

參賽編號: 2017S006

Name of activity

Chinese name: 影一影•世界零距離

English name: Take a 'snap' and get closer



Rationale

Since the rapid progress of research and development (R&D) and rising living standard, communication technology has evolved a lot. Many people have the opportunities to get access to the Internet. However some people, especially the elderly, have been left behind. To help the elderly, we plan to hold workshops to teach them how to use a free-of-charge app, Snapchat. This app is widely used nowadays, especially among teenagers and adults. Through this app, they can have a touch on new technology, using various ways to communicate with their friends and family members in order to reduce the generation gap and broaden their social circles.

Features of the app

Snapchat is well known for its image messaging. Users can take photos (snaps) and share it with their friends. Snapchat provides some creative filters to make the snaps more interesting and to enrich the content. This app also provides a platform for video and phone calls, voice message, text message and so on.

Recently, snapchat introduce a new function: Snap Map. Through it, the elderly may know where their friends and family members are, and this may make them to be more connected to the outside world and reduce the gap between the elderly and their friends/family members.

Objective

Through these workshops, we hope that the elderly can learn how to use the app and reduce the gap between them and their friends/family members. Also, we hope that they will have a wider social circle so as to make more friends, not being lonely anymore.

By the end of the third lesson, we will give them a simple game. If they can finish the tasks we assigned to them, they will receive gifts as rewards. The game includes 3 tasks that are related to what we have been taught before:

1. To use different filters to send photos and add it to My Story
2. To send messages and voice messages
3. To take video call /phone call

All the participants will work in pairs so that they can send and receive messages mutually.

Privacy Issue

Throughout the workshops, the elderly will be taught to protect their privacy in order to use social media safely and wisely. Examples are as follows :

1. To input the necessary information for the setup of the account
2. To add friends they know only

Target

Elderly with the age 60+

They are usually lonely because their busy sons and daughters are not available to spare time to talk with them. Through this workshop, we hope that they can have a chance to meet new friends, keeping in touch with their friends and family members through snapchat.

Estimate number of target participants: 8-10

Content of the activity workshop

There are 3 lessons totally, a powerpoint will be prepared to teach the elderly in a clearer way. All are conducted in Cantonese:

First lesson (90 minutes)	<ol style="list-style-type: none">1. Brief introduction of the App (10 minutes)2. Ice breaking games (20 minutes)3. Setting up snapchat account (20 minutes)4. Add friends (20 minutes)5. Send photos (20 minutes)
Second lesson (90 minutes)	<ol style="list-style-type: none">1. Send photos with filters (30 minutes)2. My story (15 minutes)3. Bitmoji (30 minutes)4. Map (15 minutes)
Third lesson (90 minutes)	<ol style="list-style-type: none">1. Send message (15 minutes)2. Voice message (15 minutes)3. Phone call (15 minutes)4. Video call (15 minutes)5. Task (30 minutes)

Recruiting method: Display a poster on the bulletin board of YMCA Kornhill centre

Venue: YMCA Kornhill centre

Estimate budgets

Name of items	Estimate cost	amount
Refreshment -- biscuits	~\$10	10 (depend on the no of participants)
Souvenirs -- photo albums	~\$50	10 (depend on the no of participants)

=\$600

Effectiveness

Through this activity, the elderly can have a touch of new technology and better understanding of the strides made by information technology nowadays. Therefore they can be more connected to the world trend and eventually reducing their digital exclusion. They can also add friends from different generations, which can reduce generation gap, and hence we can achieve digital inclusion in the society.

Evaluation criteria & measuring tools:

The game (mentioned in the 'objective') and a short survey will be carried out during the last lesson to see the effectiveness of the following :

1. Mastering the skills of sending snaps with filters and messages
2. Cultivating their interest in photography at the same time learn to express their views through snapchat confidently.
3. Making new friends, reducing the generation gap
4. Having better communication with their family members