

Task 1A: Exploratory Research

Exploring the What, Why, Who and How

/Issue for the young generation

Asian View Points
An ignored issue

/1. Singlism Discrimination/ Marriage Hysteria/

The discrimination against single people is usually ignored in our society, as most people have this mindset that eventually everybody will get married. What if somebody just want to stay single and they are absolutely sober? It was considered as unusual and single people have been suffered a lot from all kinds of discrimination, while people who are bullying them considering themselves as good people who consider and do good for the singlism people. It came to me when I entered to 20, while many of my older friends come to 24 or 25, while they are expressing thier



idea of not getting married, they always got pretty bad reaction from thier parents and they were considered as crazy and insane. Also, being single is often associated with bad impressions like irresponsible, unreliable, unsympathetic and selfish.

It is necessary to acknowledge and to do something about the stereotype against single people as they do have the same equal rights like every single one of us.

/Issue for women in poverty

A global issue

/2. Tampon tax/

Feminine hygiene products—are subject to value-added tax or sales tax, unlike the tax exemption status granted to other products considered basic necessities.



Since about 2004, many countries have abolished or reduced sales taxes for tampons and pads, for example Kenya, Canada, India, Colombia, Australia, Germany.

Because the biological circle is unavoidable, half of the global population need to use feminine hygiene products for about a week each month for about 30 years (BBC). However for most of the countries, there are still tampon tax and it is very difficult for women in poverty to afford any feminine hygiene products.

It is often quite awkward too when we talk about something related to the topic of period, it still seems to be a taboo in Asian society and some cultures even think the period blood is sinful.

It is necessary then necessary to raise awareness to understand period and to help with the abolishment of the Tampon tax.

/Issue for pregnant women

In 2019, nine US states passed laws banning abortion in the earliest stages of pregnancy, before many women even know they are pregnant.

/3. Abortion/

It is the most strictest abortion law in US. It came to debate that who has the choice to decide whether to keep the baby or not, and it contains many moral concerns as well. However, it attracted my attention that during the legislation procedure, there is a roon full of men who cannot give birth, thinking from the 'fetus' perspective while they had no idea of what women need to suffer from pregenant.



In the our society now, who get the right to decide whether to give birth or abort? The mother herself, mother and father or everyone in the family?

Pregnant is not just about the baby, it is also about the mother, but most people ignore this significant aspect.

/Issue for Asian families

the transition of power in the 21st century

/4. Generation Gap/

I found it become very difficult to live with my parents and to give them new ideas, because as parents, they think that they still own the right to control over me. For me, I



think I have every right to do whatever I want because I am an adult, too. I found that this happens a lot among my friends, it is essentially a stage of handing over and taking over the power of the family. Sometimes when you are ready, your parents may not be.

It is similar to the battle of lion king in the forest, the lost one always finds it hard to hand over the crown to the younger one.

It is important to address the problem because it will benefit many families to create an open and safe space for communication on an euqal base.

Task 1A: Exploratory Research

Why is the issue important? Who does it affect and how?

/Singlism Discrimination/

Marriage Hysteria/

/ Why is it / important?

The importance of reducing discrimination against single people is significant. In a bigger picture, it will help to build a more friendly social environment for the single population, which constitutes 50% of the US population, and 14.6% of the Chinese population, which is 200 million.

Hence it will almost affect half of the population in the world, especially the Millennials, which are those in their 20s or 30s, which is a common age of getting married.

It is also important because it serves the trend of late marriages, helps to provide solutions to deal with the new problem. The delayed married age can also help more women to get longer education and more opportunities for their career. Therefore it is very important to make sure that they do not suffer from discrimination from not getting married or deciding to get married later.

Addressing this problem also has its regional significance, because normally in Asian society people see a very high value of family, and being single can be hard for the younger generation as their family will pressure them.

/ Statistics

Pew Research analysis of The US Current Population Survey data 2014

The median age at first marriage is now 27 for women and 29 for men, up from 20 for women and 23 for men in 1960.

About a quarter (24%) of never-married young adults ages 25 to 34 are living with a partner.

In 2012, one-in-five adults ages 25 and older (about 42 million people) had never been married.

The number of Americans who have always been single and will never marry is at a historic high.

Fewer young people are getting married and many are getting married later.

About 20% of Americans older than 25 had always been single in 2012, up from 9% in 1960.

In the black community, the numbers are even starker: 36% of black Americans older than 25 have never been married, a fourfold increase from 50 years ago.

/ The Problem / of Being Single

Single people face discrimination in the workplace. Single people's non-work lives are often cast as less valid and valuable than married people's.

As a result, they're often expected to cover while those with spouses or families leave the office early, take the leftover vacation slots or travel more on the assumption they have no need to be home.

For US singles, there are also more concrete effects, like insurance benefits or Social Security benefits and pay: married men earn about 26 percent more than single men at equivalent levels.

In Asian societies, single people are more likely to be asked about questions like when to get married, and their families are treating marriage like a necessity, and they are more likely to value others by their marital status.

Scientists created biographical sketches of people, participants judged the hypothetical singles to be **less socially mature, less well adjusted, and more self-centered than their** otherwise identical married counterparts. The effect was starker for hypothetical 40-year-olds — who, by cultural standards, are at a should-be-married age — but persisted for hypothetical 25-year-olds as well.

/ Observations / in My Life

Since the Chinese New Year is coming, most of my friends went back to spend the holiday with their families. They are all Chinese families with very traditional values.

Most of my friends are studying in their Master degree or graduated, some of them are still single and looking for the right person, some of them have already has a very good relationship but do not want to get married, some of them decided to not marry at all. However, when they go home, they face great challenges to explain the motivations of doing so, and also need to defend themselves from not being crazy.

In addition, in their work place, and in my friends circle, I realised that people seem to think that the normal life status is "attached" or "married", many people complain about being single. However, people's perception is the result of social behavior. I believe that in the case of the society is highly regarding and promoting marriage, it creates huge inconvenience for those never-married and single people, which is unfair, in both financial and mental aspects.

Task 1A: Exploratory Research

Who do you need to communicate to, and why?

/ Who?

- **The younger generation, the Millennials.**

- **The parents/grandparents.**

- **The Management people, the HRs.**

- **The government.**

- **In a word, the whole society.**

/ Why?

- Because they are most likely to be the victim of the Singling Discrimination.

- They are the people who spend the most of the time with the children, the family has an huge influence on the child's personality and self-esteem, it is crucial for them to understand the children's thought.

- The attitude of the management team and HRs in the company defines the culture of the company, it is important to raise the awareness among them to create a friendly environment for employees and to make sure thier holidays and well-beings are equal as married employees.

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- The government should take responsibility in such an issue, and to make sure that single people's welfare is guaranteed, as all the citizens should have euqal rights, hence they should not be discriminated as well.

/ Aim

Realisation that there is the discrimination against single people whether they realise it or not. Sometimes they are the bully even if they do not think so, or even if they think that they are doing you good or considering the future for you. Understading that the choice of not getting married is just a choice of lifestyle, it has nothing to do with irresponsibility nor selfish personality. People to respect their choices and stop to judging them. Single people have the same financial benifits in the society and companies, and they will not be unemployed because of their marital status.

Task 1A: Exploratory Research

Case Study

/Restaurant Eenmaal/



Experience Design

“Eenmaal is a brand that is at the heart of today’s society – we wanted to demonstrate that eating in solitude can be a good thing.”

Bos en Lommerweg 361,
1061 DH Amsterdam,
Netherlands

<https://eenmaal.com/>

Project EENMAAL is a creative project on loneliness in society.

it only has tables to seat one person. Where you might usually go out to eat with company, at Eenmaal you are your own company. It is the perfect place to dine in pleasant solitude.

It was initiated from spatial design and user experience design to show the respect of the choice of dining single. This creates innovative experience and also makes people to realise the problem of how hard it is to find a place to eat alone. The design of single seat makes people released from the moral burden of taking 2-seat table, because of places only have 2-seats tables.

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Case Study

/Guzzle Buddy/



Product Design

https://www.amazon.com/gp/product/B07HXWTP6V/ref=as_li_tl?ie=UTF8&tag=iip_050417_guzzle-buddy-video-20&camp=1789&creative=9325&linkCode=as2&creativeASIN=B0182U49IS&linkId=a21a168078d937176ca9681c629de09b&th=1

It allows user to drink from the bottle without those looks of judgment, which promote a positive image of living single, that is no need to share with others or consider about others' judgements.

This product design also has a funny element to it, and it expressed its concept in a easy and clear way.

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Case Study

/Zip Her/

FOR HARD TO REACH ZIPPERS

ZIPHER HOME

HOW TO ZIPHER

ZIPHER REVIEWS

ZIPHER FAQ

INSPIRATION

ORDER ZIPHER

ZipHer[®]

SOLUTIONS FOR THE INDEPENDENT WOMAN

Why struggle with the back zipper on your Little Black Dress?

- Elegant, unique and durable design features faux pearls
- Withstands up to 25 pounds of force to zip up the tightest dresses
- Elongated hook is easy to remove from high, low and mid-back zippers
- Simple to use, ergonomic, portable and fun
- Handmade in the USA – Ships Globally

FREE USA SHIPPING
ORIGINAL DRESS ZIPPER HELPER

"DESIGNED TO WITHSTAND KARDASHIAN-TIGHT DRESSES"
BETHESDA MAGAZINE

Zippering up y...

Product Design

Target audience: single-living women

<http://www.primaproductions.com/>

This product is designed for single women to zip up their dresses without asking help from others.

It withstands up to 25 pounds of force to zip up the tightest dresses, and the elongated hook is easy to remove from high, low and mid-back zippers.

It helps them to free from asking for help, which makes single-living life much easier.

It promotes the idea of living elegantly when you are living alone, which shows respect and consideration for single-living women.