Background

Nowadays is not surprising to see people focusing on their phones all the time. Internet provides a platform for us to record our daily life and even interact with people that are not so close to us, this is the reason for smart phones being so attractive. Therefore, many of us are obsessed with such application and are not willing to put down our phone even during meal, resulting in less face-to-face communication.

Objective

The targets of our project are the people who are used to using smartphones for entertainment or instant communication when having meals with others.

In short term, we aim to make people be conscious of the existing problem. As a result, they will be willing to have a try and take part in the event. In long term, we aim to change people's attitudes and they will put down their cell phones spontaneously during meals. Overall, we want to accomplish that more people will use cell phones properly, which means cell phones do not make one be addicted and do not be the hindrance of normal communication and socialization between people anymore.

Project details

The Hands-off Project includes two major parts. The first part is the campaign. First of all, we will stick the labels (Appendix I) on each table in the restaurants. There will be a voice recording announcements (Appendix II) at 1pm and 7:30pm every day, encouraging people not to use their phones for 5 minutes and continue it until the meal ends.

The second part is promotion. Our project will be promoted through Facebook because many people will browse their Facebook and this will be an effective way to let people know about the project.

We will carry out the project in CUHK canteens first as we can take canteens as trial to see how people respond to the project so that we can improve it before widespread it into society. If not many students know our project, we will post posters around the campus to promote our project.

If the project is successful, we will further widespread it to chain restaurants in Hong Kong. At the same time, we understand that it is difficult to persuade chain restaurants to join our project. Therefore, we will contact restaurants that are opened by social enterprises because social enterprises also aim at promote social welfare

Expected outcome and principles behind

With the newly innovative functions, smart phones have become so essential in this generation. Our scheme, the "Hand-off" project would be playing a role that alert people to the importance of face-to-face communication through the abovementioned approaches. We expect that throughout the project, the message of excessive use of smart phones is hindering interpersonal communication can be widely spread among firstly students, and if successfully, the society. As a consequence, we hope to alleviate the problem by breaking the vicious circle between no communications and use of cell phones. We would achieve these expected outcomes by the following principles:

1. Color Psychology

Color is one of the important forms of nonverbal communication. Every color has its own

meanings, cultures and inspirations. We believe that by choosing a suitable color, not only can we draw one's attention towards the labels, but also the color can assist to promote our message with its meaning. In the case, we choose yellow as the main color. Yellow is the color associated with communication and optimism, representing talkativeness, cheerfulness and fun, which precisely matches our project's aim. Moreover, yellow can also inspire inquisitiveness and original though so it can effectively catch the receivers' eyes.

2. *Conformity*

Conformity refers to the altering of one's behaviors and opinions to match those of other people or to match other people's expectations. Through promotion via internet social platforms (e.g. Facebook, Twitter, etc.) and announcement in restaurants, people would conform to the others if we successfully initiate this behavior, i.e. the avoidance of using cell phones while dining. They would feel embarrassed if they are the only one who uses cell phone in the restaurant. Under such circumstance, people would not easily break the social norms so as to match the other people's behaviors. Eventually, conformity shows its power and more and more people would engage in the scheme.

3. *Socialization*

Attitudes are shaped by socialization, that society inculcates many of our basic values. Making good use of the influence of public media can enhance the awareness of our project. When people are exposed to this scheme and therefore are more familiar with it, they would probably have more positive attitudes towards it (the mere exposure effect). Hence, promotion would be one of the most important parts of our project.

Appendix I

Design of the label

Appendix II

Announcement content:

'Hands-off, everyone! Stop playing with your phone during dining with friends and start communicating with each other! You will find the time very enjoyable! Now, let's put our phones on the label stuck on your table and try not to use it for 5 minutes. Okay? Ready? Go!'

Appendix III

Budget plan:

For the budget plan, not much money is needed. The plan can still be carried out even only with very small amount of funding like a few hundreds. We estimated that 20% of the funding will go for poster and 80% of the funding will go for the labels stuck on tables. The poster cost is not a must as it is used only when very few people know our scheme.

Items	Budget (% of the whole funding)
Posters for promotion	20%
Labels to be stuck on dining tables	80%

Comments from the selection committee:

- This project is simple, the idea is straight forward, and feasibility is high. Not a big project, but could have an impact on a social issue. I would suggest the applicants to include pre-post assessment, probably by systematic observation, to evaluate the project.
- An important issue to address; quite feasible on CUHK campus and could be of notable short-term impact; could be strengthened with components like disseminating research in psychology concerning the negative effects of overuse of technology.
- Good to promote a "hands off" culture that we don't get drawn to mobile phones. Good application of social psy theories.