

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name Sun
 initials F given name Fan
 student number 4763114
 street & no. 290 Van Embdenstraat
 zipcode & city 2628ZL Delft
 country Netherlands
 phone 0613719121
 email elppassff@hotmail.com

Your master programme (only select the options that apply to you):

IDE master(s): IPD Dfl SPD

2nd non-IDE master: _____

individual programme: _____ (give date of approval)

honours programme: Honours Programme Master

specialisation / annotation: Medisign

Tech. in Sustainable Design

Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair Niko Vegt dept. / section: DA
 ** mentor Natalia Romero Herrera dept. / section: DCC
 2nd mentor _____
 organisation: _____
 city: _____ country: _____

comments
(optional)

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Niko Vegt

date 9-10-2019

signature

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC

YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme _____ EC

NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name _____ date _____ signature _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name _____ date _____ signature _____

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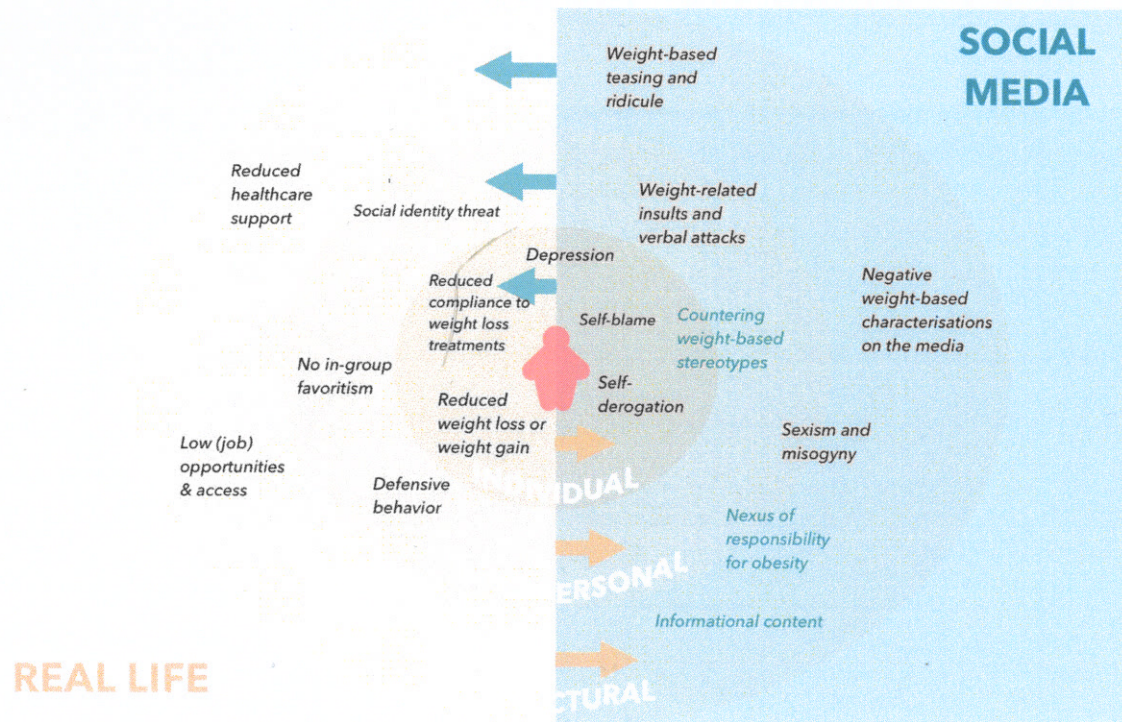


image / figure 1: Weight stigma in the context of social media, and the impacts in the real life

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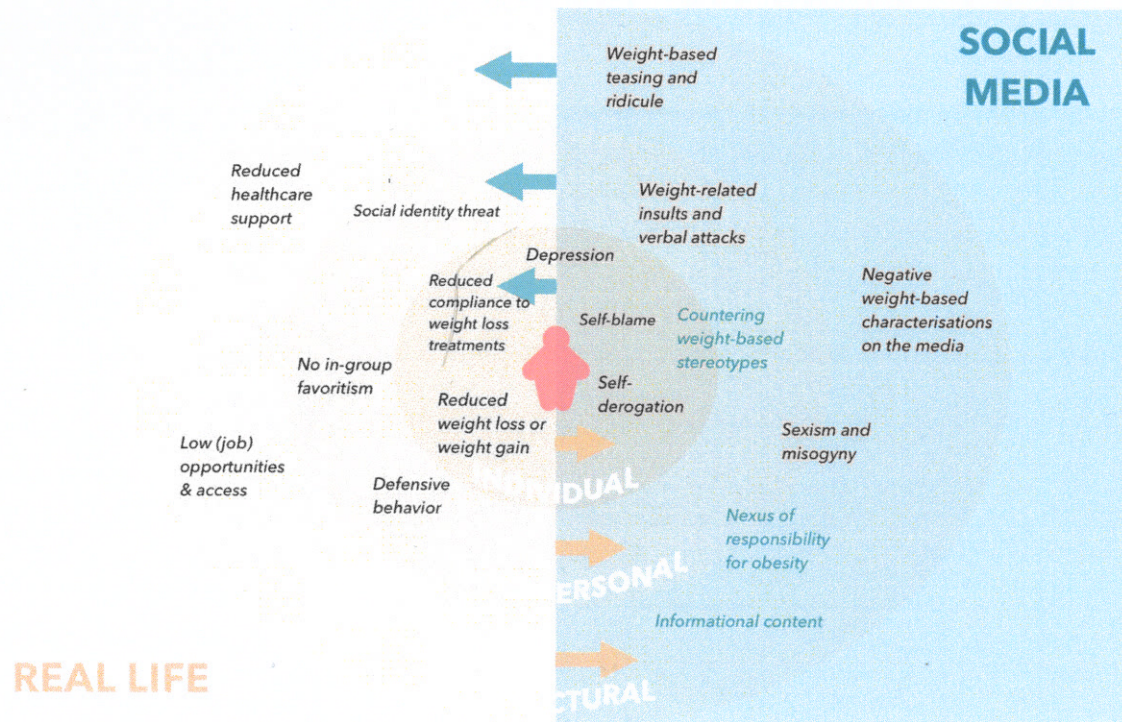


image / figure 1: Weight stigma in the context of social media, and the impacts in the real life

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Design interactive storytelling to reduce weight stigma on social media

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 25 - 09 - 2019

3 - 2 - 2020

end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Weight stigma, also known as weight bias or weight-based discrimination, is discrimination or stereotyping based on a person’s weight. It can exist at individual, interpersonal, and structural levels. These levels are interrelated, which makes stigma a complex problem.

The context of weight stigma involves a broad range of stakeholders, including family, healthcare providers, colleagues, public services, etc [1]. The pervasive stereotype leads to the following negative effects on different levels: low self-esteem, stress and depression, reduced social support and healthcare support, etc.

As a growing part of our daily life, social media is shaping the public opinion and influencing the real-life in many areas, including topics around weight stigma (figure 1). For example, social media use is confirmed to be associated with body image distribution [2]. Studies have also indicated that user-generated content on social media reflects and reinforces weight stigma, especially on Twitter and Facebook [3]. The most prevalent theme in the social media corpus is derogation and stigma against overweight individuals. One cause of this situation is that the Internet is an arena where people feel disinhibited to state what they would not ordinarily say face-to-face, which is termed as “Online Disinhibition Effect” [4]. Social media plays an essential role in building weight stigma, but in the same way it can be used to leverage against the stigma. For example, online platforms also provide a safe and supportive space to exchange weight-loss struggles and share personal stories. Millennials, as the biggest group of active social media user [5] will be the target group of this project.

Storytelling is an approach to coping with social stigma because of its core characteristics: representation and persuasion [6]. Interactive storytelling as a more engaging form of digital entertainment can be used to reduce weight stigma by shaping the representing stigmatising experiences and the persuasive message.

1. Phelan, S. M., Burgess, D. J., Yeazel, M. W., Hellerstedt, W. L., Griffin, J. M., & van Ryn, M. (2015). Impact of weight bias and stigma on quality of care and outcomes for patients with obesity. *Obesity Review*
2. Saiphoo, A. N., & Vahedi, Z. (2019). A meta-analytic review of the relationship between social media use and body image disturbance. *Computers in Human Behavior*.
3. Chou, W. Y. S., Prestin, A., & Kunath, S. (2014). Obesity in social media: a mixed methods analysis. *Translational behavioral medicine*, 4(3), 314-323.
4. Suler, J. (2004). The online disinhibition effect. *Cyberpsychology & behavior*, 7(3), 321-326.
5. Stout, D. (2019). Social Media Statistics: Top Social Networks by Popularity. [online] Dustin Stout. Available at: https://dustinstout.com/social-media-statistics/ [Accessed 6 Oct. 2019].
6. Gray, J. B. (2009). The power of storytelling: Using narrative in the healthcare context. *Journal of Communication in Healthcare*, 2(3), 258-273.

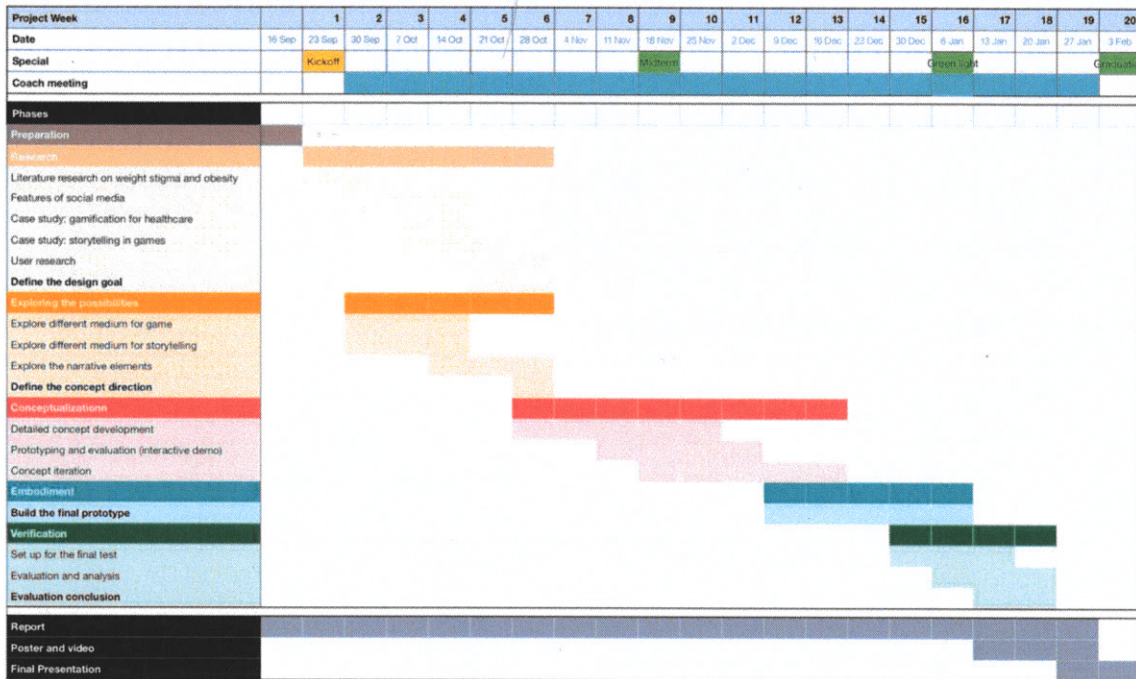
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PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 25 - 09 - 2019

03 - 02 - 2020 end date



The whole project will be divided into 5 parts: research, exploration, conceptualisation, embodiment, and verification.

Discover: w1-w6

The research part will be around the weight stigma on social media, and storytelling for healthcare. Meanwhile, I will explore different approaches for storytelling (interaction and narrative), and refine the design goal and concept direction after the first phase.

Design: w6-w13

Then the initial concept will be developed and the demo prototype will be built for the first round of user test. With the results and insights from the test analysis, the concept will be refined and the final concept will be developed.

Finalises: w12-20

The interactive prototype will be built and evaluated with real user who is active social media user of millennial generation. The recommendations for further development will be formulated from the test results. The report, poster and video will also be finished in this stage.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

First of all, game design is right the area I want to explore during graduation; meanwhile, I also have interest in online behaviour and how information from social media influence people. The topic of using storytelling to break weight stigma is nicely fitted in my interest scope. From my previous experience of course projects and internship, I've tried several relevant topics, e.g. persuasive gamification design, Augmented Reality application, and design for voice assistant. In this graduation project, I would like to make use of the obtained skills and insights, and explore deep in the field.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

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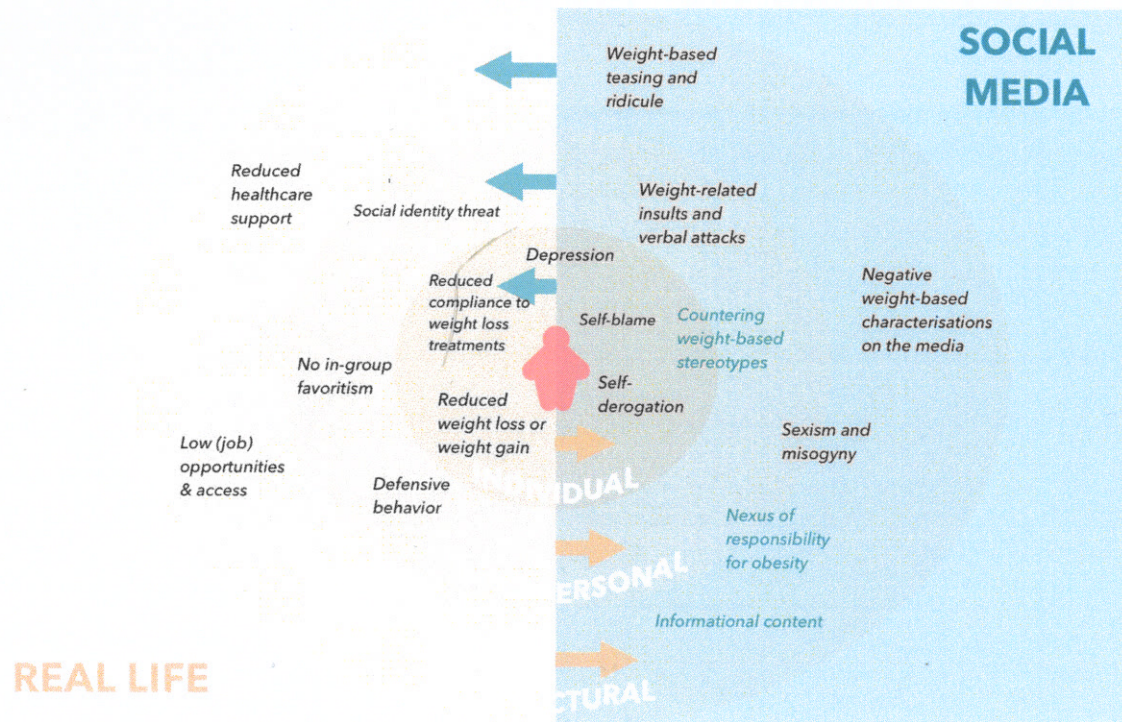


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PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

The popular stigmatising posts on social media include pervasive negative stereotypes, jokes, too much attention on the body size of overweight people, and alienation of obese people, as well as self-deprecating humour. Moreover, there are also plenty of implicit contents that reinforcing weight stigma online. However, the scientific or informative posts against stigma are usually limited to some small communities, which will only be found when searching certain keywords.

These stigmatising behaviours often come from a wrong understanding of overweight people, and lack of awareness or empathy. Therefore, this project aims to reduce weight stigma on social media using reflective, informative, and emotion-related approach.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Design an intervention that uses interactive storytelling to raise millennial social media users' awareness of the weight stigma online.

Based on the current studies around weight stigma, the scope of research will be around the role of social media in this topic, including the user group, the features of social media, motivations, and the impacts on user behaviour. The methods for this phase include literature research, context mapping, user interview, and concern laddering, etc.

Meanwhile, the medium and elements of interactive storytelling will be explored through literature review and user evaluation.

The outcome of the project will be a storytelling design for social media users of the millennial generation. Persuasion and motivation theories, design for emotion theories, and communication design methods will be used for the design and evaluation part.