SCHOOL OF ART DESIGN AND MEDIA
NANYANG TECHNOLOGICAL UNIVERSITY
FYP RESEARCH PROPOSAL

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Keywords:
List no more than 5 keywords that related strongly to your research interests.

Digital culture, cyber bullying, anonymity, morally perverse.

Working Title:
In no more than 30 words; Title should be descriptive and should incorporate keywords
How when placed behind the veil of anonymity, the morally perverse side of human nature manifests itself in cyber bullying within the world of digital culture / It's Not Rude to Point and Stare If You Have a Phone, Right?

Research Questions:
What do you intend to find out or investigate?
I intend to investigate the morally questionable side of human nature when they are allowed to partake in small actions without large consequence, but mainly on a journalistic digital platform.

Why would anyone choose to intentionally put down another human over empathizing with them?
What happens when due to the power of anonymity, humans are allowed to judge and critique their fellow men without any consequences?
How can people deal with distasteful thoughts towards others?
When does it cross the line between having opinions about holding a certain standard, as opposed to downright bullying?
What happens when a person consciously chooses to partake in a morally perverse action?

Research Objectives:
Using no more than 5 Points, *list the specific aims your proposed FYP project aims to accomplish.*

- To examine the effects of digital culture on a usually passive aggressive society.
- To understand why a person who might look down upon others rather than choosing to empathize.
- To question the boundary between .
- To propose how a positive outcome such as growth, maturity and improvement of relationships might be developed out of such a negative situation.

Anticipated Contributions and Benefits of project

Abstract of Research Project:
In no more than 300 words, *Explain your motivation to undertake the proposed topic. Share with us in your writing what informed and led you to this topic (This could be things you have seen, observed, felt, though about or even imagined) Discuss how you plan to approach the topic including its significance to the practice of visual communication and possible mode of delivery.*
Expand if necessary

I developed interest for my chosen topic as it is a real life issue in Singaporean online culture. We have a Singapore-based online journalism platform known as Straits Times Online Mobile Print, STOMP. Although it is managed by one of Singapore's biggest publishing houses, Singapore Press Holdings (SPH), everything submitted to STOMP from citizen with little moderation. In this manner, it provides a certain anonymous freedom of speech for the Singapore citizens in a country which has been known to be "forthright in… restricting the press".

The controversy for STOMP kicks in as seen in the petition to try and close down STOMP. While initially intended to be uniquely Singapore, it is now used for Singaporeans to "post pictures of their fellow citizens up to no good", "complain about… a couple hugging at a bus stoop or a pizza that is fractionally smaller than advertised", showing the ugly voyeuristic and arrogant side of Singaporeans.

I was interested in how something simple could end up as a mechanism that revealed the ugliness of human nature. As I partake on this project, I want to both question this internet platform and also point out the ill nature of humans in the way that they abuse each other just because they *can.*

I plan to approach the topic in the form of a graphic novel (and if my skills allow, perhaps a web comic so that the reach will be further). I hope that the eerie images that I bring to the table will be able to strike a chord in the readers. The use of graphic novel might allow many to slip into the story and to disturbingly, identify with the character that chooses morally questionable choices, and then later on question themselves.

Research Milestones:
Research Milestones marks key development and progress that you aim for in the course of your research. It is also a tool to evaluate your progress in research. Your plan should cover the period from that marks the start and completion of your FYP (Mid August 2017 to End April 2018)

Period	Activities	Action
Mid Aug	Research	Researching on story telling techniques Interviewing people on the issue
End Aug	Story Script	Write story script
Mid Sep	Story Script	Write story script Initial sketches – character

		design, world building
End Sep	Story Script	Write story script Initial sketches – character design, world building
Nov	Visual lay out	Initial sketches – character design, world building Panel layout
Dec	Visual lay out	Panel layout
Jan	Inking	Inking
Fab	Colouring	colouring
March	Colouring	Colouring Animation, if any
April	FYP booth Final touches Printing	Printing Setting up FYP booth

Expand when necessary

Evidences of Preliminary research
At time of submission of this proposal, please provide all visual and literary materials that you have consulted, collected and read during this preliminary. They can be collated in your FYP binder folder or Journal (digital or real)

Bibliography List:
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