humour and concise dialogue to educate youths on the warning signs of and the negative effects associated with excessive use of the Internet. To encourage youth to reflect on their Internet use, a poll will also be made available to youth to pick the "Carried Away" character that best reflects their own Internet usage habits.



UNPLUG!
WORLD WIDER THAN WWW

⁵ FAQs on Internet Addiction. (2009, August 15). Retrieved January 4, 2011, from netaddiction.com:
http://www.netaddiction.com/index.php?option=com_content&view=article&id=65&Itemid=89

-more-

The Great Unplug! Relay

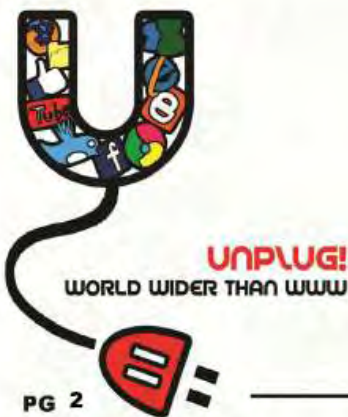
University students will make a pledge by posing with a placard with a statement of their commitment to moderate their Internet use and a Polaroid photograph of them will be taken to contribute to a collage of the word "Unplug!" on the event backdrop.

Campaign ambassadors will roam campus grounds to pro-actively engage students and spread the word throughout the campuses. The overall nature of the event will be fun, interactive and spontaneous.

Plugouts!

Unplug! will also provide youth with ample opportunities to participate in meaningful and healthy activities of various natures by working with partners across a range of industries (e.g. Nature, Community Service, Lifestyle). These events will collectively be referred to as *Plugouts!*.

One of the activities planned include partnering with The Apex Club of Singapore (Bukit Timah) in its Redhill Food Distribution Programme, which will see participants distributing food to over 280 elderly residents in the neighbourhood over a Saturday afternoon.



PG 2

-more-

unplugcampaign@gmail.com

Campaign Timeline

17 January 2011- Launch of *Unplug!* (Website, Twitter and Facebook pages)
Early to Mid-February 2011- *The Great Unplug! Relay* across selected universities
7th, 8th Feb: National University of Singapore (NUS)
9th, 10th Feb: Singapore Institute of Management (SIM)
14th, 15th Feb: Singapore Management University (SMU)
17th, 18th Feb: Nanyang Technological University (NTU)

Weekends from 12 to 26 February 2011- a series of *Plugouts!* events

Unplug!'s Facebook page: Unplug!- World Wider than WWW

Unplug!'s Twitter: @unplugtweets

Key Supporter of *Unplug!*



Key Sponsor of *Unplug!*



Project by:



-more-

PG 3

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Supporters of Unplug! Sponsors of Unplug!

Apex Club of Bukit Timah

mint
museum of toys

chapter 2

FitnessFirst

frölick

NATIONAL PARKS
LET'S MAKE SINGAPORE OUR GARDEN

I-S

Maranatha Music School

Reader's Digest
rdm.com

refresh!
BODYWORKS

UNPLUG!
WORLD WIDER THAN WWW

SKI360

TimeOut
Singapore

PG 4

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1st Media Kit - Carried Away Teaser

An exclusive preview of the Unplug! comic strip series...

Carried Away

We get carried away online for so many reasons.

In the comical world of *Carried Away*, we meet people who bear an uncanny resemblance to us... but we just can't seem to put a finger to it.

Can you?

“

Every link seems more interesting than the previous one. Now, I wonder what's on this page...

Even though there's going to be less time for other things... I guess it will be worth it?

”

MEET SAM,

the junk-surfer who simply can't seem to go offline.

"I always learn something new everyday!", quips Sam as he flits from Facebook, to YouTube, to Tumblr, to Twitter (basically whatever the cyberworld offers) every few minutes for the next few hours.

Hobbies? Sun-tanning under the light of the computer screen, maybe. One wonders, does he ever get to pull himself away from the online world?

Well okay. It's not that Sam doesn't know that he's spending too much time online. He tried, and we shall not embarrass him further by recounting his failures.

Unfortunately, he simply can't stay away from the Internet for more than a few hours and time happens to fly at top-speed the moment he arrives in cyberworld.

What is the poor guy to do?



“

@Sam "I'm at ABC Café with so-and-so. Good food!"

The social media is my playground... Everyone's there and I have to make my presence known!

”

MEET ROSI,

the Queen of Social Media.

Rosi practically knows everything about everyone and anything about everything. With the mighty prowess of her smartphone, Nosy Rosi has yet to fail at what she does best.

However, as they always say...
with great power comes great responsibility.

"Everything needs a balance", Rosi says. "If I'm always finding out things about people, I think people need to find out about me too! It's only fair!"

And so you find her preoccupied with her updates almost every other minute of the day.

Now *really?*



“

I'm not the geek that you think I am!

**But if you're going to start on my Internet use,
shoo and leave me alone.**

”

MEET BERT,

the avid online gamer who whiles his time away fighting virtual monsters.

He is not a geek, he'll insist.

Spending hours on computer games and having personal attachments to the gaming world and virtual characters don't really make a geek. Dressing sloppily from a blunt sense of fashion doesn't necessarily make one a geek either. Cut him some slack.

He makes a genuine effort to hang out with his friends, as long as they don't comment about his Internet use (he gets all fired up when you do that). You have to appreciate his sincerity. The poor guy simply has some trouble interacting with people.

Why? Well, Bert... is a little more attuned to virtual reality than usual.

You shall see.



“

It's not like I don't understand the appeals of the cyberworld... It's truly tempting.

But a balance in life is always good!

”

MEET VIK,

ah! our Mr. Popular who always knows what he is doing.



Vik seems to be in total control of his life, radiating with positivity and leading a healthy lifestyle. He is pretty much the cool guy to hang out with, which is why people are always surprised to know that he is best friends with Sam and Bert.

Honestly, Vik can't understand it himself. He is always exasperated at how his friends are slaves to the internet. He tries to help... but to no avail.

Sure, there are *occasions* where he indulges in YouTube videos too, but he knows when to pull the plug. Why does everyone else succumb so easily?

“Please, guys, moderation is key! Arghhh.”

“

**Go ahead, drive me mad with your fixation
on the cyberworld!**

Can't you see that reality is what really matters?!

”

MEET JAS,

Sam's frustrated girlfriend and Rosi's helpless best friend.

Imagine having dates with your boyfriend cut short because he has to go home and check out the latest video upload. Imagine having lunch with your best friend who spends more time looking at her smartphone than at you.

What on earth is wrong with these people?

Jas is driven up the wall when all she wants is just for them to share a moment with her face-to-face. Is that too much to ask for?

Helpless over the realisation that the Internet is taking over their lives, Jas is on the verge of giving up.

"Shall I talk to them online instead??"





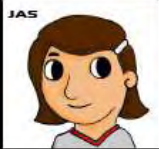
VIK



ROSI



SAM



JAS



BERT

If any of these characters seem familiar to you, you probably know what we're driving at 😊

With a dose of humour, *Carried Away* illustrates the frustrating experiences of our young friends and their fixation on the Internet. What is it that gets them hooked? Why is it that they cannot break away from it? What happens when they become truly over-dependent?

Stay tuned for more hilarious insights into their online psyches.

All illustrations for *Carried Away* by Shirin Rafie *Rafie*

Carried Away

1st Media Kit - Email to Media

Dear Editor,

We are a group of Final Year undergraduates from Nanyang Technological University's Wee Kim Wee School of Communication and Information. With the support of the Health Promotion Board, we will be launching Unplug!, a campaign addressing Internet Dependency amongst youths in Singapore, as part of our Final Year Project. We delivered a Media Kit to your office on Monday, 24 January, and we hope you have received it. In the case that you have not received the Media Kit, please find attached the soft copies of the contents in the Media Kit, for your perusal and use.

Unplug! came about from the realization that many youth today tend to get carried away online, and this may affect their lives offline. A pre-campaign survey conducted reflected that more than half of the 205 respondents spend more than five hours online daily for leisure alone (for purposes that are not related to school or work), highlighting a possibility that local youth may be using the Internet excessively. As such, Unplug! aims to advocate a healthy balance between time spent online and offline, so that youth can avoid the potential ills that may result from an over-indulgence in cyberspace. The campaign is targeted at youth aged 18 to 25 years old and will stretch over a period of two months from January 2011 to March 2011.

Main programmes lined up under Unplug! include a series of comic strips that portray common situations that a heavy user of the Internet may experience and an interactive pledge relay across selected universities from Early to Mid February, tapping on a mass youth movement to spur action on the issue. Other activities include a series of events with various organizations in the areas of Community Service, Lifestyle and Nature, giving youth a wide array of opportunities to engage in offline activities.

With the improvement of infrastructure to increase connectivity in Singapore, youth risk indulging in harmful levels of Internet use if action is not taken to highlight the potential ills that may result. To address this meaningful cause before it grows into an issue of concern in the future, we hope that <Media> will cover Unplug! and its activities to encourage youth to start reflecting on their Internet use and moderating their time spent online as a healthy change in this new year. Stories on this youth-initiated approach to addressing heavy Internet usage will evidently strike a chord with your listeners in the highly-wired society of today.

If you are keen to find out more about Unplug! or the topic of Internet Dependency, we would be glad to arrange to share our campaign in greater detail. It would also be very much appreciated if you can keep us informed should there be any coverage on Unplug! or the topic of Internet Dependency, to facilitate our media monitoring.

Thank You!

Regards,
Unplug! Team
Final Year Student
Wee Kim Wee School of Communication and Information

2 nd Media Kit		
Angle	Details	Remarks
Highlight the significance of the pledge event by informing the media about the overwhelming response from NUS, SIM and SMU	<ol style="list-style-type: none"> 1. Give media an update on the progress of the pledge relay 2. Invitation to media to witness the completion of the collage 3. Annex (Event photographs and photographs of the Unplug! collage) 	<p>Overall Unplug! Backgrounder to be included in all Media Kits</p> <ul style="list-style-type: none"> • Boilerplate on Internet Dependency • More information about Unplug! • Contact person from Unplug! • List of supporters/sponsors

2nd Media Kit - Media Invite





UNPLUG! PRESS RELEASE

updated on 18 February 2011

More than 1,500 youth pledge to moderate Internet use with mass movement to address Internet Dependency

Within a short span of eight days, youth-initiated health campaign *Unplug!* has gathered more than 1,500 pledges from youth to strike a healthy balance between their time spent online and offline. *Unplug!* has successfully completed **The Great Unplug! Relay**, its main pledge event that encourages youth to make a stand on taking control of their time online to avoid the potential mental ills of Internet Dependency. Youth are encouraged to pledge that their *World is Wider than the WWW*, highlighting the importance of moderating their Internet use to achieve a healthy and balanced lifestyle.

With the initial aim to gather 1,000 pledges from four universities in Singapore, the response to **The Great Unplug! Relay** has been overwhelming. More than 1,500 youth from the National University of Singapore (NUS), the Singapore Institute of Management (SIM), the Singapore Management University (SMU) and the Nanyang Technological University (NTU) have left their mark in this combined youth effort to act on the issue of Internet Dependency.



UNPLUG!
WORLD WIDER THAN WWW



Most youth are able to identify with the campaign cause as they have similar experiences of getting carried away on the Internet. "There are so many times that I find myself glued to online videos even during the examination period," says Ho Jie Hui, a fourth-year undergraduate from the National University of Singapore and one of the 1,500 students who have pledged with *Unplug!*, "It's encouraging to know that there are youth with the same problem coming together to make a stand about controlling our Internet use."

Acting as a stepping stone to encourage youth to take concrete action towards moderating their Internet use, pledges take the form of Polaroid photographs, where youth take action by posing for a Polaroid with a placard to pledge. Every Polaroid pledge collected will contribute to the formation of a giant *Unplug!* Polaroid collage, signifying a combined effort of youth in Singapore to moderate their Internet use.



UNPLUG!
WORLD WIDER THAN WWW

It is hoped that this act of pledging will prompt youth to realize the potential ills of Internet Dependency and reflect on their own Internet use to prevent them from falling into the abyss of addiction.

PG 2

-more-

unplugcampaign@gmail.com

With the pledges representing youth's commitment to "unplug", *Unplug!* provides ample opportunities for youth to uphold their pledge by introducing *Plugouts!*, a series of offline activities in collaboration with the National Parks Board, Apex Club of Bukit Timah and the MINT Museum of Toys in the coming Saturdays of February.

Plugouts! will see participating youth embarking on a hike through any of the National Parks Board's 25 DIY trails, doing their part for society by volunteering with the Apex Club of Bukit Timah and reliving childhood memories in the MINT Museum of Toys.

Unplug! is an initiative conceptualized and executed by 4 final year undergraduates from the Wee Kim Wee School of Communication and Information, Nanyang Technological University.



UNPLUG!
WORLD WIDER THAN WWW

More details on the *Unplug!* campaign and activities can be found at www.worldwiderthanwww.com.

For Media enquiries, kindly contact:

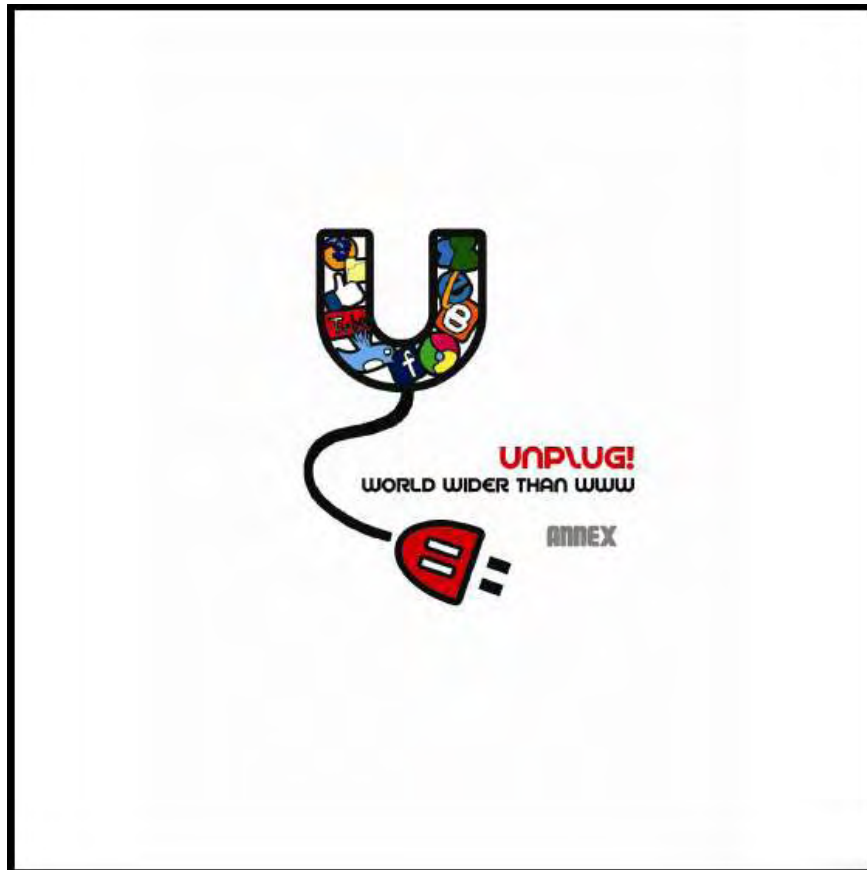
Loh Cheryl (NTU)

E-mail: unplugcampaign@gmail.com

PG 3

-more-

unplugcampaign@gmail.com



UNPLUG! FACTSHEET

Internet Dependency can be defined as a compulsive behaviour that affects one's normal living when one makes the Internet a priority over family, friends and work. Some signs of Internet Dependency include feeling moody and irritable when one is not using the Internet, being unable to control one's Internet use and having frequent thoughts about being online. Overcoming Internet Dependency involves control and moderation of one's Internet use ¹.

Unplug!'s Timeline

- 17 January 2011- Launch of *Unplug!* (Website, Twitter and Facebook pages)
- Early to Mid-February 2011- *The Great Unplug! Relay* across selected universities
 - 7, 8 Feb: National University of Singapore (NUS)
 - 9, 10 Feb: Singapore Institute of Management (SIM)
 - 14, 15 Feb: Singapore Management University (SMU)
 - 17, 18 Feb: Nanyang Technological University (NTU)
- 19 February to 5 March 2011- a series of *Plugouts!* events
 - 19 Feb to 5 Mar: National Parks Board's DIY Trails
 - 19 Feb: Food distribution with the Apex Club of Bukit Timah
 - 26 Feb: Special deal to visit MINT Museum of Toys



¹FAQs on Internet Addiction. (2009, August 15). Retrieved January 4, 2011, from [netaddiction.com: http://www.netaddiction.com/index.php?option=com_content&view=article&id=65&Itemid=89](http://www.netaddiction.com/index.php?option=com_content&view=article&id=65&Itemid=89)

Unplug!'s Facebook page: Unplug!- World Wider than WWW

Unplug!'s Twitter: @unplugtweets

Key Supporter of Unplug!



Key Sponsor of Unplug!



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unplugcampaign@gmail.com

Supporters of Unplug!

Sponsors of Unplug!

Apex Club of Bukit Timah



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PG 3

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Appendix V

Unplug! Media Coverage

Media Returns

MEDIA	DATE	SIZE/ DURATION	RETURNS
PRINT- National			
Lianhe Zaobao	5 February 2011, Saturday	19cm X 6 columns width	(19 cm X \$28 X 6 col) + \$7,500 = \$10,692
Berita Harian	14 February 2011, Monday	19cm X 4 columns width	(19 cm X \$10 X 4 col) + \$3,450 = \$4,210
PRINT- Campus			
CAMPUS Magazine	Issue 10	75- word blurb and event listing	-
What's Up	April Issue	800-word, 1 article	-
BROADCAST- National			
The Living Room (93.8FM)	16 February 2011, Wednesday	30 minutes of live interview	30 mins= 1800 seconds (1800/ 30 seconds) X \$160 = \$9,600
大沙发 95.8FM	16 February 2011, Wednesday	20 minutes of live interview	20 mins= 1200 seconds (1200/30 seconds) X \$300 = \$12,000
Good Morning, Singapore (早安您 好)	21 February 2011, Monday	16 minutes of live interview	16 mins= 960 seconds (960/30 seconds) X \$1,000 X 2= \$64,000
ONLINE- National			
Zaobao.com	5 February 2011, Saturday	1 article	\$2,000
	7 February 2011, Monday	1 article	\$2,000

Omy.sg	9 February 2011, Wednesday	1 article	\$2,500
	9 February 2011, Wednesday	1 article	\$2,500
	11 February 2011, Friday	2:08 minute Vodcast and 1 accompanying article	\$2,500 (Article) + \$3,000 (Vodcast) = \$5,500
The Living Room (93.8FM) Facebook page	16 February 2011, Wednesday	2 separate status updates and 2 accompanying photographs	-
SHAPE Magazine Facebook page	10 March 2011, Thursday	1 status update	-
ONLINE - Campus			
The Kent Ridge Common	26 January 2011, Wednesday	1 article	-
CAMPUS Magazine Facebook page	16 February 2011, Wednesday	1 status update	-
The Campus Observer	25 March 2011, Friday	1 article	-
ONLINE- others			
93.8 DJ: Pamela Ho Facebook Page	16 February 2011, Wednesday	1 shout out	-
Blogger: Christine Yeo	11 February 2011, Friday	1 Tweet	-
Pledger's blog (http://jessicaslow.com/2011/02/23/world-wider-than-www/)	23 February 2011, Wednesday	1 blog post	-
TOTAL ADVERTISING VALUE			\$115,002
TOTAL PUBLIC RELATIONS VALUE			\$345,006

Media	Lianhe Zaobao
Date	5 February 2011, Saturday
Headline	调查发现：本地大学生明知有害仍沉迷网络
Summary	<ul style="list-style-type: none"> Highlighted potential problem of Internet Dependency based on Unplug!'s survey results Introduced Unplug! campaign

调查发现：本地大学生明知有害仍沉迷网络

四名南大生在调查本地三所大学205名大学生后，知道大部分学生过度上网，哪怕在考试期间仍不能自拔，于是决定发起“Unplug!”运动，鼓励适度上网。

黄佳慧 报道

本地大学电脑网络，虽知道位于网络网络的坏处，但都不愿放弃。

一项针对本地三所大学205名大学生进行的调查显示，半数受访者每天至少花两个小时在网上，84.4%受访者在网上“冲浪”浏览。

在受访学生中，83.4%的大学生觉得网络对学业有帮助，36.8%受访者认为上网的时间比预期成功。

这是由南南理工大学学生会网络与信息技术系学生发起的调查报告。

她们接触了很多青少年，包括身边朋友，都不由自主地上网冲浪，于是决定发起一场名为“Unplug!”的健康运动，鼓励年轻人适度上网，多从事有益身心的活动，以免沉迷网络。

在她们三人中，也只有一人自认没有沉迷网络。

几乎无时不刻都在网上的黄佳慧（24岁）说：“若出国讲话，如果那个地方没有网络，我会很担心，会觉得有点不自在。出国的时候，我也会带着电脑。”

怎么才能适度上网

怎么才算适度上网，其实因人而异，重点在于不要影响课业以外的事情，例如家庭、学业和健康等。她们接下来就会到南大、国大、新大和南南理工大学向大学生宣传适度上网的观念，提醒他们在课业方面的表现。

她们发现，很多年轻人其实都知道自己在网上花费的时间比预期更久，但是他们未必意识到这可能影响到他们的生活，也可能对他们造成困扰。

周文婷（23岁）指出，每到考试期间，就会有朋友在社交网站

“部落”（Facebook）说：“考前几天要考试了，怎么还在YouTube上？”

这样的状况和他们的调查结果不谋而合，86.9%的受访者上网和看社交网站，85.3%则会看网络影片。

一方面，上网确实是很方便休闲活动，另一方面，学生们在课业上得到上网，然后就会感到“部落”和YouTube。

现在她们四人从南南上到，但是都还在乎这项活动。黄佳慧（23岁）解释，虽然她们鼓励青少年不要整天上网，但的大部份有效的时间管理，所以不想不上网。

但她们都表示，毕竟如果没有网络，她们都会焦虑，而且也会有更多时间学习功课。

林文婷（23岁）说：“现在很多人没有事情做就会上网，但其实只有某些对身心健康的活动可以做。”

所以，她们安排了一系列活动，希望帮助青少年在课业之外，可以多点做点事，也可以做义工。文婷还计划去博物馆（Mim Museum of Toys）体验看展到小时候没有玩过玩具什么。

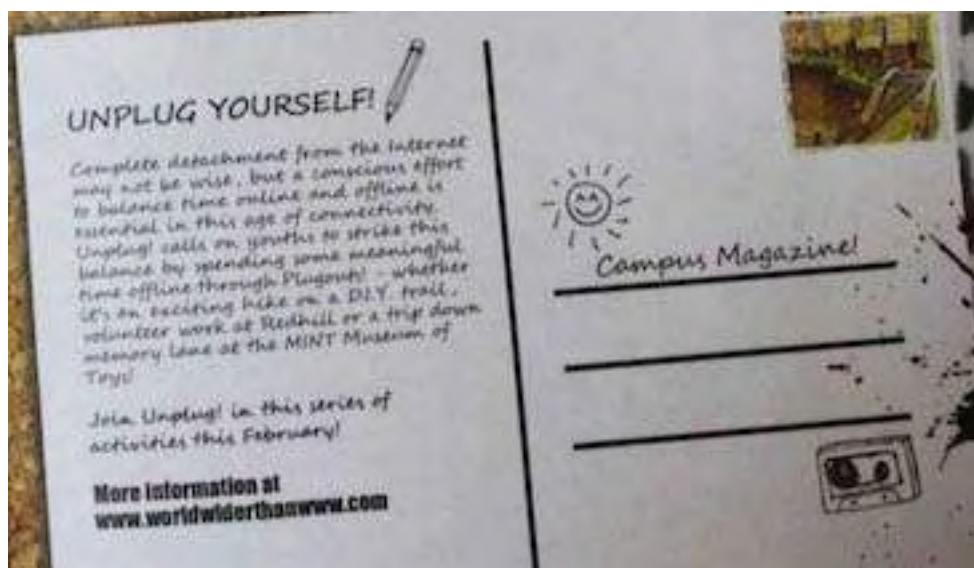


四名南大生刚吹捧「点起」，黄佳慧、周文婷和林文婷就本地青少年网络成瘾问题的家外户快说不嘴，她们决定发起运动，协助青少年戒除网络的诱惑。（程友拍摄）

Media	Berita Harian
Date	14 February 2011, Monday
Headline	Preventing Youth From Addiction
Summary	<ul style="list-style-type: none"> Introduced Unplug! campaign and directed traffic to Unplug!'s online platforms



Media	CAMPUS Magazine
Date	March 2011
Headline	Diss-Connect
Summary	<ul style="list-style-type: none"> Blurb about Unplug! and event listing of The Great Unplug! Relay



Media	What's Up
Date	April 2011
Headline	Unplug!
Summary	<ul style="list-style-type: none"> Introduced Unplug! and its programmes

YOUR SAY: "My favourite animation style is computerised animation. It is usually more exciting." - *Julene Ngew, Pri 5, Raffles Girls' Primary*



UNPLUG!

University students **CHEW WEN JING, CHERYL LOH, LIM XINYI** and **JEANINE QUEE** share why they launched a campaign to get youth to disconnect from the internet.

THE UNPLUG! TEAM: Cheryl and Xinyi (back) and Jeanine and Wen Jing (front) are students of Nanyang Technological University.



The internet helps you to gather information and to stay connected with your friends. As university students, we use the internet a lot, too. In fact, some of our peers seem to be sucked into the vast world of the internet.

Seeing this raised some alarm bells in us. Are we becoming too dependent on the internet? Are we neglecting face-to-face interactions with our family and friends?

These concerns led us to create a campaign called "Unplug!". It aims to encourage youth to take control of their time online and avoid the problems that could result from Internet Dependency.

When people suffer from Internet Dependency, they are over-reliant on being online. They may get moody and irritable when they're not using the internet. They find it hard to control their internet use. When they are not online, they are thinking about being online. Our Unplug! campaign

is about being able to disconnect yourself from the online world when necessary. Complete detachment from the internet may not be wise or necessary. But, a healthy balance between time spent online and offline is essential.

We decided to inform youth about the potential ills of Internet Dependency. We created a comic strip series, "Carried Away", in which characters land themselves in funny situations as a result of being too caught up with the internet. We hope youth will realise how the internet may have affected their own lives when they see the situations depicted in the cartoons.

The highlight of our campaign was "The Great Unplug! Relay". This was an event in which youth had a Polaroid photo taken with the campaign placard, as a pledge to moderate their internet use and lead a balanced lifestyle. We held the relay across different university campuses in February and managed to gather

more than 1,700 pledges within just eight days. The university students declared that their "World is Wider than the WWW". In other words, there's more to life than the internet.

Most youth were able to identify with the campaign. "There are so many times that I find myself glued to online videos, even during the examination period," says Ho Jie Hui, 23, a fourth-year undergraduate from the National University of Singapore. "It is encouraging to know that there are youth with the same problem coming together to make a stand about controlling our internet use."

We also organised a series of events called "Plugouts", encouraging youth to take part in healthy offline activities. In one of

these activities, youth joined the Apex Club of Bukit Timah for some voluntary work. They spent their Saturday afternoon distributing food to needy elderly residents of the Redhill district. Such "Plugouts" aimed to get across the message that there are many meaningful activities that one can engage in instead of surfing aimlessly online.

Although the internet is extremely important to our lives, we should aim to moderate our usage of it. If you start feeling irritable or uneasy when you are unable to use the internet, you may be too dependent on the internet. Perhaps it is time to balance your life with other meaningful activities. Remember: Your World is Wider than the WWW!

To find out more, visit - the internet! Find this ironic? Remember, there's no need to avoid the internet completely. Just remember to balance your online time with other activities. Get more tips, and more cartoons, at:

<http://www.worldwiderthanwww.com>

UNPLUG! MIRROR

INTERNET CRAZY?

CARTOON WITH A LESSON: A portion of one of the comic strips created to spread the Unplug! message.



Media	The Living Room (93.8FM)
Date	16 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none">• Highlighted potential problem of Internet Dependency, with professional views from Fei Yue Community Services• Introduced Unplug!'s collaterals and programmes



Media	大沙发 (95.8FM)
Date	16 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none">• Insight on the team's experiences and the reasons behind introducing Unplug!



Media	Good Morning, Singapore (早安您好)
Date	21 February 2011, Monday
Headline	如何善用上网时间？
Summary	<ul style="list-style-type: none"> • Highlighted potential problem of Internet Dependency, with professional views from Fei Yue Community Services • Introduced Unplug!'s collaterals and programmes



Media	Zaobao.com
Date	5 February 2011, Saturday
Headline	调查发现：本地大学生明知有害仍沉迷网络
Summary	<ul style="list-style-type: none"> Highlighted potential problem of Internet Dependency based on Unplug!'s survey results Introduced Unplug! campaign

调查发现：本地大学生明知有害仍沉迷网络

(2011-02-05)

李佳慧 报道

本地大学生沉迷网络，虽知道过于依赖网络的坏处，但却不愿放弃。

一项针对本地三所大学的2005名学生进行的调查显示，半数的受访者每天至少有五个小时都在上网，84.4%则会在网上“泡时”逗留。

在这些受访者当中，63.4%的大学生觉得高度依赖网络是有害的，35.6%曾尝试减少在网上逗留的时间却没有成功。

这是四名南洋理工大学黄嘉辉传播与信息学院四年级生在他们的毕业专题作业所得到的调查结果。

他们观察到很多青少年，包括身边朋友，都不由自主地在网上冲浪，于是决定发起一项名为“Unplug!”的健康运动，鼓励年轻人适度上网。

联合早报网 for Singapore Clients English Selections

PROMOTION

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【时事】 奥运评奖典礼表演 大水漏了哪个总理

【人物】 数露新加坡一代女生 兄弟俩被女

【北京】 薛理质：北京宣布下外交战略方向

【国际】 中国官方首次称“网络水军”

【电子】 奥巴马强烈暗示奥巴马必须下台

【财经】 去年全球跨境贸易953亿元创新高

即时报道

(1800)【两岸】 陆委会民调去年赴台人数创新高

(1745)【国际】 日本一母亲持3岁子撞车一天被捕

(1730)【国际】 美前总统布什就伊朗核问题访问

(1715)【国际】 印度疑存核潜艇母船 扣留52人

(1700)【新加坡】 男子讨薪不遂 打砸毛尖数管

(1650)【国际】 日本首相小泉参事因前赴美国取消

(1625)【两岸】 陆委会 大陆新首富达910亿新元

贴近世界商界领军者
联合早报网财经人物

Media	Zaobao.com
Date	7 February 2011, Monday
Headline	加强对沉迷网络者的辅导
Summary	<ul style="list-style-type: none"> • Use of Unplug!'s pre-campaign survey results in article about counselling for Internet addicts

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加强对沉迷网络者的辅导

(2011-02-07)

早报导读



for Singapore clients
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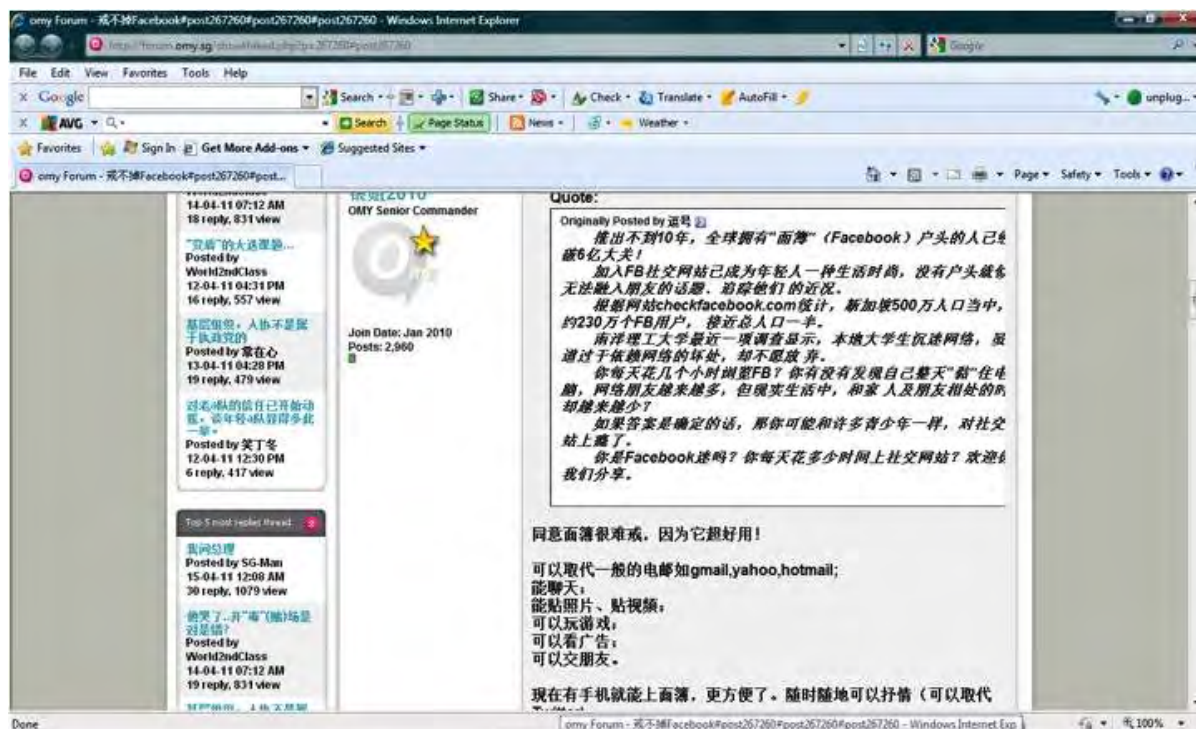
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我们提供快速的英文翻译服务!

南洋理工大学黄金辉传播与信息学院四名四年级学生针对我国三所大学的205名学生进行的调查显示,半数受访者每天至少有5个小时在上网,84.4%会在网上“逾时”逗留。

这是印证年轻人流连(或说沉迷)网络世界的又一项最新数据,两个月前,教育学院曾公布了一项调查显示,青少年每周花在电子游戏的平

Media	Omy.sg
Date	9 February 2011, Wednesday
Headline	Facebook 戒不掉?
Summary	<ul style="list-style-type: none"> • Use of Unplug!'s survey results in article about Facebook addiction • Extended into a discussion thread on Omy.sg's forum



Media	Omy.sg
Date	11 February 2011, Wednesday
Headline	你会 Unplug! 吗?
Summary	<ul style="list-style-type: none"> • Introduced Unplug! campaign • Vodcast of The Great Unplug! Relay in SIM

分类 CATEGORY

本地新闻 Local News

世界新闻 World News

财经消息 Finance

体育休闲 Sports

新闻聚光灯 News Spotlight

专题报道 Features

Omy 影像 Omy Presents

新加坡大透 Singapore GE

最新报道

民族内订再升温 中委
款空时中委他解释3件
事

闯红灯救人获罪 女模
高称不要钱却想救国少

越狱上鼻出血 女德籍
尸未棺下

日期: 11/02/2011 新闻来源: omy 记者: 潘美玲 摄影: 叶上阳 剪辑: 叶上阳 编审: 潘美玲

你会 Unplug! 吗?

LISTEN | PODCAST | Forum

随着科技的发达, 网际网络在我们的生命里扮演著很重要的角色。但我们是否是大依赖网络了呢?

四名学生周淑静(23岁)、罗蕾俐(23岁)、林芯怡(23岁)和葛雁菁(24岁)发觉在青少年当中, 有一些是不太爱上网的, 但有些却非常依赖网络。她们想了解这个问题, 于是构思了一名 Unplug! 的行动, 希望能够增加学生们对过于依赖网络的认识。Unplug! 这个名称, 是指把自己

四名南洋理工大学黄金辉传信与信息学院四年级生周淑静(左起)、葛雁菁、罗蕾俐和林芯怡, 发觉本地青少年对网络的依赖程度越来越高, 她们决定发起 Unplug! 行动。

随着科技的发达，网际网络在我们的生命里扮演着很重要的角色。但我们是否太依赖网络了呢？四名学生周汶静（23岁）、罗雪俐（23岁）、林芯怡（23岁）和葛雁菁（24岁）发觉在青少年当中，有一些是不太爱上网的，但有些却非常依赖网络。她们想了解这个问题，于是构思了一名为 Unplug! 的行动，希望能够增加学生们对过于依赖网络的认识。Unplug!

这个名称，是指把自己拨出网络的虚拟世界。四人组认为必须把时间分配好，才不会过于依赖网络。她们的调查显示，半数受访的大学生每天至少有5个小时都在上网，而且大多数都会在网上逗留更长的时间。罗雪俐说：“当一个人开始忽略家人和朋友，生活受到影响，就已算是太依赖网络了。”其中的一个项目是到本地的四所学府进行 The Great Unplug! Relay，让学生们拿着写着“My World is Wider than www”的牌子拍照，贴成巨大的横幅。而且，四人组也准备了礼品包和有趣的传单，吸引学生到场拍照。这的目的就是想提醒学生们注意自己使用网络的时间，同时也让他们知道过于依赖网络是不健康的。再加上，四人组也安排了一些活动，例如在Apex Club Bukit Timah 分派食物，让学生们把时间花在有意义的事情上。

想知道关于 The Great Unplug! Relay 在新跃大学的进展如何呢？那就快点击看 vodcast 吧！



Media	The Living Room 93.8FM (Facebook page)
Date	16 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none"> • Wall post about live interview with Unplug! team and what Unplug! seeks to advocate • Wall post showcasing Unplug! notecard



938LIVE The Living Room

UNPLUG! Campaign addresses Internet dependency among youth, aged 18-25. worldwiderthanwww.com



February 16 at 9:40am via iPhone - Like - Comment - Share

Simone Woodworth Quah likes this.

Sasha Farina so true... i know for sure!
February 16 at 9:48am - Like

938LIVE The Living Room me too... bitten many times! :(
February 16 at 11:50am - Like

Sasha Farina :(
February 16 at 11:50am - Like

938LIVE The Living Room never fight over IM or whatsapp! :(
February 16 at 11:55am - Like

Sasha Farina o dear.. yes.yes.yes.yes.
February 16 at 11:56am - Like

Write a comment...

Media	SHAPE Magazine (Facebook page)
Date	10 March 2011, Thursday
Headline	
Summary	<ul style="list-style-type: none"> • Wall post to direct traffic to Unplug!'s website



Shape Singapore

Do you log on to FB every 5 minutes? Can't imagine life without the web? NTU students have recently launched a campaign against Internet Dependency. They've even organised regular activities to get you to head outdoors. Find out more at <http://worldwiderthanwww.com/>



worldwiderthanwww.com
worldwiderthanwww.com

It may be the world wide web, but your world is definitely wider than that.

📅 March 10 at 10:43pm · Share

👍 Cheryl Loh, Wenjing Chew and 8 others like this.

Media	The Kent Ridge Common
Date	26 January 2011, Wednesday
Headline	Unplug! from Virtual Reality
Summary	<ul style="list-style-type: none"> Highlighted potential problem of Internet Dependency based on Unplug! 's survey results Introduced Unplug! campaign

The screenshot shows the homepage of 'The Kent Ridge Common', a student-run newspaper. The main article is 'Unplug! from Virtual Reality', which discusses internet dependency. The article includes a cartoon with four panels showing characters talking about their online habits. The text of the article is as follows:

Internet Dependency

Panel 1: "Baby, I think I've had enough. I don't know what I'm doing anymore."

Panel 2: "Every day on Facebook, Twitter, LinkedIn, MySpace and wherever I can't focus and learn. You'd be amazed how slow I'm going."

Panel 3: "All this is GREAT! There's so much more to do here. I can't believe we're leaving my time on this!"

Panel 4: "Finally we need to celebrate! Let's go to a bar!" "What? I gotta BUDG! (save my unemployment!)"

more at <http://www.kentridgecommon.com>

Unplug! from Virtual Reality

A group of Final Year undergraduates from Nanyang Technological University's Wee Kim Wee School of Communication and Information have come up with *Unplug!*, a campaign addressing Internet Dependency among youths in Singapore as part of their Final Year Project. This campaign has received the stamp of approval, as well as support, from the Health Promotion Board, Cheryl Loh, member of the Unplug! team tells us.

RECENT NEWS

Society
Thoughts on (or Why Really Shows Ought to be More Like) Junior Masterchef (Australia)
Hands up those of you who have been following Season 1 of Junior Masterchef Australia on TV in Singapore; my sister and mother are faithful followers and the JMC-Cutie bug has tracked me down and caught me all the way here in Tucson, Arizona. So what is the charm of this absolutely delightful reality show, other than the Australian accent — which I've been frantically trying to perfect and parrot to my reflection in the bathroom mirror over this weekend? Well, Junior Masterchef Australia is reality TV gone right.

GAW 2011
GAW 2011 Deadline Extended!
Guess And Win 2011 Deadline extended to 1st March 2011! Participation is free so why not go ahead, send in your answers and have fun!

WHAT'S ON

- To eat alone or not to eat?
- Guest And Win! KICK! Lucky GAW 2011
- Theories abound over woman's death
- Upfront! with Charlene Chue

A group of Final Year undergraduates from Nanyang Technological University's Wee Kim Wee School of Communication and Information have come up with *Unplug!*, a campaign addressing Internet Dependency among youths in Singapore as part of their Final Year Project. This campaign has received the stamp of approval, as well as support, from the Health Promotion Board, Cheryl Loh, member of the Unplug! team tells us.

Further, she elaborates that "[the] campaign came about from the realization that many youth today tend to get carried away online, and this may affect their lives offline. A pre-campaign survey conducted reflected that more than half of the 205 respondents spend more than five hours online daily for leisure alone (for purposes that are not related to school or work), highlighting a possibility that local youth may be using the Internet excessively. "As such, Unplug! aims to advocate a healthy balance between time spent online and offline, so that youth can avoid the potential ills that may result from an over-indulgence in cyberspace. The campaign is targeted at youth aged 18 to 25 years old and will stretch over a period of two months from January 2011 to March 2011."

This move coincides with MIT Professor Sherry Turkle's promotion efforts of her new book, *Alone Together*, which takes a similar stance as the Unplug! campaign — but perhaps in a more polemical fashion, from what I have read in this Guardian article at least. Here, it says that "Turkle's thesis is simple: technology is threatening to dominate our lives and make us less human. Under the illusion of allowing us to communicate better, it is actually isolating us from real human interactions in a cyber-reality that is a poor imitation of the real world."

Professor Turkle also appeared on Stephen Colbert's Colbert Report on January 17th, 2011; here is an excerpt from the Guardian article which is an account of a hilarious repartee from Colbert: " *She appeared last week on Stephen Colbert's late-night comedy show, The Colbert Report. When Turkle said she had been at funerals where people checked their iPhones, Colbert quipped: "We all say goodbye in our own way."* "

The Unplug! Campaign features a comic strip series entitled "Carried Away", which I think attempts to capture some of the irony and hilarity that transpired in that short exchange between Professor Turkle and Stephen Colbert. You may have noticed 2 comic strip sequences in this article, provided to us by Cheryl and her team.

Some observations: in the write-up sent to our KRC team which features each character, I, being the pedant, looked nosily for a 'proportionate' racial representation. There are 3 boys – Bert, Sam, Vik – and 2 girls – Jas and Rosi. Their ethnicities are hard to determine (or rather, confirm) either from the pictures or their names, so I think it was quite a good job (however you define your 'good') in keeping things ambivalent and avoiding racial stereotypes — lots of inter-racial marriages and mixed ethnicities in Singapore anyway! Interestingly though, all the boys are wearing bermuda-like shorts – true reflection, unfortunately. (Ha ha.)

So dear readers, look out for traces of the Unplug! Campaign for the next 2 months or so; and you can certainly do so, ironically, at their website! Well, that's probably the only way you're ever going to reach internet addicts. You can read the write-ups on the 'Carried Away' comic strip characters there too!

Now, if you've been at your computer terminal for some time now, log off and go for a walk! Catch up with life! Or you could always read more of our other articles. ^_^

Media	CAMPUS Magazine (Facebook page)
Date	16 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none"> • Encouraged youth to participate in The Great Unplug! Relay • Directed traffic to Unplug!'s website



Campus

Be part of the Great Unplug! It's a fun and meaningful mass movement where youth pose for a Polaroid to pledge towards moderation in Internet use! So get offline and attend their events!



www.worldwiderthanwww.com

www.worldwiderthanwww.com

It may be the world wide web, but your world is definitely wider than that.

📅 February 16 at 4:12pm - Share

👍 Cheryl Loh and Kylie Chia like this.

Media	The Campus Observer
Date	25 March 2011, Friday
Headline	Redefining the FYP: NTU students ditch research papers for social campaigns
Summary	<ul style="list-style-type: none"> • Introduced Unplug!'s programmes and activities • Touched on the success of The Great Unplug! Relay



Sporting leopard print lingerie, a mannequin named “Barbarella” challenged passing students at the NUS central forum to guess “her” bra size. It was the centrepiece for a student-initiated campaign “Get The Right Fit” (GTRF) held from January to March which aimed to educate women on the importance of proper fitting bras. The NUS leg was held on Feb. 14 and 15. Students were also invited to take part in the “Bra-velation” quiz to test their knowledge of bra-fitting. They were also encouraged to complete the following sentence on a pledge board: “The right fit makes me feel _____.”

Undertaken by undergraduates in their last year in university, final year projects (FYPs) are usually associated with stressful deadlines, endless readings or long hours of research in the laboratory. But the students from GTRF, along with two other teams from the Nanyang Technological University are using their FYPs to raise awareness of youth-related issues.

Instead of field-specific research papers, these final-year public relations undergraduates at the Wee Kim Wee School of Communication and Information are organising campaigns to achieve their objectives. The students will be working alongside companies such as SoL Beer, Maybank and Pierre Cardin Lingerie, as well as organisations like the Singapore Institute of Mental Health, Health Promotion Board and Breast Cancer Foundation.

Through such collaborations, the students were able to obtain the funding and the information required to run their various campaigns. “We do receive funding from HPB and Maybank. In addition, HPB has provided advice on the conceptualization of the campaign,” Cheryl Loh said. Loh’s team is helming the Unplug! campaign which aims to raise awareness of internet dependency and encourage youths to curb their internet usage. The campaign has made its rounds to all four local university campuses in Singapore.

The Unplug! publicity campaign features comic strips entitled "Carried Away" depicting varying forms of internet dependency. The campaign also introduced the idea of "Plugouts!" where youths had opportunities to get involved in activities away from the internet, such as going on a nature trail and distributing food to the needy.

Wee's team, called Spin on Life (SoL), aims to increase mental health awareness through fun events. Sheila Jang, another member of the SoL team, said they want to remind students to be less stressed and be more spontaneous at school. "Through the Fun Lunch and other events like the Fun Tan and Fun Picnic, we want to remind people to be less stressed and be more spontaneous at school," Jang said.

The unique framework of these FYPs entails a change in the methods of assessment as well. Research-based FYPs are usually graded based on a presentation and a thesis. "The assessment is based on our research, strategies used, outreach, campaign execution," Loh said. Thaddeus Wee said the students' professors and clients would evaluate the effectiveness of their campaign through surveys. "We must increase brand awareness by 20 per cent, increase media coverage and product interaction amongst the students," Wee said. "It's all about little yet sustained impact," he said. "We actually spent half our budget on nice, reusable goodie bags, because people will carry it around and raise brand awareness. People may not remember us, but they will remember the goodies."

The Unplug! team said they had received an overwhelming response from the four universities. Over 1700 pledges have been made by undergraduates to moderate their internet use, Loh said. "Our initial target for pledges was 1000, but we managed to exceed that number by more than 700, with 1050 Polaroids collected," she said. A collage formed using the Polaroid photos symbolizes the united effort of youths in Singapore to moderate their internet use. The teams are beginning to see their efforts bear fruit. "We have heard students explaining the campaign to their friends, so we are quite optimistic about that," said Loh from the Unplug! team.

Though these FYPs seem more fun than writing theses or doing research in the laboratory, these final-year students will tell you that it has not been an easy journey either. "It's tiring, but we hope to create little impacts that make lasting impression," Wee said, smiling.

Media	Pamela Ho (Facebook)
Date	16 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none"> • Shout out about the interview with Unplug! Team on 93.8 Live



Pamela Ho

Finding out about the UNPLUG! campaign on The Living Room now.



pamelaho's photo

Instagr.am

Finding out about the UNPLUG! campaign on The Living Room now.



February 16 at 9:13am via Instagram - Like - Comment

Media	Christine Yeo (Twitter)
Date	11 February 2011, Friday
Headline	
Summary	<ul style="list-style-type: none"> • Tweeted about Unplug! and directed traffic to Unplug! website



Media	Pledger's blog entry
Date	23 February 2011, Wednesday
Headline	
Summary	<ul style="list-style-type: none"> • Blogged about pledging during The Great Unplug! Relay



Last week, I came across this group of people from my uni having their final year project with the objective of creating awareness of internet dependency among the youths today. Without a second thought, I made a polaroid pledge to try cutting down on the usage of internet. But then again, how do I going to cut down on the usage of internet when I have data plan on my iPhone which I am NEVER offline?

When I have nothing to do, for example, waiting for lecture to start, and queuing up for food, I usually would take my phone out and start checking my gmail, twitter, foursquare and so on. If I were waiting for a bus, then I would check through the app on my phone, how long it's going to take for the next bus to arrive at this certain bus stop. Though I have been studying at NTU for 3 years, I still can't remember where most of the lecture theaters and tutorial rooms are located. I would then open up my Safari browser and click on the 'campus map' link I bookmarked.

However, I do not think that my usage on twitter and facebook is heavy to compare with the others. Erm, or am I wrong? I don't think I flood your newsfeed on facebook, do I? I don't think I flood your twitter's timeline, do I?

If I do, it only means that you have too few friends on both the facebook and twitter. Heh joking. Anyway, another objective of this project is to encourage us to go out more often. Hang out with friends, join more 'offline' activities, rather THAN sitting at home facebook-ing the whole day. Since I don't think I can go offline completely, to kinda fulfill the pledge I have done, I would TRY to go outdoor or hang out with people more often or start jogging (so that I can climb the Mt Kinabalu – I still remember!). So..., it was Wanda's birthday party at Bali Lane last Saturday. (See I went out!)

Appendix W

Unplug! Post-campaign Survey Questions and Results

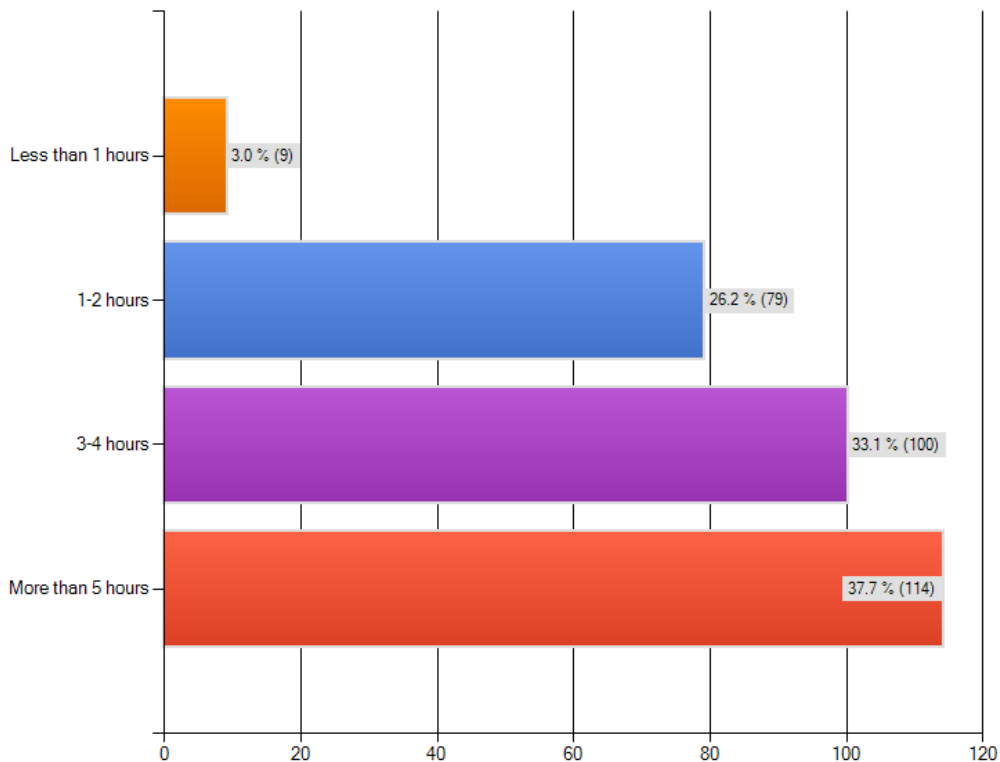
This lists only the responses from 302 respondents who completed the survey in its entirety.

SECTION A

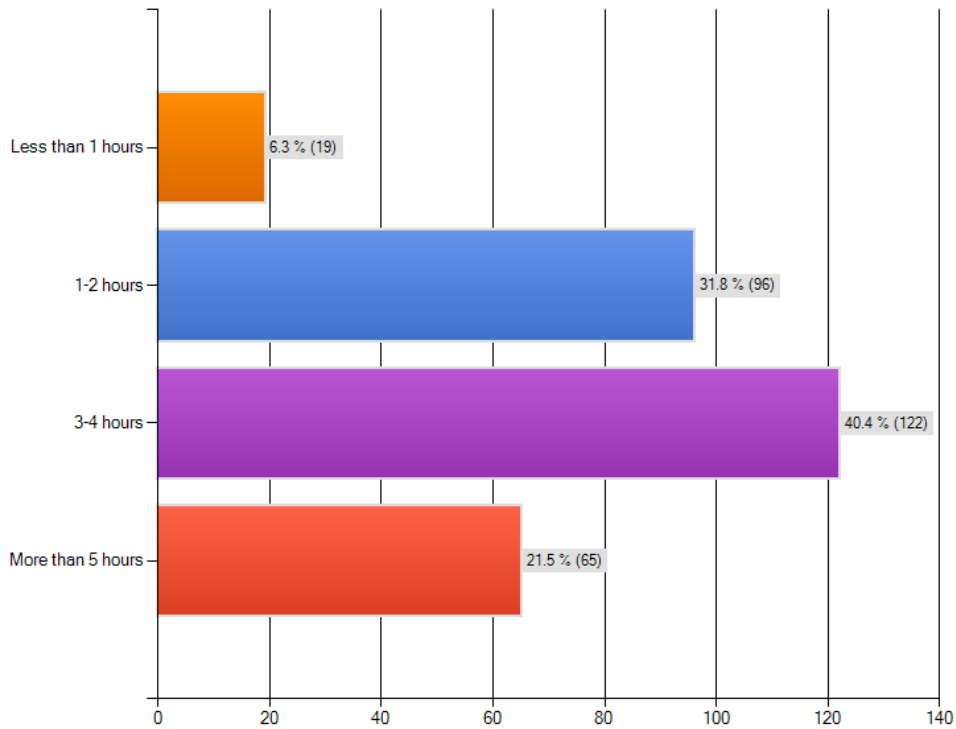
Q1. Which of the following gadgets/devices do you own? You may choose more than one option.

Response Options	Percentage
Desktop Computer	59.3% (179)
Laptop	98.3% (297)
Smartphone	68.9% (208)
iPod Touch	25.8% (78)
iPad	6.0% (18)

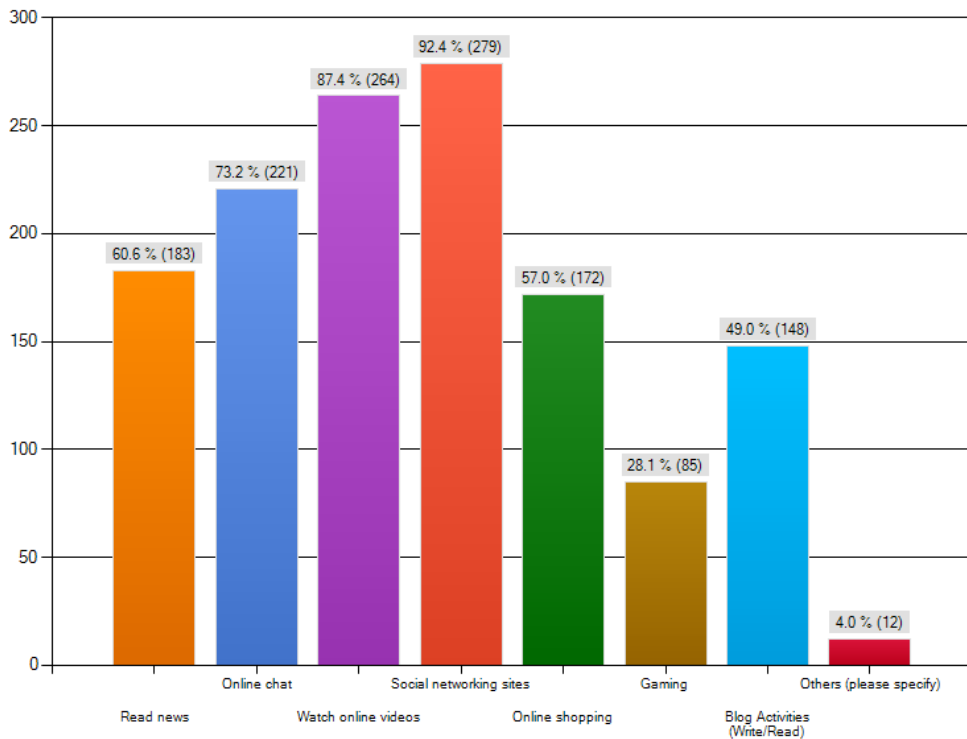
Q2. On average, how much time do you spend on the Internet (including accessing Internet through mobile phones and devices) for leisure every day?



Q3. On average, how much time do you spend on the Internet (including accessing Internet through mobile phones and devices) for work every day?



Q4. Which of the following activities do you engage in while using the Internet for leisure purposes? You may choose more than one option.



Q5. Have you ever missed out on any social activities (with friends/family) since you became more engaged in the Internet?

Response Options	Percentage
Yes	24.8% (75)
Not Sure	26.8% (81)
No	48.3% (146)

Q6. For the following statements, please select the most appropriate answer that describes your usage of the Internet for leisure purposes.

(a) Results based on 302 respondents:

Response Options	Percentage				
Statement	SA	A	N	D	SD
I am confident in my ability to cut down on my Internet use when there is a need to.	22.5% (68)	54.3% (164)	11.6% (35)	10.6% (32)	1.0% (3)
I feel that it is harmful to be highly dependent on the Internet.	30.2% (91)	43.7% (132)	12.6% (38)	12.6% (38)	1.0% (3)
I feel that it is alright to spend more time online than in offline social/recreational activities.	0.3% (1)	17.5% (53)	23.5% (71)	47.0% (142)	11.6% (35)
In the next few months, I intend to assert more control over my Internet use.	14.6% (44)	44.0% (133)	29.8% (90)	10.6% (32)	1.0% (3)
In the next few months, I intend to spend more time on offline activities instead of spending my time online.	14.2% (43)	43.0% (130)	31.1% (94)	11.3% (34)	0.3% (1)

(b) Results based on 250 respondents who have been involved in the campaign:

Response Options	Percentage				
Statement	SA	A	N	D	SD
I am confident in my ability to cut down on my Internet use when there is a need to.	23.6% (59)	59.2% (148)	12.4% (31)	4.0% (10)	0.8% (2)
I feel that it is harmful to be highly dependent on the Internet.	31.6% (79)	49.2% (123)	13.2% (33)	4.8% (12)	1.2% (3)
I feel that it is alright to spend more time online than in offline social/recreational activities.	0.4% (1)	12.4% (31)	25.2% (63)	50.0% (125)	12% (30)
In the next few months, I intend to assert more control over my Internet use.	16.0% (40)	48.0% (120)	30.0% (75)	5.6% (14)	0.4% (1)
In the next few months, I intend to spend more time on offline activities instead of spending my time online.	15.6% (39)	46.8% (117)	32.8% (82)	4.4% (1)	0.4% (1)

7. Internet Dependency is a compulsive behaviour that affects one's normal living when one makes the Internet a priority over family, friends and work. Which of the following do you think are warning signs of Internet Dependency? *Please select 3 options.

(a) Results based on 302 respondents:

Response Options	Percentage
Neglecting time with family and friends when on the net	69.2% (209)
Getting irritated when Internet use is disrupted	68.5% (207)
Mood swings	13.9% (42)
Frequent thoughts about going online	57.3% (173)
Surfing the net for long hours for work/studies	24.5% (74)
Need to go online more often for same level of satisfaction	57.9% (175)
Hearing more about your friends online than in person	44.0% (133)
Frequent headaches	14.2% (43)
Leg cramps	7.0% (21)
Poor memory	12.3% (37)

(b) Results based on 250 respondents who have been involved in the campaign:

Response Options	Percentage
Neglecting time with family and friends when on the net	72.0% (180)
Getting irritated when Internet use is disrupted	73.6% (184)
Mood swings	10.0% (25)
Frequent thoughts about going online	58.4% (146)
Surfing the net for long hours for work/studies	22.8% (57)
Need to go online more often for same level of satisfaction	61.6% (154)
Hearing more about your friends online than in person	47.6% (119)
Frequent headaches	11.6% (29)
Leg cramps	5.2% (13)
Poor memory	8.4% (21)

(c) 198 respondents (79.2%) managed to identify at least three of the correct warning signs.

SECTION B

8. Have you heard of the “Unplug! – World Wider than WWW” campaign?

Response Options	Percentage
Yes	82.8% (250)
No	17.2% (52)

9. Which of the Campaign’s publicity elements have you seen/heard/been exposed to?

Response Options	Percentage
Posters (on the walls and notice boards in NTU, SMU, NUS and SIM)	82.4% (206)
Twitter (seen or followed)	18.4% (46)
Facebook Page	61.6% (154)
Twibbon (seen or subscribed to the Unplug! badge)	17.6% (44)
Website (worldwiderthanwww.com)	32.8% (82)
Unplug! Mirror (personality quiz)	18.0% (45)
Carried Away comic strips	27.2% (68)
Unplug! notebook	38.4% (96)
Exhibition display (outside NTU Nanyang Auditorium)	30.8% (77)
The Great Unplug! Relay (pledge event at NUS, SIM, SMU and NTU)	74.4% (186)
Notecards (the handouts with tips on when and how to unplug)	34.0% (85)
Radio segment – The Living Room on 93.8 FM (16 Feb)	14.4% (36)
Radio segment – Big Sofa on 95.8 FM (16 Feb)	14.4% (36)
Feature on Channel 8’s Good Morning Singapore (21 Feb)	16.8% (42)
Newspaper article on the campaign (Lianhe Zaobao, Sat 5 Feb)	18.4% (46)
Newspaper article on the campaign (Berita Harian, Mon 14 Feb)	11.2% (28)
Feature write-up in CAMPUS magazine (Issue 10)	16.8% (42)
Article on Kent Ridge Common (NUS, 26 Jan)	13.6% (34)
Article/vodcast on OMY.sg (11 Feb)	16.0% (40)

Unplug! Video on NTU TV screens	19.2% (48)
Word-of-mouth (friends or others talking about it or telling you about it)	36.8% (92)
Others	2.0% (5)

10. Please rate the following Unplug! collaterals that you have been exposed to. (Rank them from most appealing to least appealing - 1 being the most appealing. You may leave blank for those that you have not been exposed to.)

Percentage of respondents ranking the collateral as one of the top three choices:

Response Options	Percentage
Posters (on the walls and notice boards in NTU, SMU, NUS and SIM)	80.27% (175)
Twitter (seen or followed)	5.2% (13)
Facebook Page	60.39% (93)
Twibbon (seen or subscribed to the Unplug! badge)	4.8% (12)
Website (worldwiderthanwww.com)	14.8% (37)
Unplug! Mirror (personality quiz)	8.0% (20)
Carried Away comic strips	66.26% (55)
Unplug! notebook	21.6% (54)
The Great Unplug! Relay (pledge event at NUS, SIM, SMU and NTU)	86.67% (169)
Notecards (the handouts with tips on when and how to unplug)	46.29% (50)

11. In what ways were you involved in the Campaign? (Please select all that apply.)

Response Options	Percentage
Liking Unplug! Facebook page	52.0% (130)
Visiting the website http://worldwiderthanwww.com	36.4% (91)
Subscribing to Unplug! Twibbon badge	10.4% (26)
Follower of @unplugtweets	8.0% (20)
Took the Unplug! Mirror quiz	14.4% (36)
Participated in Unplug! Facebook Contests	13.6% (34)
Pledged at The Great UNPLUG! Relay	80.0% (200)
Participated in Plugouts! – Apex Club of Bukit Timah	2.8% (7)
Participated in Plugouts! – MINT Museum of Toys	5.2% (13)
Participated in Plugouts! – NParks D.I.Y Trail	4% (10)

12. What do you think was the main message of the Unplug! campaign?

Out of 250 respondents, 230 (92%) provided relevant answers. Phrases that were mentioned included “moderate Internet use”, “reduce dependency on Internet”, “balanced lifestyle” and “life more than WWW”.

13. Which of the following ideas do you remember clearly from our publicity materials? (Please select all that apply.)

Response Options	Percentage
Importance of moderating one’s Internet use	84.0% (210)
Importance of having balanced lifestyle	62.4% (156)
Importance of taking control of one’s time online	66.8% (167)
Engaging in more healthy offline activities	65.2% (163)
Over-dependence on the Internet affects one’s mental well-being	56.0% (140)
None	0.4% (1)
Others	0.0% (0)

14. For the following statements, please select the most appropriate answer that describes your attitudes after being exposed to the Campaign.

Response Options	Percentage				
	SA	A	N	D	SD
The campaign has made me more conscious about my Internet use.	14.4% (36)	65.6% (164)	16.8% (42)	2.8% (7)	0.4% (1)
The campaign has made me more aware of the warning signs of Internet Dependency. (eg: Feeling restless every time you lose your Internet connection.)	11.6% (28)	65.6% (164)	18.0% (45)	4.8% (12)	0.0% (0)
The campaign has made me more aware of the negative psychological and social effects of Internet Dependency.	10.0% (25)	68.4% (171)	18.0% (45)	3.6% (9)	0.0% (0)
The campaign has made me more aware of what I can do to overcome Internet Dependency.	8.0% (20)	62.4% (156)	25.6% (64)	4.0% (10)	0.0% (0)
The campaign has made me more positive about moderating my time online.	12.4% (31)	62.8% (157)	22.0% (55)	2.8% (7)	0.0% (0)
The campaign has made me want to spend time on offline activities instead of spending most of my time online.	13.6% (34)	56.4% (141)	24.4% (61)	5.6% (14)	0.8% (2)
The campaign has made me more confident of moderating my Internet use.	10.4% (26)	57.2% (143)	26.8% (67)	4.8% (12)	0.8% (2)

SECTION C

Q15. Age

Response Options	Percentage
18 years old	1.7% (5)
19 years old	6.0% (18)
20 years old	13.9% (42)
21 years old	15.6% (47)
22 years old	22.2% (67)
23 years old	20.2% (61)
24 years old	12.9% (39)
25 years old	6.0% (18)
Others	1.7% (5)

Q16. Gender

Response Options	Percentage
Male	37.4% (113)
Female	62.6% (189)

Q17. Institution

Response Options	Percentage
Nanyang Technological University	35.4% (107)
National University of Singapore	23.8% (72)
Singapore Management University	18.9% (57)
Singapore Institute of Management	21.9% (66)

Appendix X

Web Analytics

Google Analytics



Facebook Analytics



Appendix Y

Testimonials

Health Promotion Board



Health Promotion Board
3 Second Hospital Avenue
Singapore 168937
Tel: 64353500 Fax: 64383848

Testimonial

The Health Promotion Board (HPB) Youth Mental Health Department provided support and consultation to four final-year students from the Wee Kim Wee School of Communication and Information (WKW SCI), Nanyang Technological University (NTU), in organising a campaign against internet dependency, from November 2010 to March 2011. The students are Ms Quee Yan Jing, Ms Loh Cheryl, Ms Lim Xinyi and Ms Chew Wen Jing.

The campaign, named "Unplug!", aimed to create awareness on internet dependency amongst youth aged 18 to 25 years old from tertiary institutions, and to encourage the adoption of a balanced lifestyle.

Throughout the course of the campaign planning and execution process, the students showcased professionalism and impressive organisation skills. They were able to efficiently utilise limited funds to execute a public campaign which exceeded expectations. The students were receptive to feedback and flexible about making changes to the proposed campaign activities in order to suit client's needs.

The campaign slogan developed by the students, "World Wider than World Wide Web", was in line with HPB's objective of encouraging a balanced and healthy lifestyle, which incorporates moderate and responsible use of the internet. The campaign messages were effectively conveyed through unique publicity materials with creative designs. The designs of the 'Carried Away' comic strips, 'Can You Unplug?' posters, 'Is it time to unplug?' flyers and the notebook illustrations were attractive and appealing to the target audience. As a result of this successful campaign, HPB has produced additional copies of the Unplug! flyers and notebooks for dissemination to youth at relevant HPB events and training workshops. There is also potential for the 'Unplug!' brand-name to be used for future HPB initiatives involving youth and internet dependency.

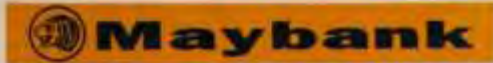
This project has provided the students with hands-on experience in conceptualizing and executing a sound health promotion campaign, which I believe will be valuable should they pursue a career in public relations and social marketing-related fields after graduation.

A handwritten signature in black ink, appearing to read "Prema", is written over a horizontal line.

Ms Prema Govindan
Deputy Director
Youth Health Programme Development 2
Youth Health Division
Health Promotion Board

The date "4/4/11" is handwritten in black ink over a horizontal line.

Date



12 April 2011

To whom it may concern

Unplug! Campaign

Maybank Singapore is proud to be the main sponsor for the debut youth-initiated Internet Dependency campaign from August 2010 to March 2011. It is a meaningful awareness-building campaign to be associated with as we have always believed in the importance of moderation in Internet usage amongst the youth.

This campaign was conceptualised and implemented by the team of creative and motivated female students, Chew Wen Jing, Lim Xinyi, Loh Cheryl and Quee Yan Jing. They had a very fresh approach which was interesting, as they were able to inject fun and light-heartedness into a health topic and it proved to be successful with over 1,700 pledges collected just over eight days, exceeding the target by over 70%.

This is the first time that Maybank is sponsoring a youth-led initiative as part of our Corporate Social Responsibility efforts. We are pleased with the results yielded as it has exceeded our expectations and attained our CSR objectives.

It has been a joy working with the Unplug! Team. They have displayed a lot of resourcefulness, passion, creativity, excellent teamwork and good communication skills. I am confident that they have the potential to be effective marketers and communications specialists in their future careers.

I wish to commend each and every one of the team for their great teamwork and efforts.

A handwritten signature in black ink, appearing to read 'C. Tan', written in a cursive style.

Corrinne Tan
Manager, Corporate Social Responsibility
Maybank Singapore

Malayan Banking Berhad

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