Communication tool

Video link: [https://vimeo.com/108638838](https://pod51034.outlook.com/owa/redir.aspx?SURL=3Ez4WtmDCaqfccpB2EnCWRGKYo9709_ntMgl_a9YmYDj8ZH2y7TRCGgAdAB0AHAAcwA6AC8ALwB2AGkAbQBlAG8ALgBjAG8AbQAvADEAMAA4ADYAMwA4ADgAMwA4AA..&URL=https%3a%2f%2fvimeo.com%2f108638838)

Justification

Currently, people are progressively spending more time on phone (cell phone or smartphone), especially teens and young adults. According to the statistic, Teens and young adults (16-25 age) check their phones about 60-150 times per day on text, Facebook, games and music (Ajonen & Moore, 2013). Meanwhile, pedestrians who were treated in emergency room for injuries caused by using phone while walking increase 25% compared with 2005, most of them were around age 16-25 and it is very common to see teens and young people use their phone while walking. (Safe Kids Worldwide, 2012). It means distracted walking need attention by young people.

In this education campaign, the purpose was to alert people, especially young people, about the dangerous of using phone while walking. The communication tool had chosen some footage showing accidents of people using phone while walking, shot by monitor CCTV and published on YouTube. Most impressive footage were selected and made to a short movie. Then It could be posted on Facebook (the biggest social media for young people), to spread out.

The reason to makes a video and post on Facebook, as the education tool is that young people like watching funny and impressive video online, mostly in Facebook. It is the efficiency way to spread the information among young people. Although most of the young people understand using phone while walking is dangerous, they are not aware as the accidents did not happened around them. Therefore, the videos that were shooting by CCTV might help to visualise how dangerous it could be. Using video is an effective campaign for public education as it transmit message to audients more actively, the funny memorable video that had been chose in this project would rise people’s interest and more impressive than statistic or pictures. Additionally, in the short video that we made, classic background music was added (Michael Jackson -Thriller) to attract people’s attention and supply both the visual and auditory entertainment to audients.

Social network is a good way to transmit message in public worldwide, particularly, young people are main driver for development of social media and information spread. Therefore, posting our video on Facebook is an effective way to spread the warning of not to utilize phone when walking. However, simply post the video on the Facebook may not be sufficient, we may also need to a special support group to help the transmission of this video, otherwise the video will become nothing more then a funny video, and will lose the original meaning for warning people do not use phone while walking. Since right now, too much information is full of Internet, in order to increase the rate of spread, sometimes the special influence need to be considered, such as celebrity power. Therefore, The more people watch the video in Facebook, the more people will put down their phone while they walking, and hopeful as a result, less pedestrians’ injuries will be caused by this type of accidents.

The project is going to though social media power to warn and encourage public especially teenagers and young adults to put down the cellphone while walking; the main message is ‘it is the very dangerous behavior, don’t be Phone Zombie.’

Reference

Ajonen, T & Moore, A. (2013). An Attempt to Validate the 150x Per Day Number Based on ‘Typical User’. *Communities Dominate Brands* [web log]. Retrieved Oct 2014,from [http://communities-dominate.blogs.com/brands/2013/01/an-attempt-to-validate-the-150x-per-day-number-based-on-typical-user.html.\](http://communities-dominate.blogs.com/brands/2013/01/an-attempt-to-validate-the-150x-per-day-number-based-on-typical-user.html.%5C)

Safe Kids Worldwide. (2012). Walking Safety: A report to the Nation. Safe Kids Worldwide Washington, D.C.