

PSYC1000A - General Psychology
Psy-Connection Project
Written Report
Group 11

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Introduction

Our proposal is to establish a YouTube channel of mini-movies, called 'Psycho-chicken soup', portraying daily-life situations or common problems encountered by Hong Kong people, followed by solutions or advice for the incidents.

Why named as "Psycho-Chicken Soup"?

The name 'Psycho-chicken soup' comes from 'Chicken soup for the soul' (心靈雞湯), an inspiring series that aims at providing guidance and relief for various problems life throws in our way. The ingredients in our 'soup' is extracted from the essence of psychology, producing nutritious 'food' that fulfils people's spiritual needs. Similar to 'Chicken soup for the soul', our channel helps people unwind and relax, but at the same time enrich their knowledge in the psychological aspect. Just like a bowl of chicken soup that is brewed with genuine and quality materials, information selected in the videos are also based on scientific proof and models.

Why YouTube Channel?

Recently, YouTube has been very popular and is easily accessible for people around the world. With its popularity and fame, our videos can reach the target audience easily and the messages could be spread effectively. Also, as YouTube is a video-sharing platform with great openness, people can leave their comments and questions below our videos for our future improvements and evaluation. Most importantly, YouTube is a free channel which welcomes people from diverse background. We believe that everyone should have the right to get relieved no matter where he comes from.

Why is it a good idea when there are so many similar videos on YouTube?

There may seem to be a lot of existing replicas of our idea on Youtube. Why is there a need for our videos? First of all, from our observation on Youtube, there are not many local videos on Psychology which is conducted in Cantonese. Also, most videos are recorded lectures, talks, experiments or documentaries. Without a very keen interest in Psychology, these videos will probably bore the audience.

What makes our videos stand out is that our videos are actually mini-movies, which are short enough to cater for the attention span of the average viewer. Each episode lasts for about 10 minutes. Each of them would have a storyline, which will be more entertaining to the audience. Moreover, it is a series of mini-movies and they are topical. Our audience is free to review the videos of topics they are interested in.

Secondly, our videos are Hong Kong people-oriented. The language of presentation is Cantonese, so that most Hong Kong people can understand the content. The videos also focus on daily real-life situations in Hong Kong, and stories of people at different ages or in different groups are covered to target a wide group of audience.

Thirdly, our videos are produced with a reliable scientific (theoretical) base. On one hand, we hope to clarify misconceptions the general public holds through our videos. After watching them, the general public could have a better understanding of what Psychology is really about. On the other hand, the videos also provide scientifically-proven solution, differentiating many other unconfirmed or even false measures.

Topics involved

At this stage, we have five proposed topics for our episodic videos:

1. Stress

This video aims at illustrating different cases where people would experience intense stress. For students, it is about exam stress and peer pressure. For adults, it is about pressure at work.

2. Parenting

This video aims at providing case-specific measures for parents to develop an effective communication with their children.

3. Revision techniques

This video aims at providing various efficient revising cues for learners. The revision techniques include ways to improve memory, concentration and devising a suitable revision schedule.

4. Obsessive-compulsive Disorders

This video aims at illustrating obsessive-compulsive disorders (e.g. shopaholic behaviours) and analysing the underlying psychological principles.

5. Fraud / Confidence tricks

This video aims at identifying physiological responses when people tell lies. People are told these characteristics so as to increase their awareness towards fraud and confidence tricks on the street. In the long run, we hope that fewer people would be cheated.

Remarks: There will be many more episodes in the future.

Production of mini-movies

The production of our mini-movies is open to all psychology students. They are welcome to involve in different stages of production, such as script writing, acting, video shooting and editing. Moreover, we would invite professors to participate as our advisors, so as to ensure the quality of the videos and the accuracy of the content. Professors and tutors will be interviewed for their comments and advice. We would also seek department's consent to publish the videos on behalf of the CUHK Psychology Department.

Positive outcomes of the project

There are several positive outcomes of the project. For psychology students, their contribution allows them to apply psychological knowledge to enhance public welfare in Hong Kong. This project also provides them with a chance to show their talents, such as video-editing skills and acting skills.

For video viewers, they can definitely understand more about psychology. They will know proper ways to deal with particular problems they face in daily life. What is more is that the series provokes them to reflect on their daily behaviours. With all these impacts, our audience can enhance their quality of life by adopting solutions suggested in the videos.

For society, these videos can increase public awareness towards psychological issues and personal mental wellness.

For the CUHK Psychology department, there would be more interaction between students and professors. The department will also gain more publicity through the promotion of our videos.

Promotion

There are several possible ways to promote our mini-movies. First and foremost, we plan to make a short trailer, outlining the series of mini-movies. Inside school, the channel can be promoted in the open day. Visitors can have a glimpse of our videos. Outside school, the promotion could be held during the Interschool Psychology Festival. On the internet, the channels could be promoted on department website or CUHK website, and popular social networking sites like Facebook. We also plan to distribute cards or leaflets on the street to advertise our channel.

Budget

Here are our estimated spendings for the project:

Item		Estimated cost (% of total)
Promotion	Trailer production	60%
	Printing cards and leaflets	
Production	Making of costumes and props	40%

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