

Project 3

Main Jury

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M.Des, Interaction Design

Prof. Girish Dalvi

Guide

IDC, IIT Bombay

Problem Domain of the Project

Addressing Racial Prejudice and
Stereotyping issues



Motivation

More on Motivation



#Justice4Nido

ARE YOU A SOMEONE THAT RESPECTS A DIGNIFIED LIFE?

To Bring Justice To Nido

Sign Our Petition

change.org/nido



Earlier they bullied and brutally assaulted **Loitam Richard** to DEATH ...
I remained indifferent and silent; As I felt I wasn't a victim!

Then they falsely accused, humiliated and abetted **Dana Sangma's** DEATH ...
I remained silent; Because I didn't want to spoil my reputation!

Then they assaulted, brutalised and MURDERED **Reingamphi Awungshi** ...
I remained silent; Because I didn't want to be branded an anti-nationalist!

Now they mocked with Racist taunts and assaulted **Nido Tania** to DEATH ...
I remain silent; Because this is how I support Racism!

THEN WHEN THEY CAME FOR ME, EVERYONE WAS SILENT ...
THERE WAS NO ONE LEFT TO SPEAK OUT!

**UNITE AGAINST RACISM
FOR A LIFE WITH DIGNITY**



Campaign For Humanity ^|^
— a Justice4Richard initiative










The North-East Exodus (2012)

Delhi: 'Khap panchayat' bans tenants from northeast in Munirka

by FP Staff Feb 17, 2014

#Delhi #Manipur #Munirka #north eastern states #Racism #tenants

  Tweet 44  Share 0  Share  Like 307

 52 Comments  Email  Print



ALSO SEE



Mamata names candidates in Manipur, Tripura and Jharkhand



Background Research

What do we understand by “racism”?

The *belief* that all members of each race possess *characteristics, abilities, or qualities* specific to that race, especially to *distinguish* the *inferiority/superiority* of the race from others. (*Oxford*)

When racial prejudice is supported by institutions and laws, racism is present.

<http://ctb.ku.edu/en/table-of-contents/culture/cultural-competence/reduce-prejudice-racism/main>

Background Research

Nature of alleged Stereotyping issues as put up by North-East citizens

- Physical & Verbal Abuse
- Non payment of salaries
- Extra charges & separate rules in apartments/rents
- Inaction from Police & Law Enforcement groups
- Ill treatment from Non-vigilant law keepers
- Questions on patriotism

Background Research

Root Causes* of

- Cultural & lifestyle Differences
- Physical appearance
- Language barrier
- Preset notion/ideas
- Non mingling with people outside its own group
- Non vigilance or ignorance

* compiled from multiple sources

More on the Case Study



Threat Message | NE Exodus



Stop Discriminating People From the North-East India

Liked · March 2

It's shocking to learn that our forum page have been again targetted and victimized for voicing against the evil of racial discrimination. Earlier in 2012, the government had banned this page in India for more than a month.

Now we can no longer upload photos here anymore as the 'upload button' on the page's timeline has disappeared for the past four days. Where is the fundamental rights of freedom gone? Who killed it?

Like · Comment · Share



and 500 others like this.

Top Comments ▾

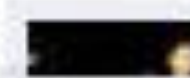


36 shares

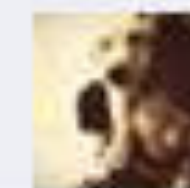


If I post on my wall "Indians the Rapist". Do they need to block my wall post?

Like · Reply · March 2 at 7:44am



How'd u unload this one then

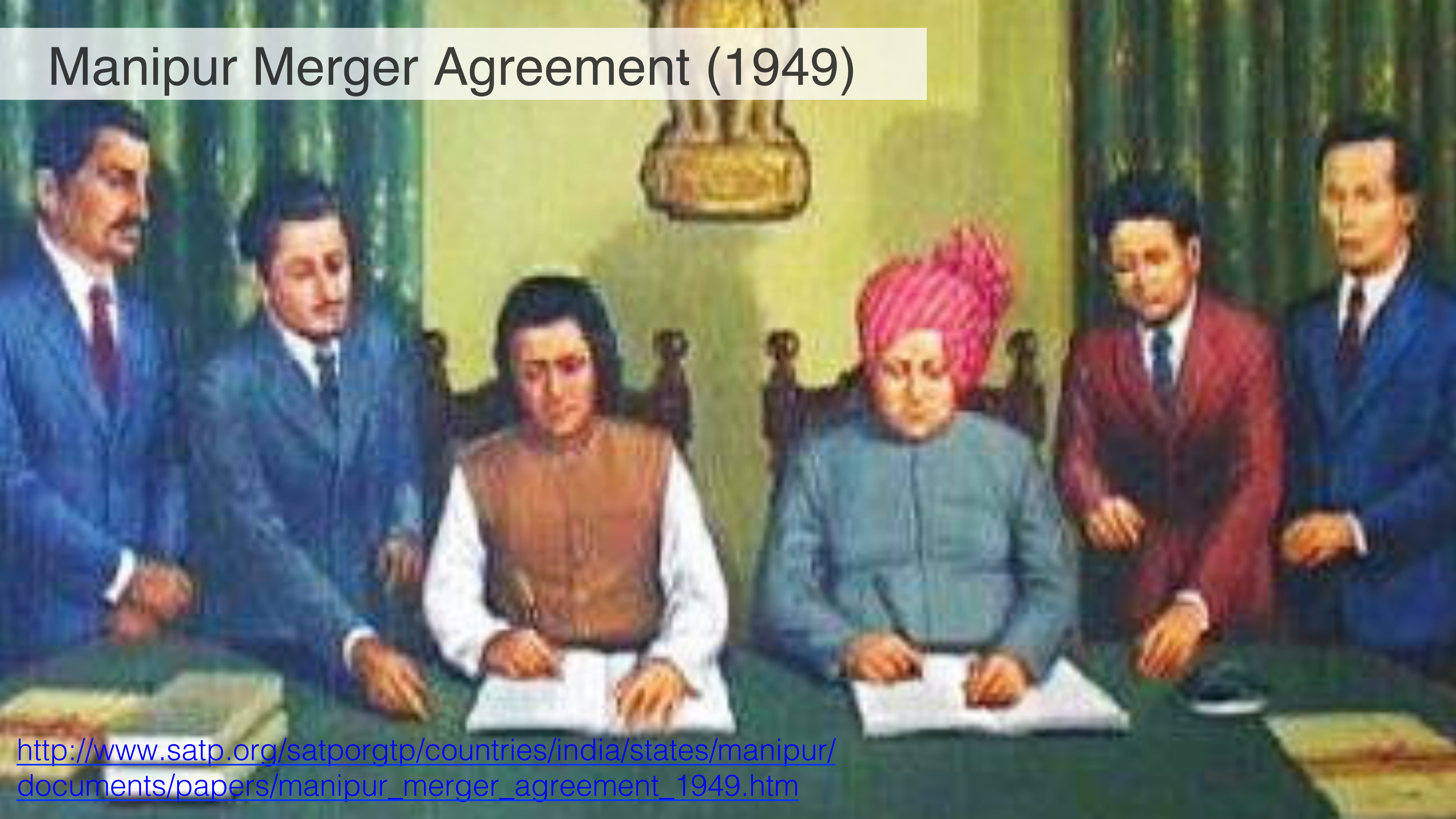


Write a comment...

From NE history



Manipur Merger Agreement (1949)



Mizoram Bombing (1966)





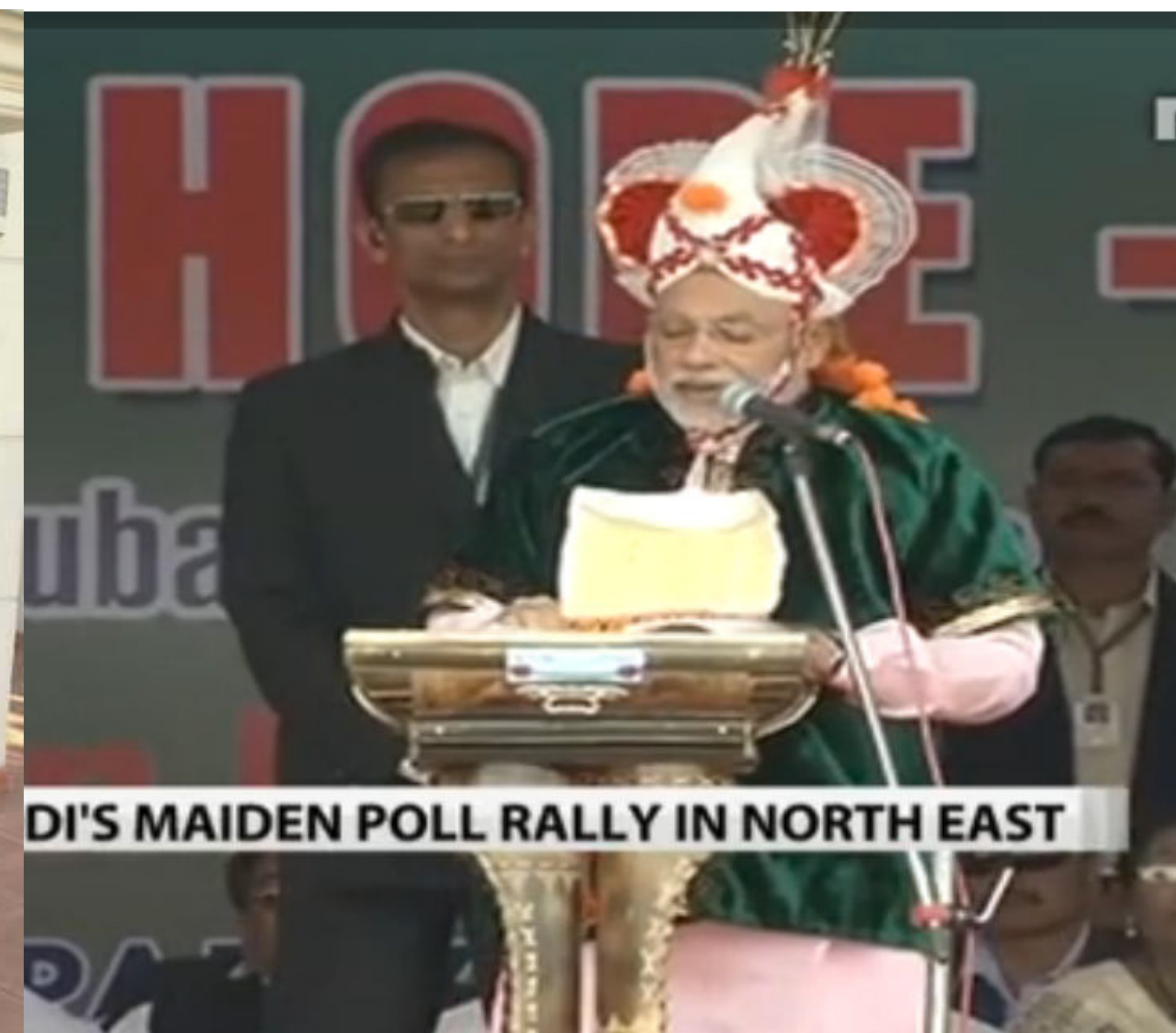


Individual Efforts

More on Existing Efforts

Political Sphere

- Political acknowledgment on the existence of racial profiling
- Support to fight & Manifestation on political agendas



Administrative/Educational Sphere

“In 63 years of independent Republic of India, the history of 45 millions of its citizens are missing”

- Binalakshmi Nepram

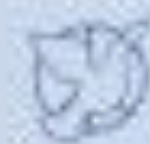


INCLUDE HISTORY NORTHEAST INDIA IN NATIONAL CURRICULUM



Friday, 3 May 2013 & Saturday, 4 May 2013

Conference Room No 2, India International Centre, New Delhi

 Control Arms
Foundation of India

 Maitreyi Bhattacharya
Trust

NEIWIP
NORTH EAST INDIA WOMEN INITIATIVE FOR PEACE

Supported by

ICHR, BOLL STRECHER FOUNDATION, India International Centre

National curriculum review

Exclusive On



8 STATES

NORTHEAST CARNIVAL

Time : 12:00 PM - 10:00 PM

Date : 23rd March 2014 (SUNDAY)

Bengaluru, Karnataka



Yester Drive



GNTC



Alobo Naga & The Band



Manas Robin

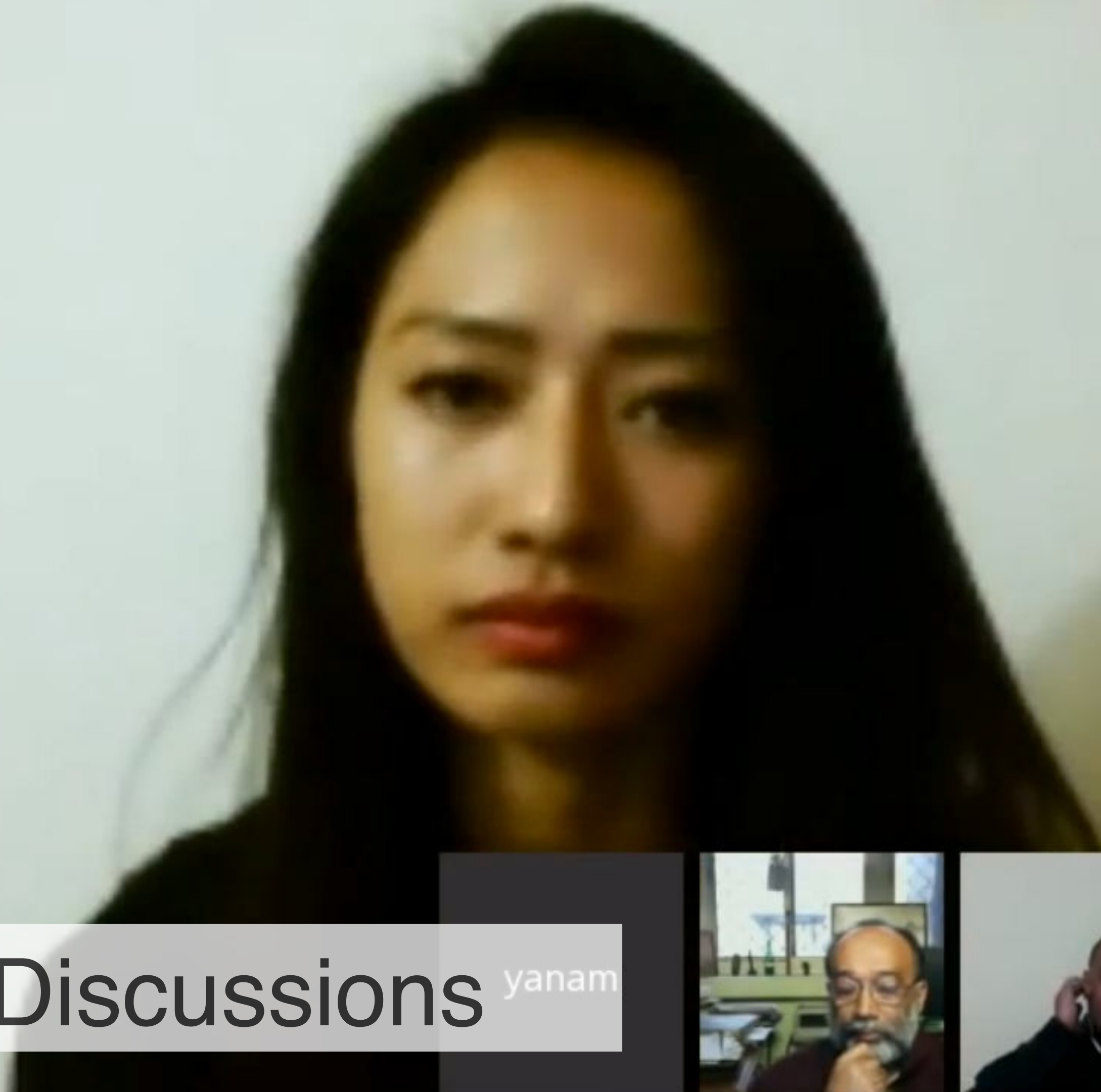


Priyanka



BK & INA

Cultural Events



Media Debates & Discussions yanam





Sensitisation programs, documentary films and street plays

Ministry of Home Affairs Committee

- Steps for security
- Causes
- Measures to abolish
- Legal remedies

No.11012/110/2012-NE-IV
MINISTRY OF HOME AFFAIRS
(NORTH EAST DIVISION)

New Delhi, the 5th February, 2014.

ORDER

It has been decided to constitute a Committee to look into the various kinds of concerns of the persons hailing from the North Eastern States who are living in different parts of the country, especially the Metropolitan areas, and to suggest suitable remedial measures which could be taken by the Government. The composition of the Committee will be as under:

- | | | |
|----|--|------------------|
| 1. | Shri M.P. Bezbaruah, IAS (Retd.)
Member, North-Eastern Council. | Chairman |
| 2. | Shri H.W.T. Syeim, IAS (Retd.) | Member |
| 3. | Shri Allen Temshi Jamir, IAS (Retd.) | Member |
| 4. | Shri Tape Bagra, IAS (Retd.) | Member |
| 5. | Shri P. Bharat Singh, IAS (Retd.) | Member |
| 6. | Shri S. Saha, Deputy Secretary, MHA | Member Secretary |

2. The Chairman of the Committee shall co-opt members, one each from the other North Eastern States, viz., Tripura, Mizoram and Sikkim as well as one lady member. Shri Robin Hibu, IPS, Joint Commissioner of Police, Delhi will also be in the team of the Ministry of Home Affairs which will assist the Committee.

3. The Terms of Reference of the Committee shall be as follows:-

- (i) To examine the various kinds of concerns, including the concerns regarding security, of the persons hailing from the North Eastern States.

Delhi Police “Code of conduct” handbook for NE people

Booklet for northeast students sparks ire

PTI New Delhi, July 15, 2007

First Published: 20:04 IST(15/7/2007) | Last Updated: 20:54 IST(15/7/2007)

✉ EMAIL

🖨️ PRINT

FONT SIZE

A | A+ | A-

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COMMENTS

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🐦 Tweet

A Delhi Police booklet suggesting a code of conduct for students and visitors from the northeast has sparked outrage among people from the region, with a MP planning to take up the issue with the Union Home Ministry.

While a section of the people from the northeast termed the booklet titled "Security Tips for northeast students/ visitors in Delhi", issued by the west district police, as "helpful", many have taken strong exception to what they described as its "insensitive" advise.

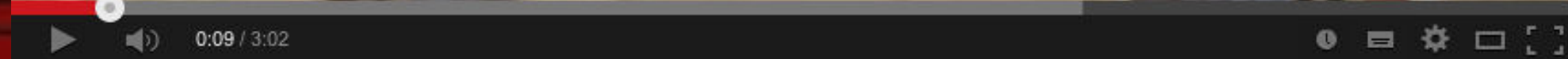
The booklet advises girls from the region to avoid wearing any "revealing dress" and has suggestions about cooking "smelly" food without creating a "ruckus" in the neighbourhood.

Administrative/Educational Level

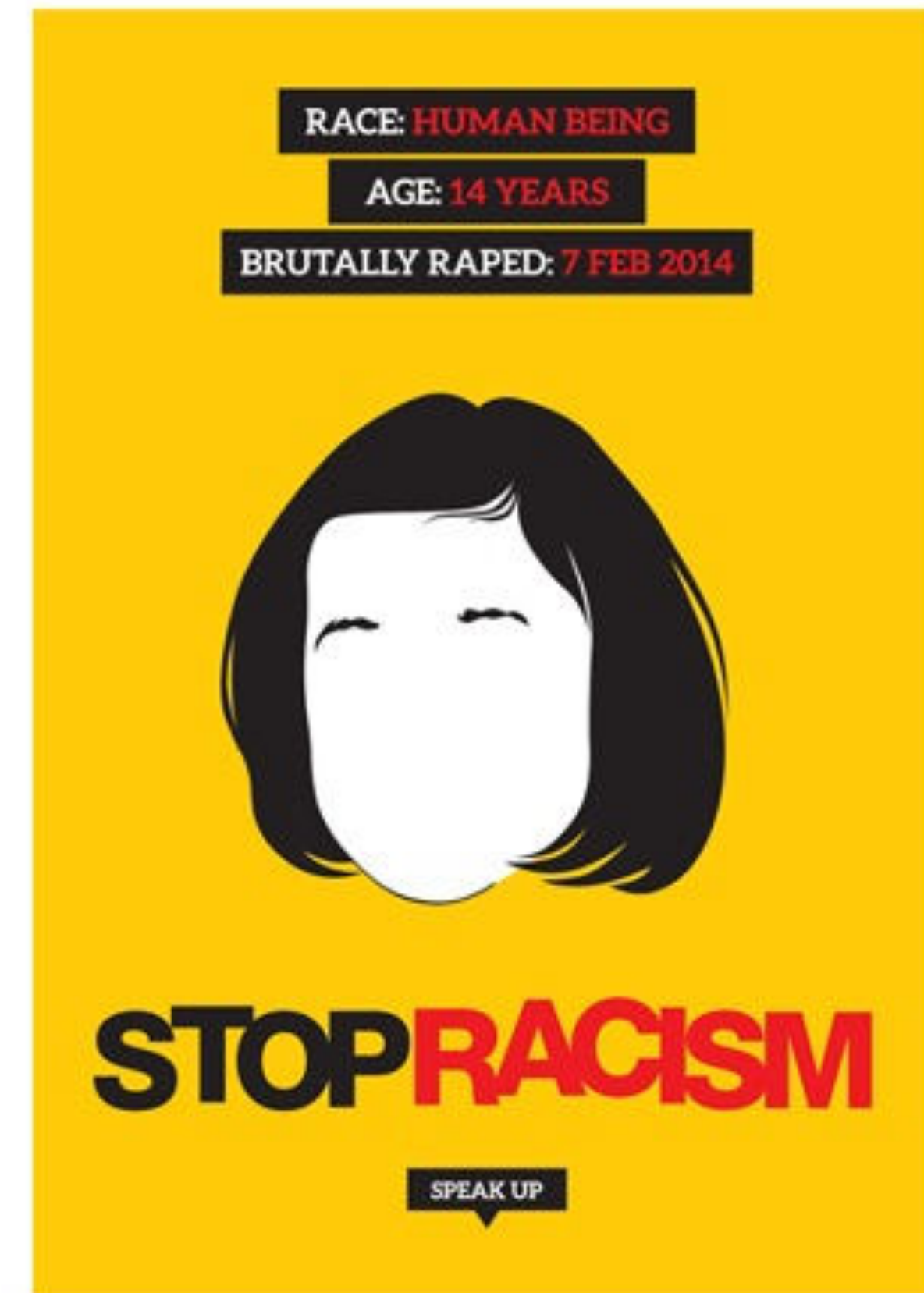
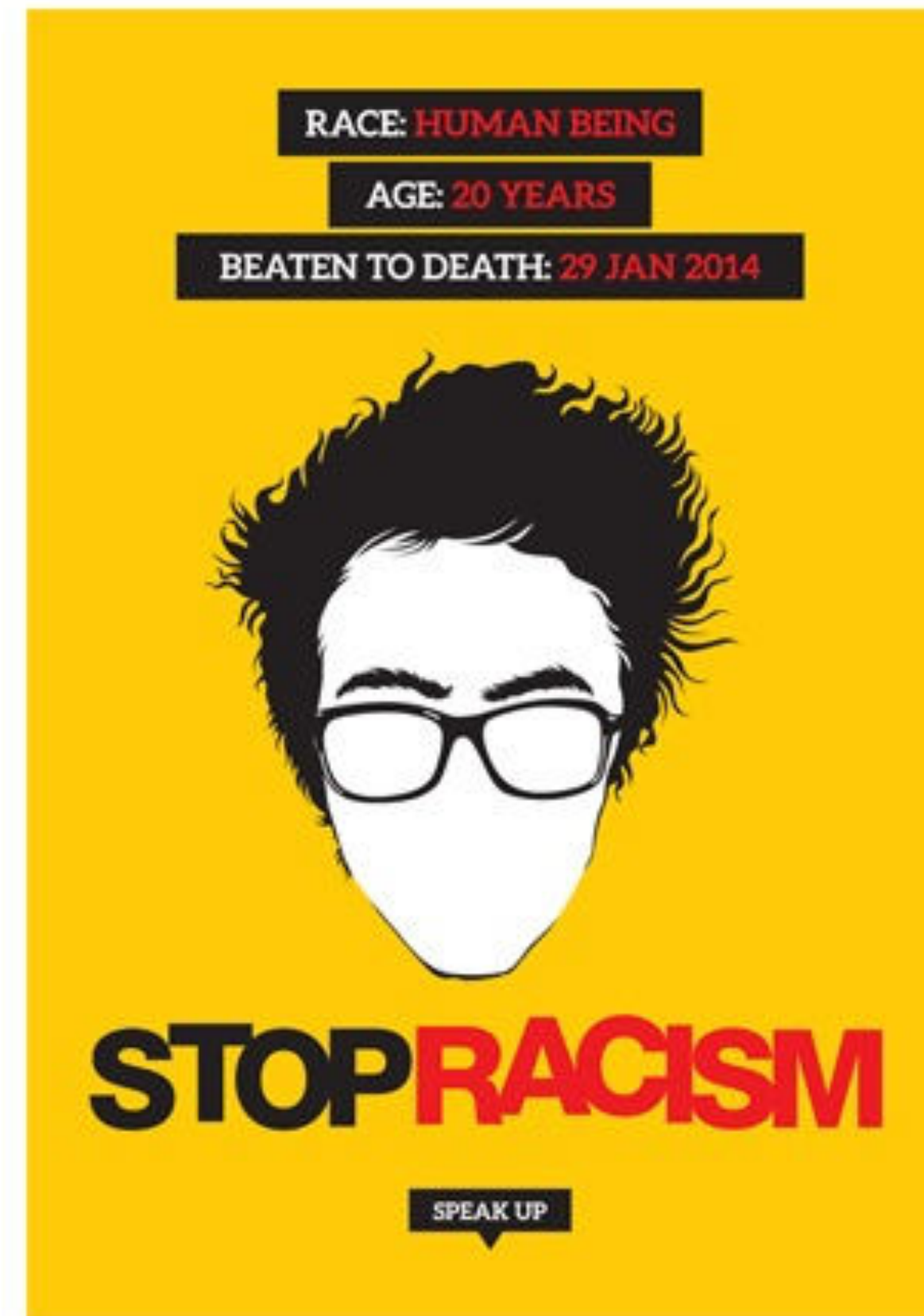
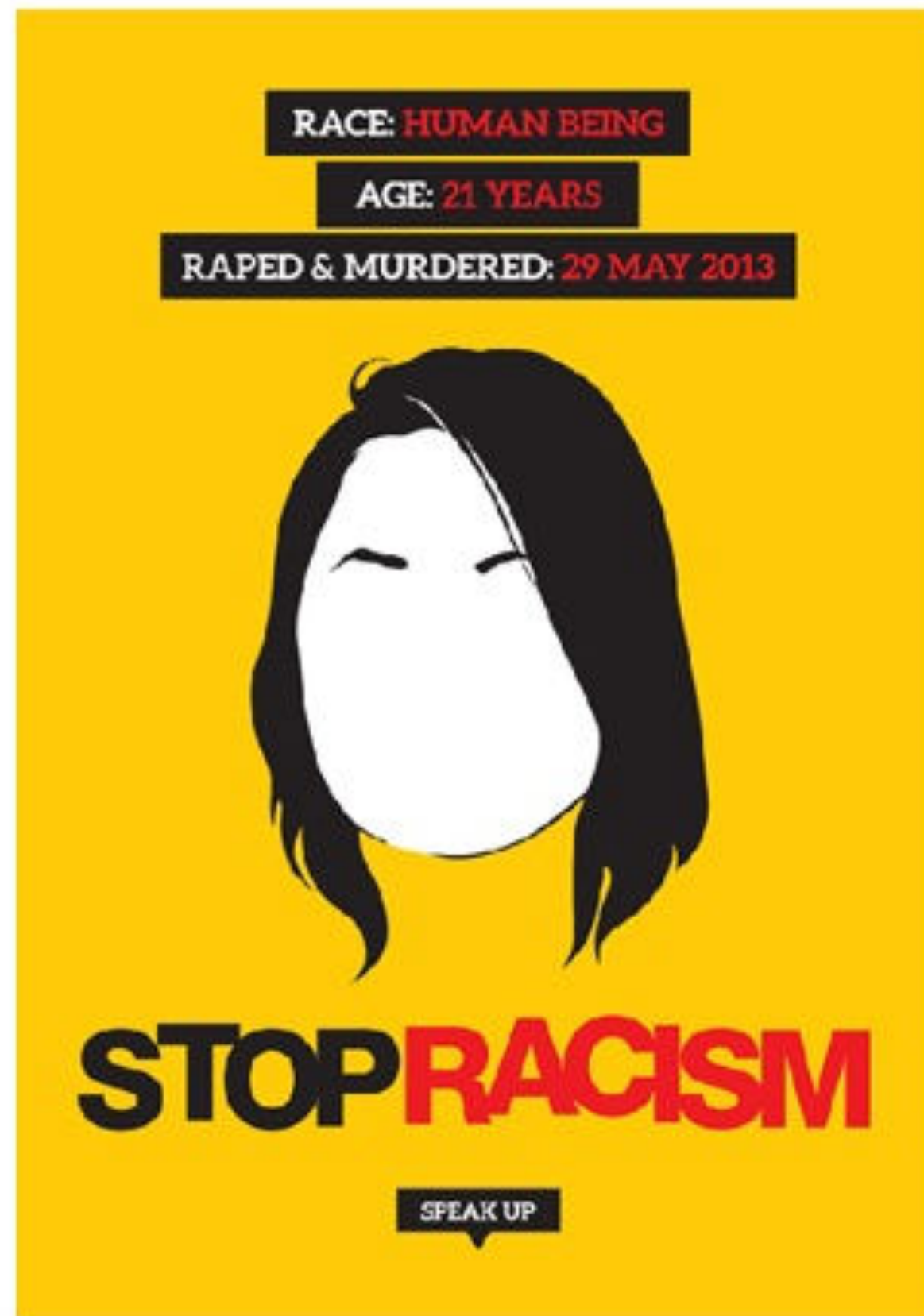
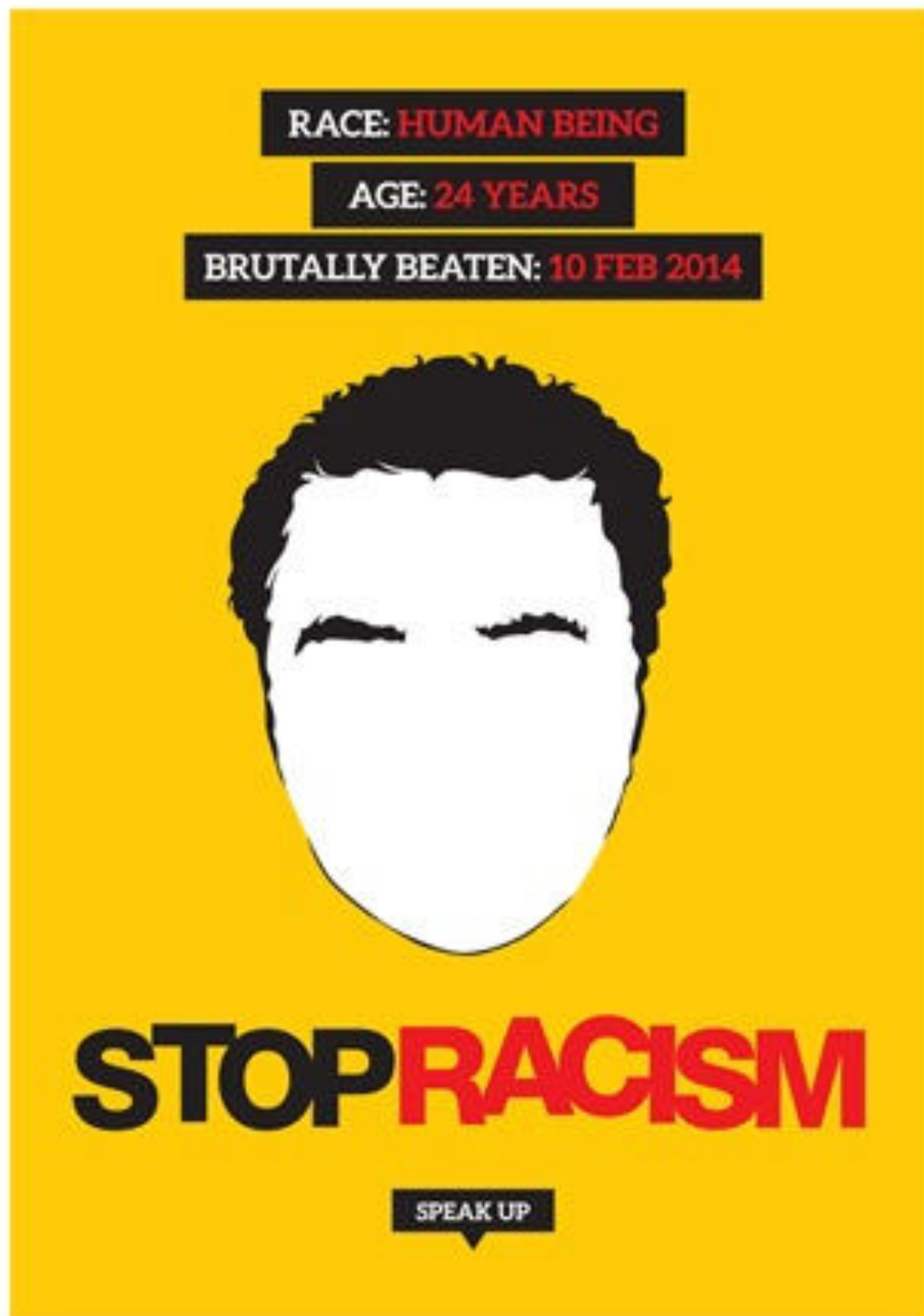
- Delhi Police Helpline: Dial 1093 against racism
- Separate hostels for Northeastern students
- NE Helpline

Individual Sphere

Poets/Song writers



Graphic Designers



Short term

- Individual Measure

Long term

- Political Measures
- Administrative Measures

Short term

Advantages

- Immediate Effect
- Direct connection with the people

Disadvantages

- Does not persist

Medium term

Advantages

- Immediate Effect
- Direct connection with the people
- It should persists

Disadvantages

- Limited to technological reach

Long term

Advantages

- Permanent Solution

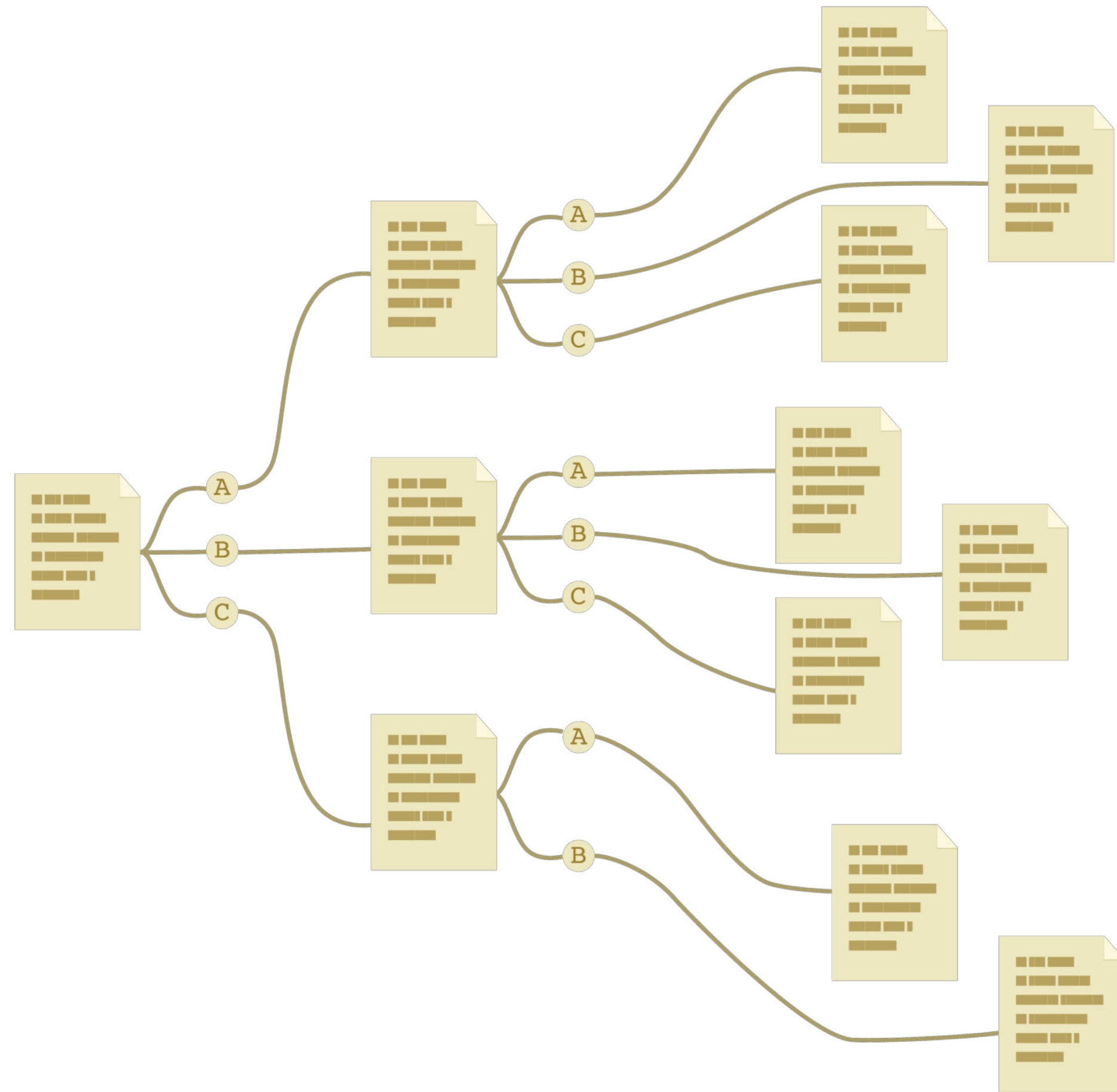
Disadvantages

- Political or Bureaucratic Obstacles
- Takes a long time period

Design Idea

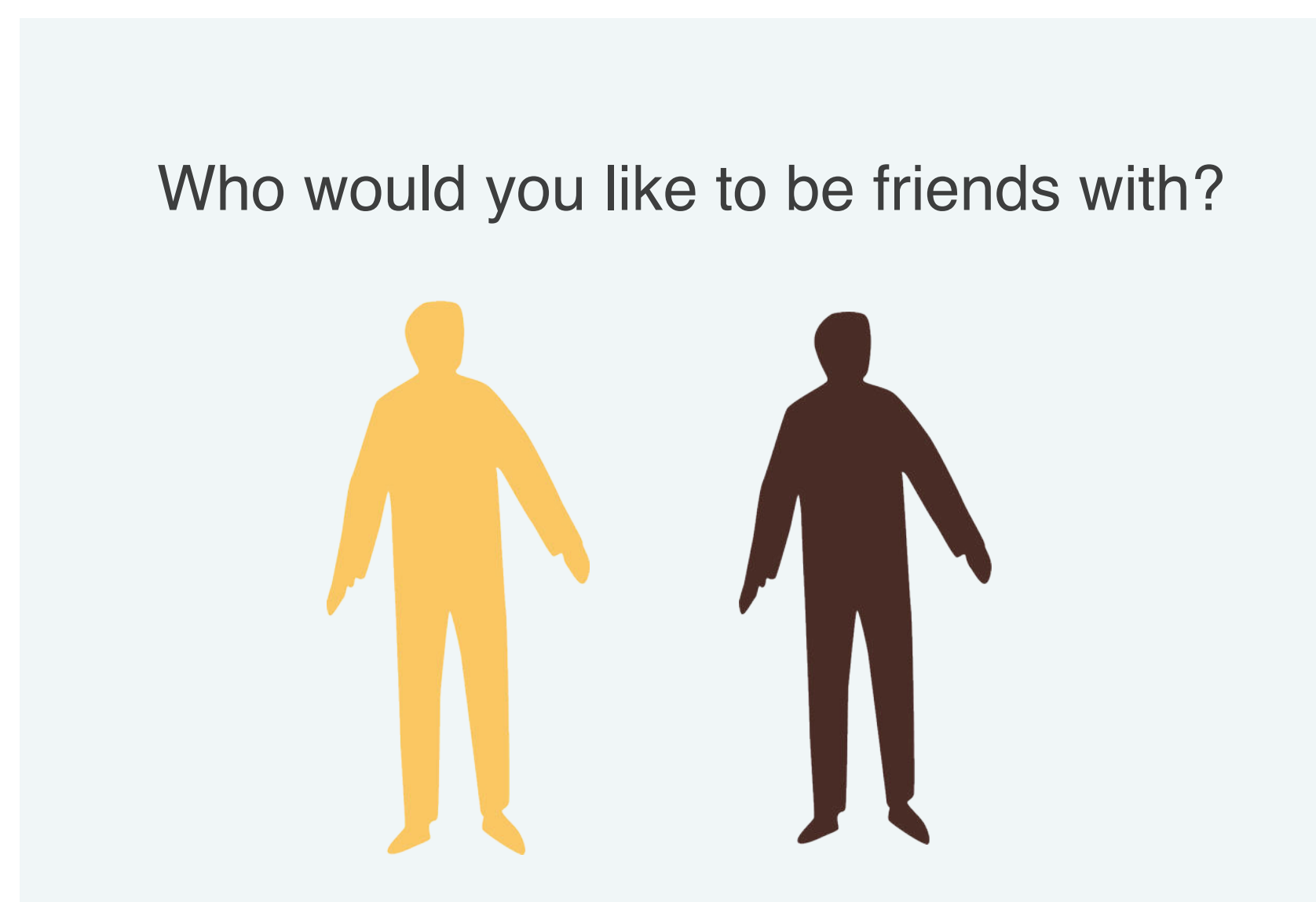
1: Interactive Story Telling

Game-book style story in which each paragraph leads to a different next paragraph.

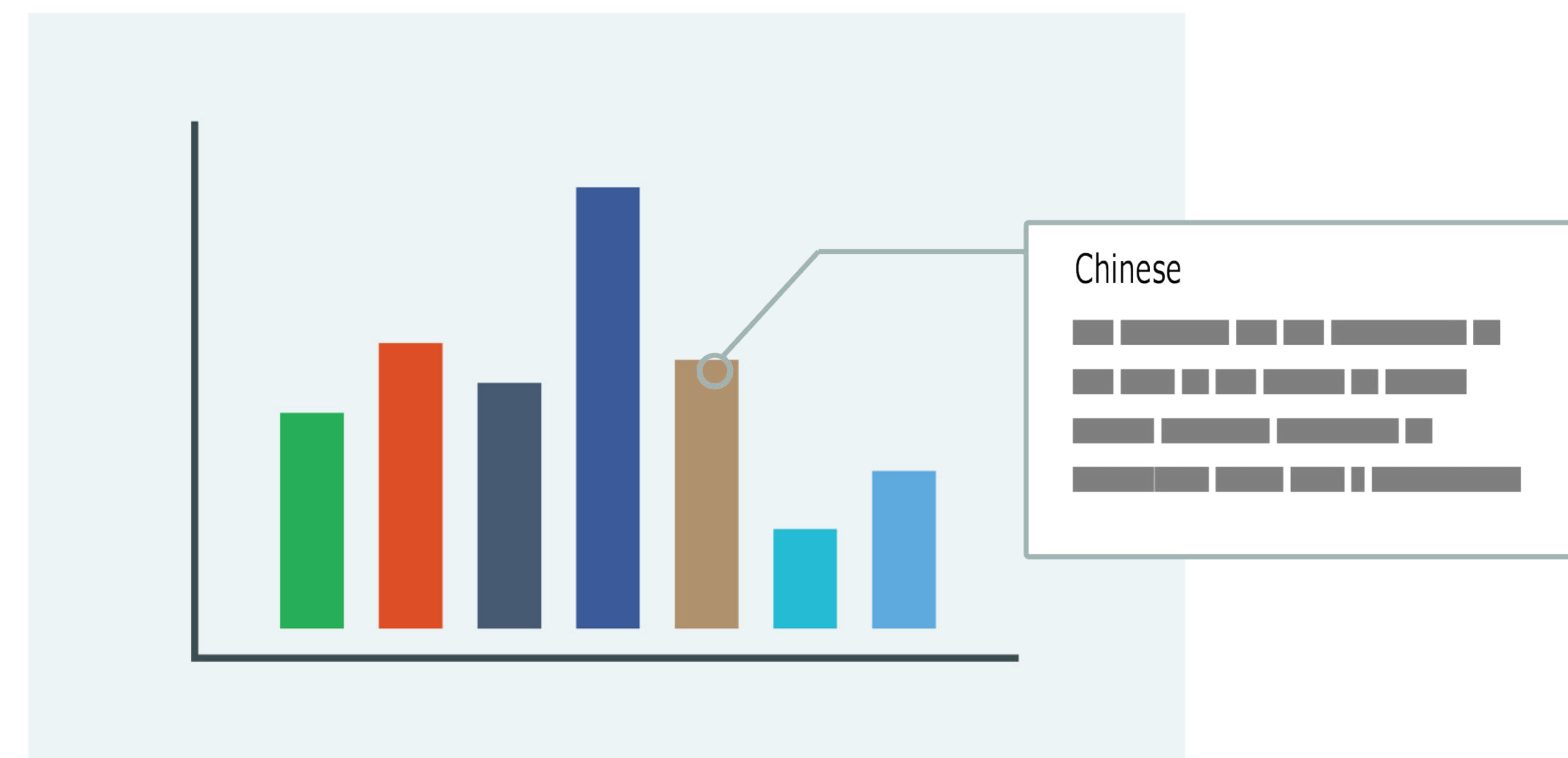
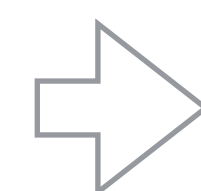


Design Idea

2: Self Introspective Learning



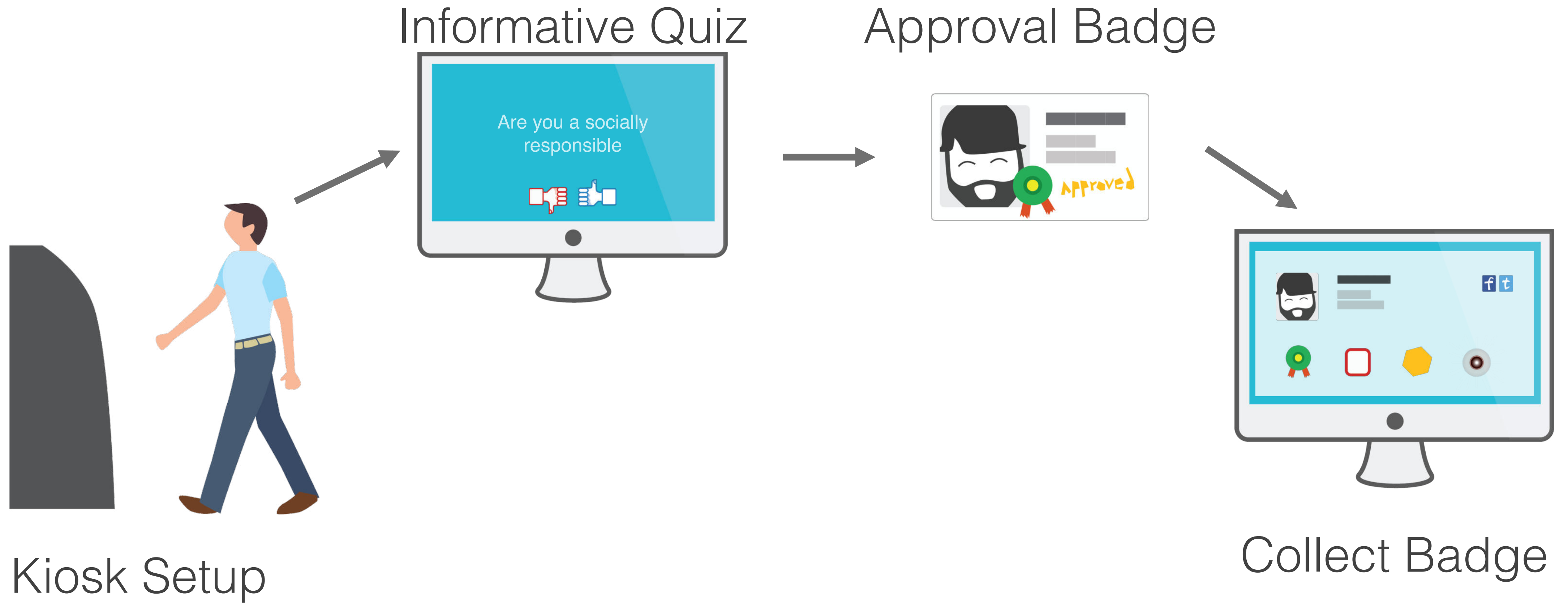
Interactive Quiz



Quiz results with additional information

Design Idea

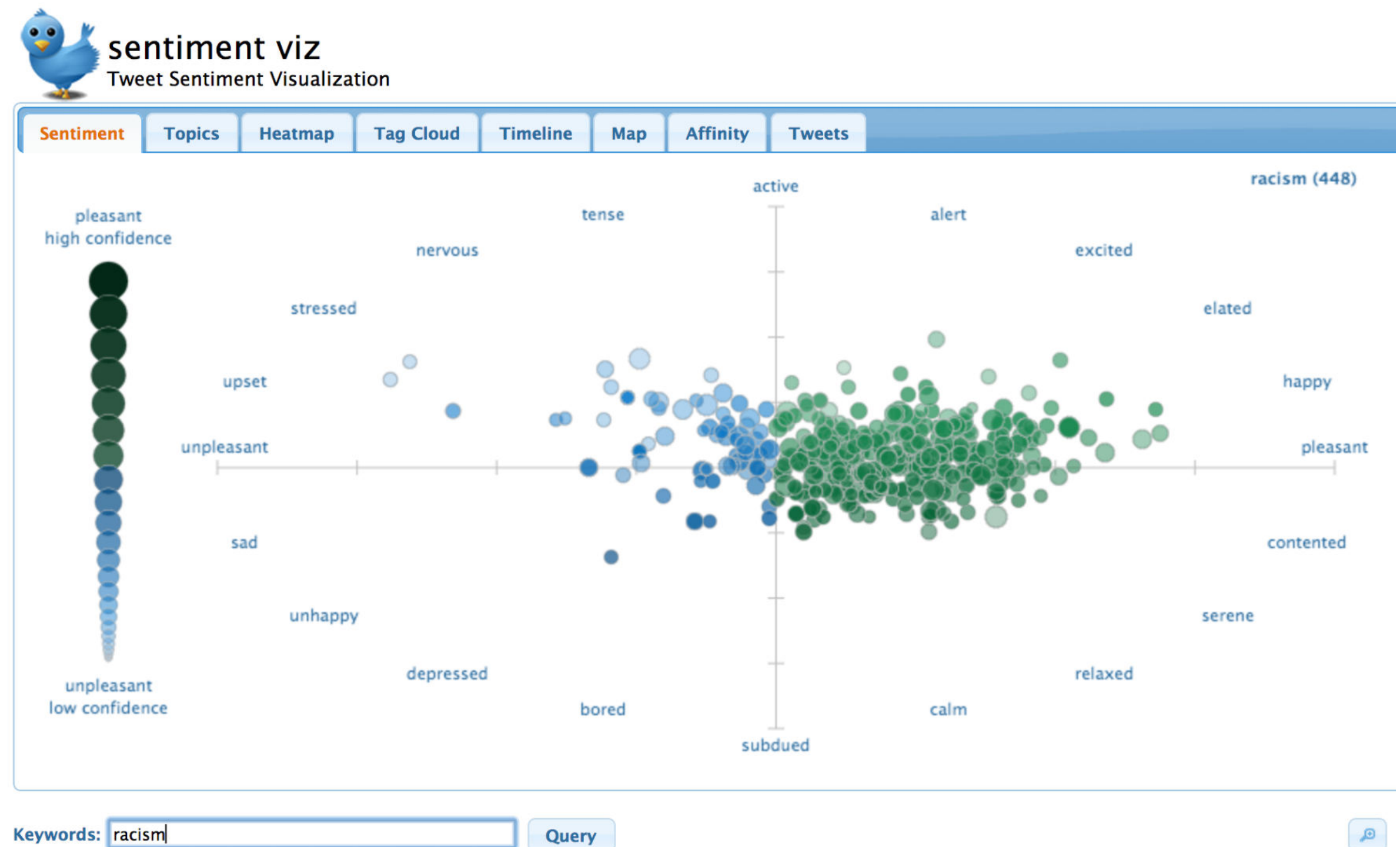
3: Socially Responsible as a “cool” Statement



Design Idea

4: Tweet Sentiment Analysis Visualization

Encourage users to tweet nice things about “racism” and see immediate effect on the visualization



Design Idea

5: Hidden Markers on Globe

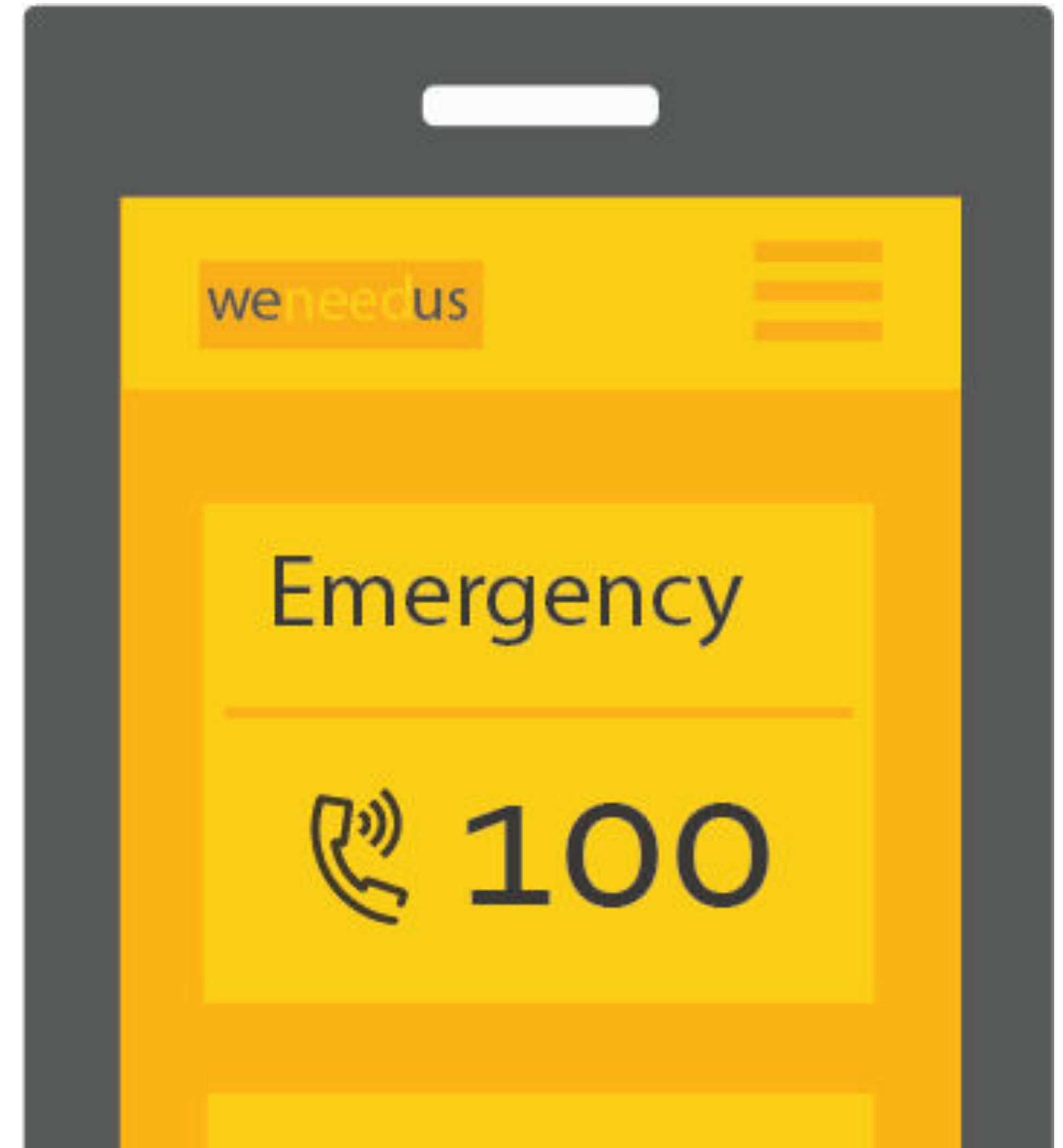
Use camera phone to
detect hidden factual data
on a display screen



Design Idea

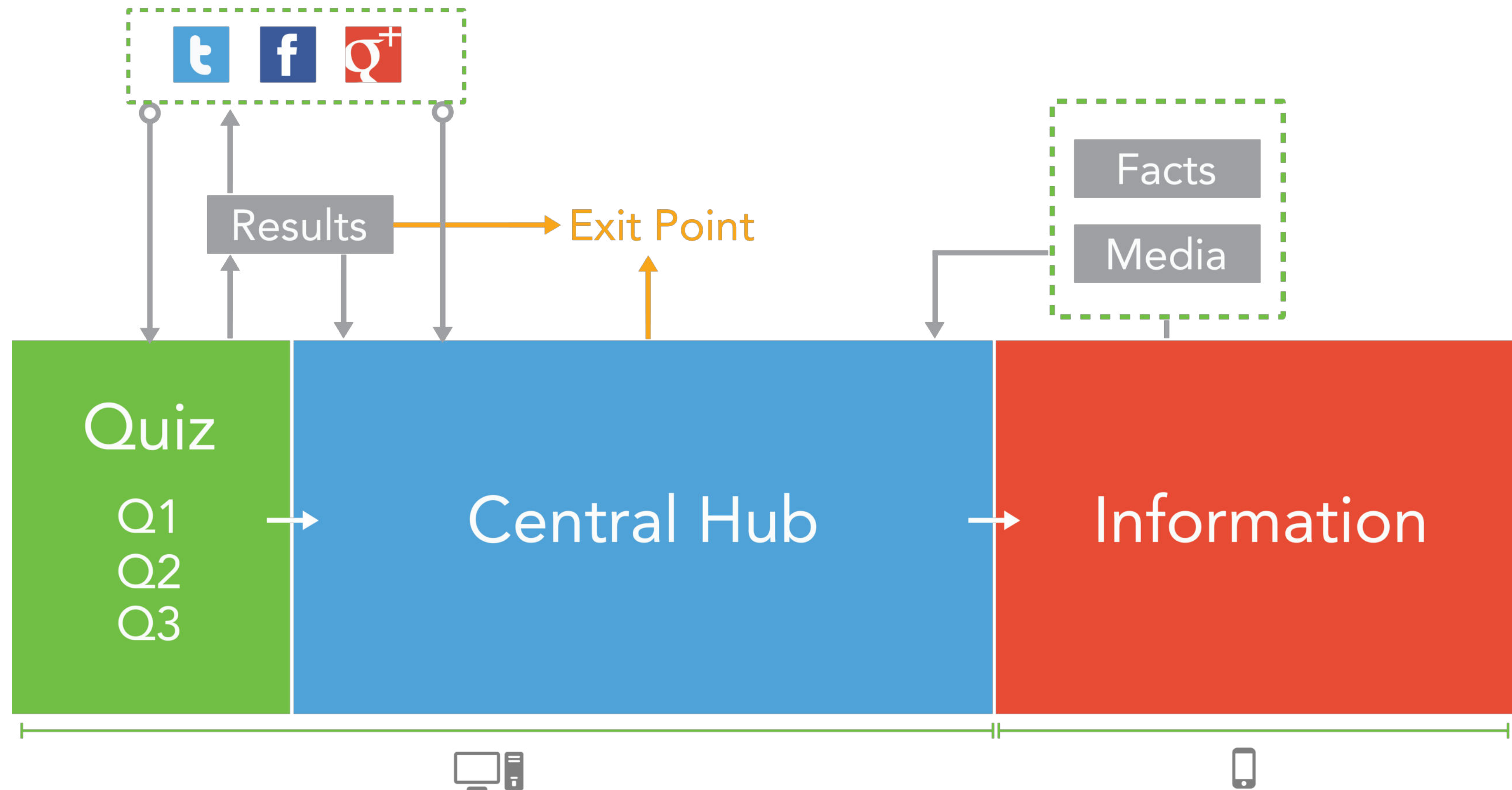
6: Basic information app

- Emergency Numbers
- Past Events
- Safe Locations
- Basic Language/terminologies

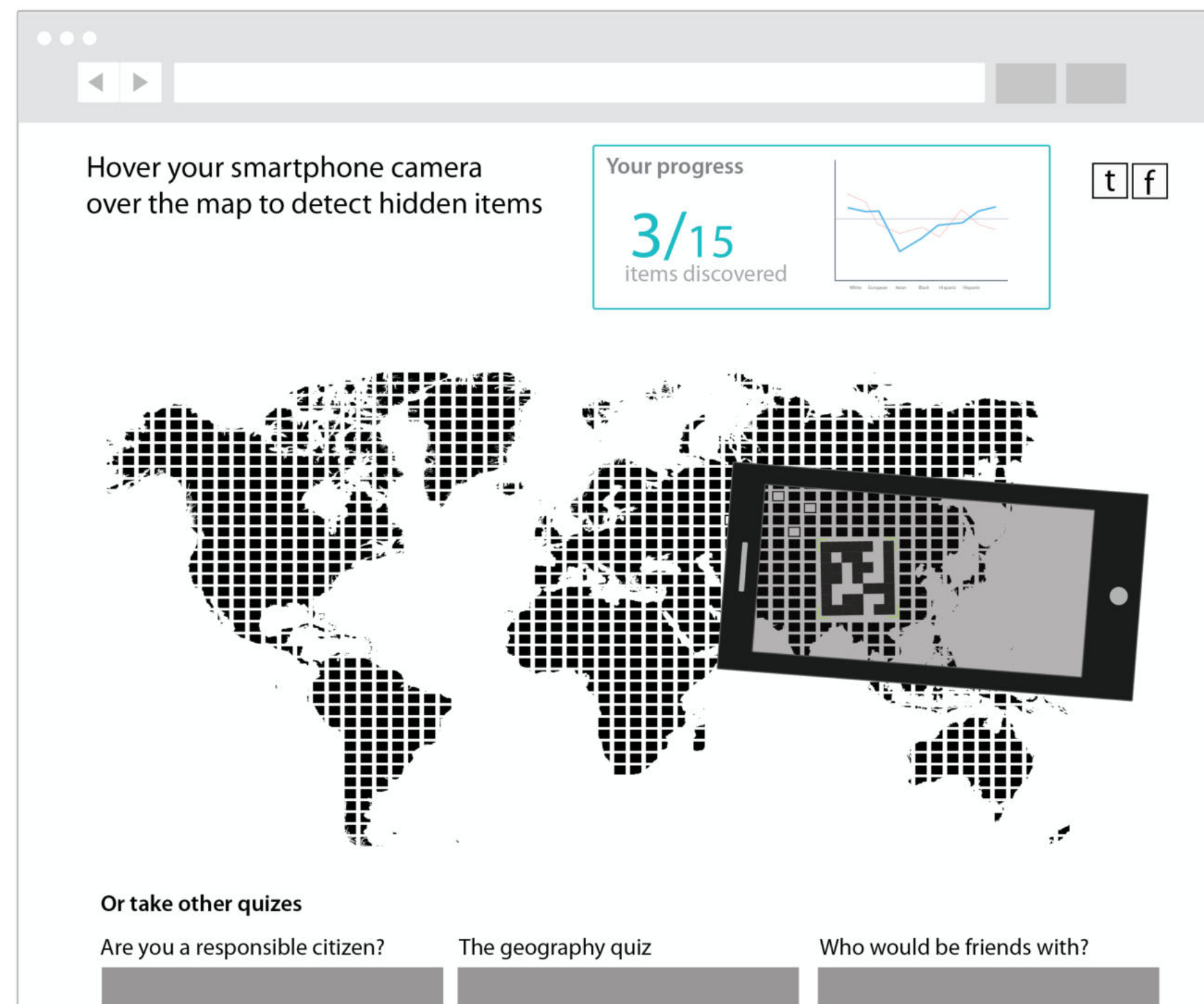


Design Idea

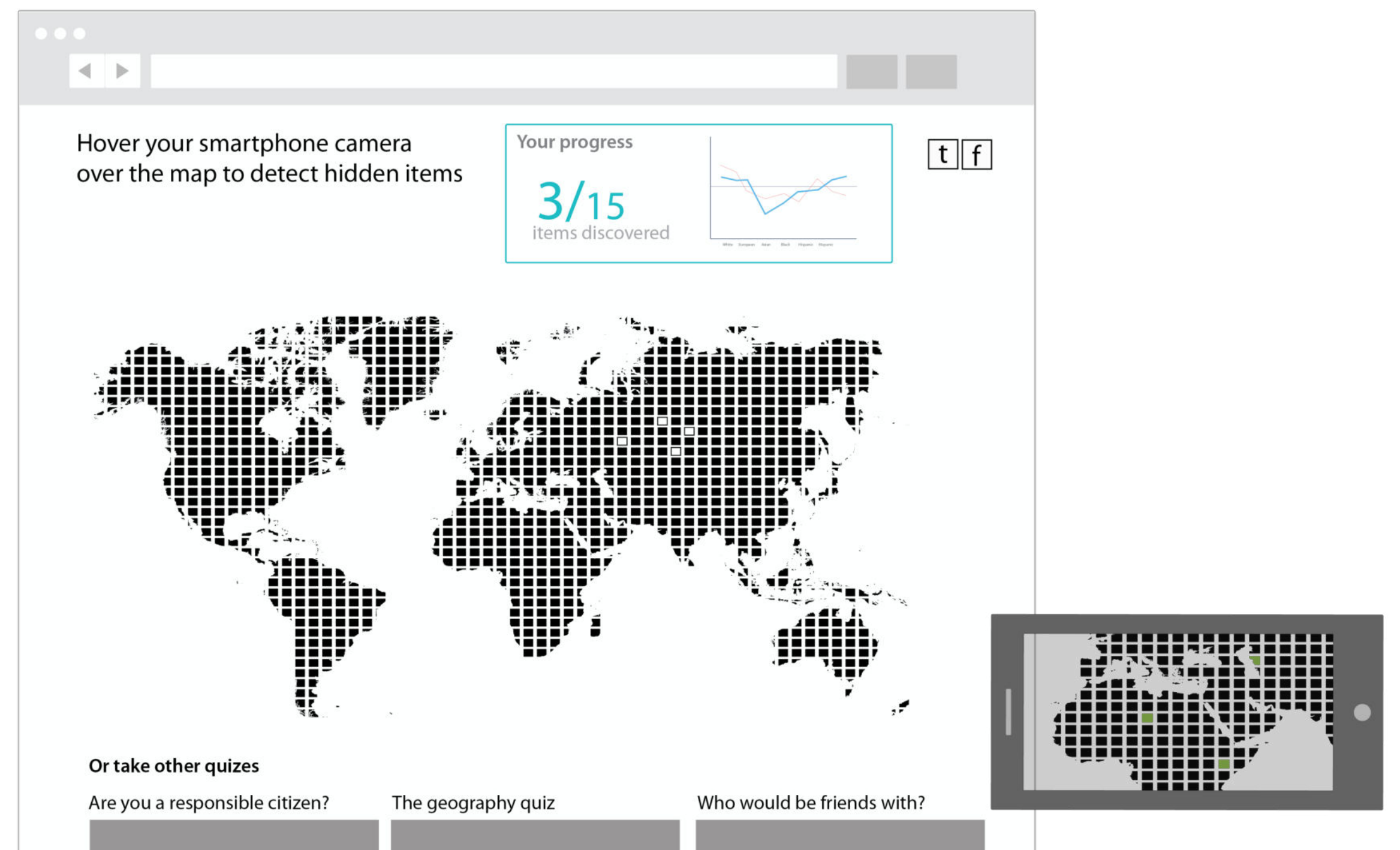
An integrated System of the design ideas



Initial Concepts



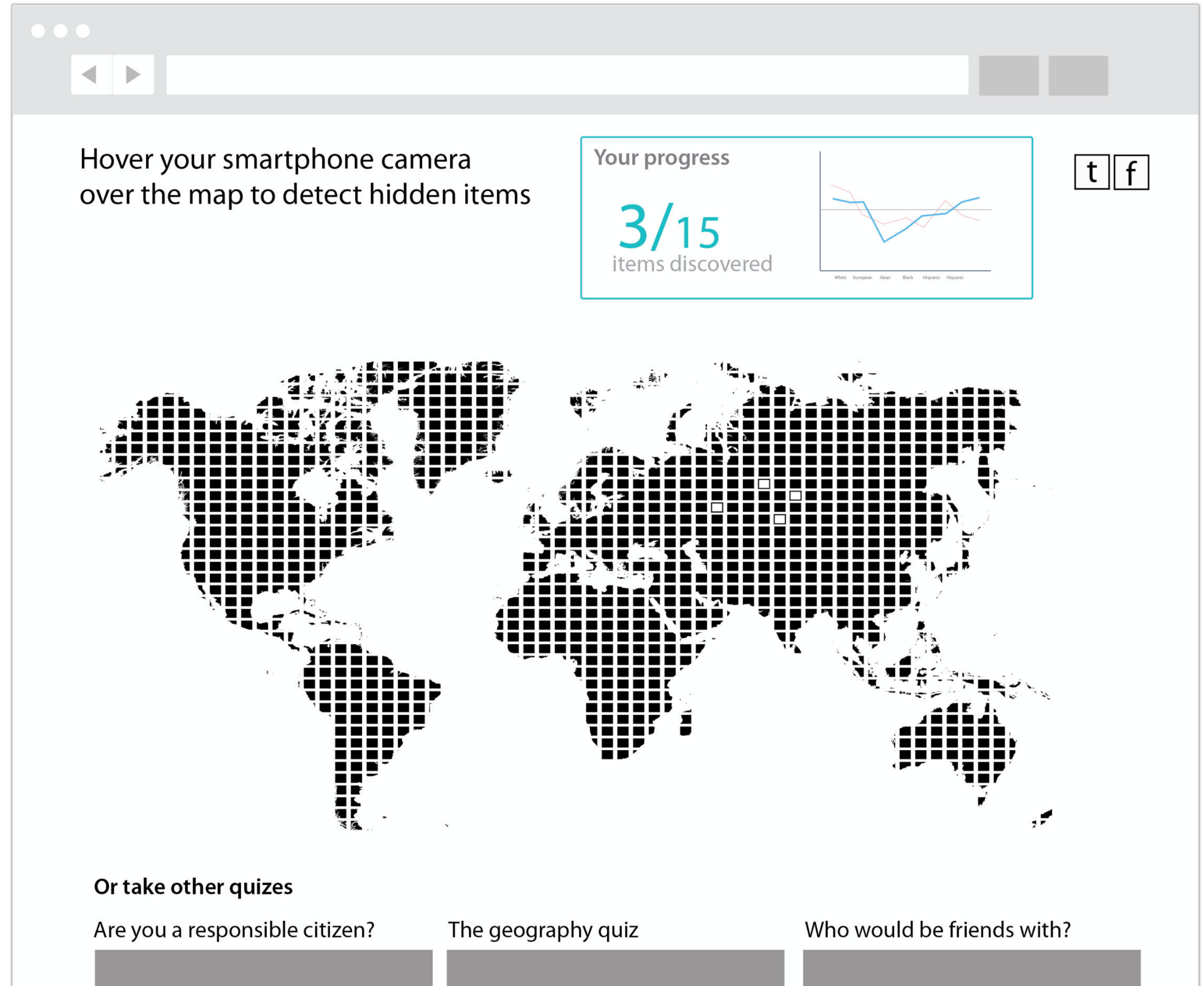
Detect hidden codes to access information



Interact with the system through your phone

Design Idea 1

- Animated hidden codes



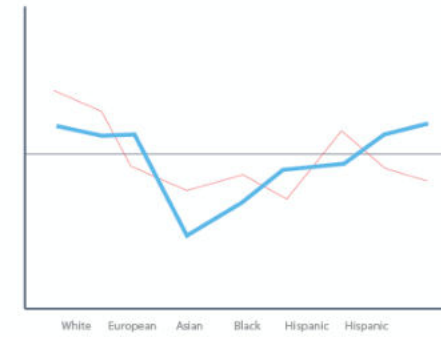
- Information contextual to the quiz



Hover your smartphone camera over the map to detect hidden items

Your progress

3/15
items discovered



t f



Or take other quizzes

Are you a responsible citizen?

The geography quiz

Who would be friends with?



2/10

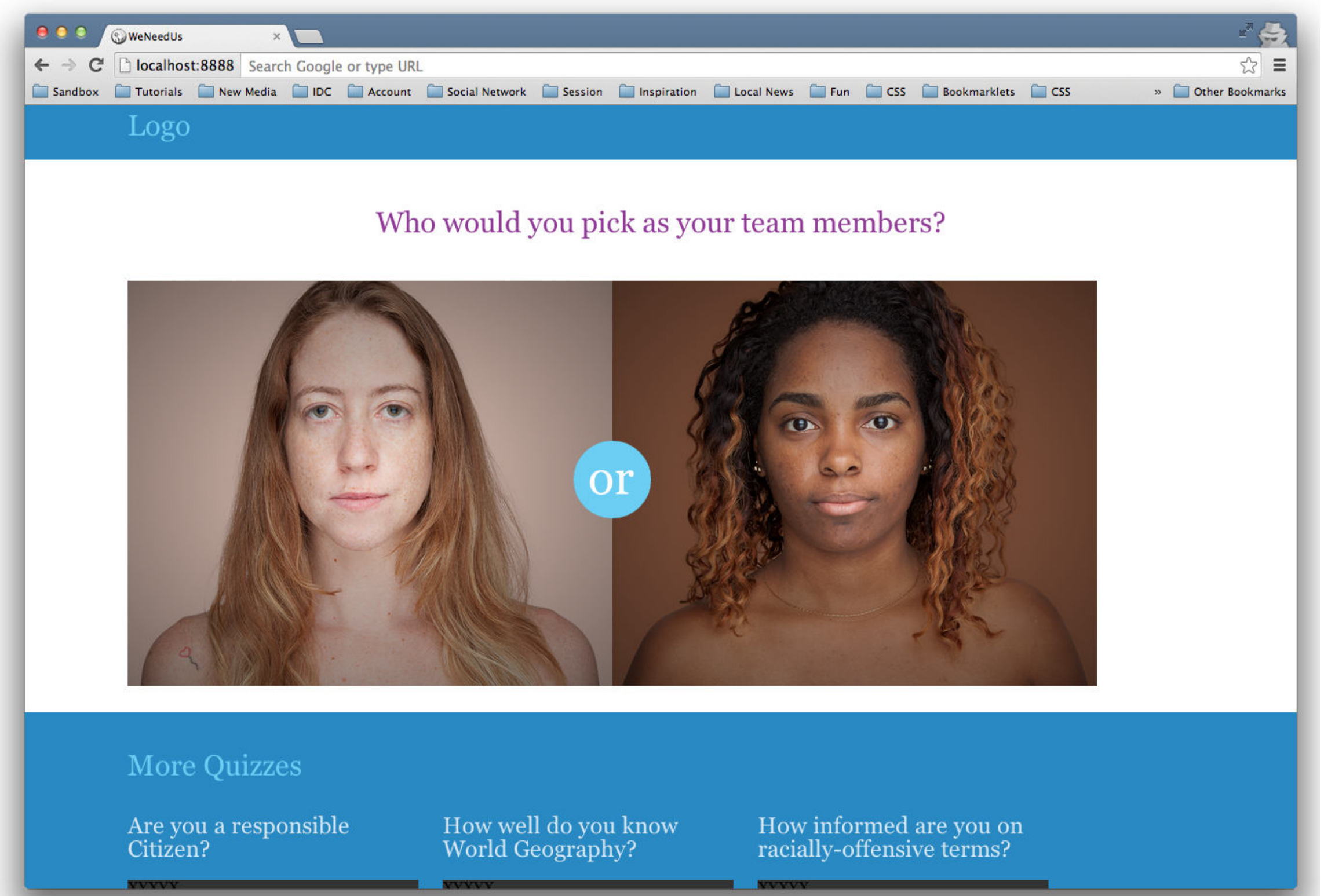
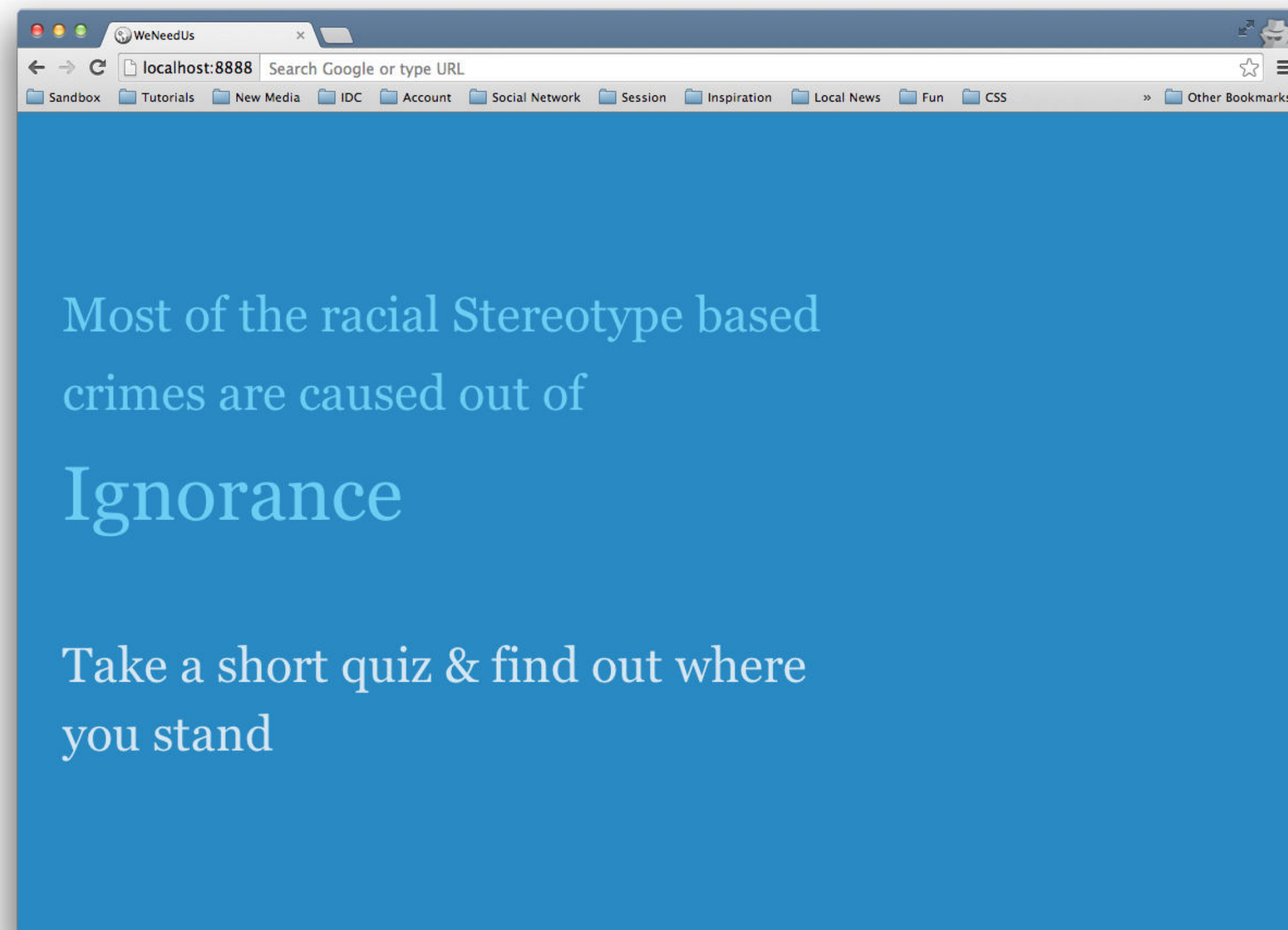


Chinky

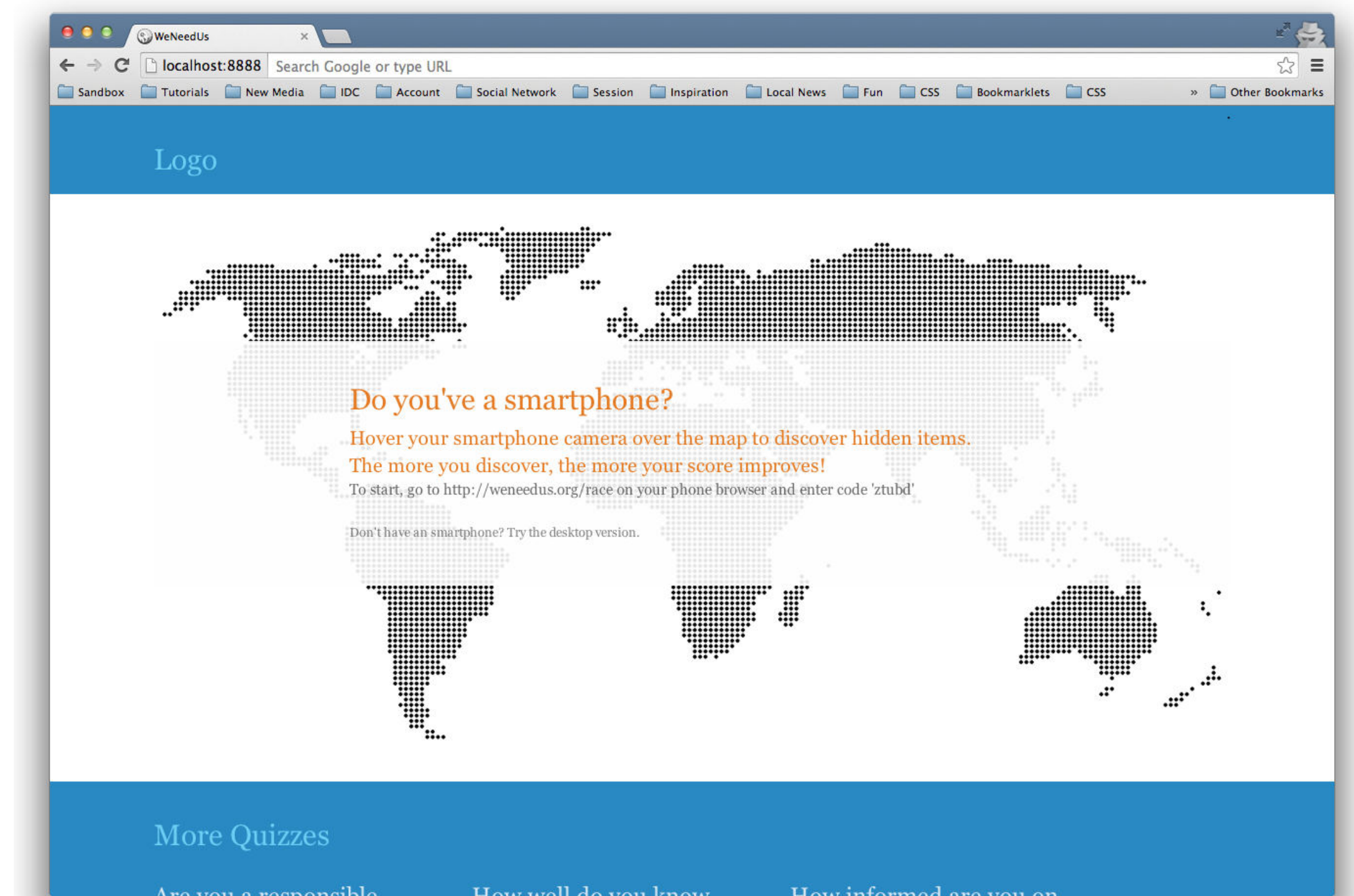
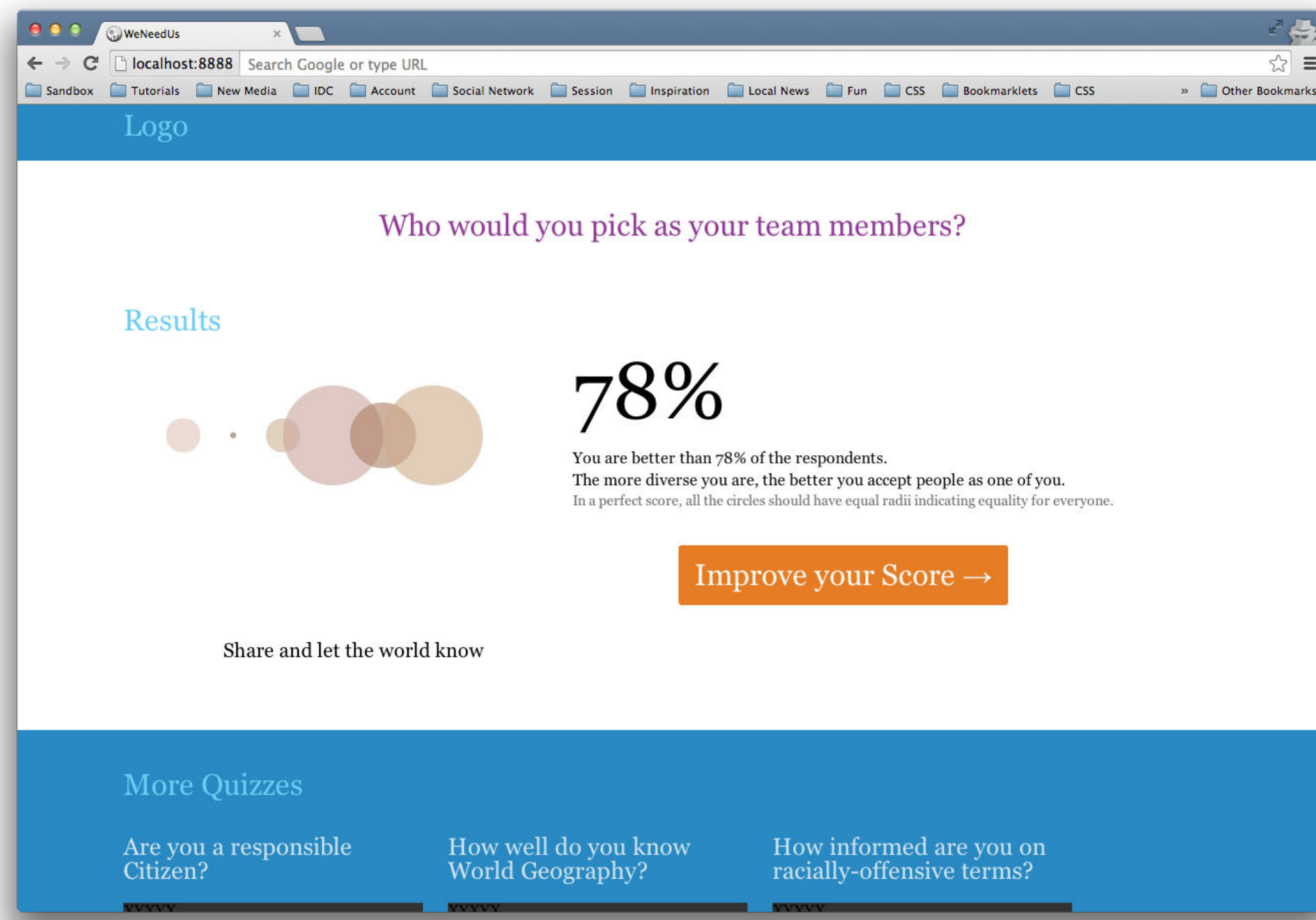
While addressing a person of Asian look, the term 'chinky' is to be avoided as it is considered derogatory.

In India, under the law, an offender can end up spending five years in jail for using the term.

Prototype



Prototype



Primary Research

Method of the Primary Research

Online Survey

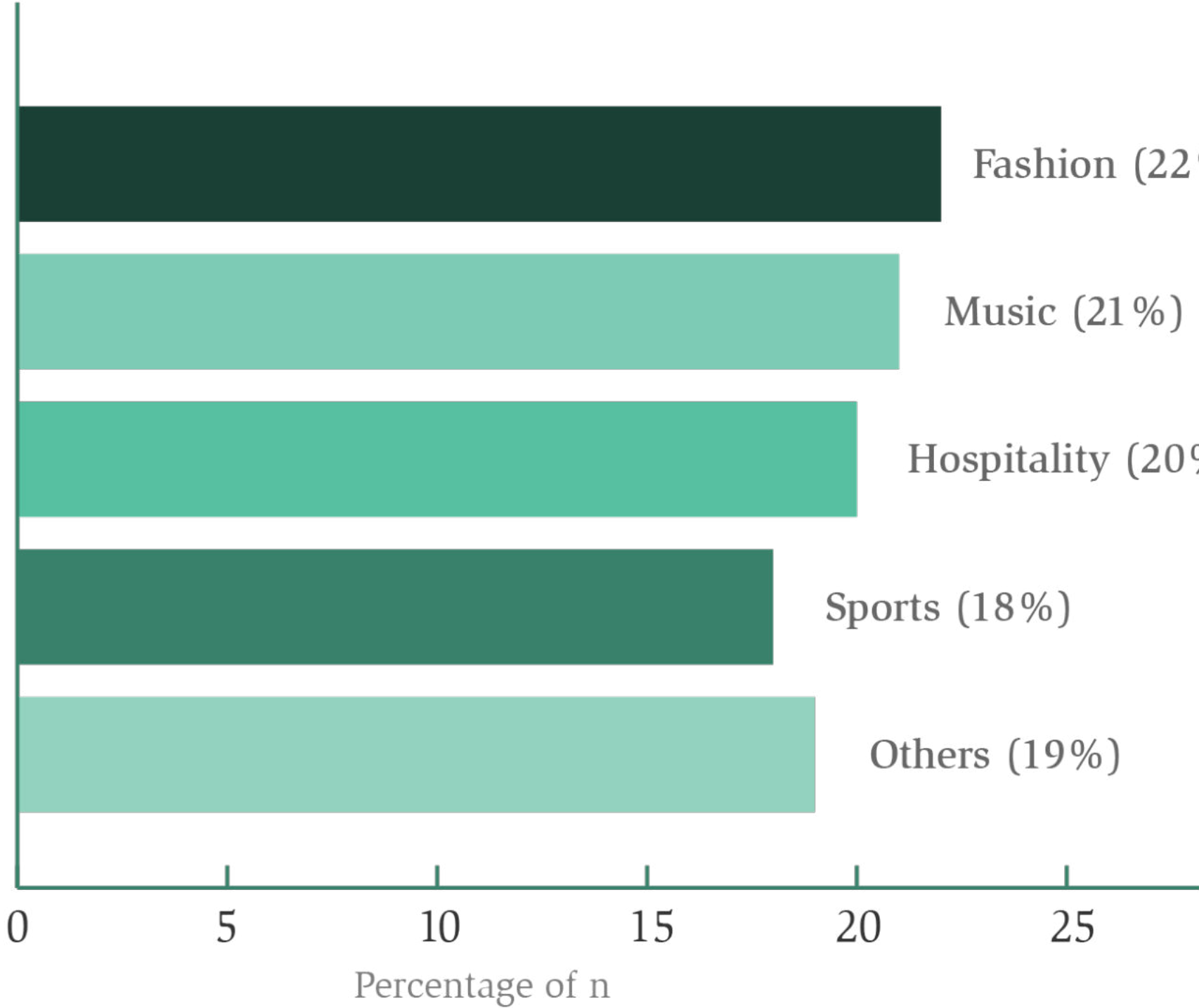
Objective of the Primary Research

To help contextualize the solution towards North-East India

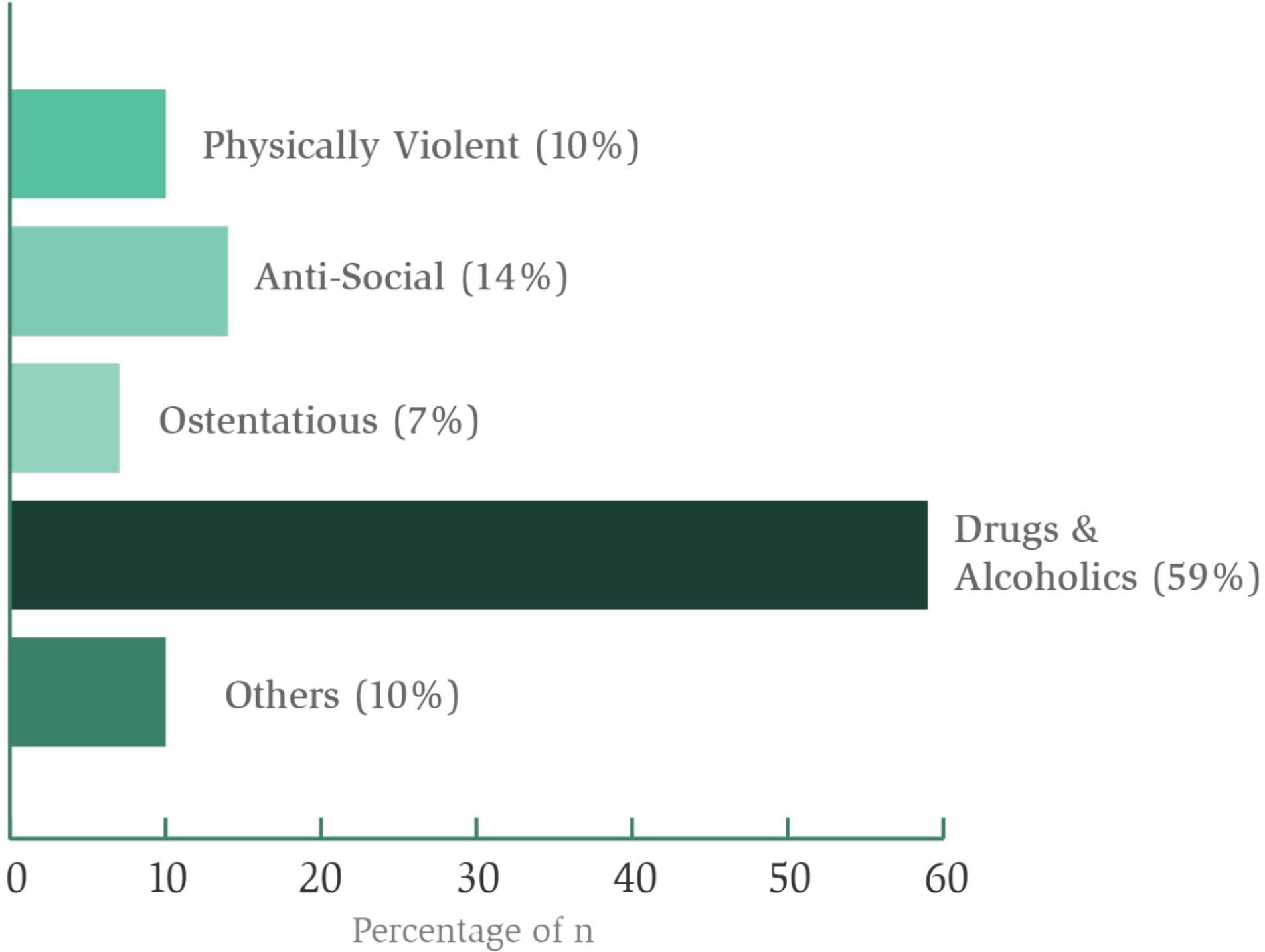
Primary Research

Survey Results

General Opinion about people of NE

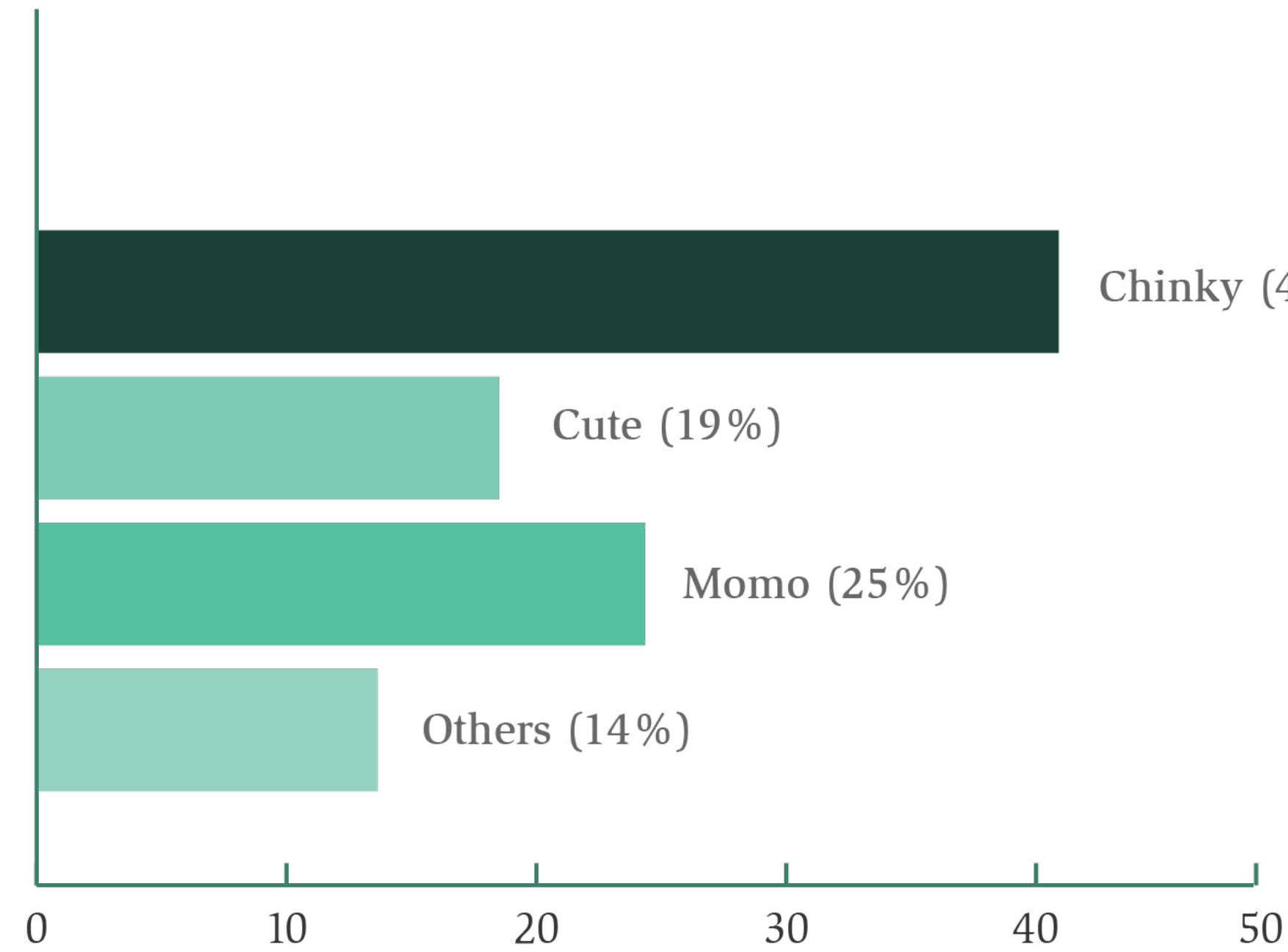


Positive Notions (n = 84)

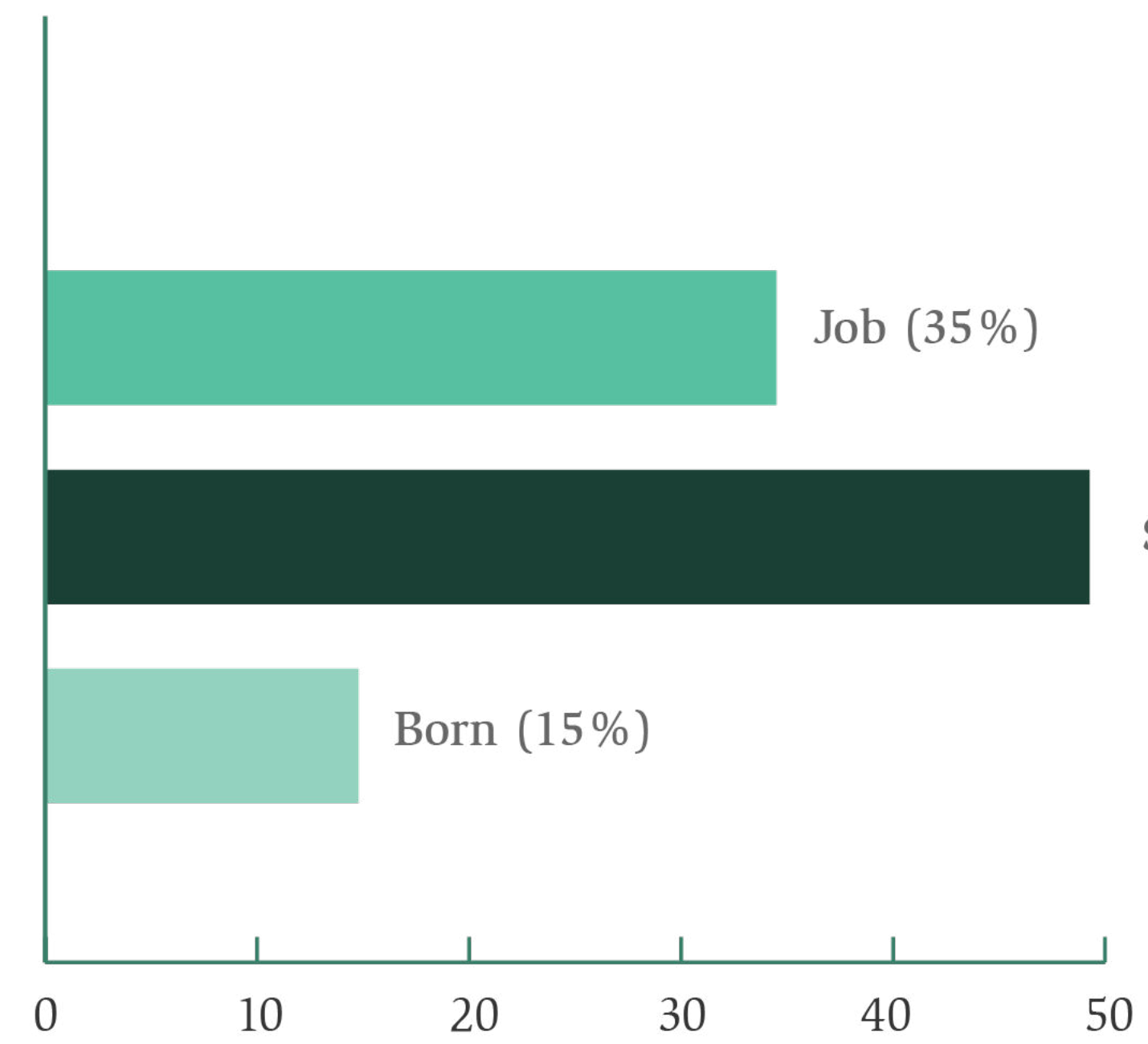


Negative Notions (n = 29)

Primary Research Survey Results



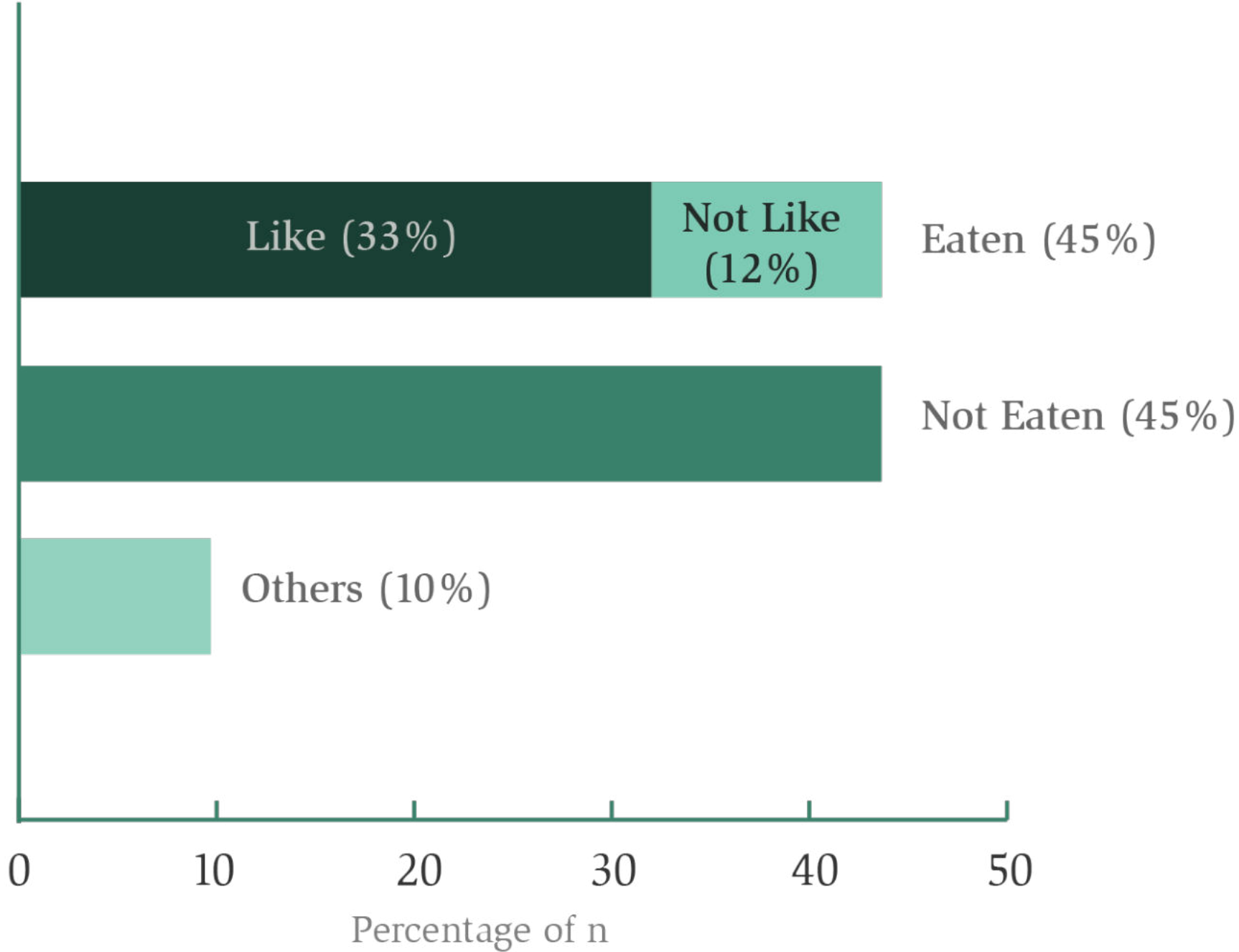
Terms people associate with NE People (n = 72)



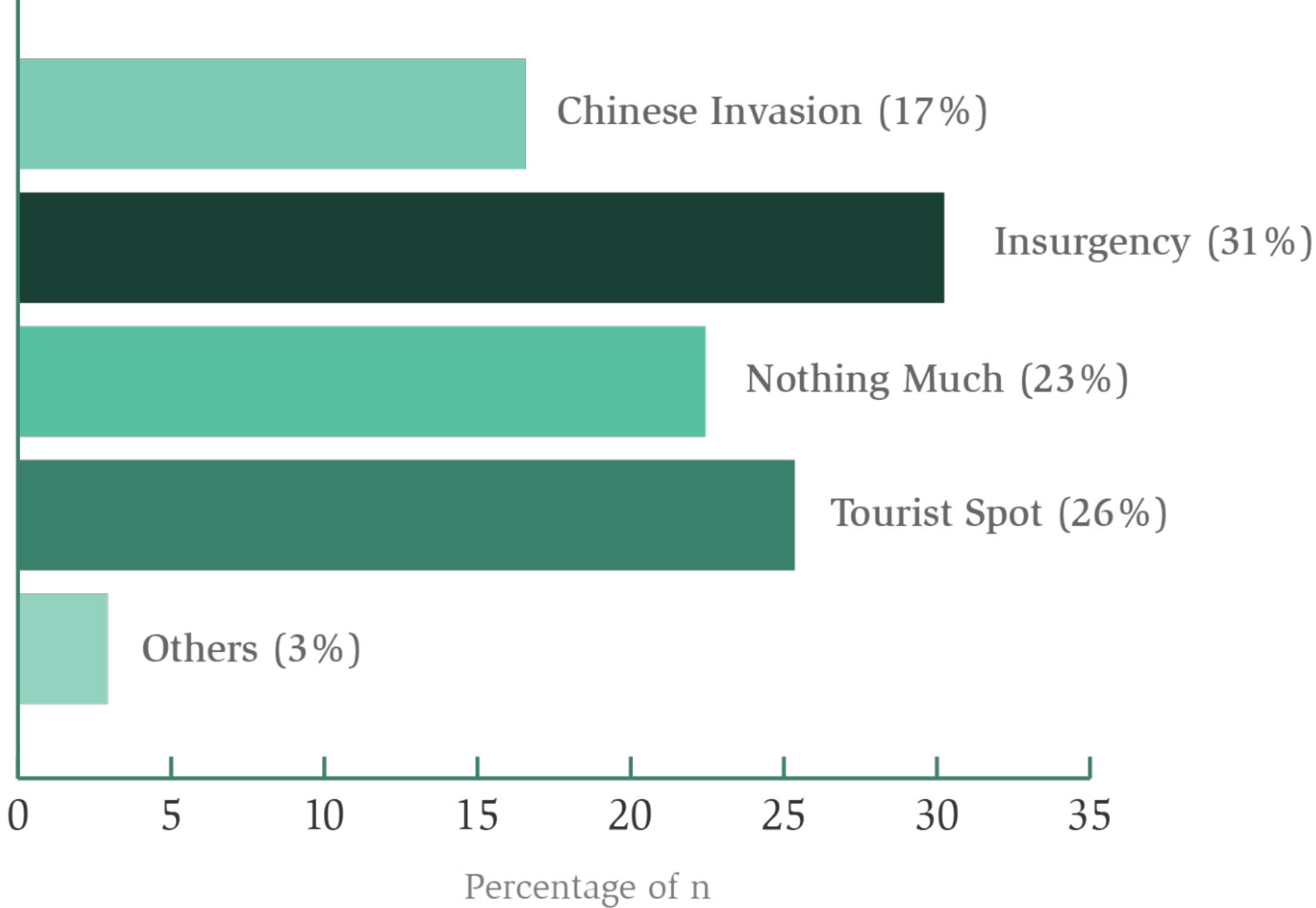
Reason of Migration (n = 72)

Primary Research

Survey Results



On NE Food (n = 85)

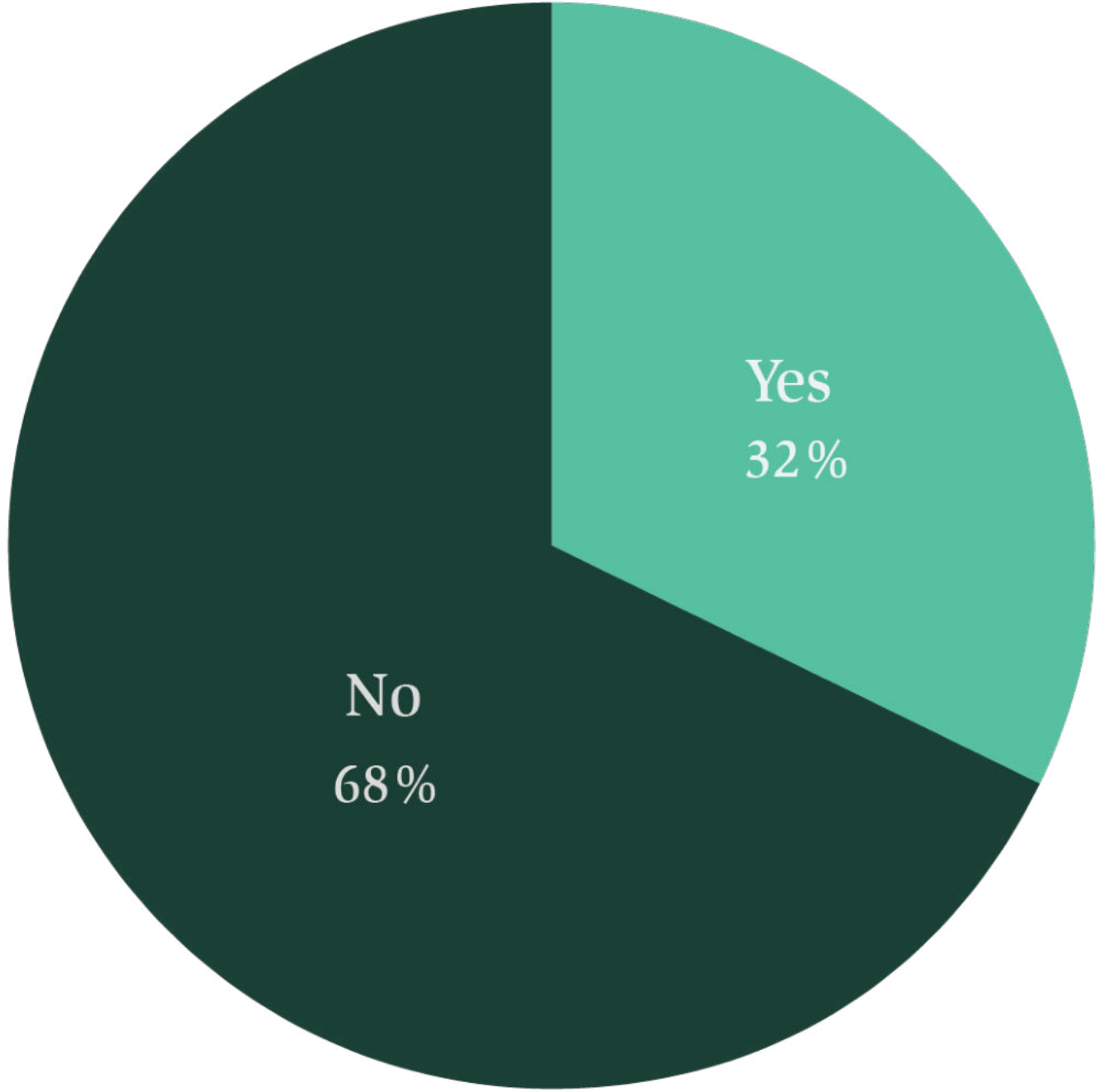


What people hear about NE from the Media (n = 72)

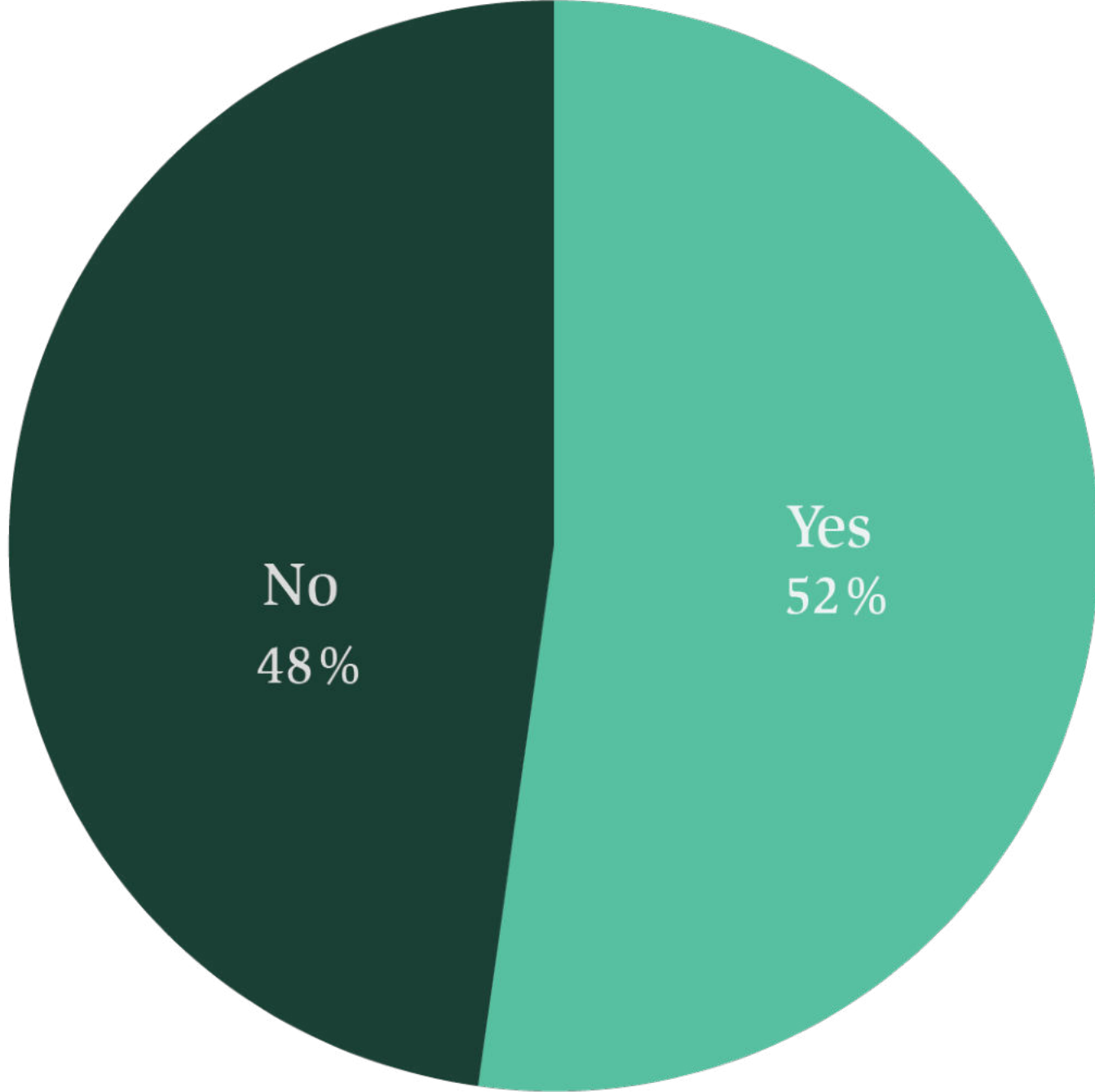
Primary Research

Survey Results

People who have faced stereotyping

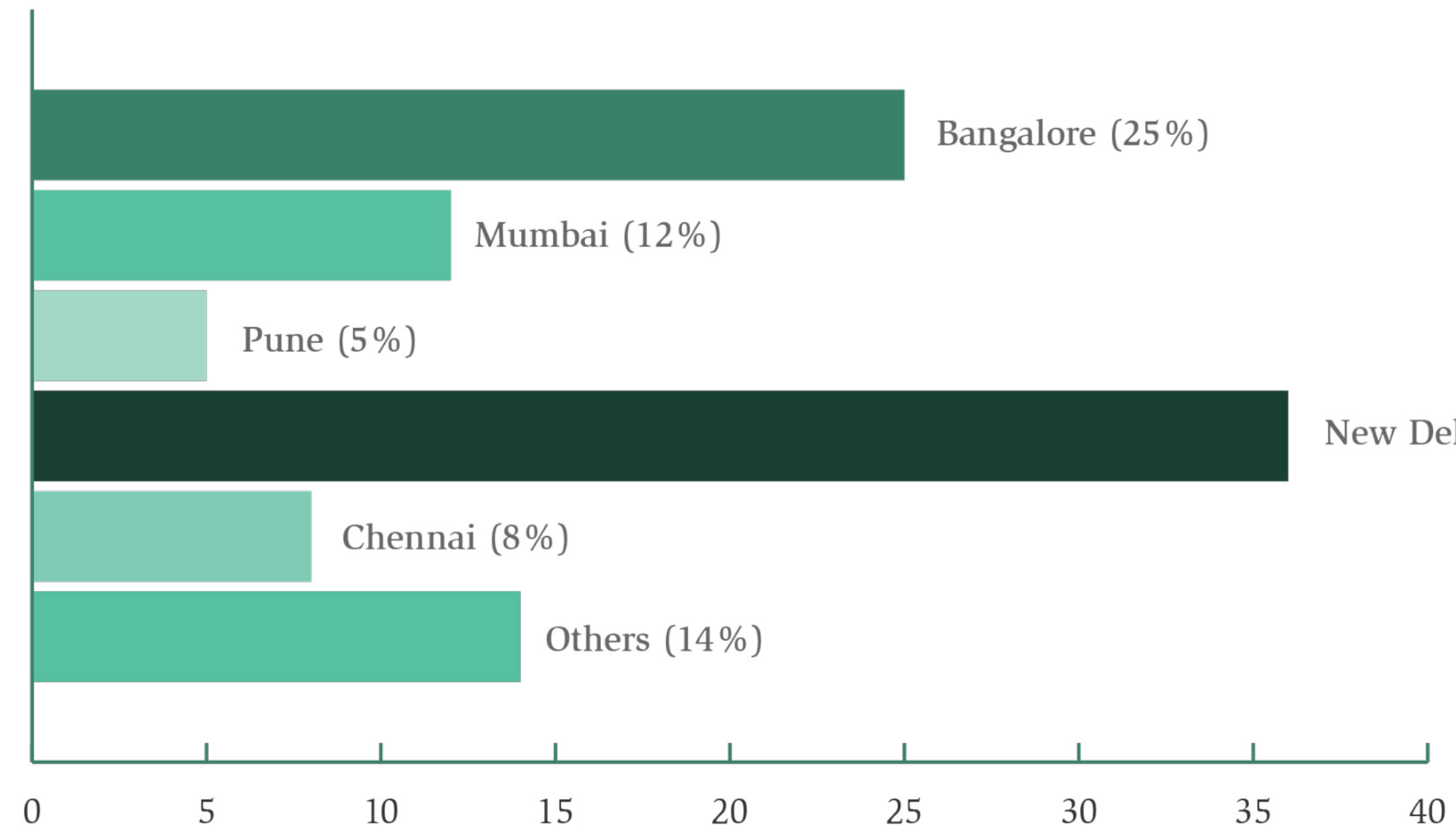


Non-NE People (n = 81)



NE People (n = 58)

Primary Research Survey Results



Cities where stereotyping has been faced by the respondents (n = 64)

Primary Research

Survey Results (Qualitative)

Not exactly relevant. It has become a habit now.

I don't use the terms as I feel they may feel that it is offensive. I would just say noth eastern

people use, and then i find it cute.. but then now i don't use coz i have figured it out that it's offensive to some.

Primary Research

Survey Results (Qualitative)

Had been the victim of sentences like "Oh, you are from North-East! You must be a party animal. You must drink. Oh, you don't drink, you must be lying."

May be because they are closer to China and many may follow Chinese culture and religion.

Even though India's northern regions do have population with narrow-eyes, due to its geographical reasons, it's a spontaneous thought to call a narrow-eyed person as 'Chinese-looking'. Though practically 'narrow eyes' is not a characteristic restricted only of the population of China, somehow, the title of 'Chinese' is the 1st thought popping up. **maybe, this is because we somewhere in our childhood learnt of how the Chinese look, and then later discovered that similar features also occur in Indian population of the north.**

Primary Research

Insights from primary-research

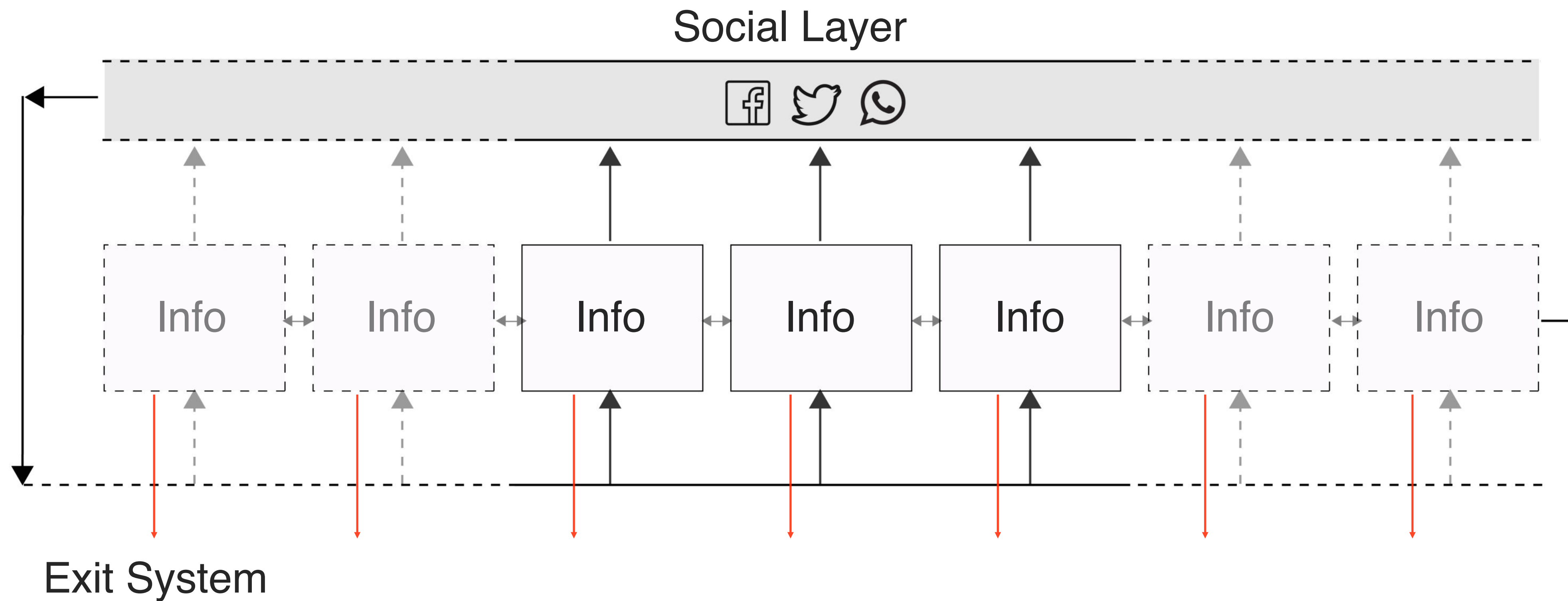
- Name-calling is the first thing a person from the NE faces
- Almost all the alleged stereotyping-issues are either directly or indirectly influenced by the lifestyle of the NE citizens
- There is very little awareness about NE in general

Main Philosophy

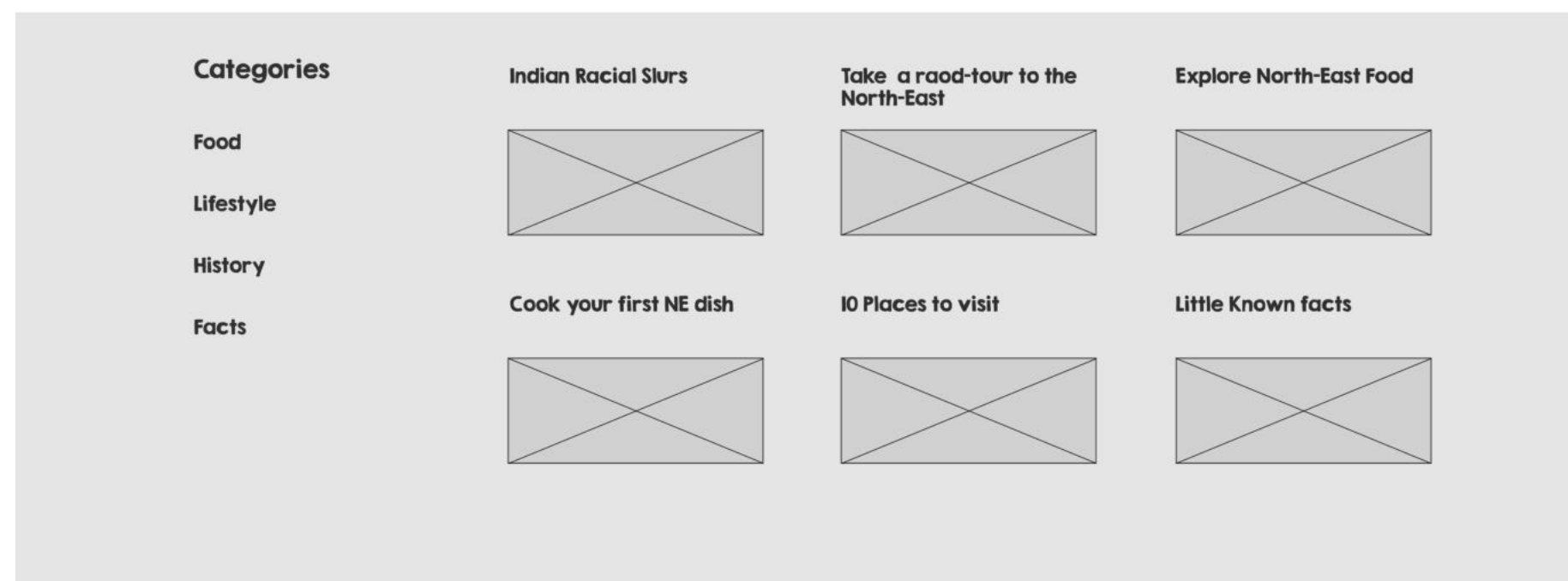
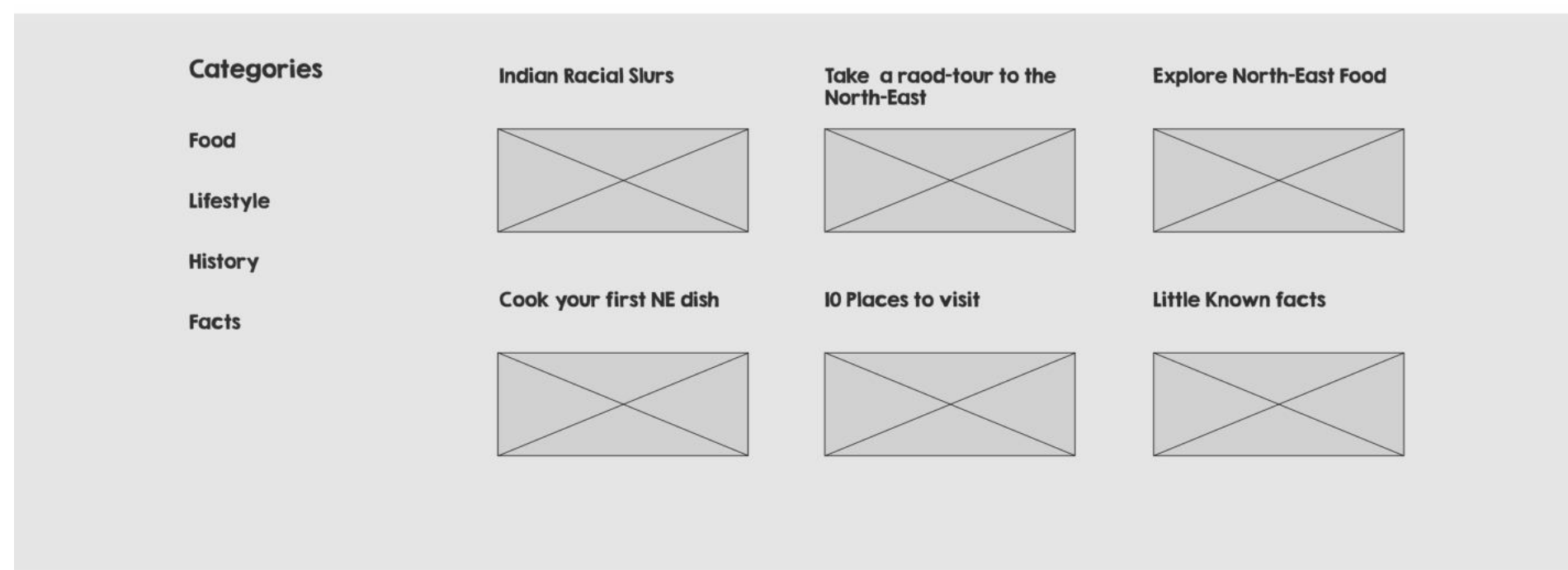
Creating “**awareness**” will make the citizens responsible of their acts

Main Concept

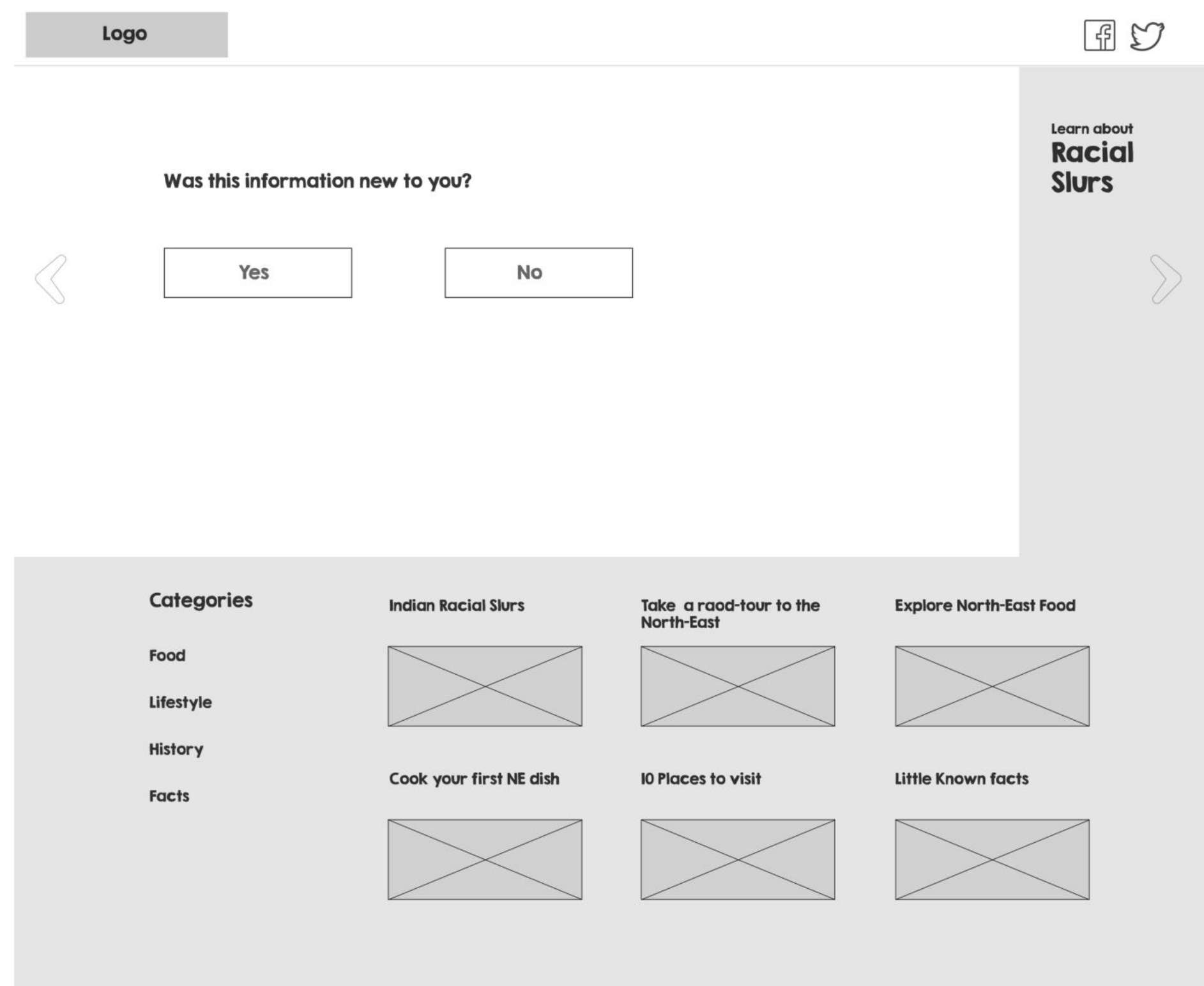
System structure



Main Concept Wireframes

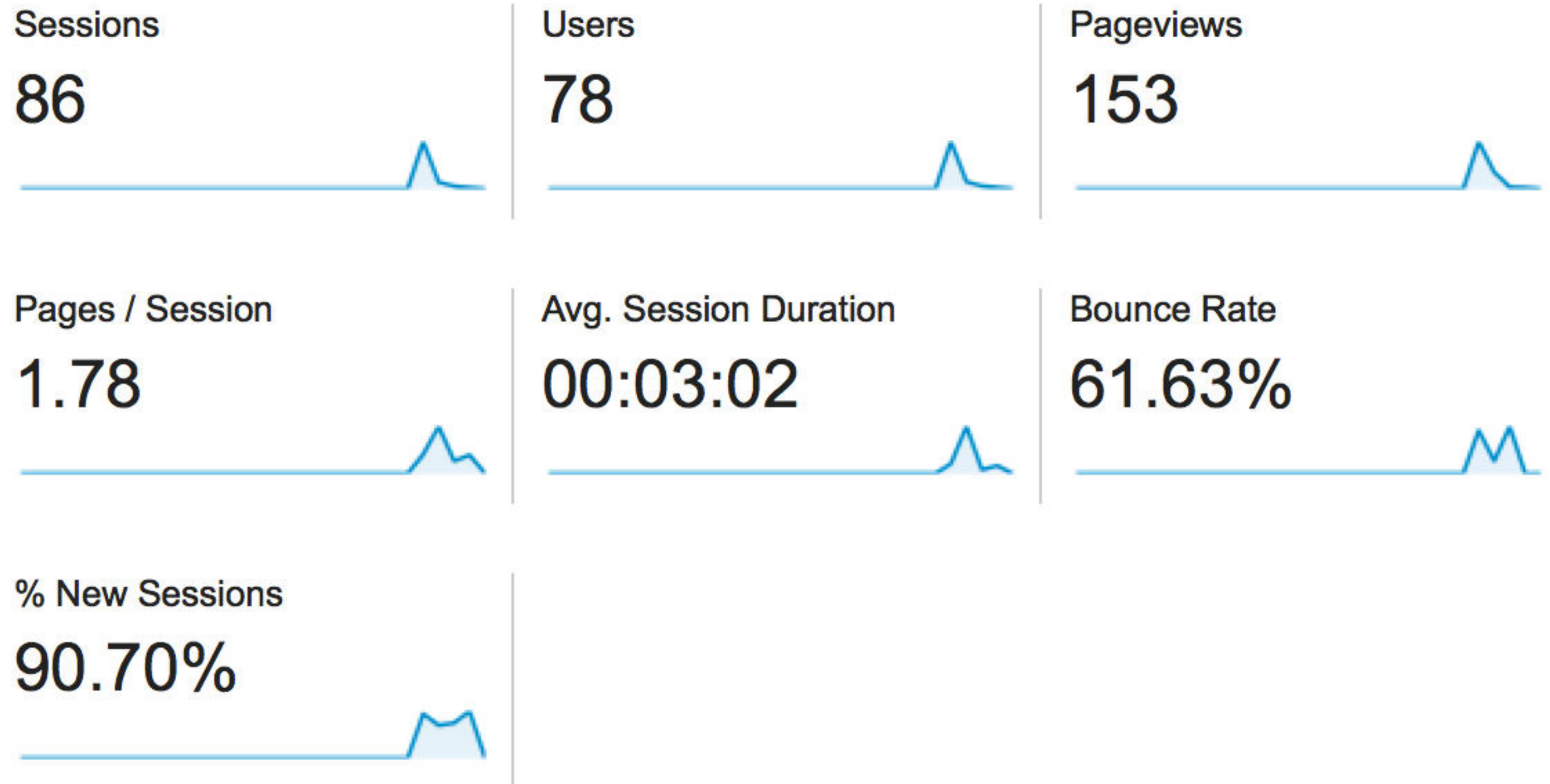


Main Concept Wireframes



Evaluation

Google Analytics Results*



* Till 23rd June, 2014

Evaluation

Google Analytics Results*

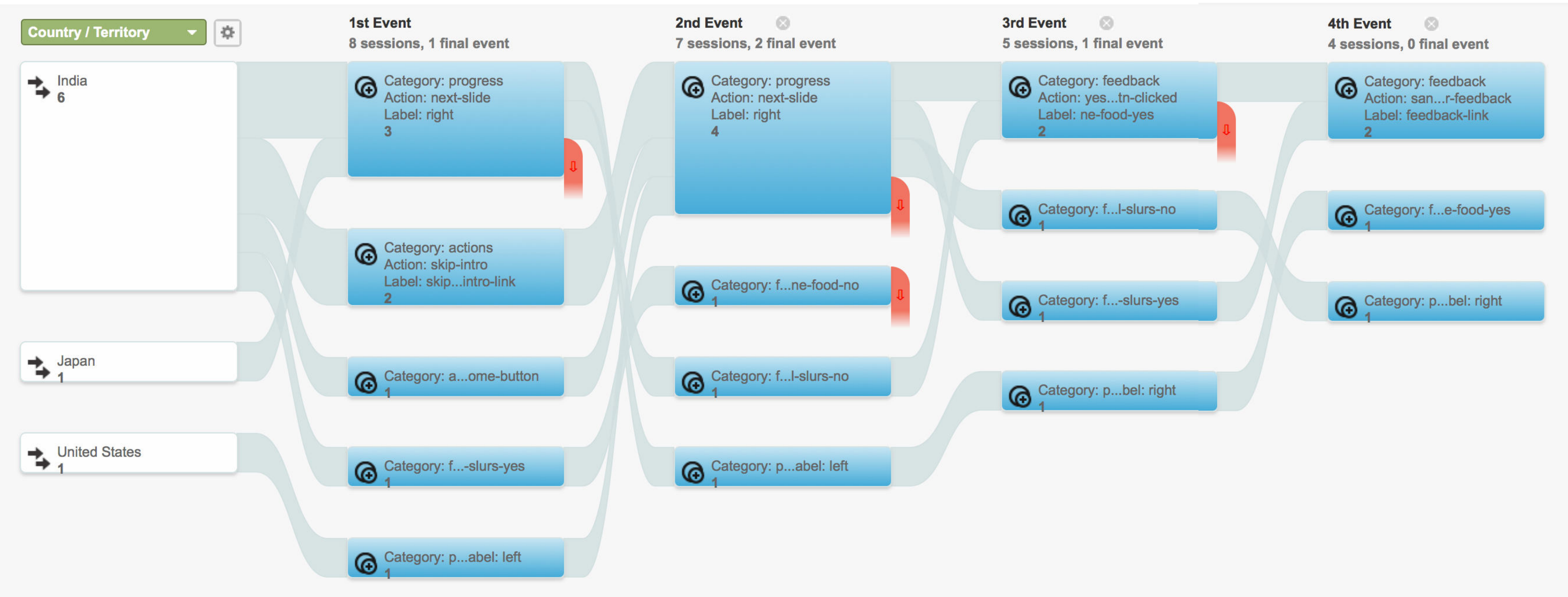
<input type="checkbox"/>	Event Category ?	Total Events ?	↓
		351 % of Total: 100.00% (351)	
<input type="checkbox"/>	1. progress	317 (90.31%)	
<input type="checkbox"/>	2. feedback	22 (6.27%)	
<input type="checkbox"/>	3. actions	9 (2.56%)	
<input type="checkbox"/>	4. navigation	3 (0.85%)	

<input type="checkbox"/>	Event Action ?	Total Events ?	↓
		351 % of Total: 100.00% (351)	
<input type="checkbox"/>	1. next-slide	308 (87.75%)	
<input type="checkbox"/>	2. sandbar-feedback	12 (3.42%)	
<input type="checkbox"/>	3. previous-slide	9 (2.56%)	
<input type="checkbox"/>	4. skip-intro	6 (1.71%)	
<input type="checkbox"/>	5. yes-btn-clicked	6 (1.71%)	
<input type="checkbox"/>	6. no-btn-clicked	4 (1.14%)	
<input type="checkbox"/>	7. goto-home	3 (0.85%)	
<input type="checkbox"/>	8. goto-racial-slurs	3 (0.85%)	

* Till 23rd June, 2014

Evaluation

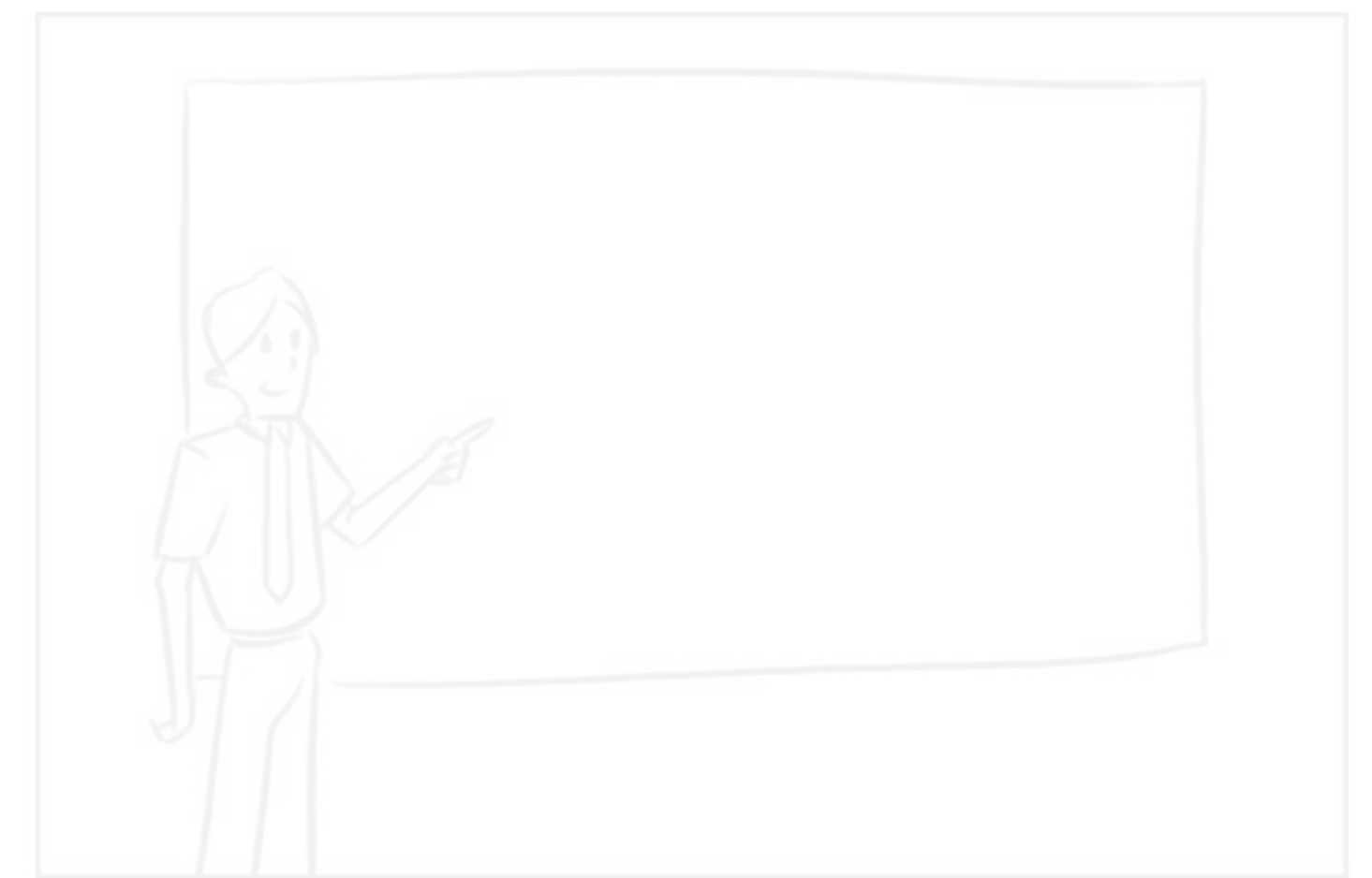
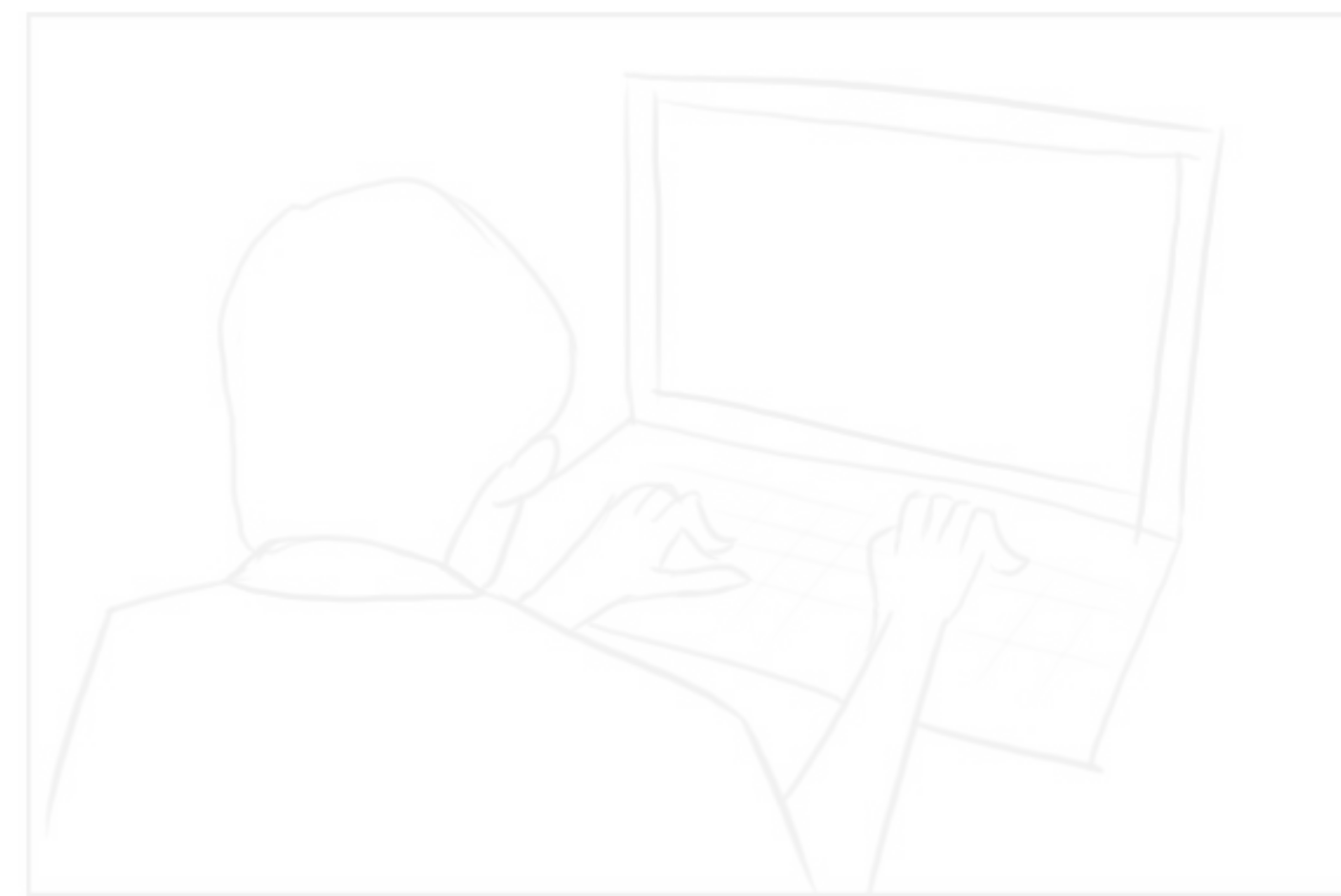
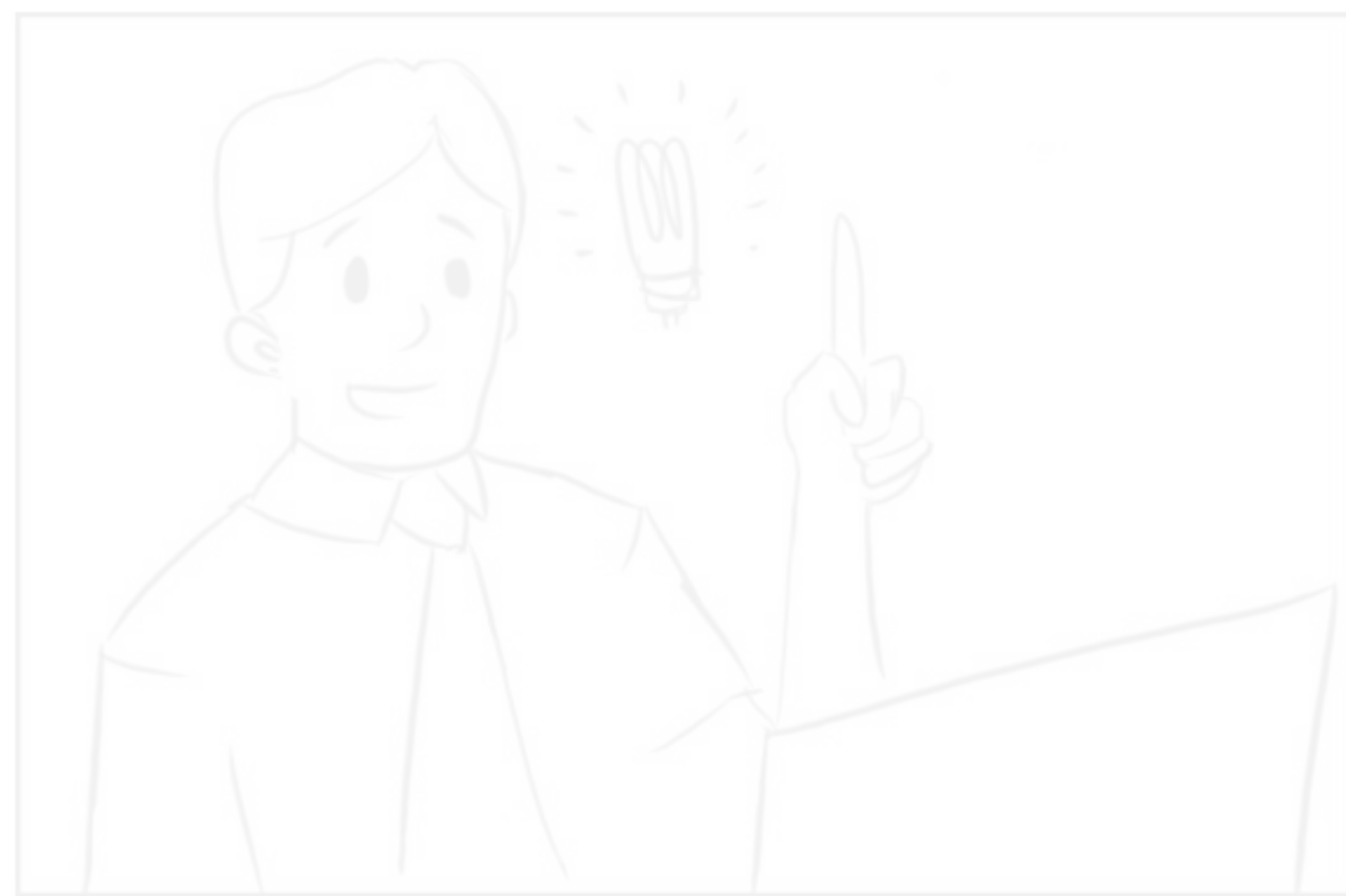
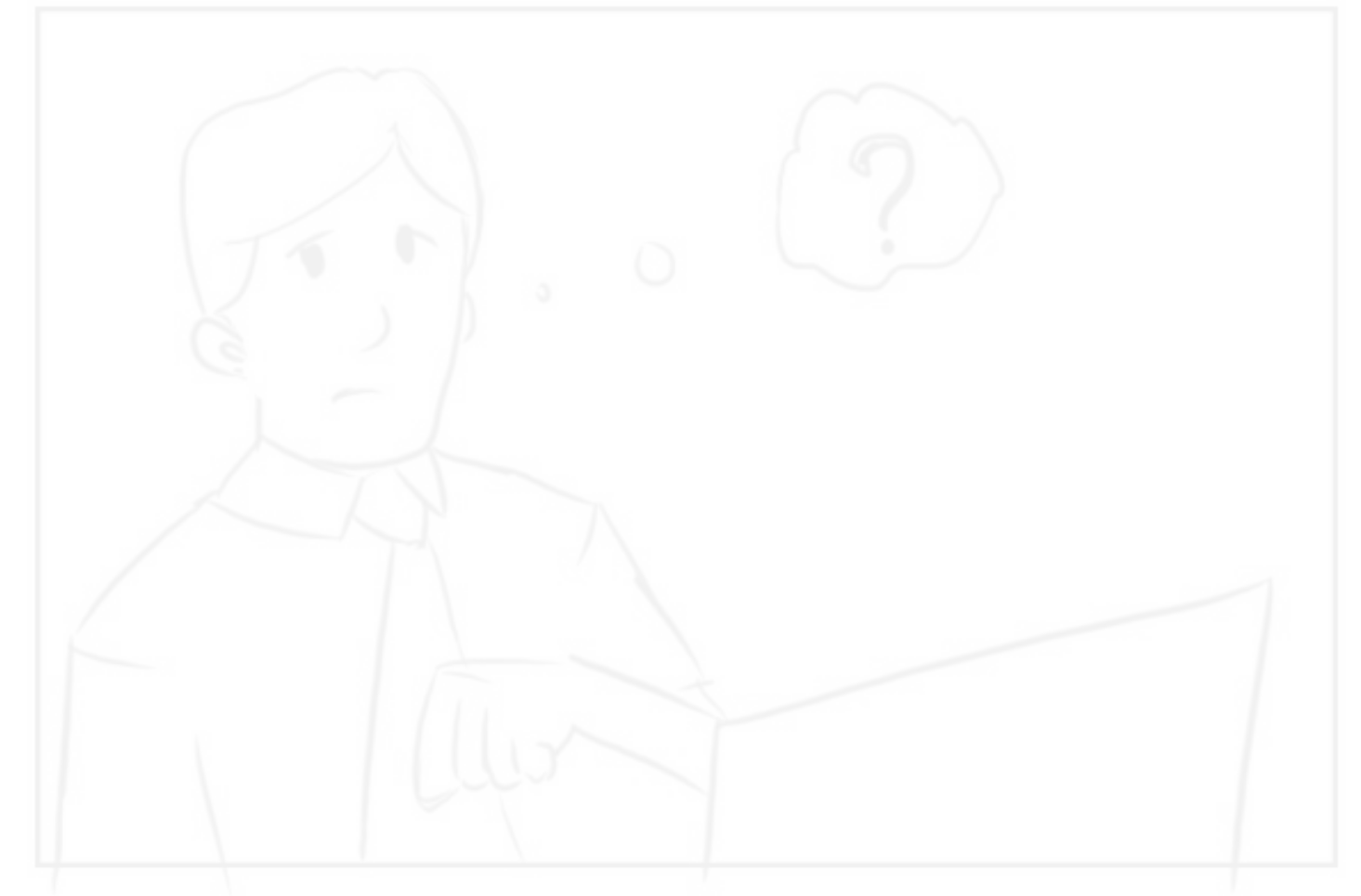
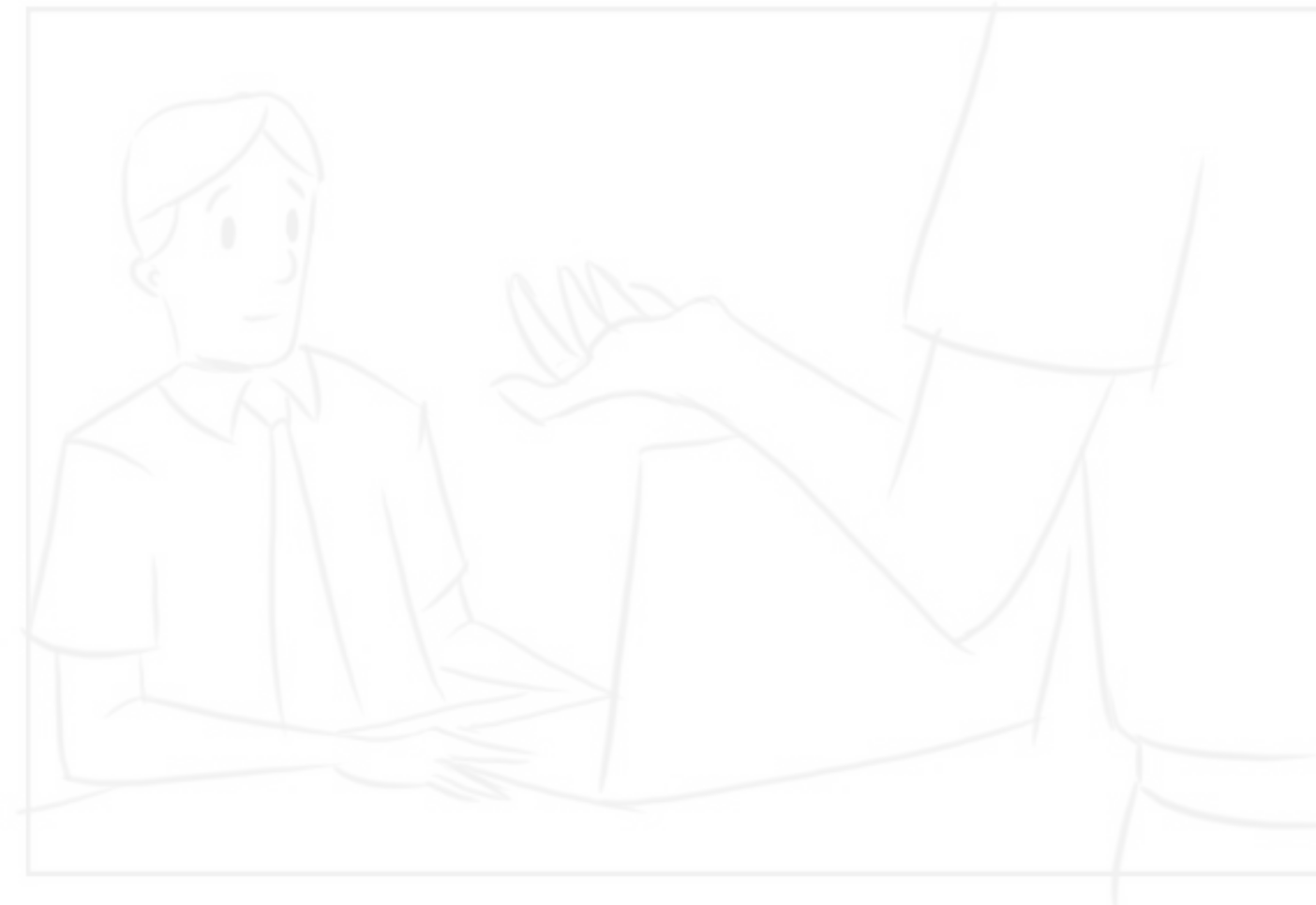
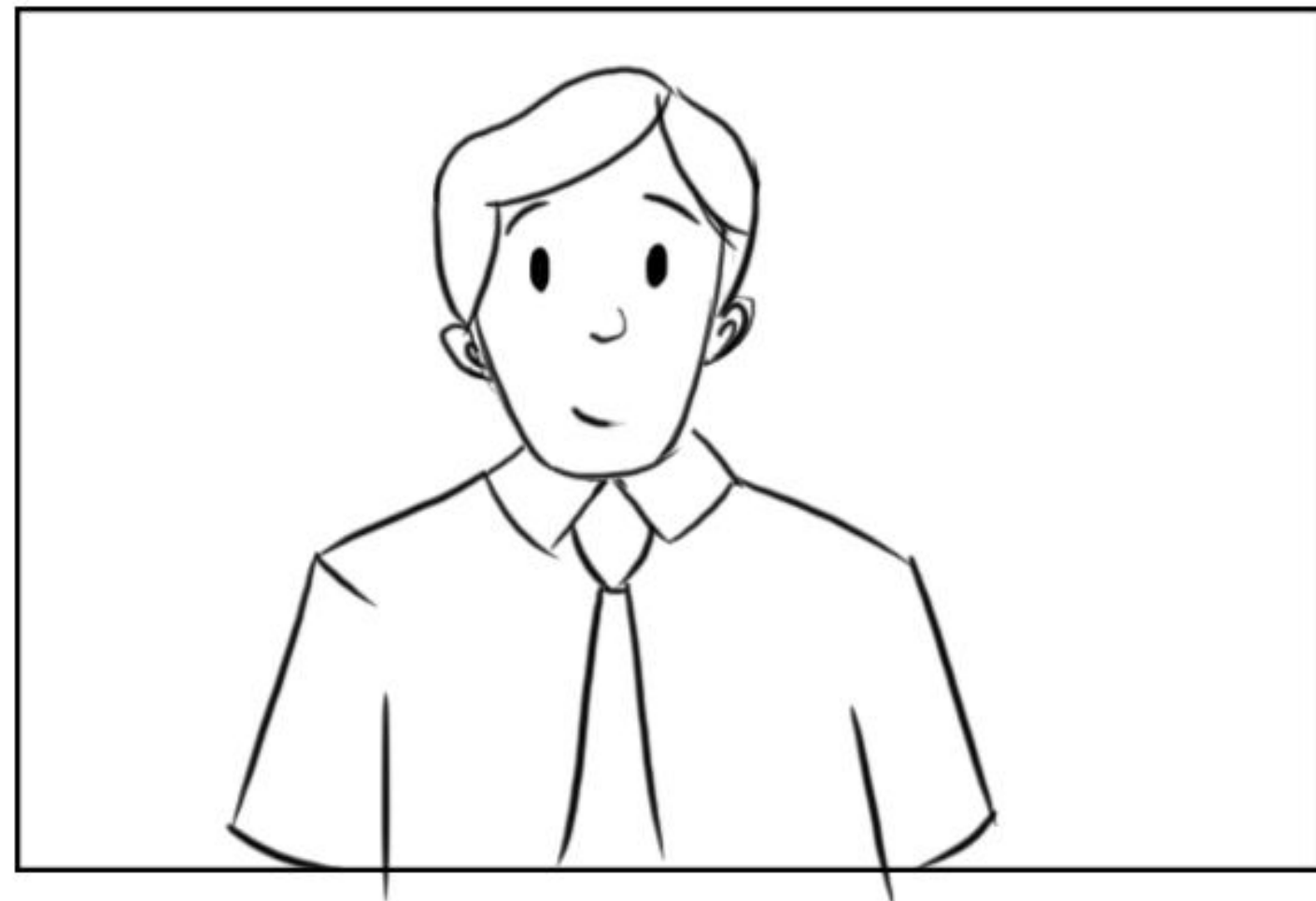
Google Analytics Results*



* Till 23rd June, 2014

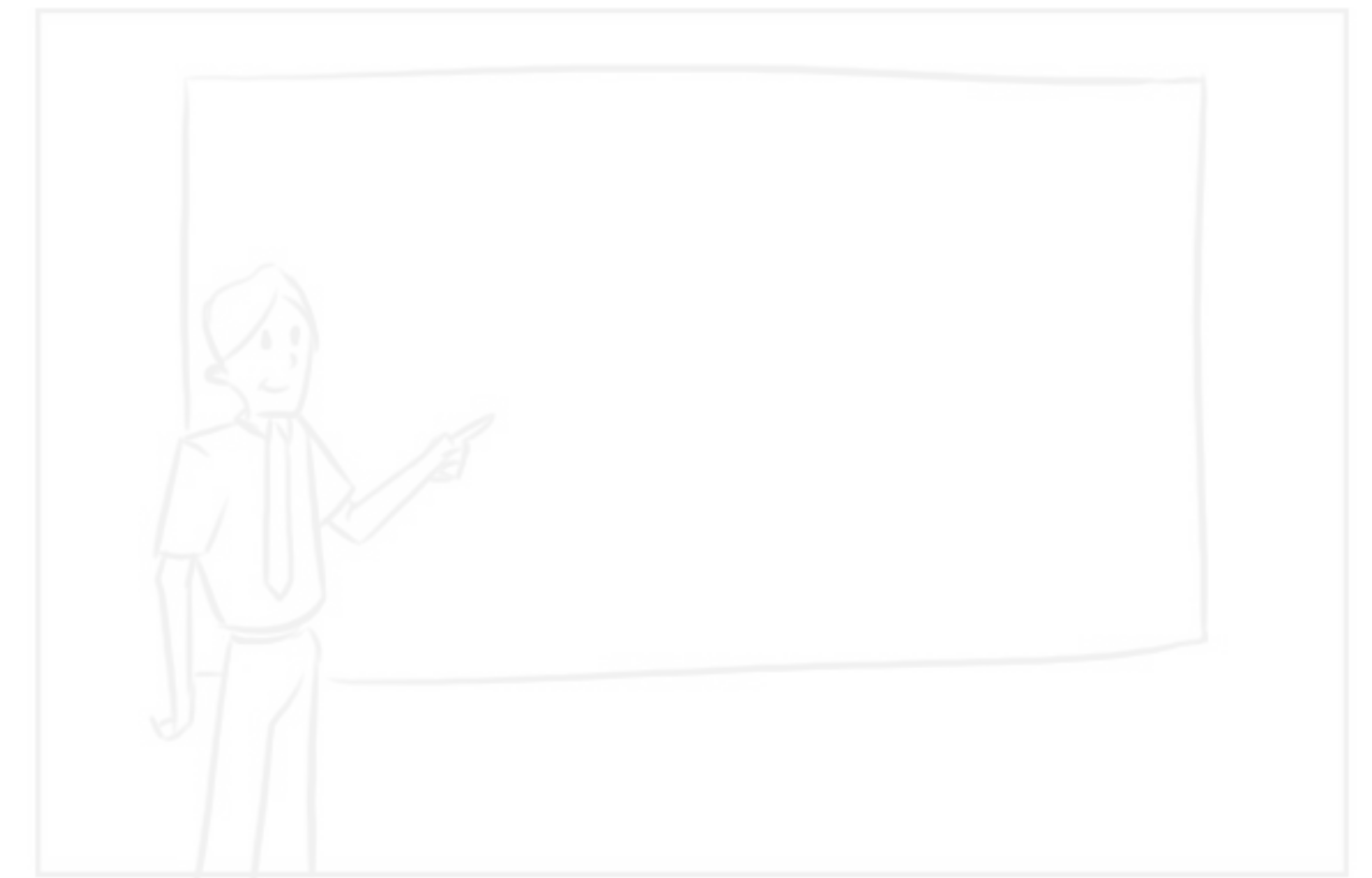
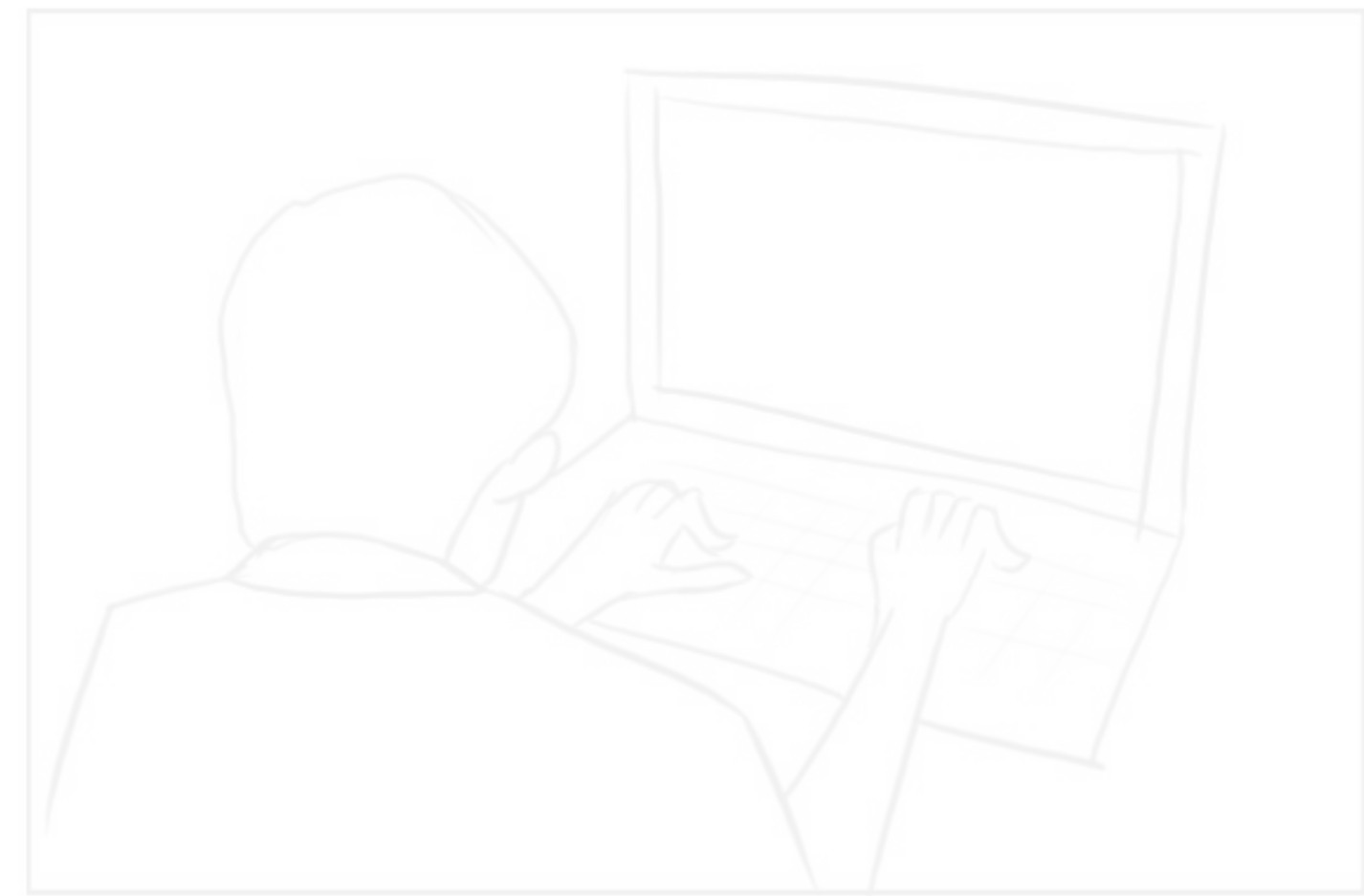
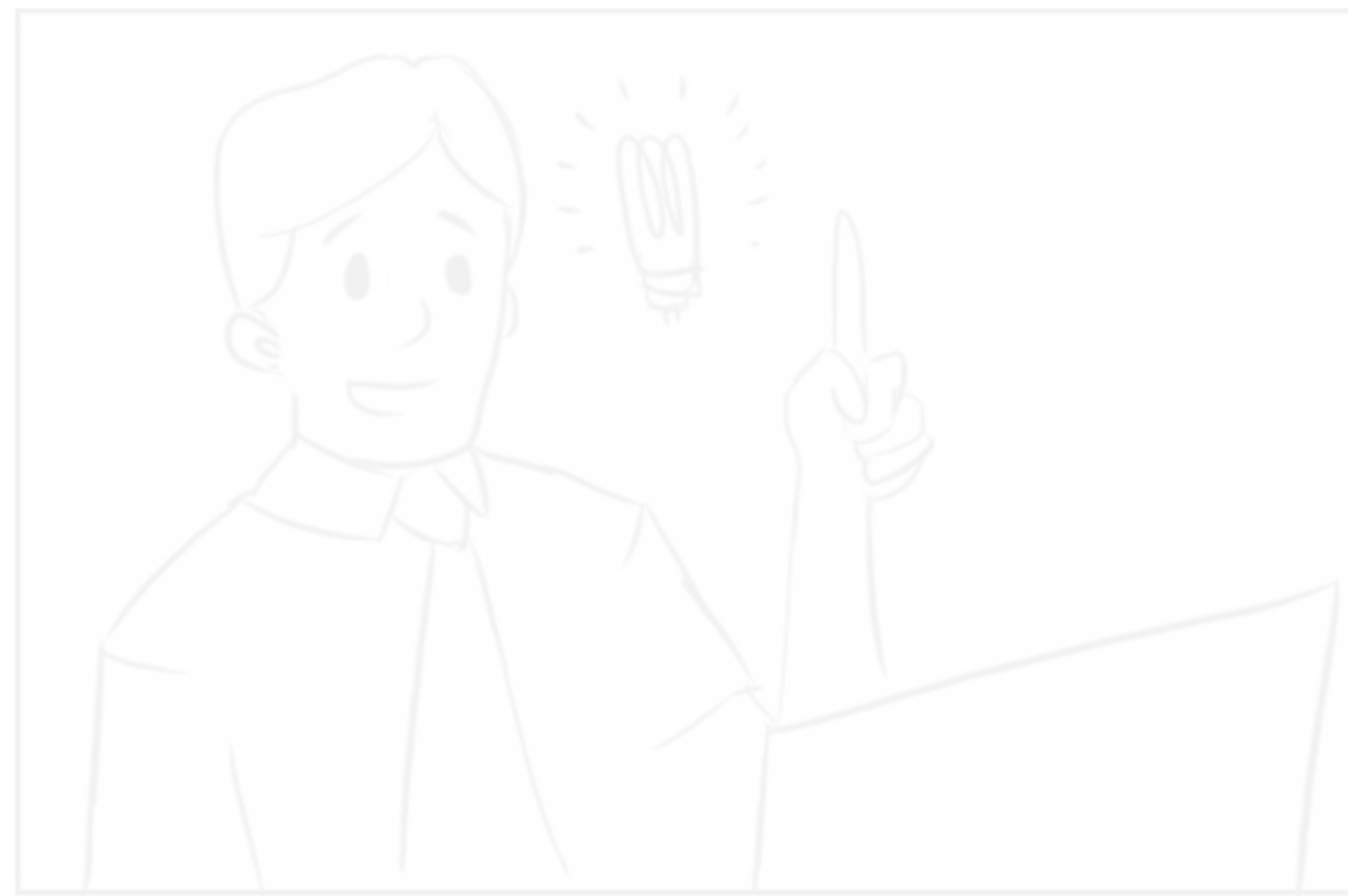
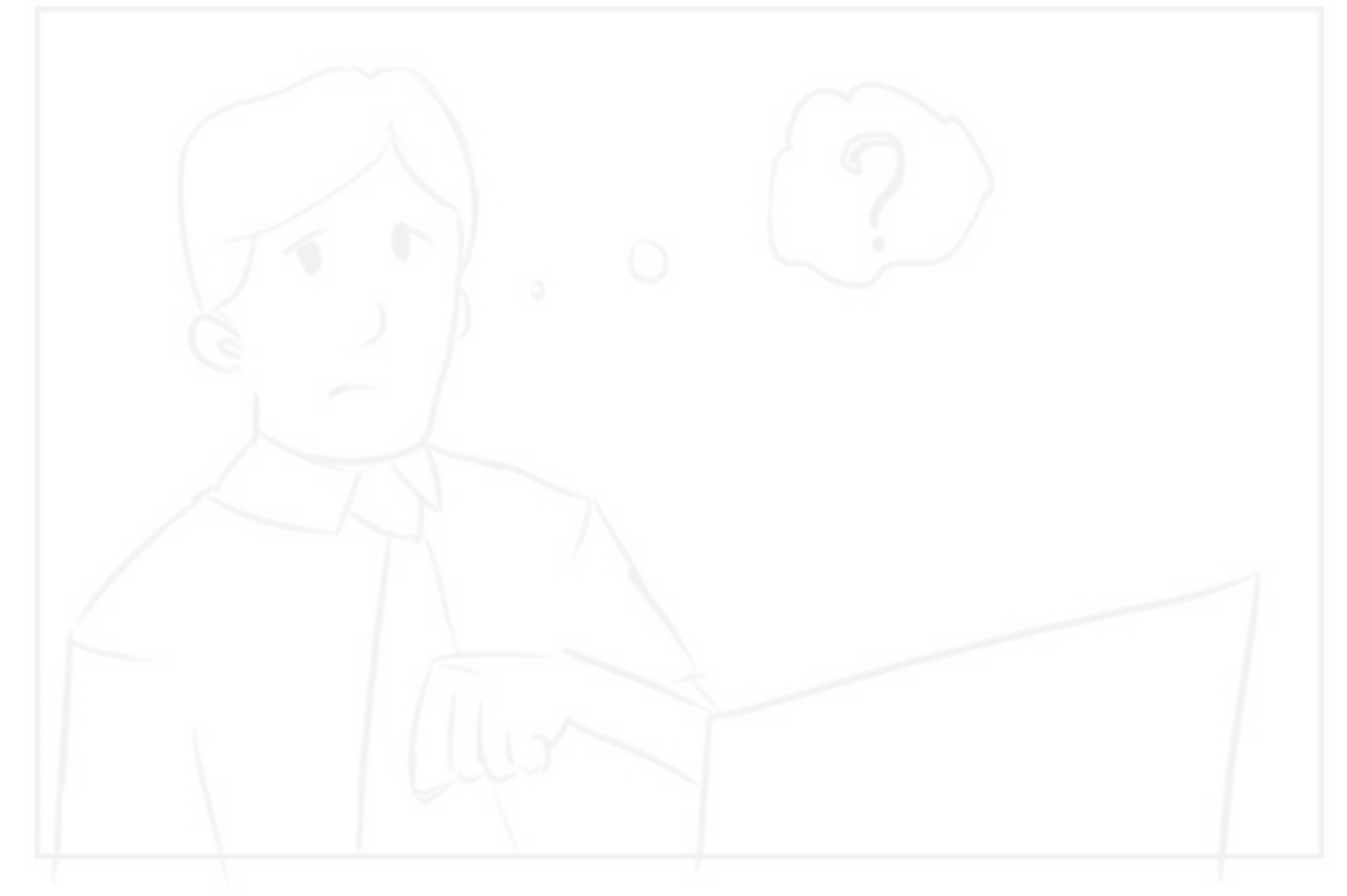
Use case scenario 1

Dijen is a *23 years* old fresh college graduate from **Manipur**



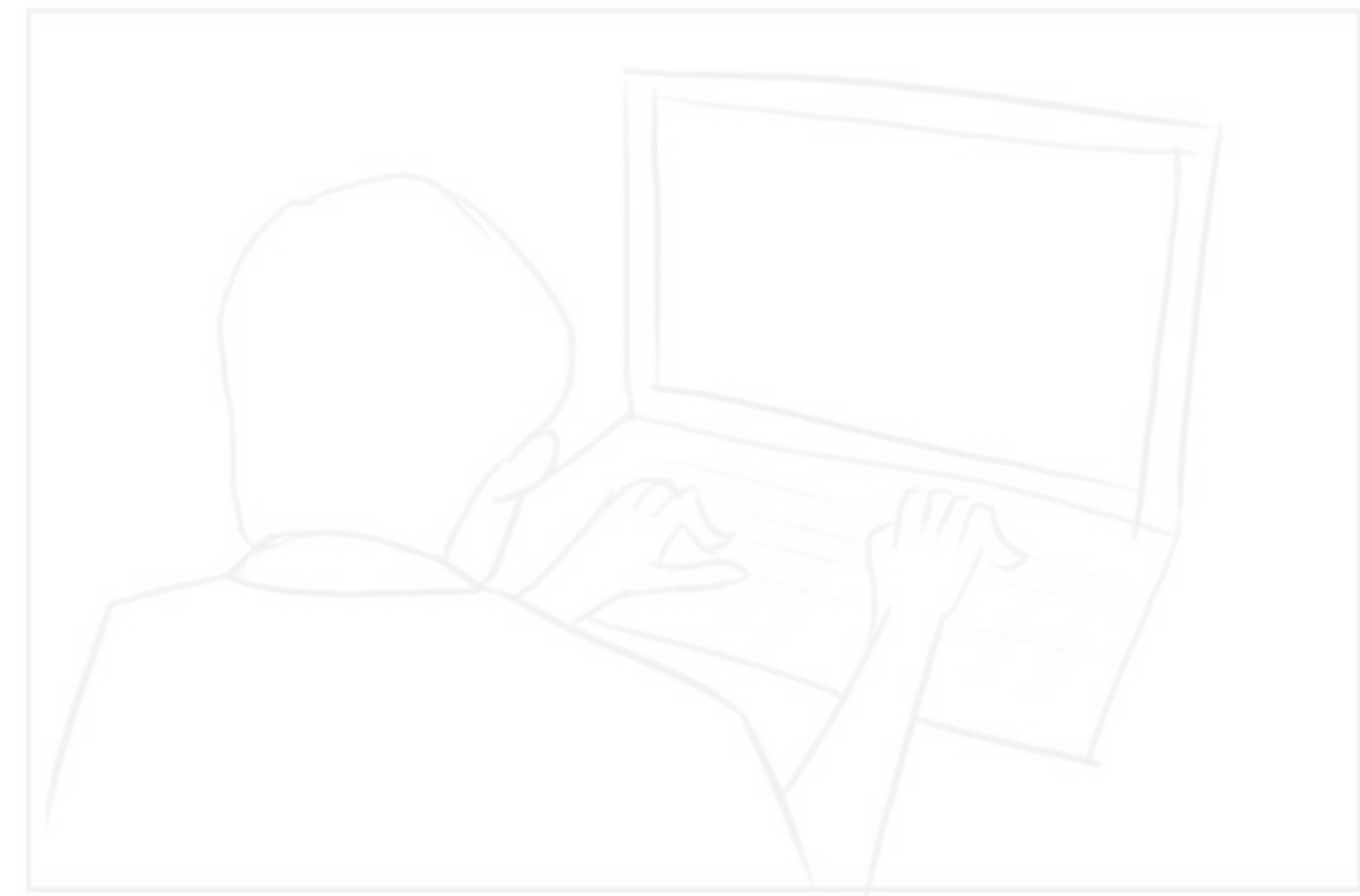
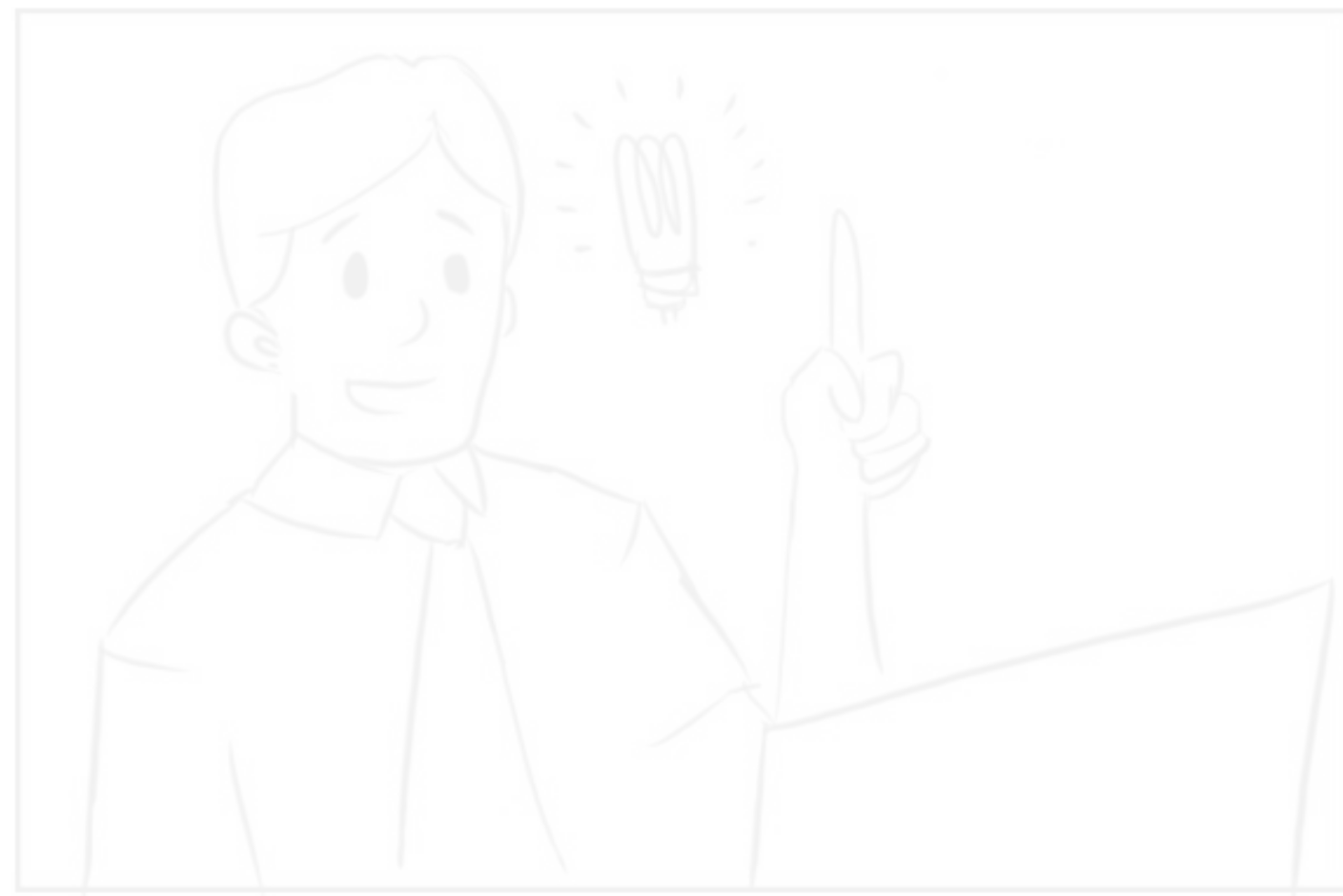
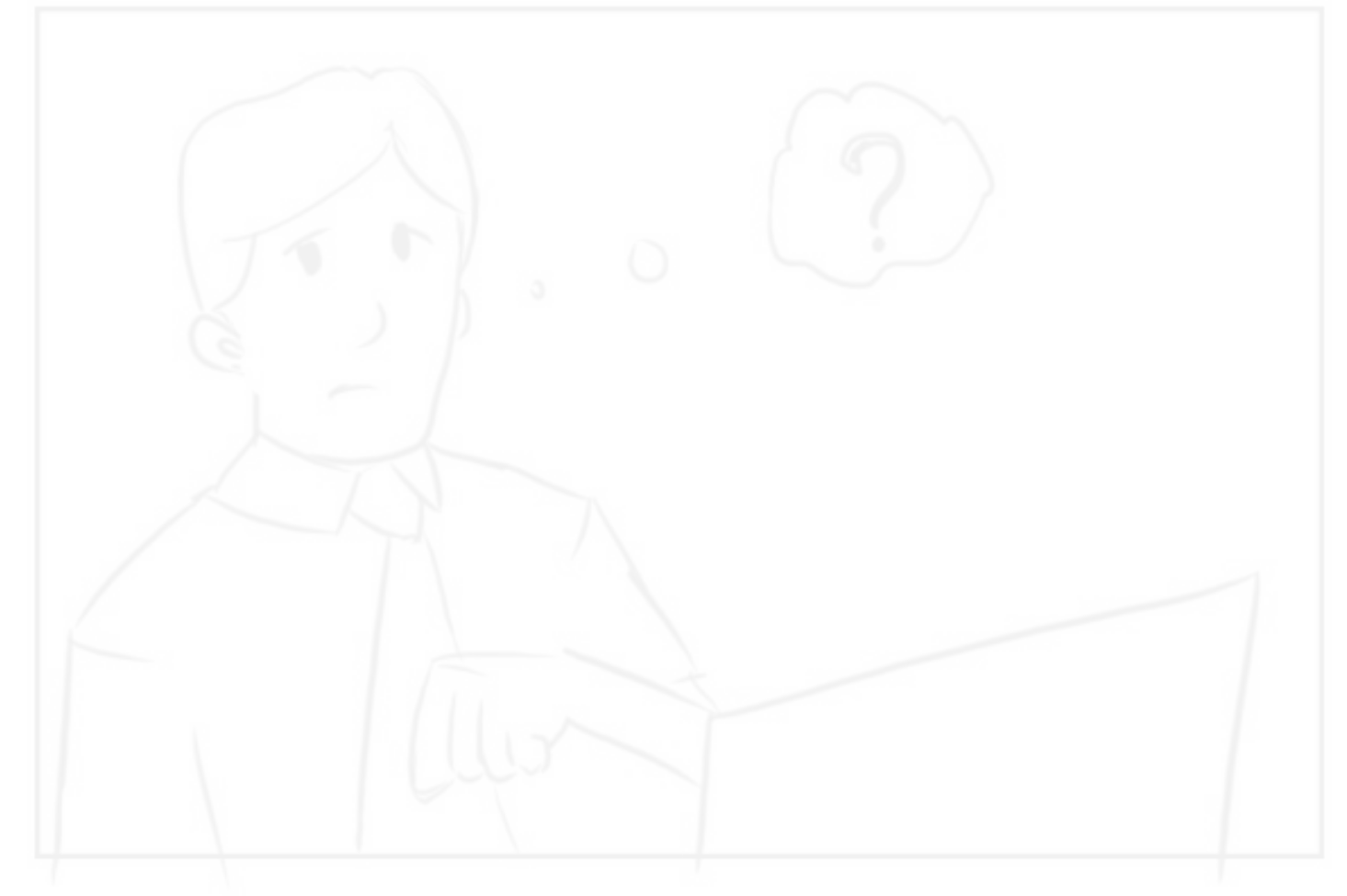
Use case scenario 1

He works in an IT company at Noida



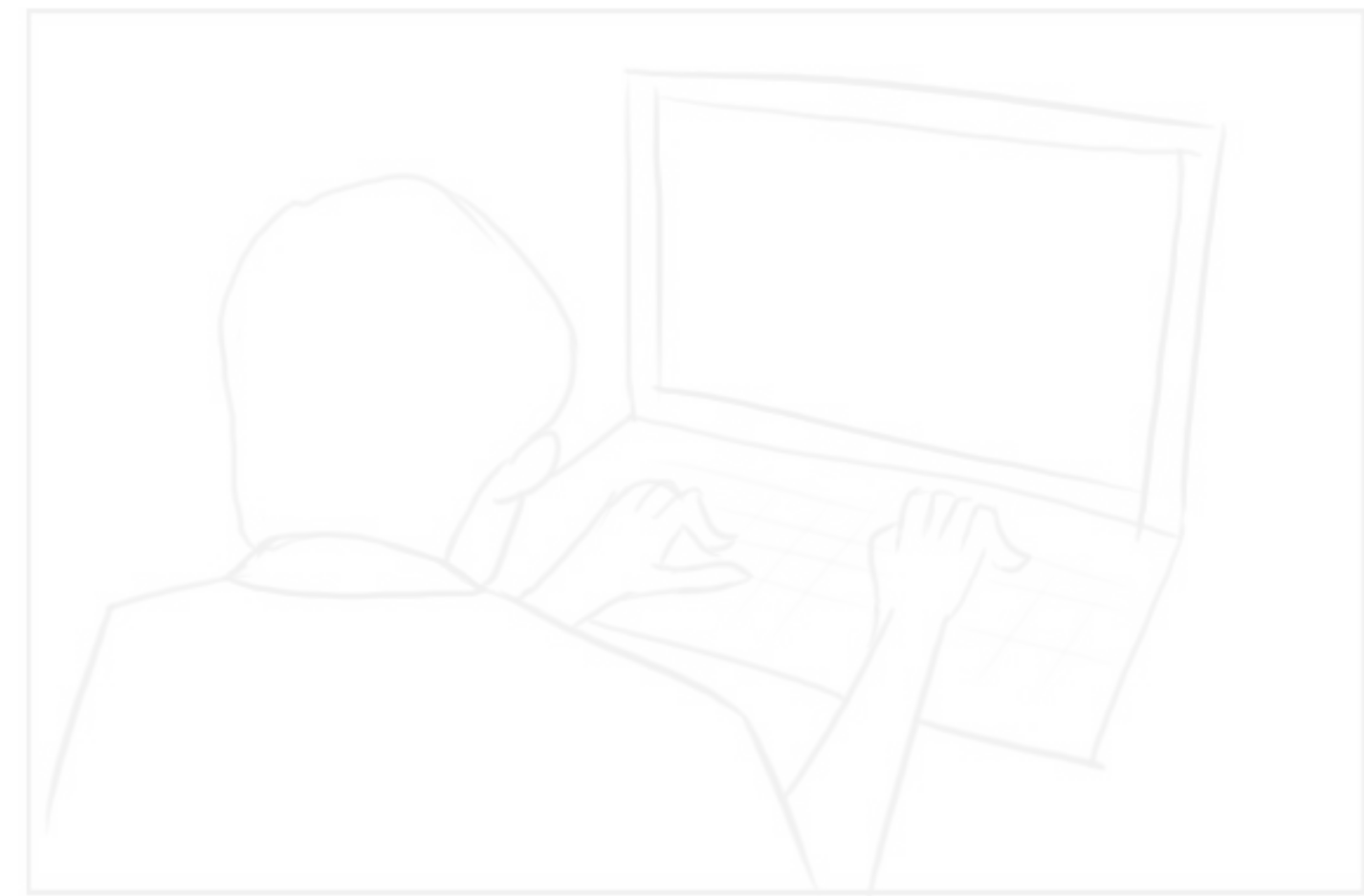
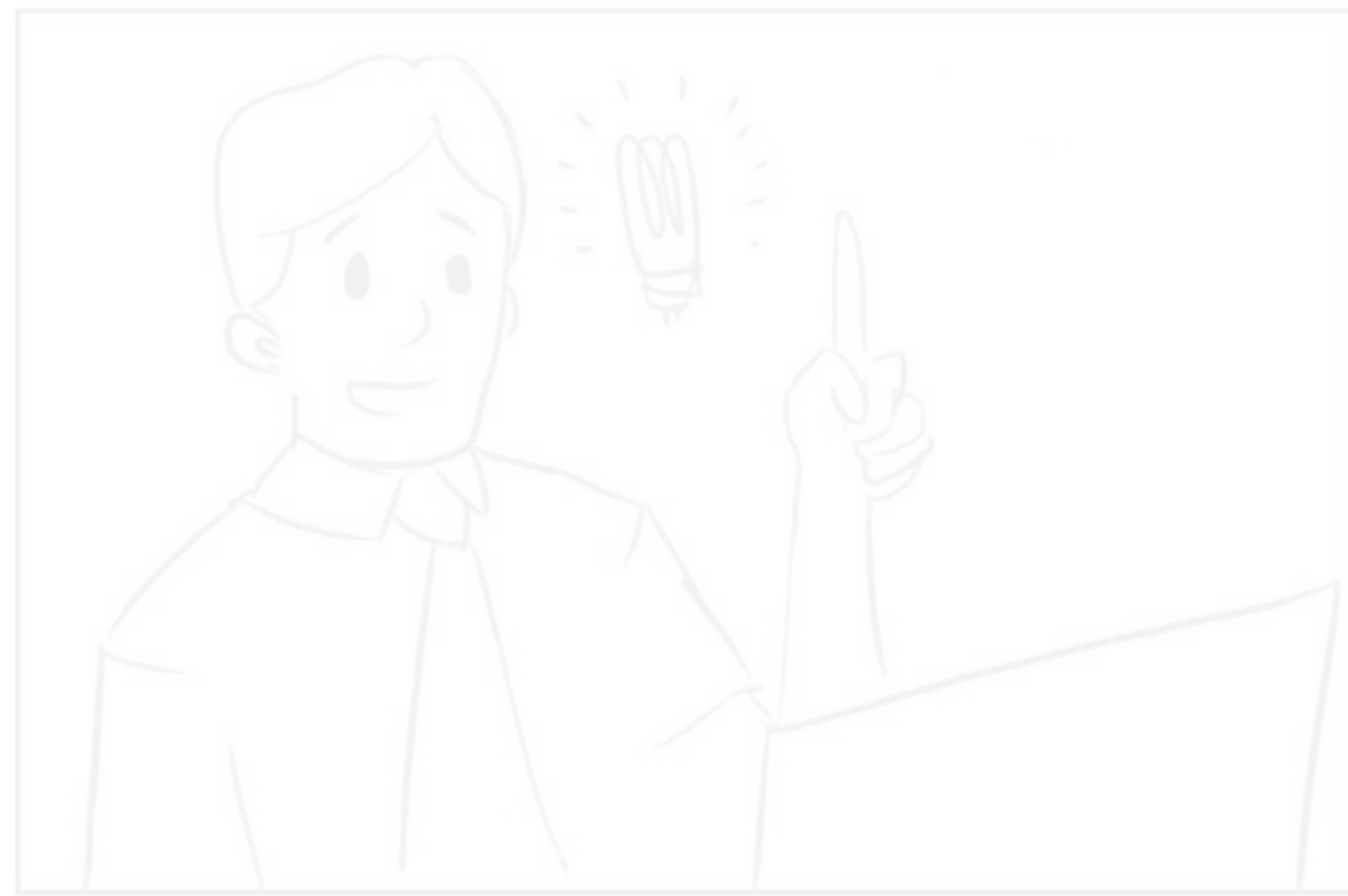
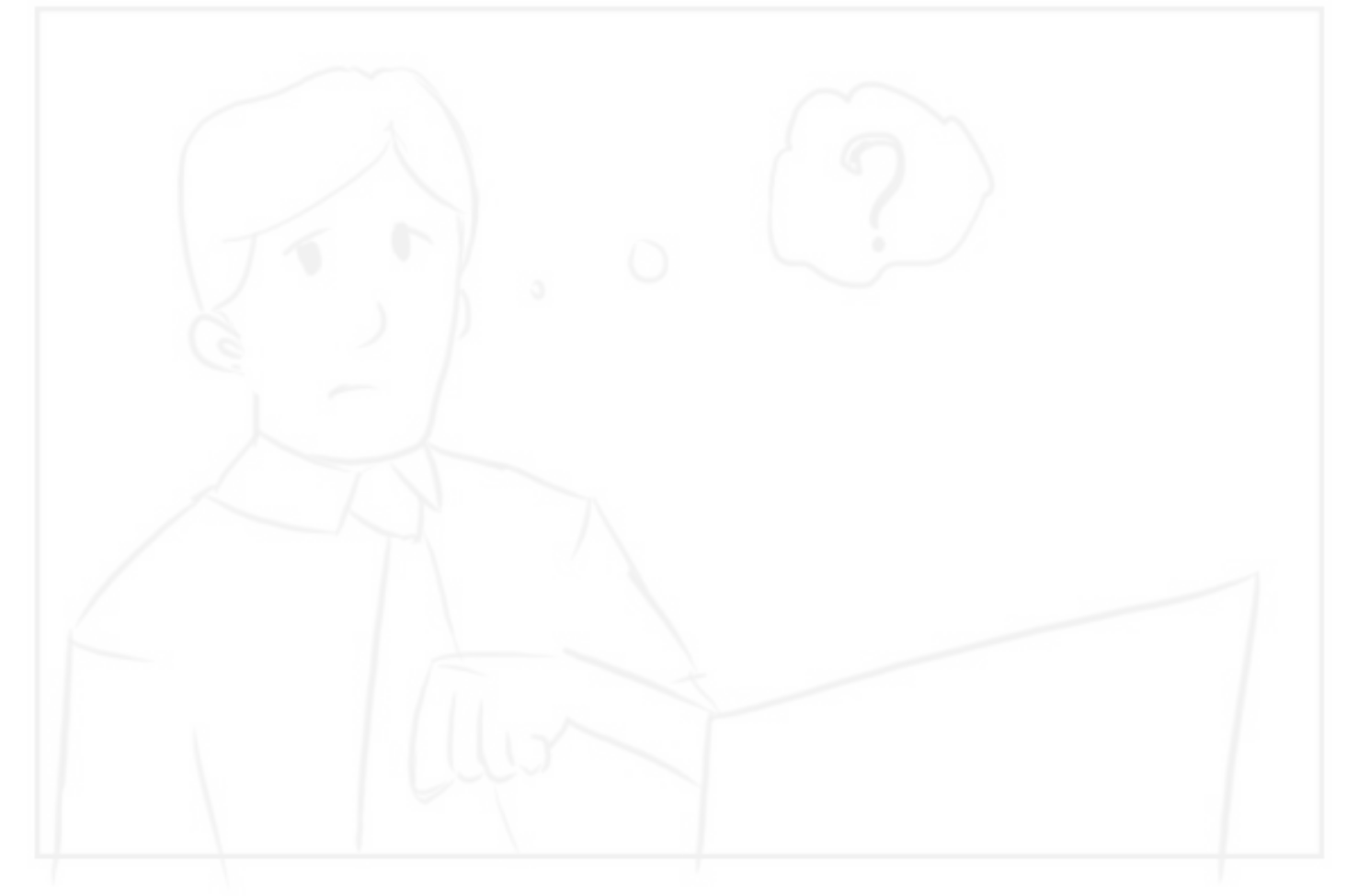
Use case scenario 1

As part of the company culture, Dijen was asked to give a talk about NE...



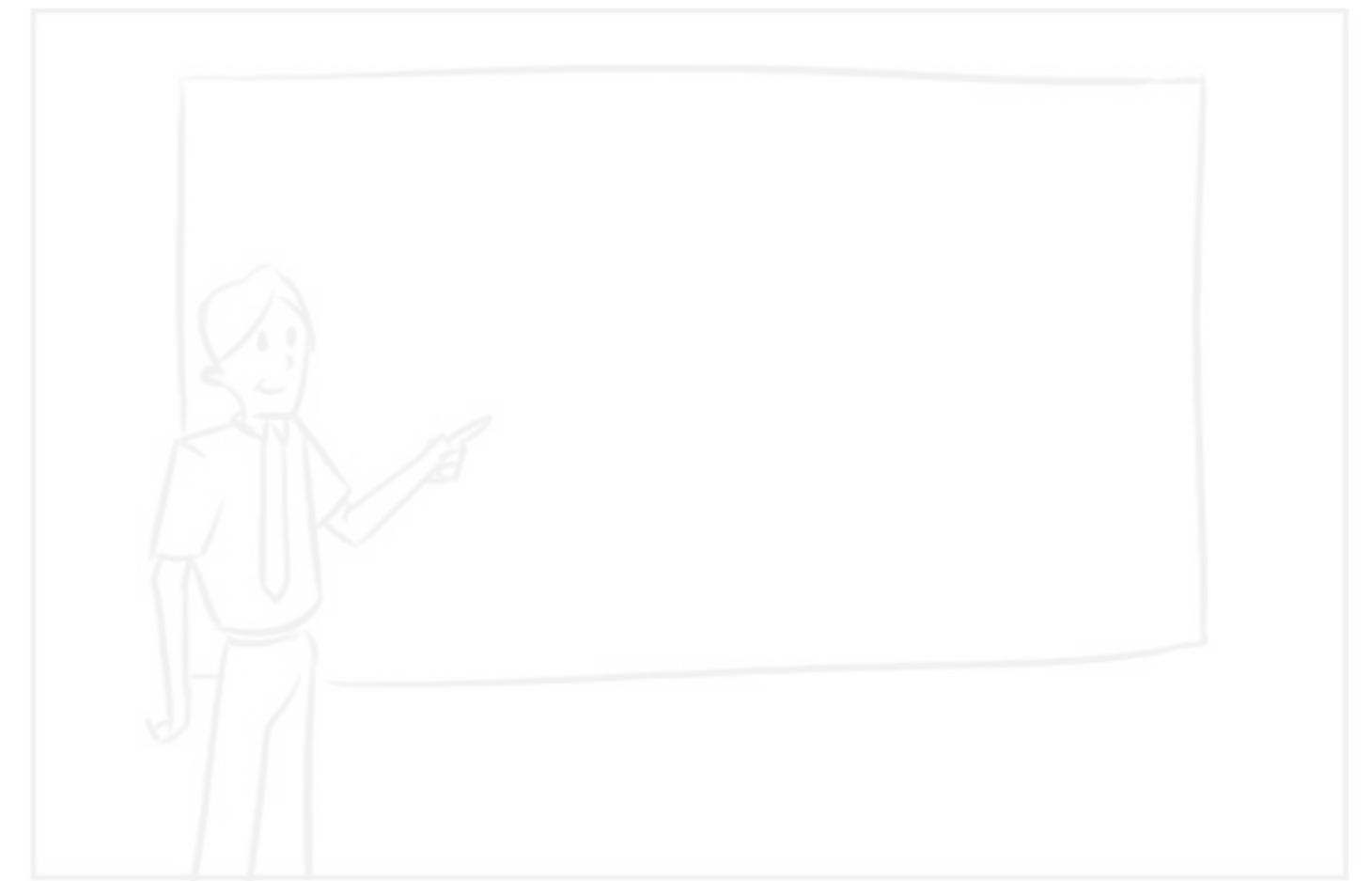
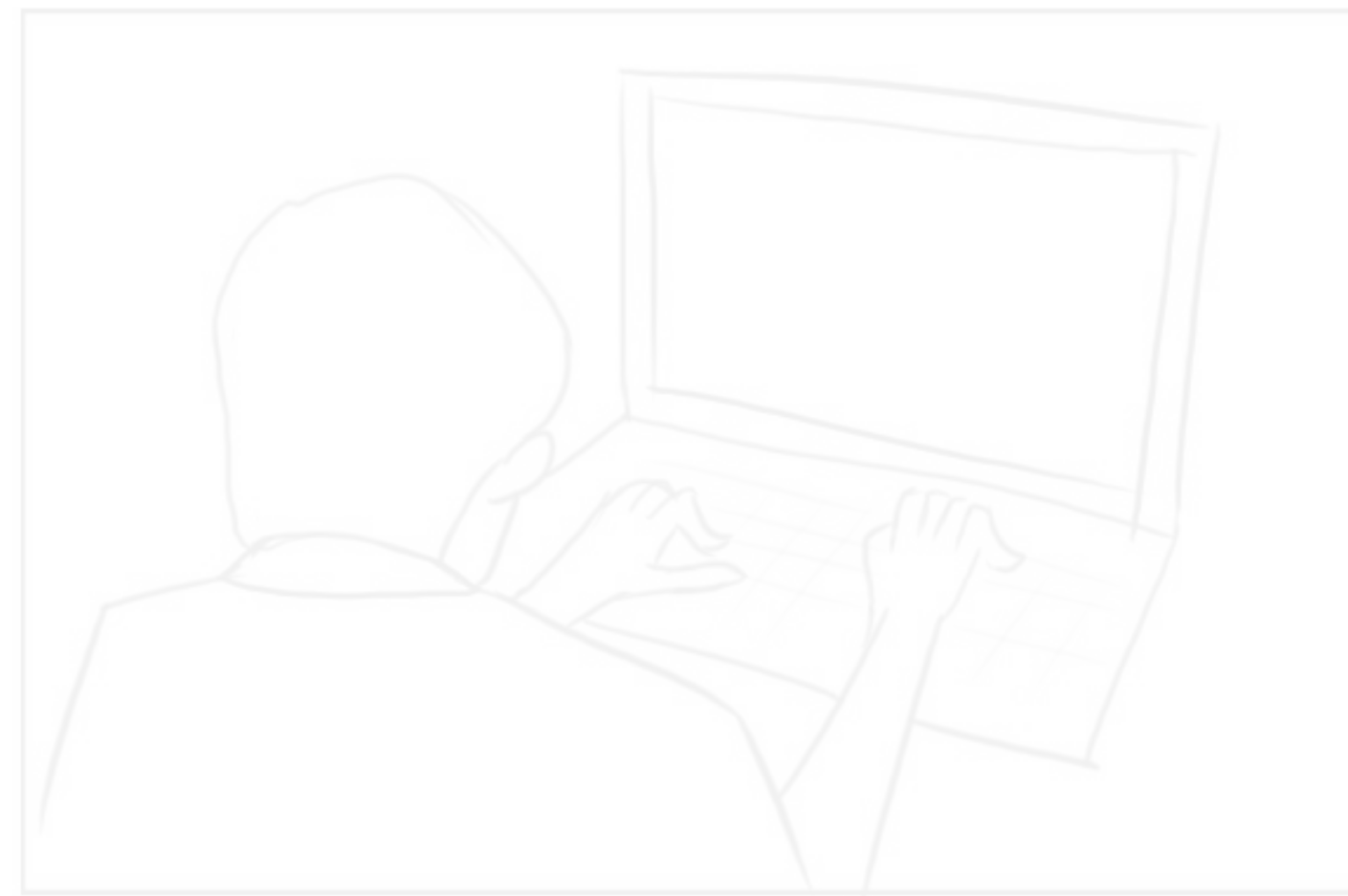
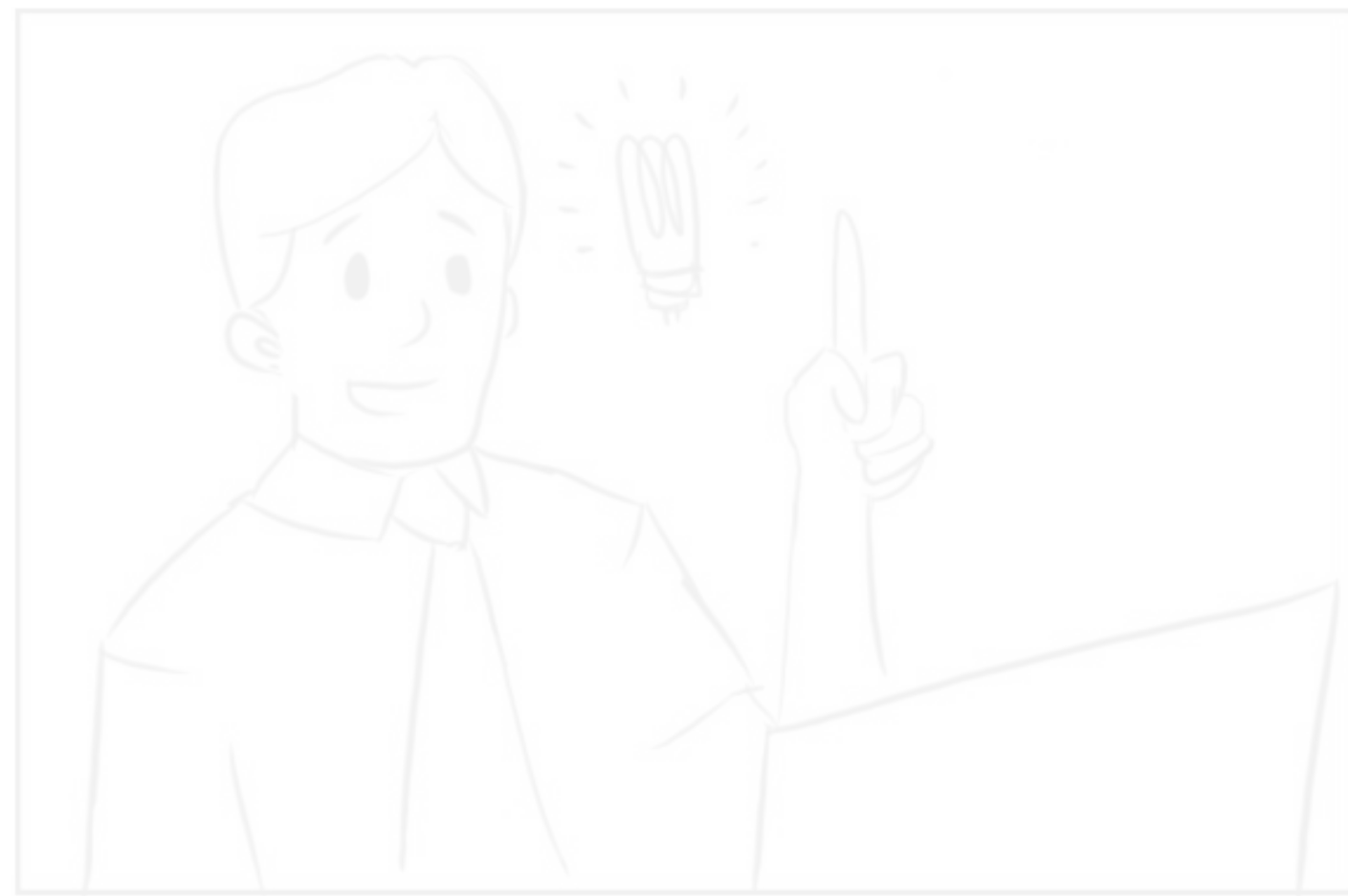
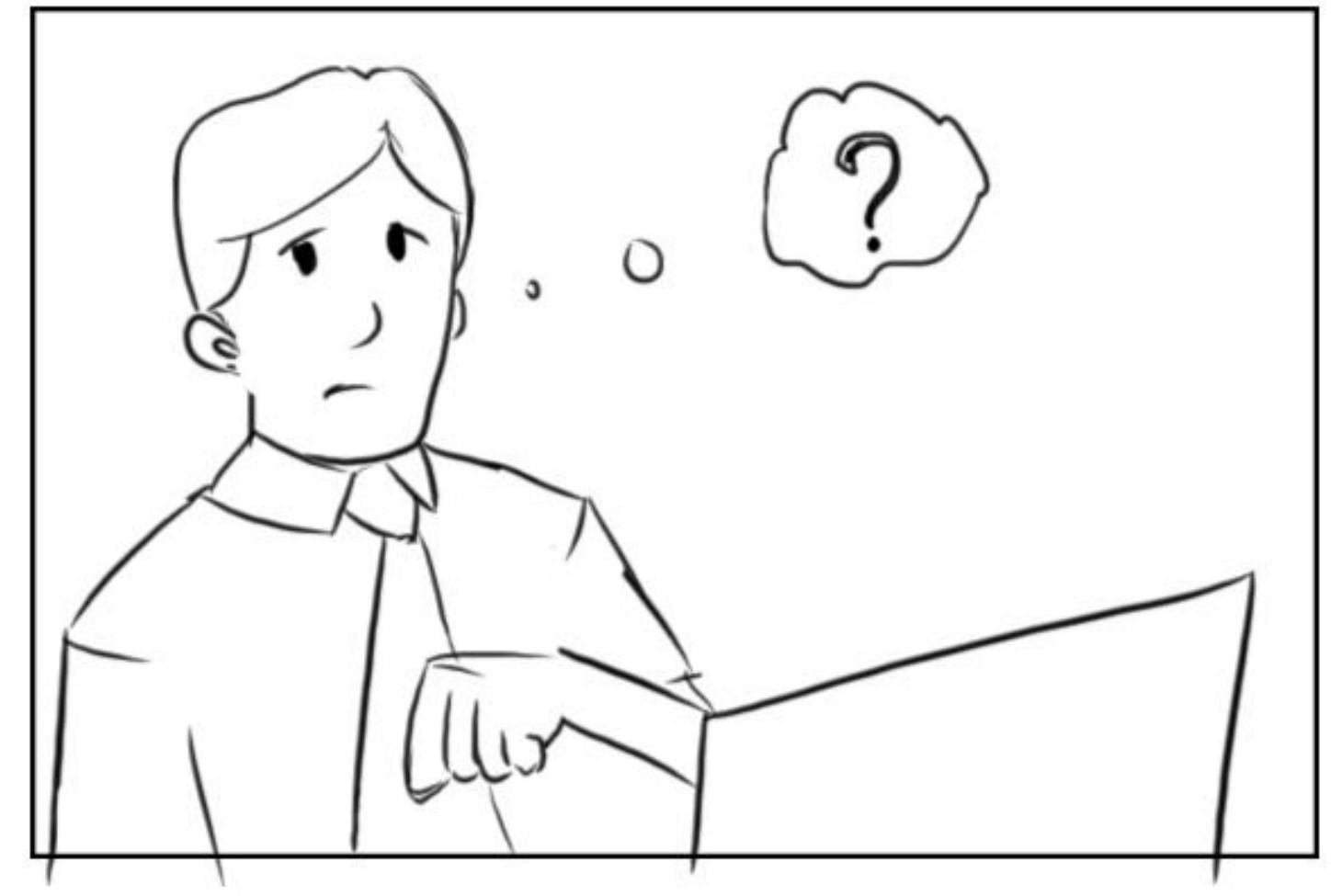
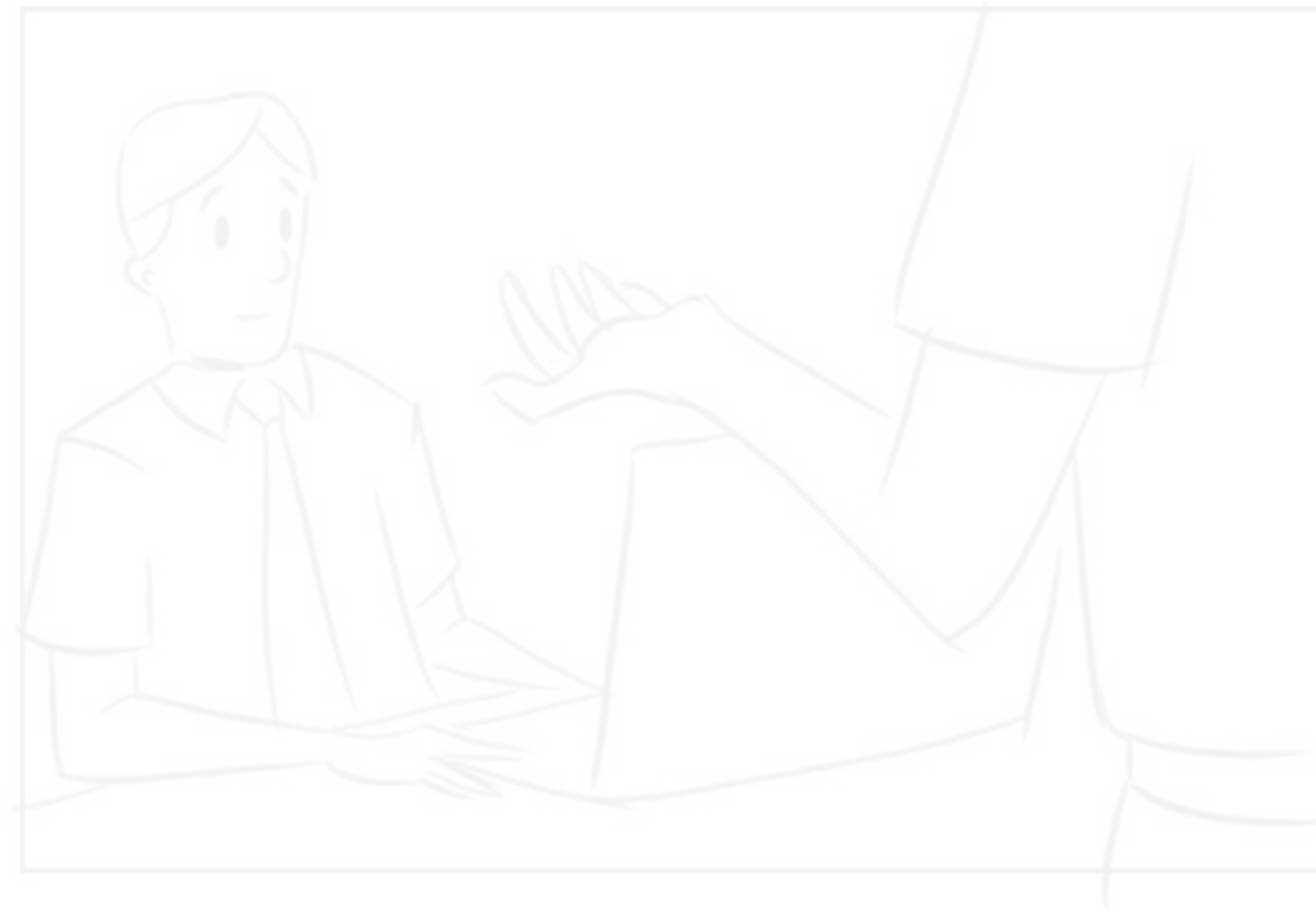
Use case scenario 1

...in light of recent protests on **racism** witnessed by his colleagues.



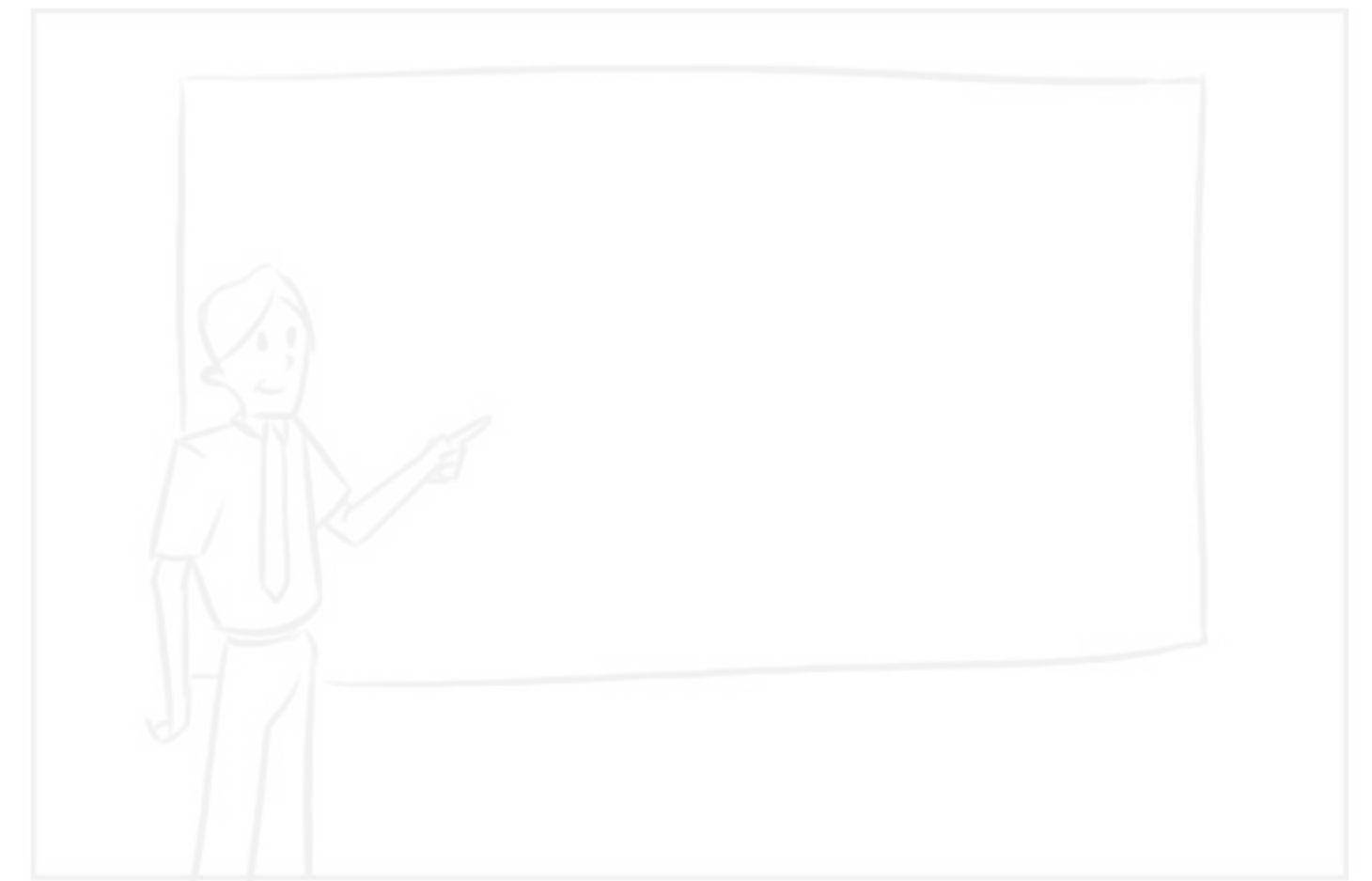
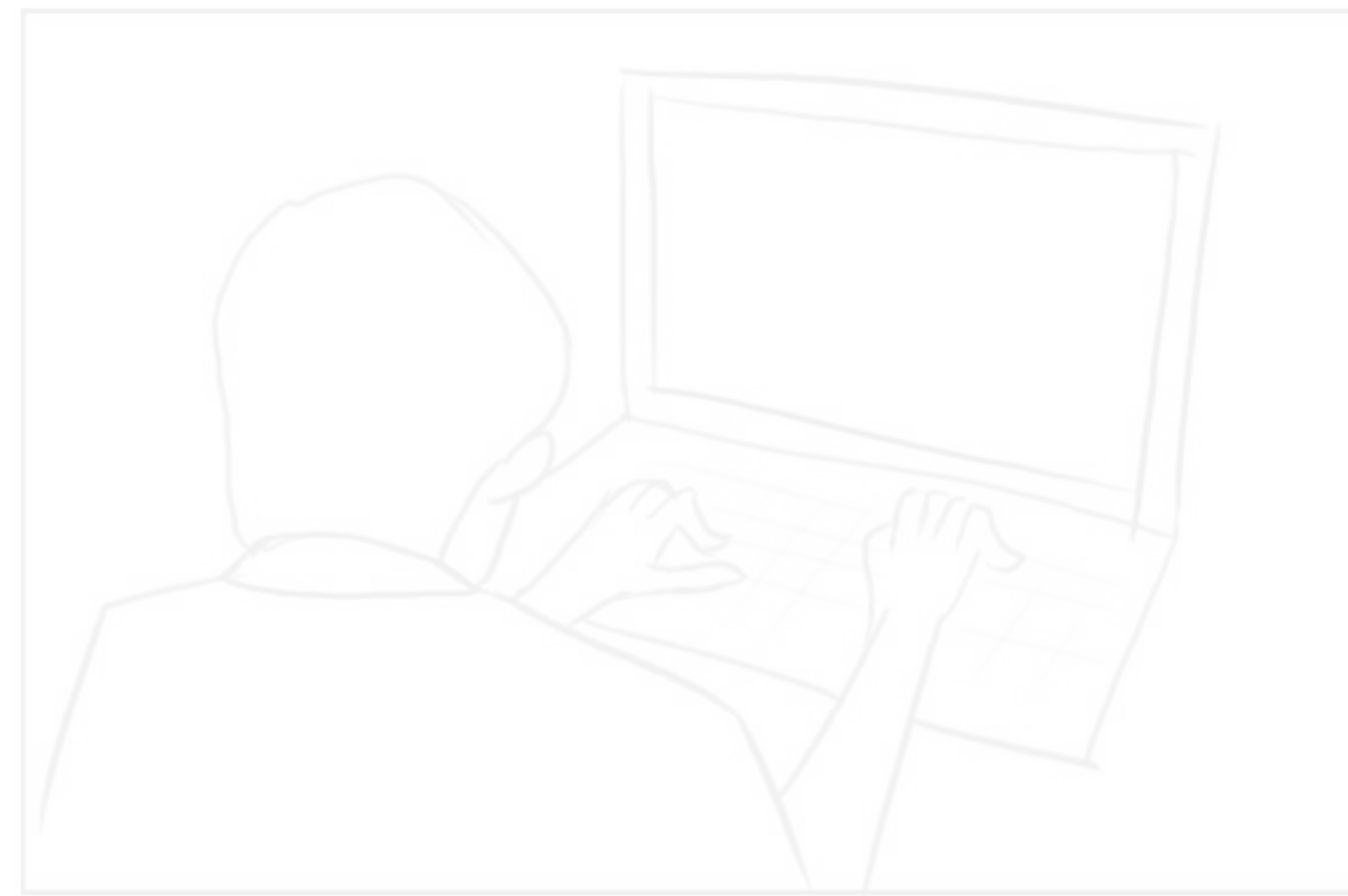
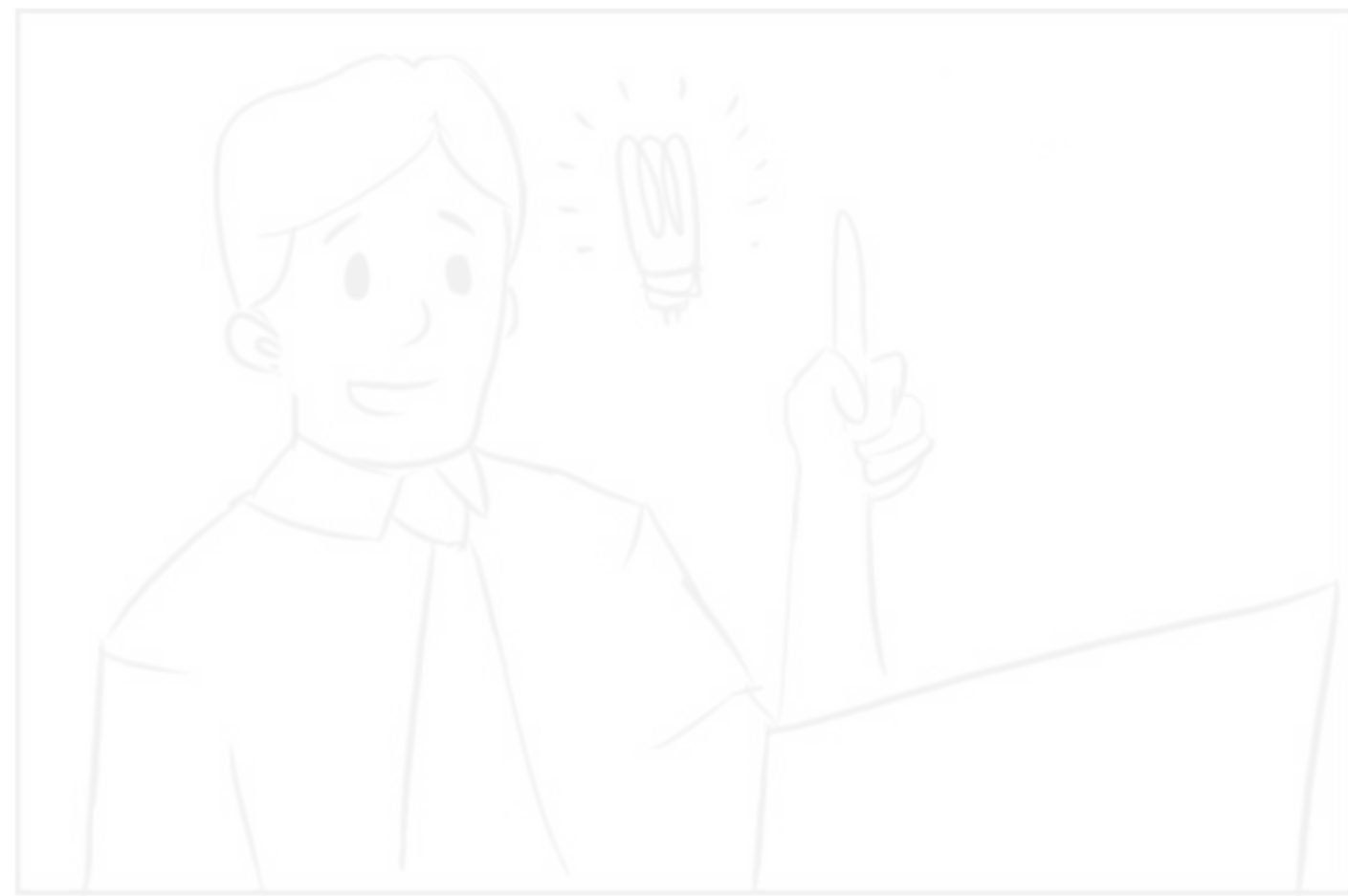
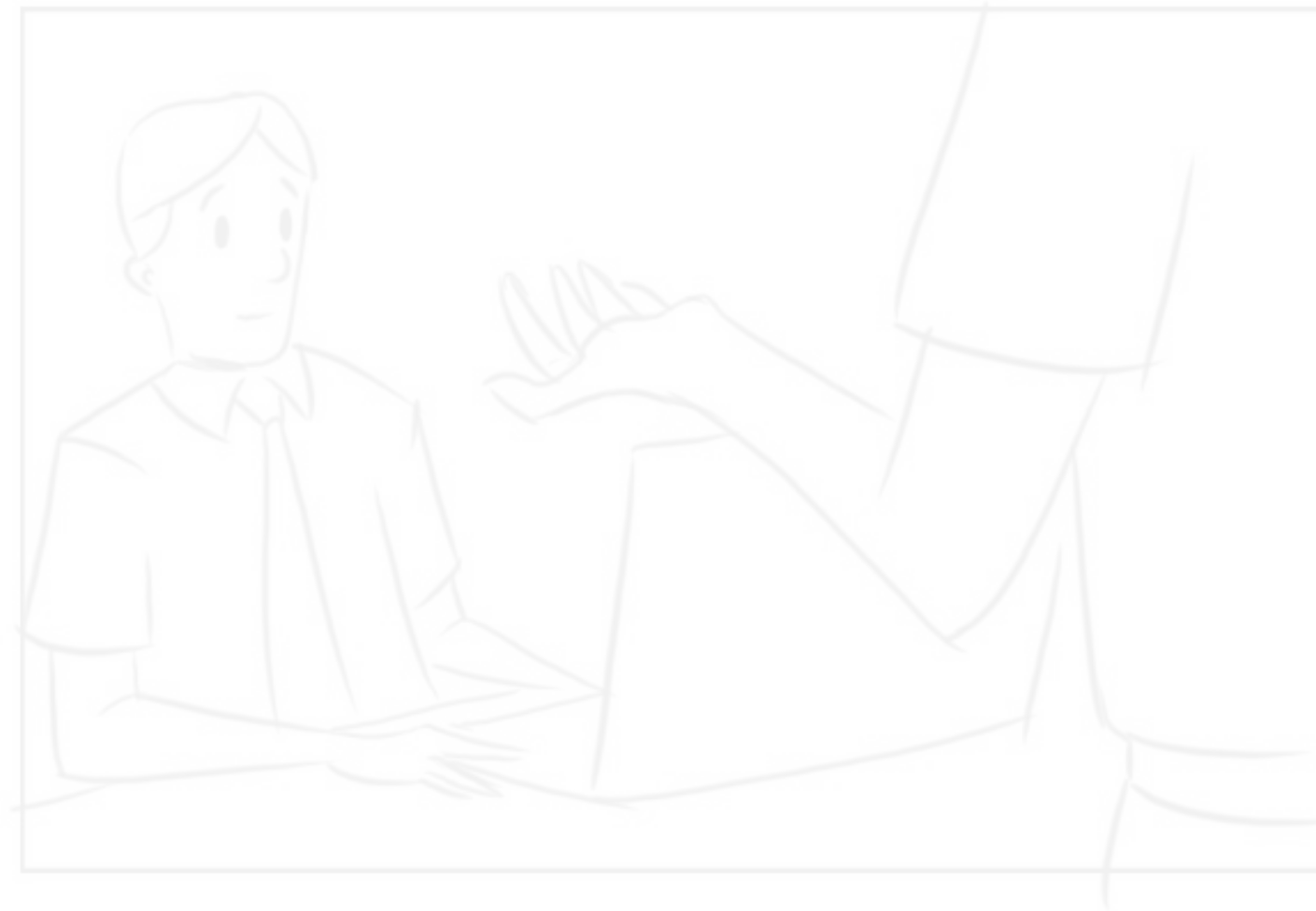
Use case scenario 1

He couldn't think of any place from where to get relevant information?



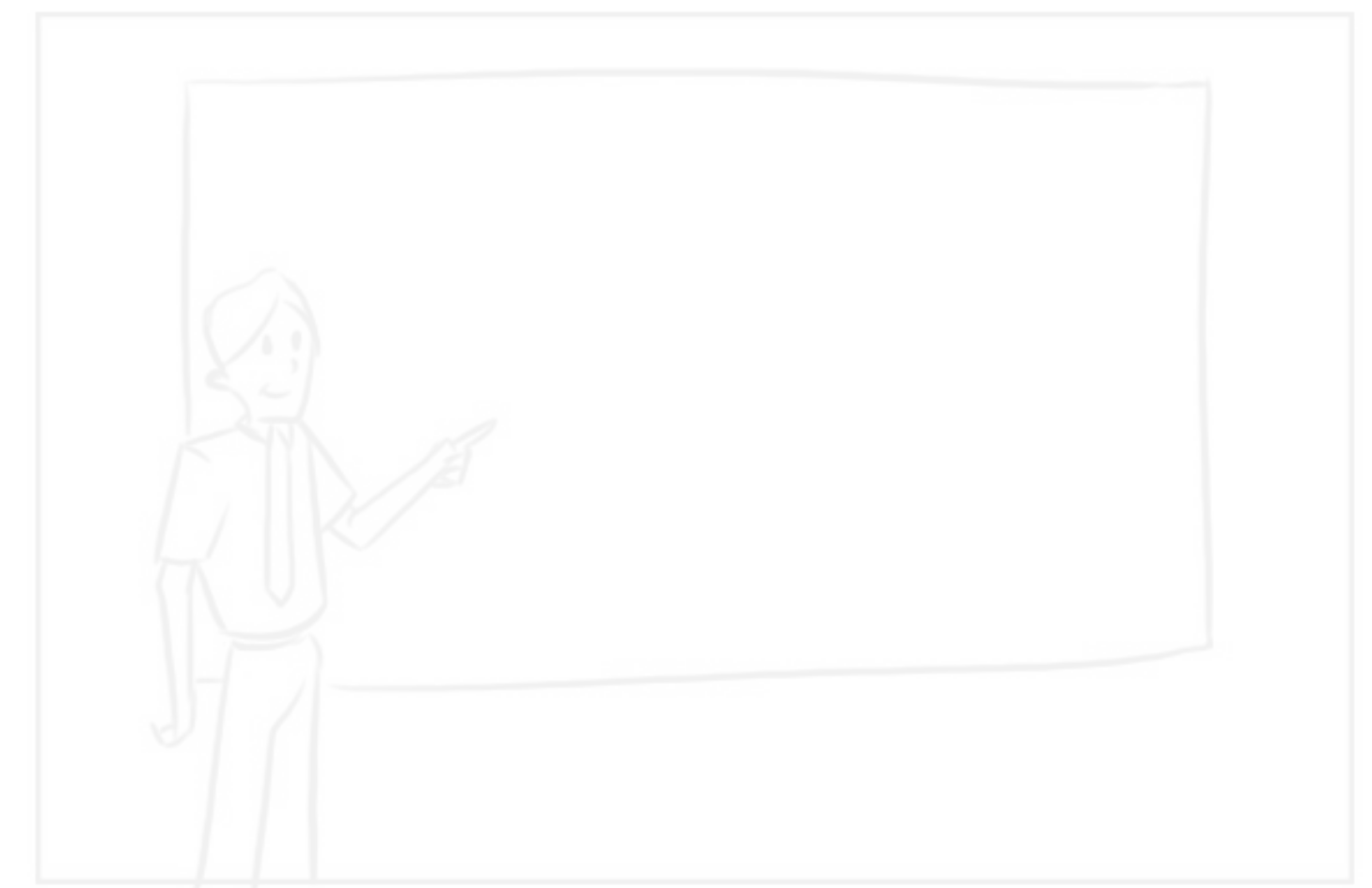
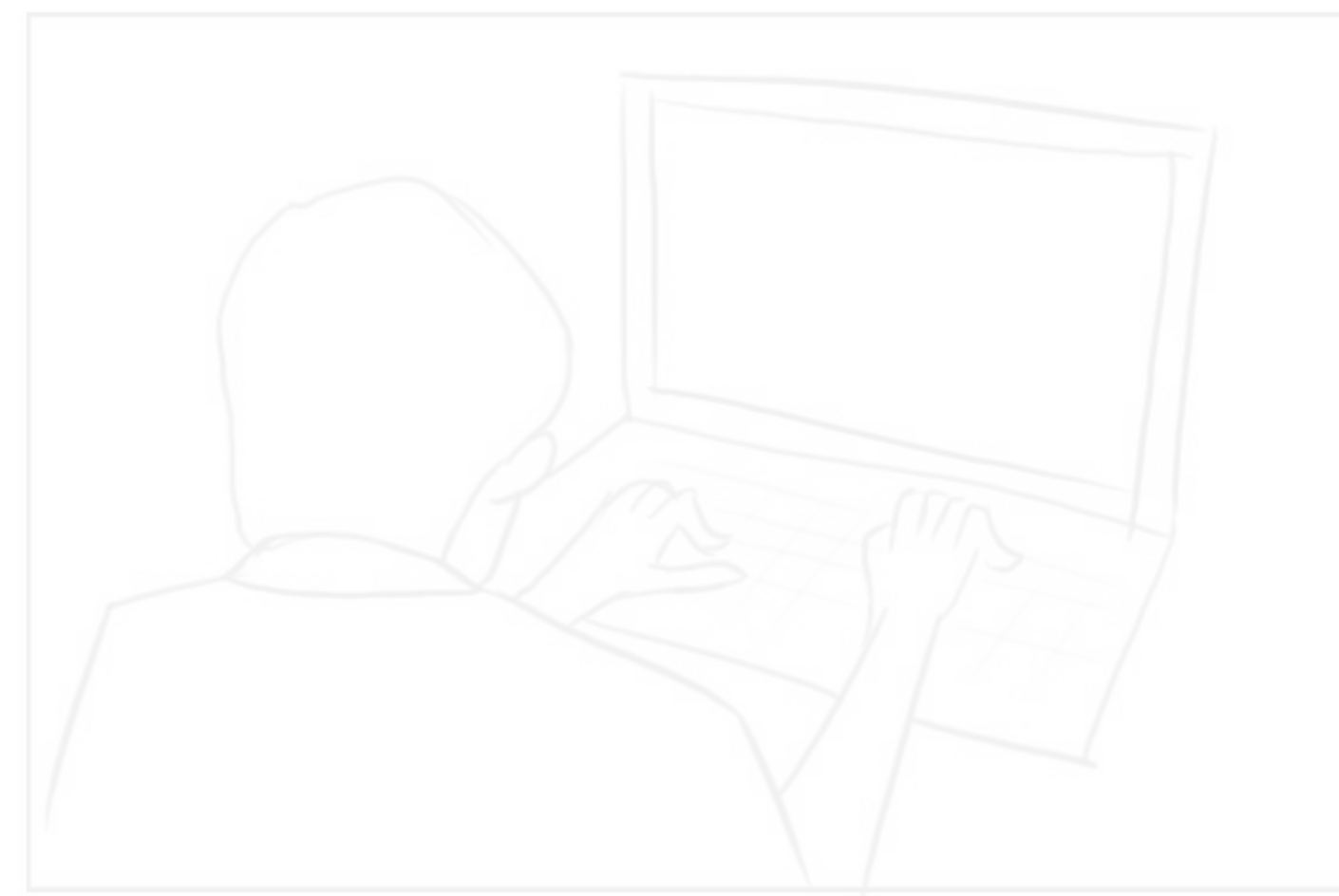
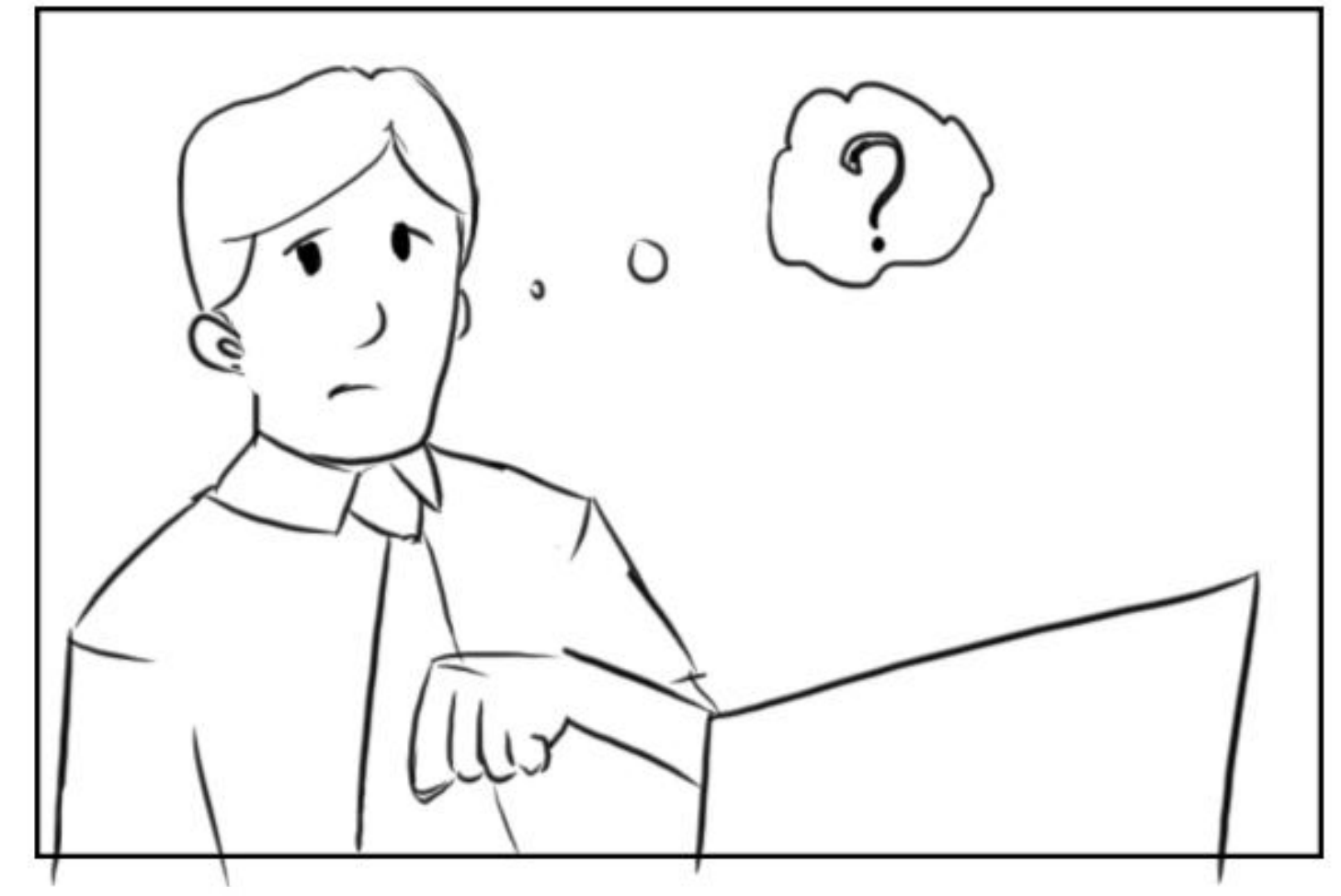
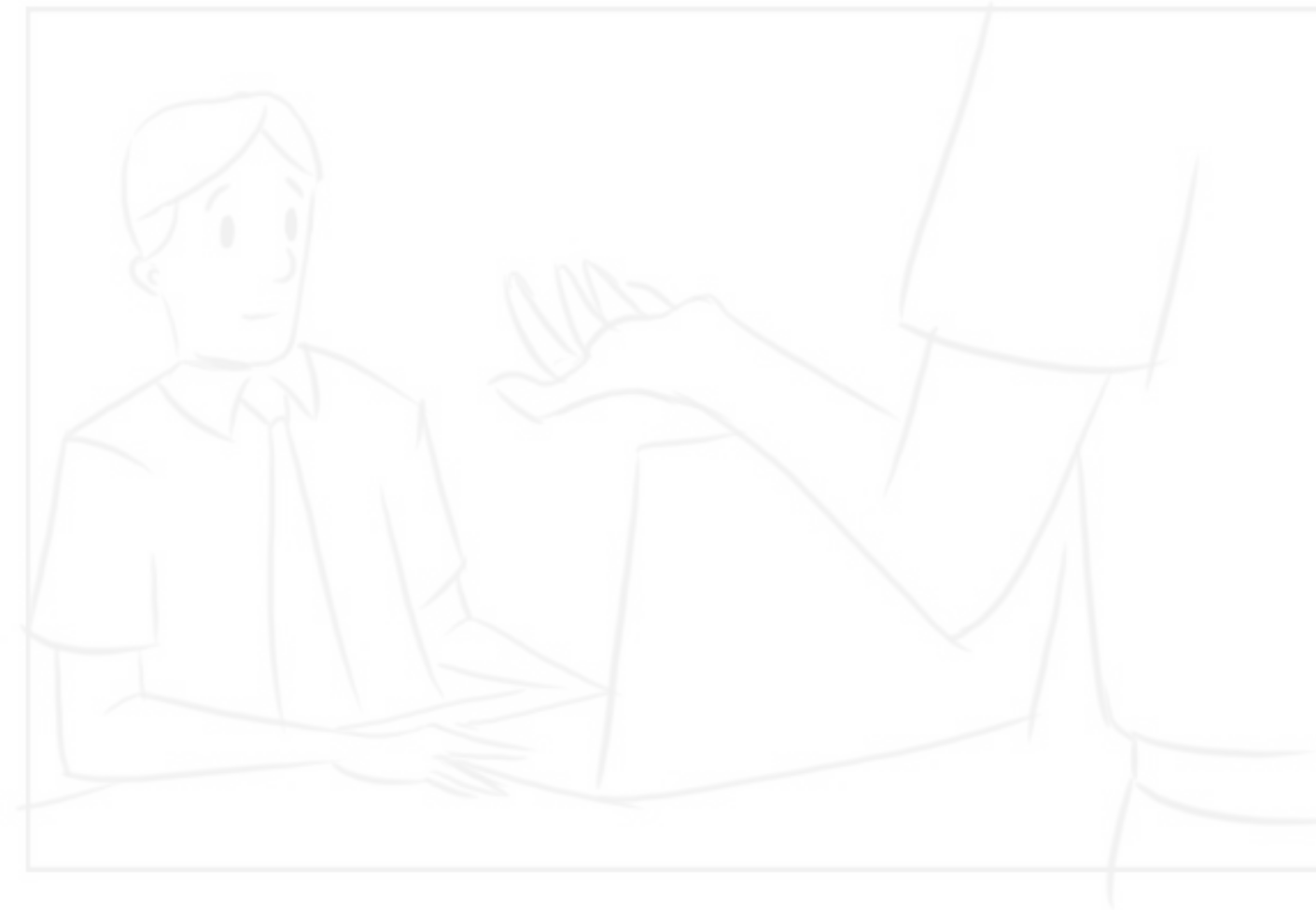
Use case scenario 1

He thought of Wikipedia, local Websites & Blogs etc...



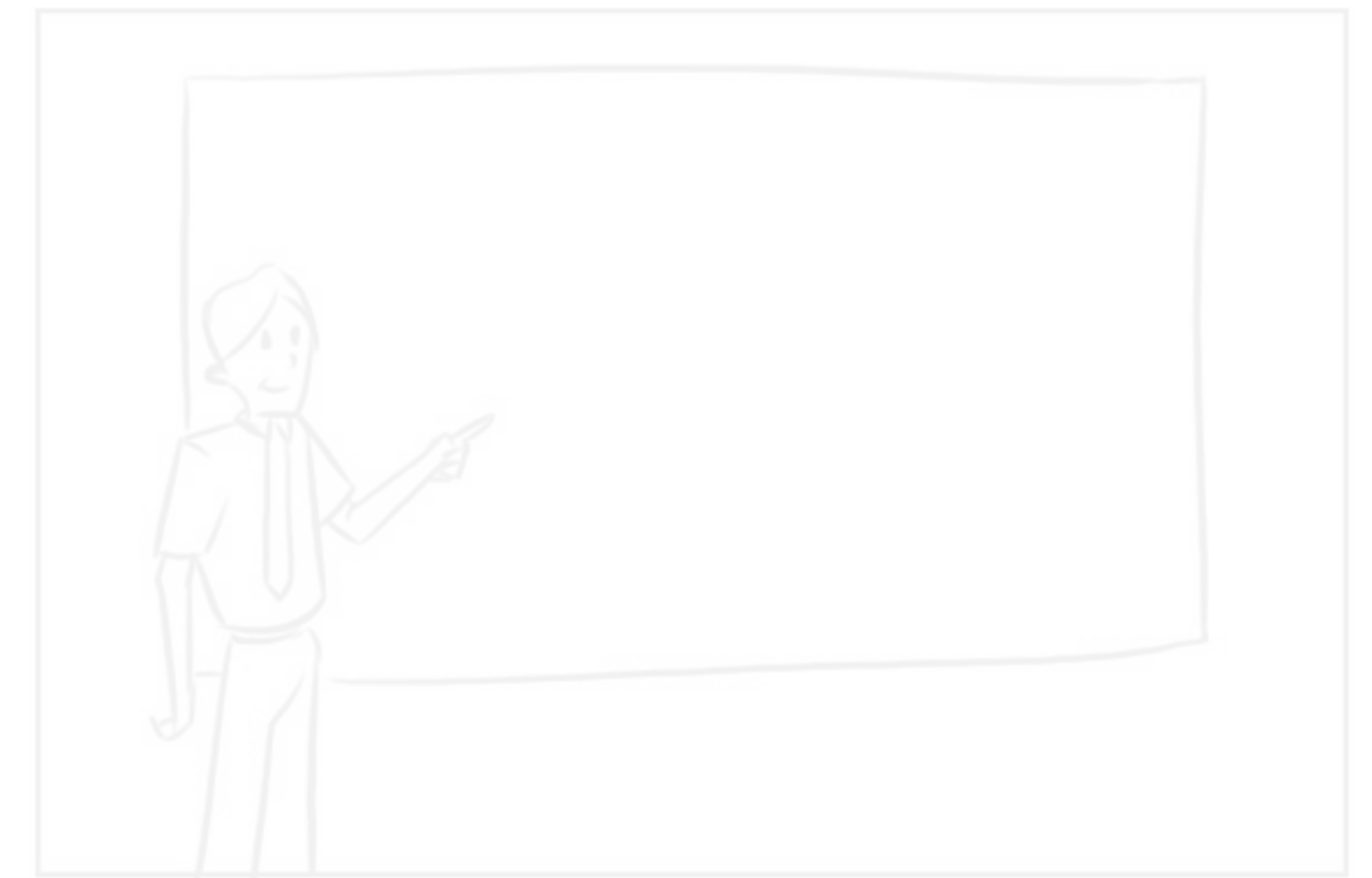
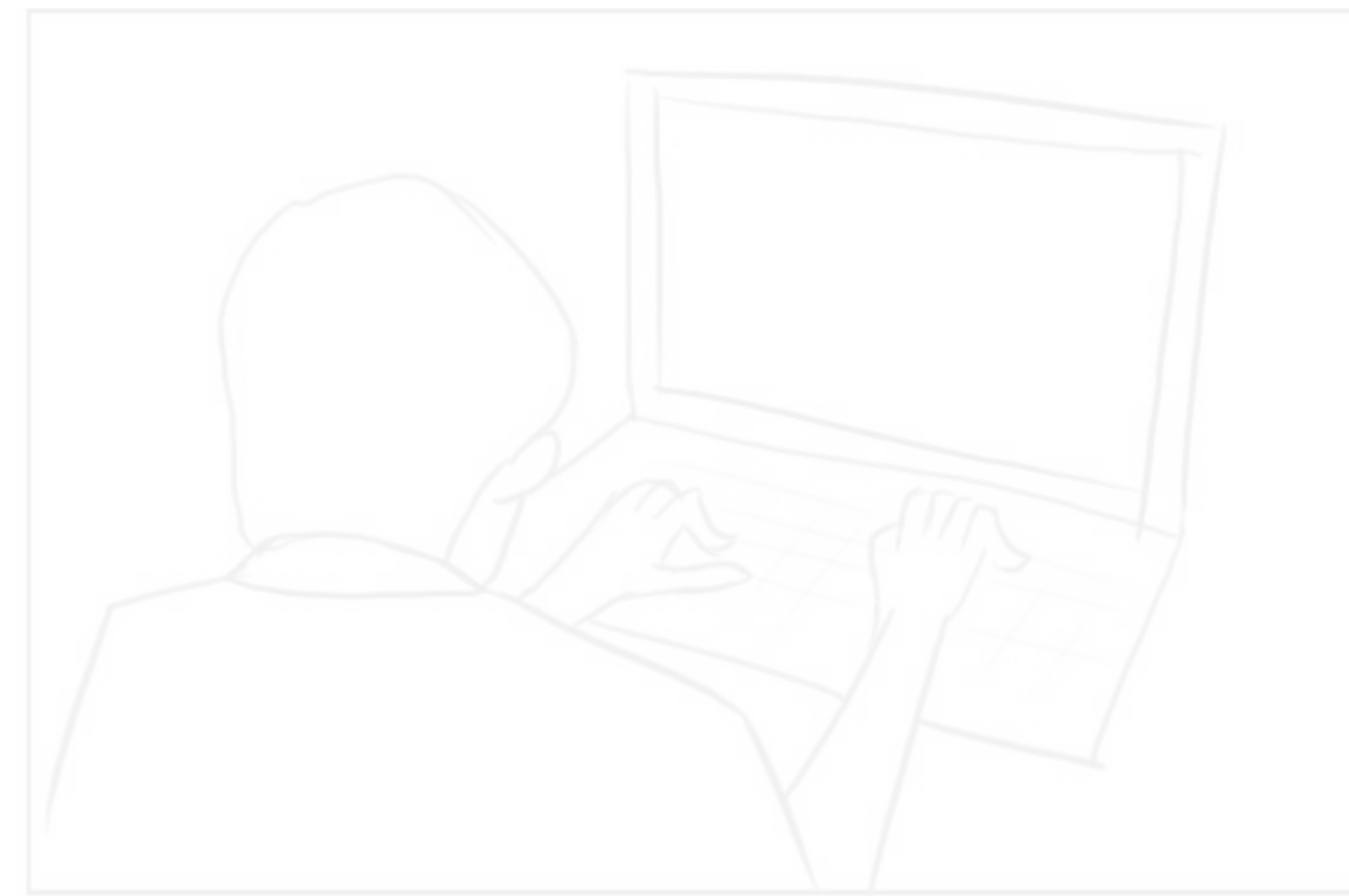
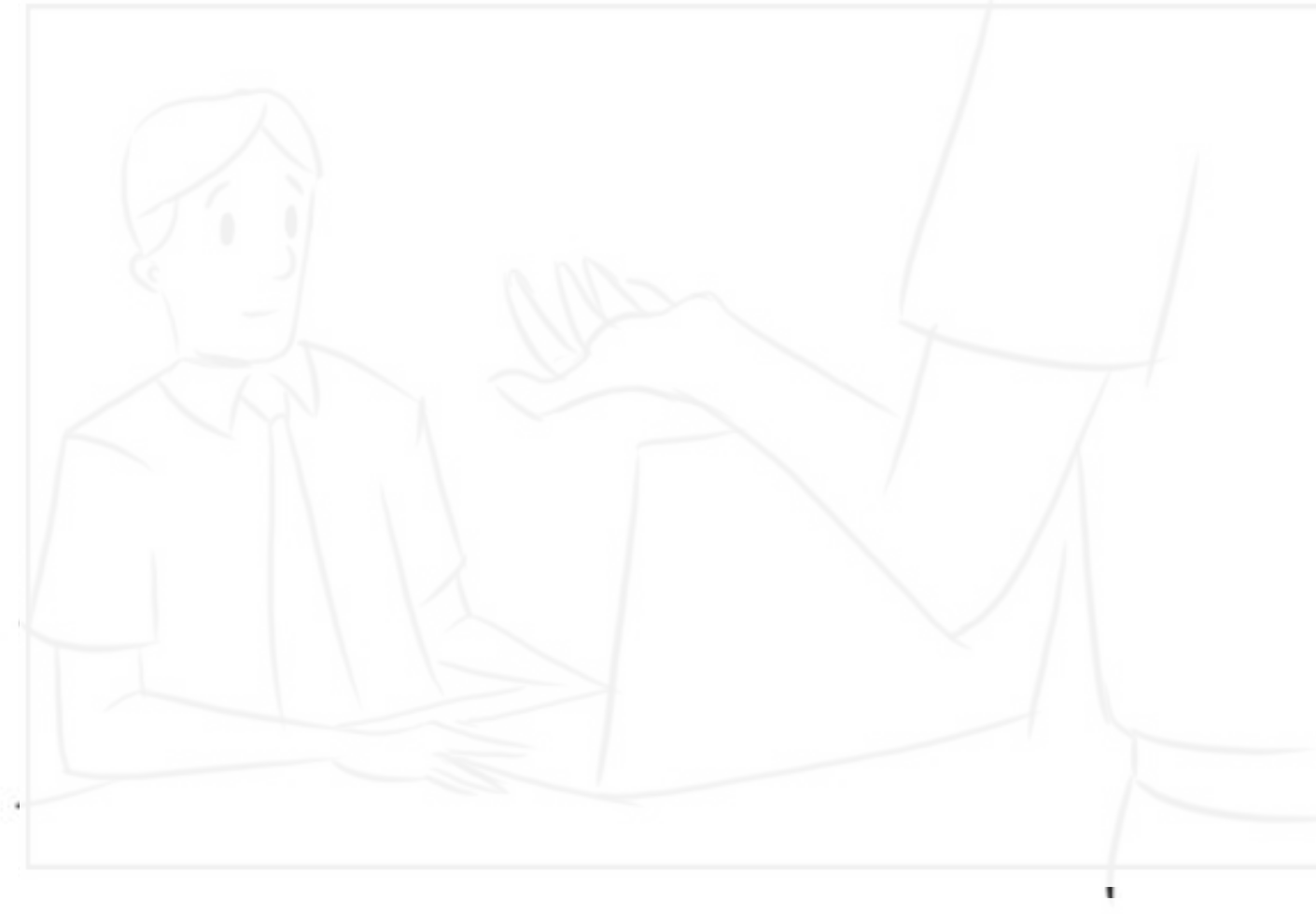
Use case scenario 1

...but didn't have much time to gather info & prepare slides.



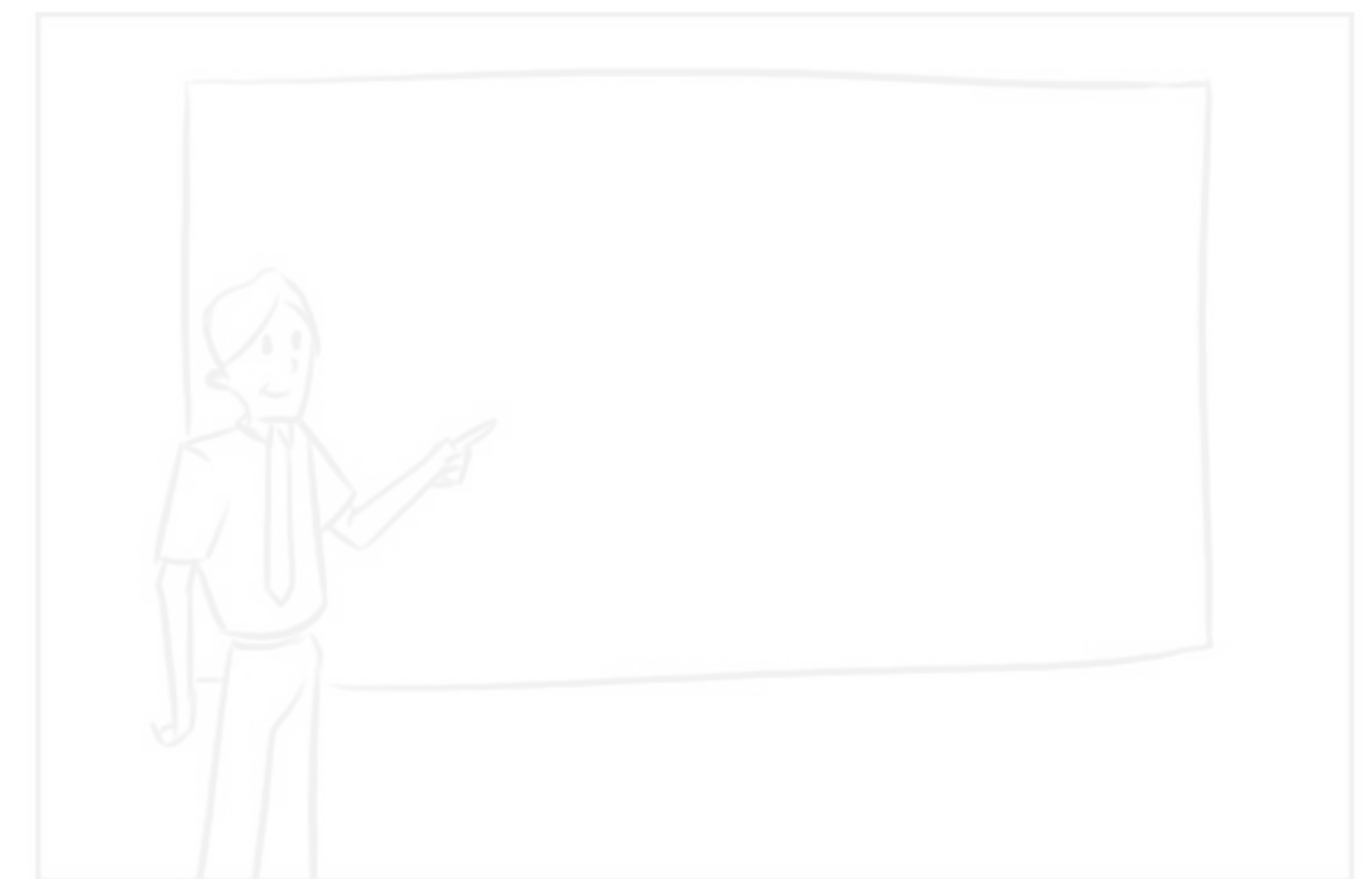
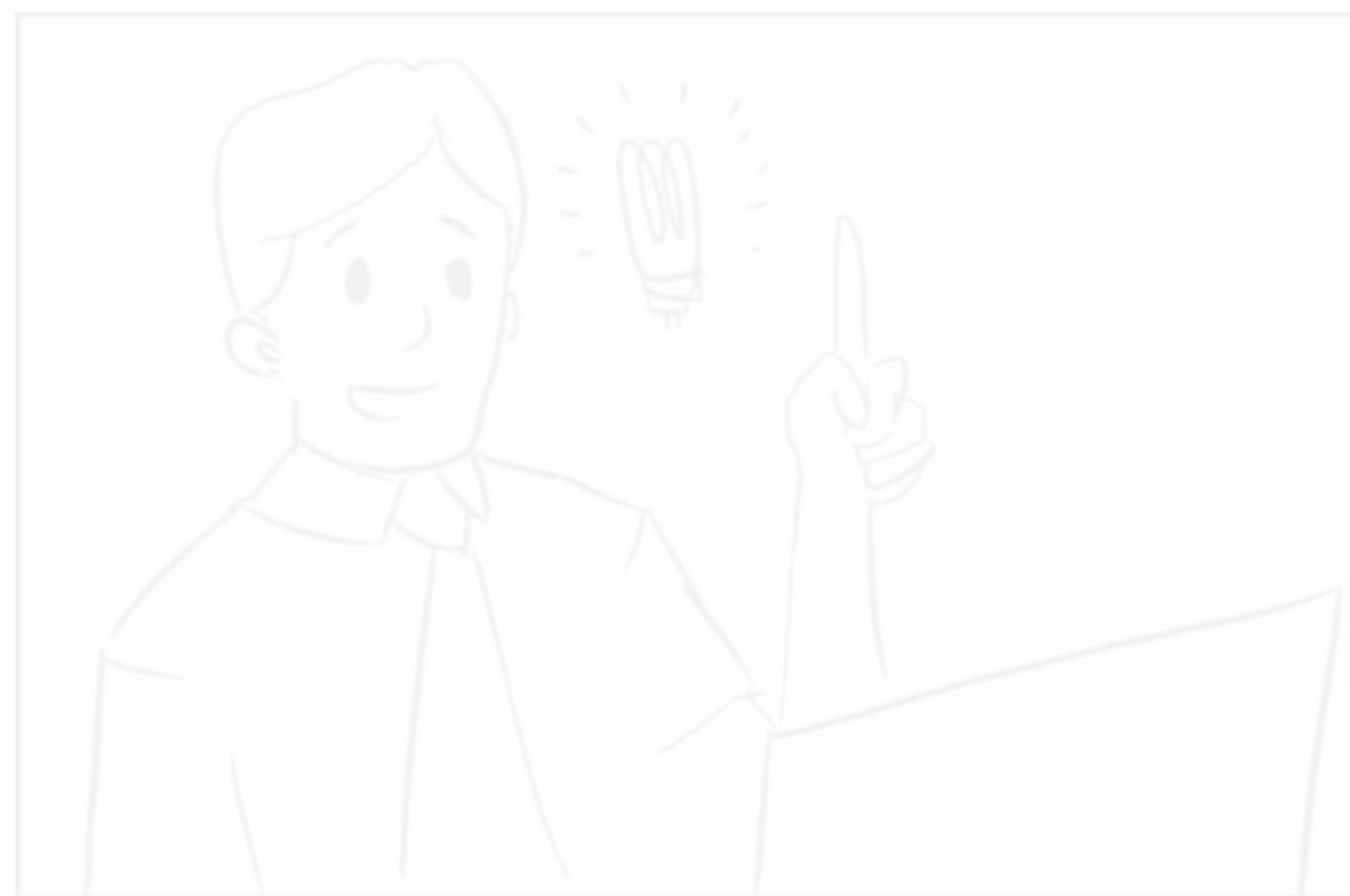
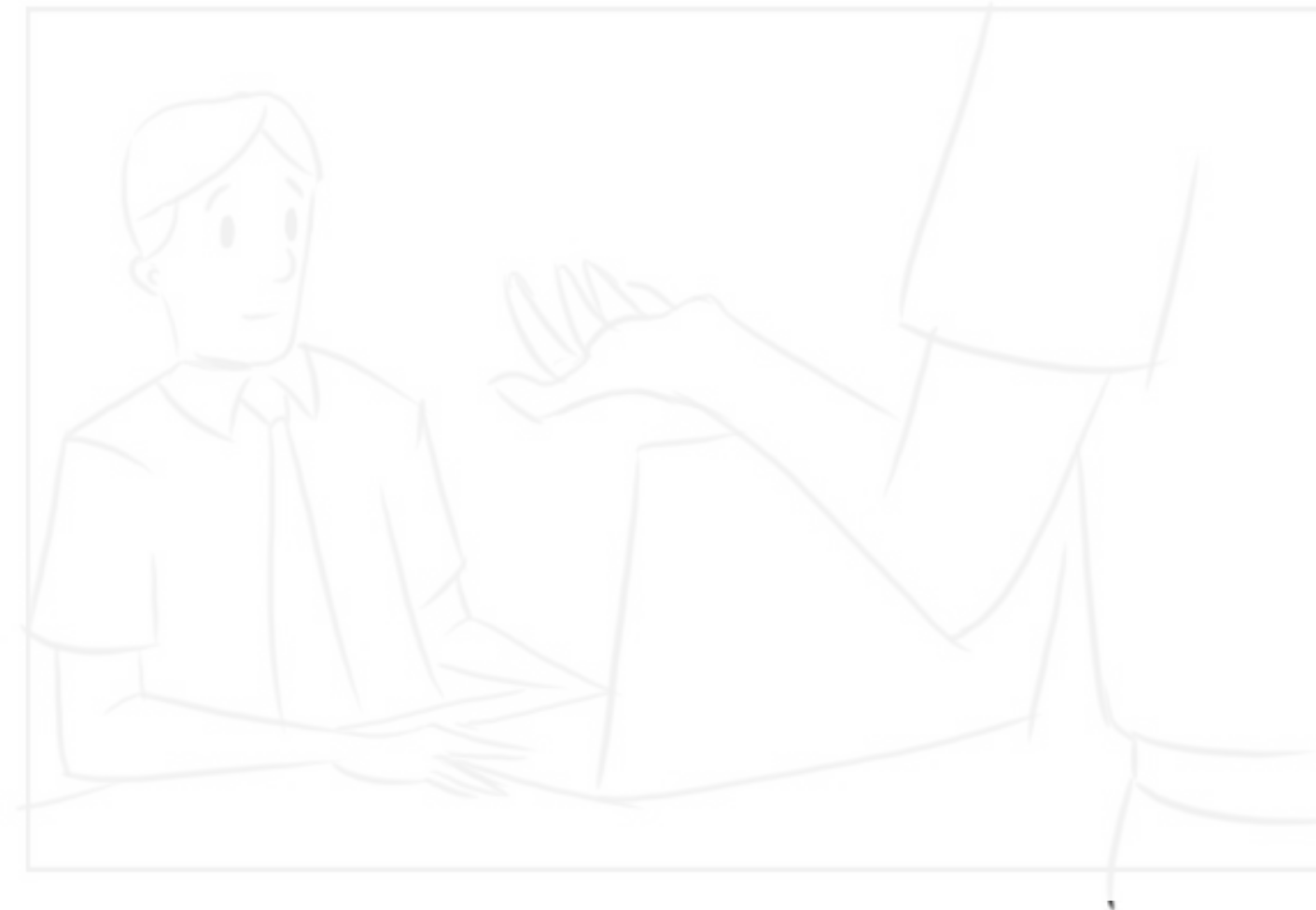
Use case scenario 1

Then he remembered **ThinkHuman**.



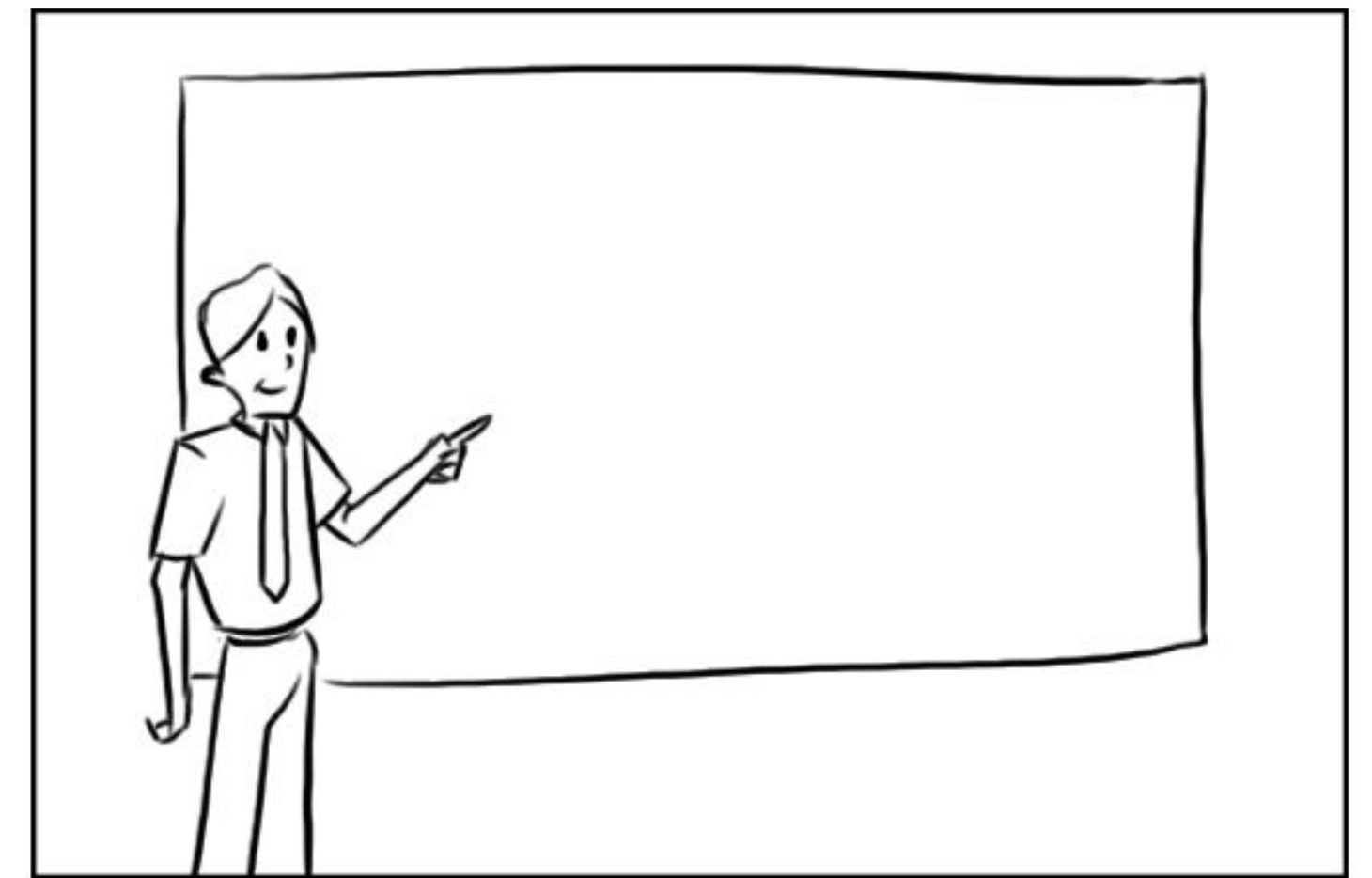
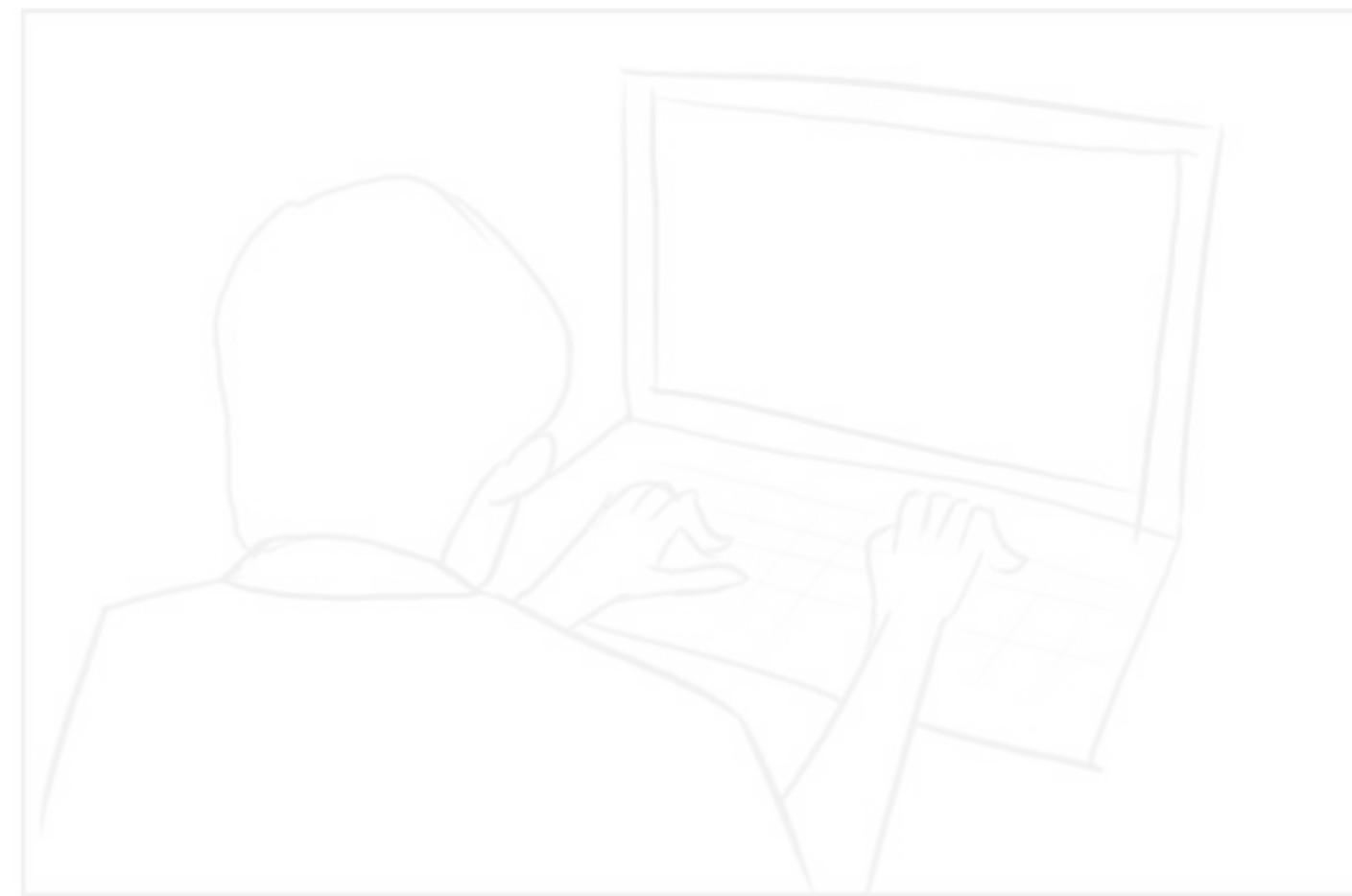
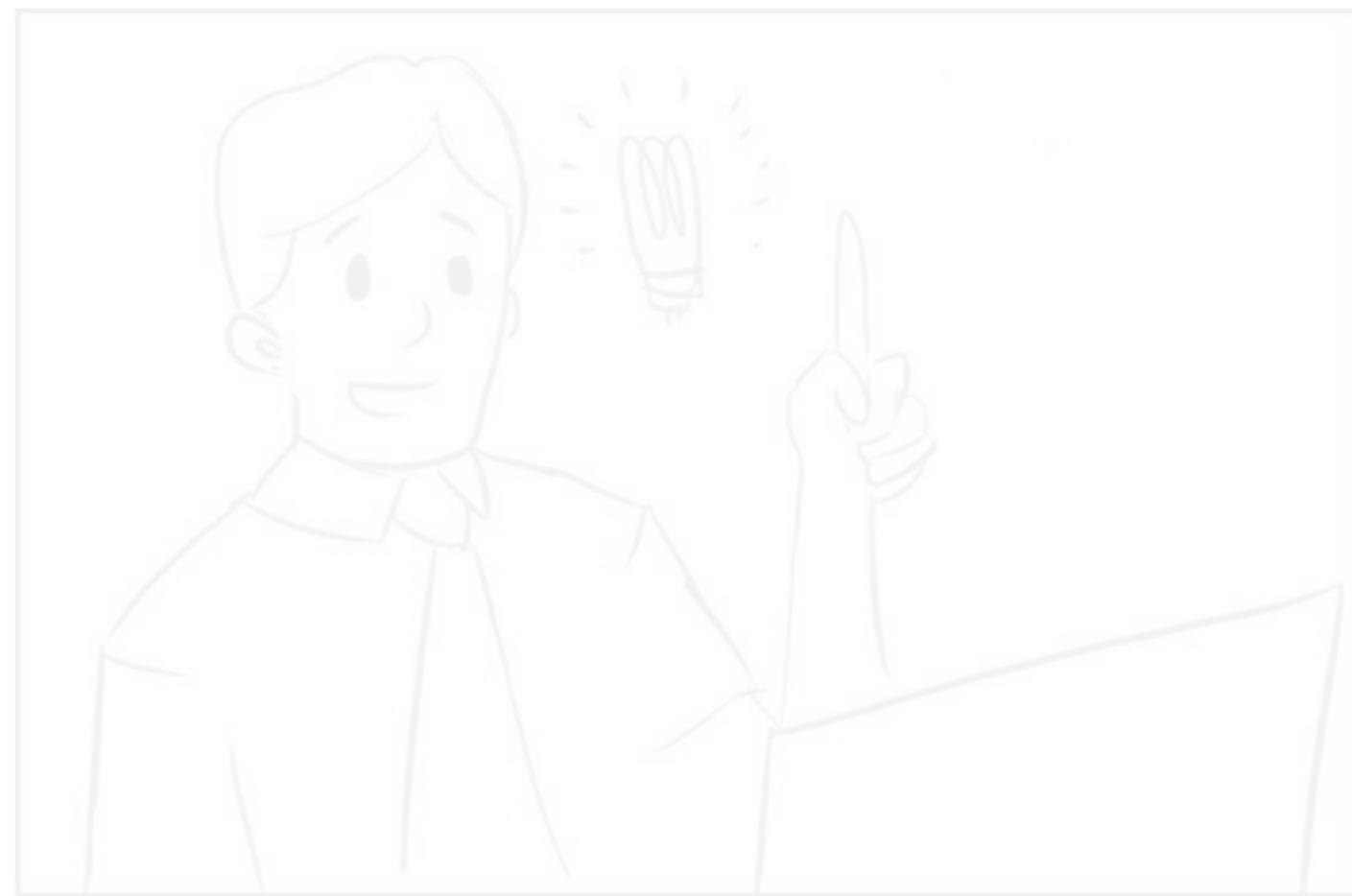
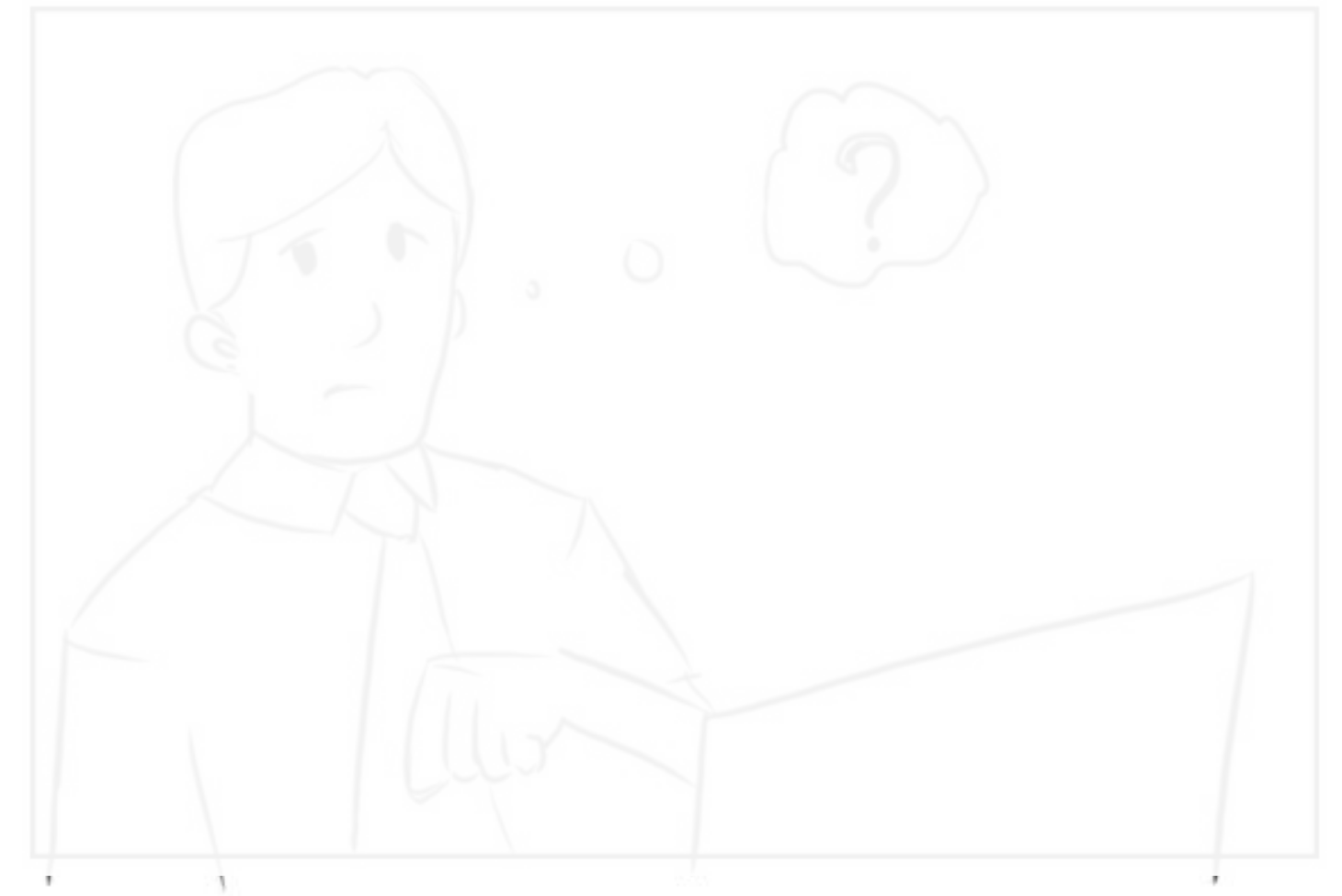
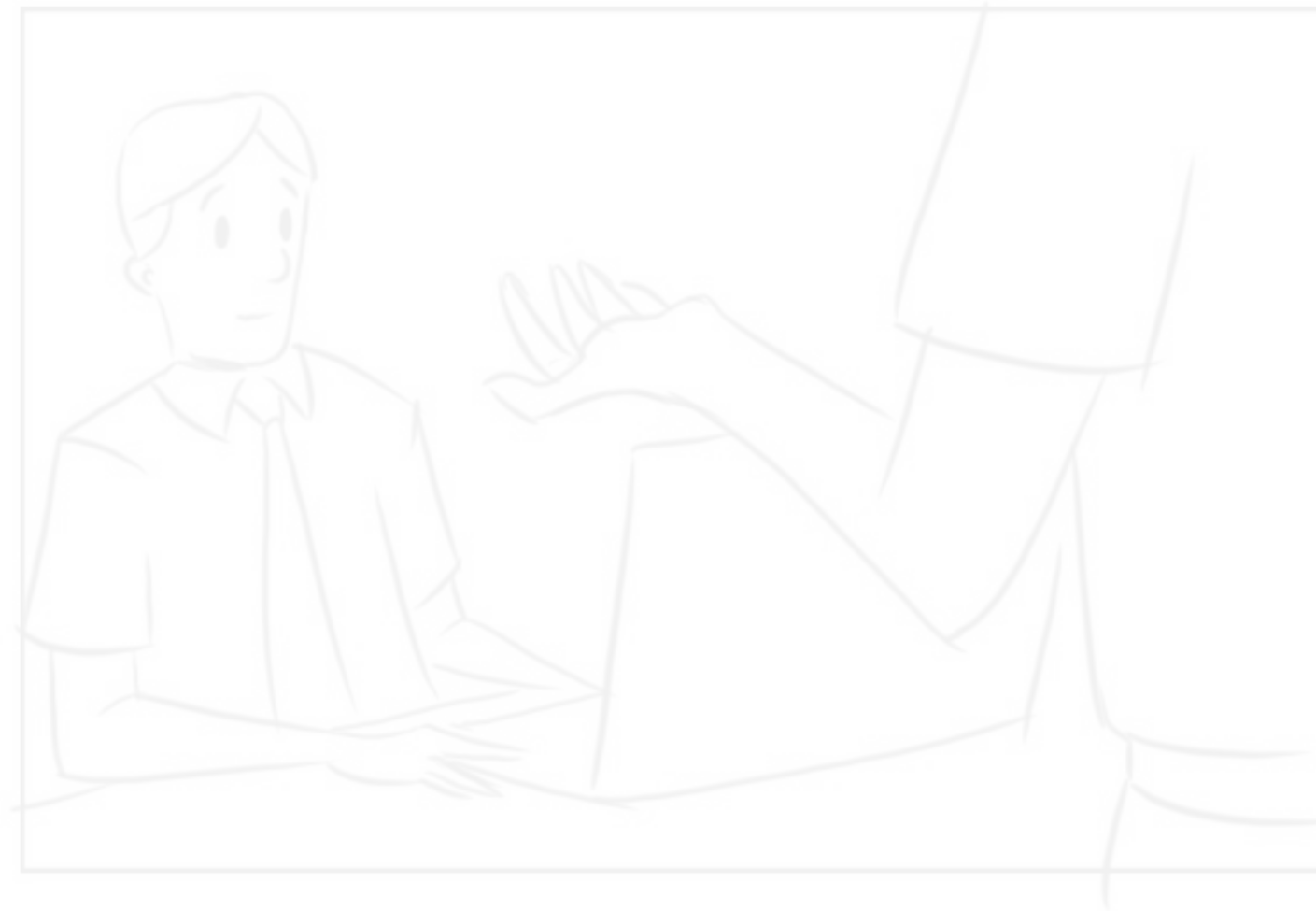
Use case scenario 1

He quickly goes to **ThinkHuman** website & runs through it quickly.



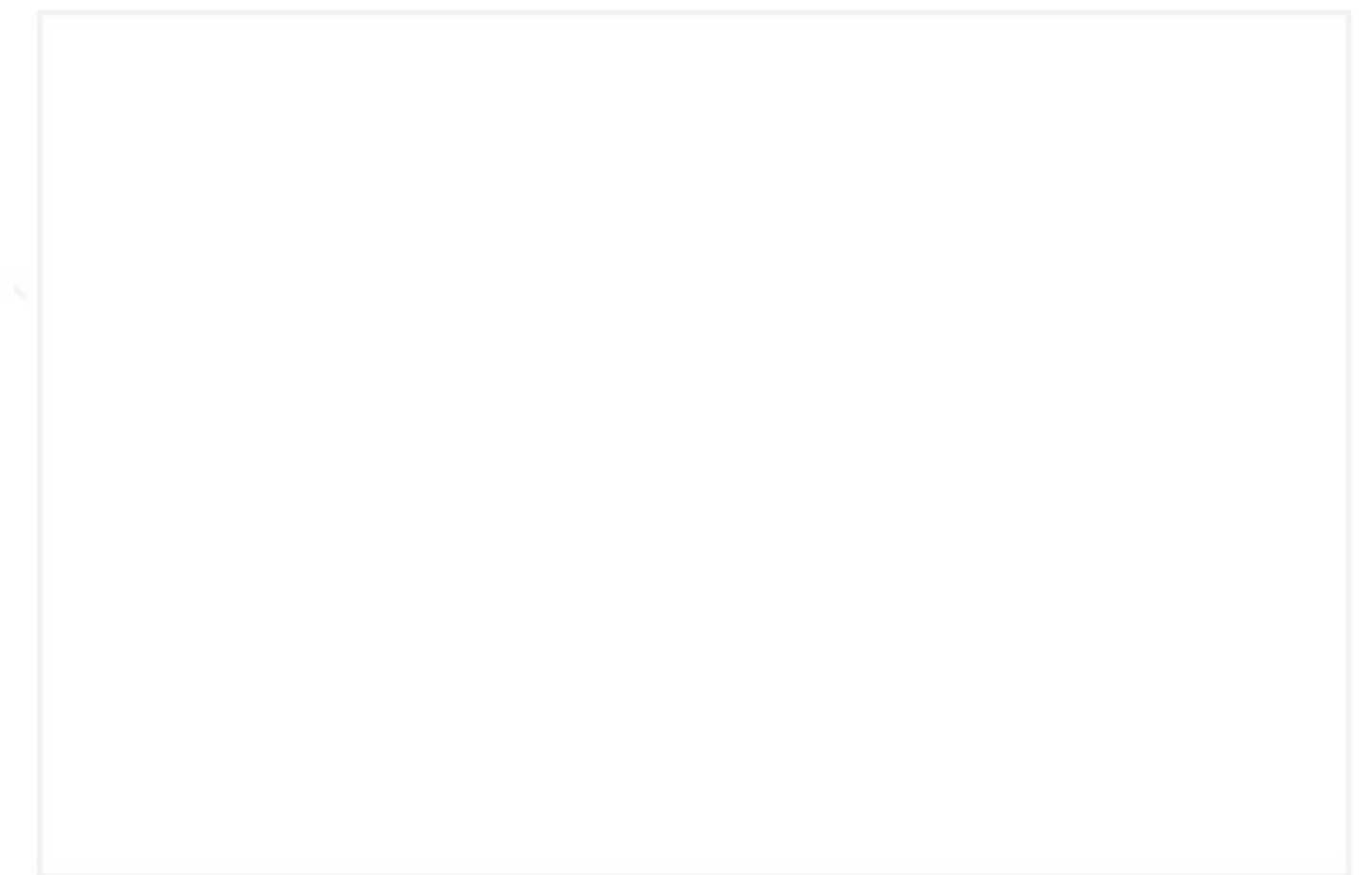
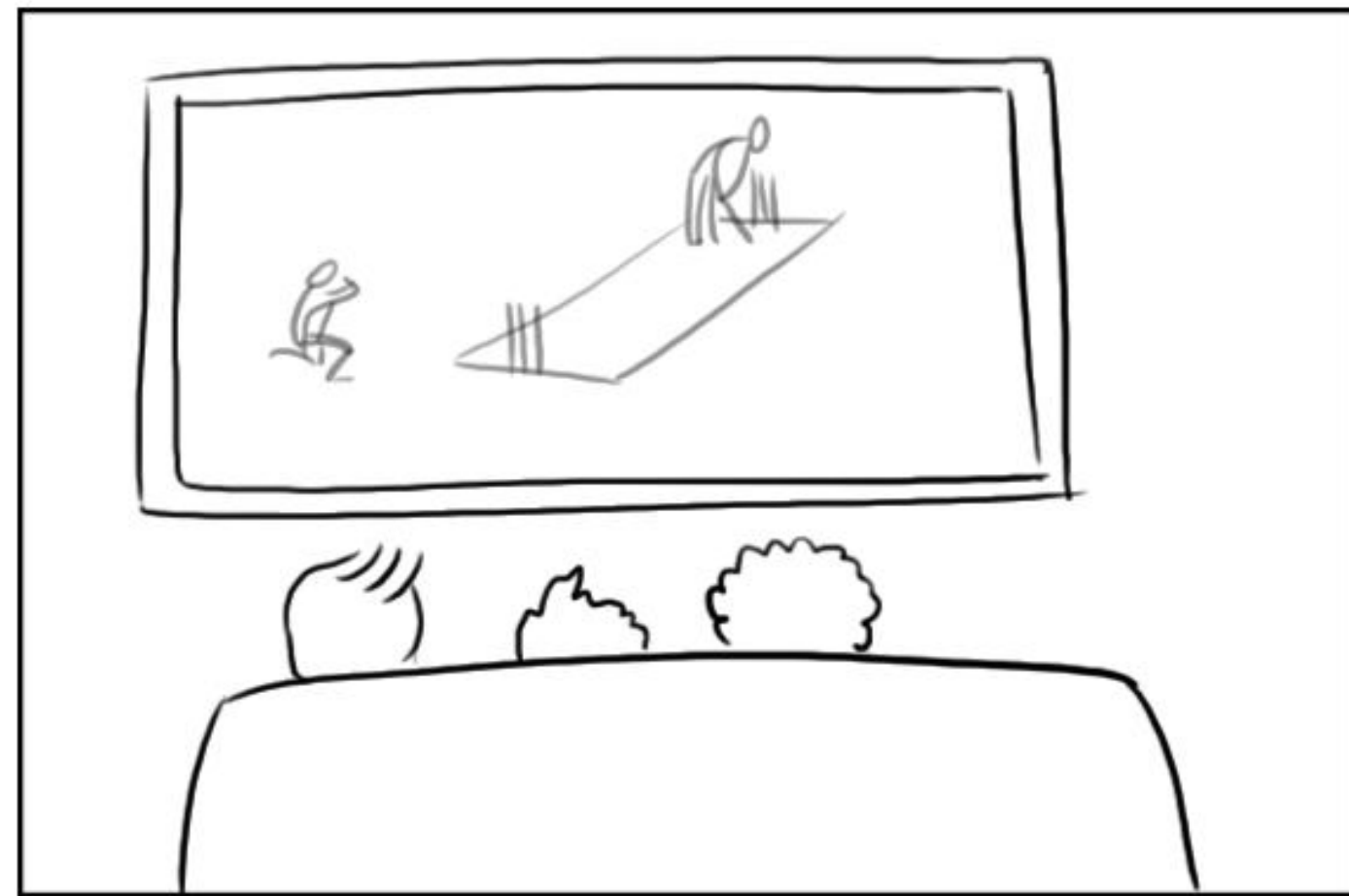
Use case scenario 1

And gave a *short & succinct* presentation to everyone in the office.



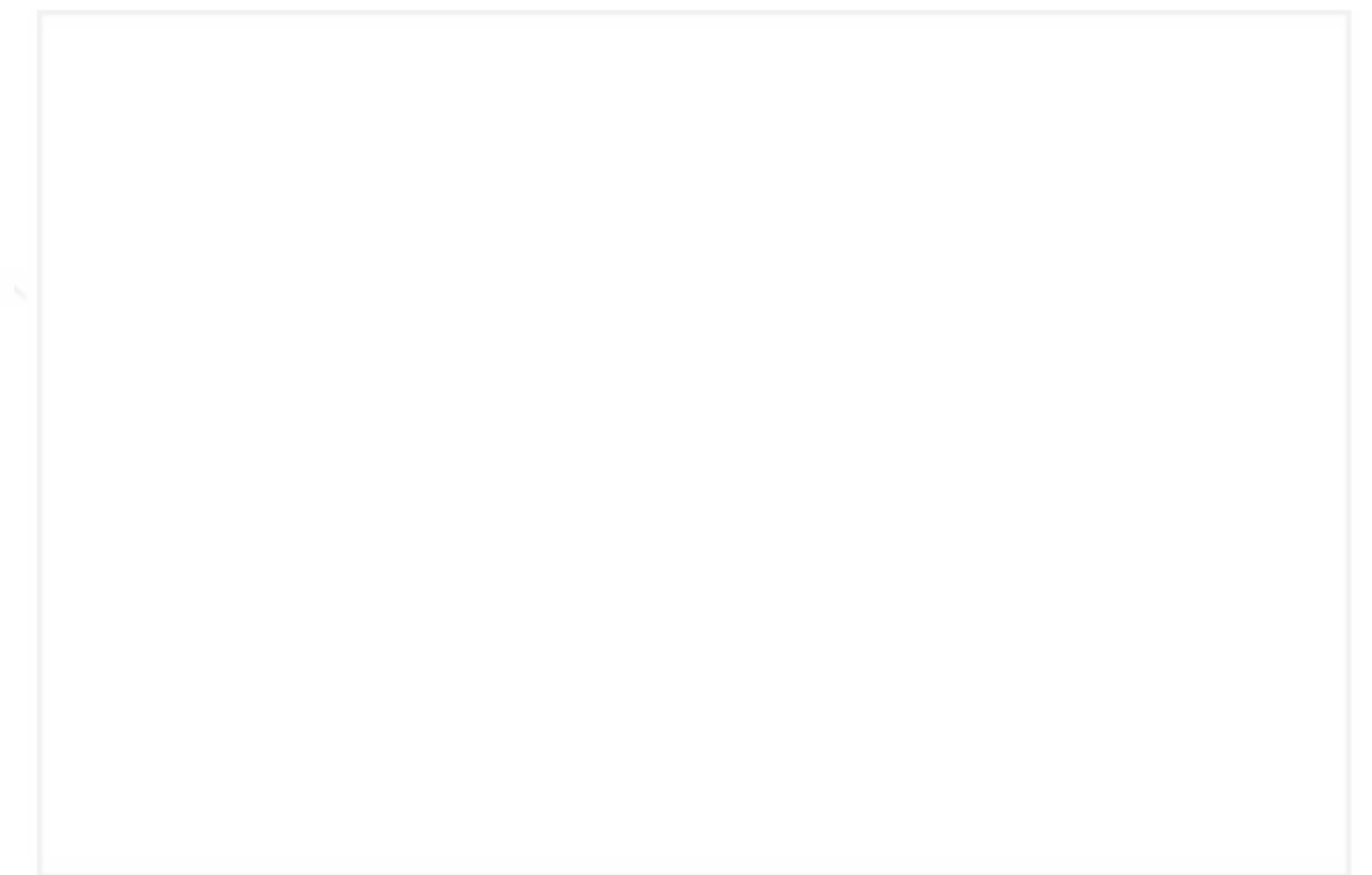
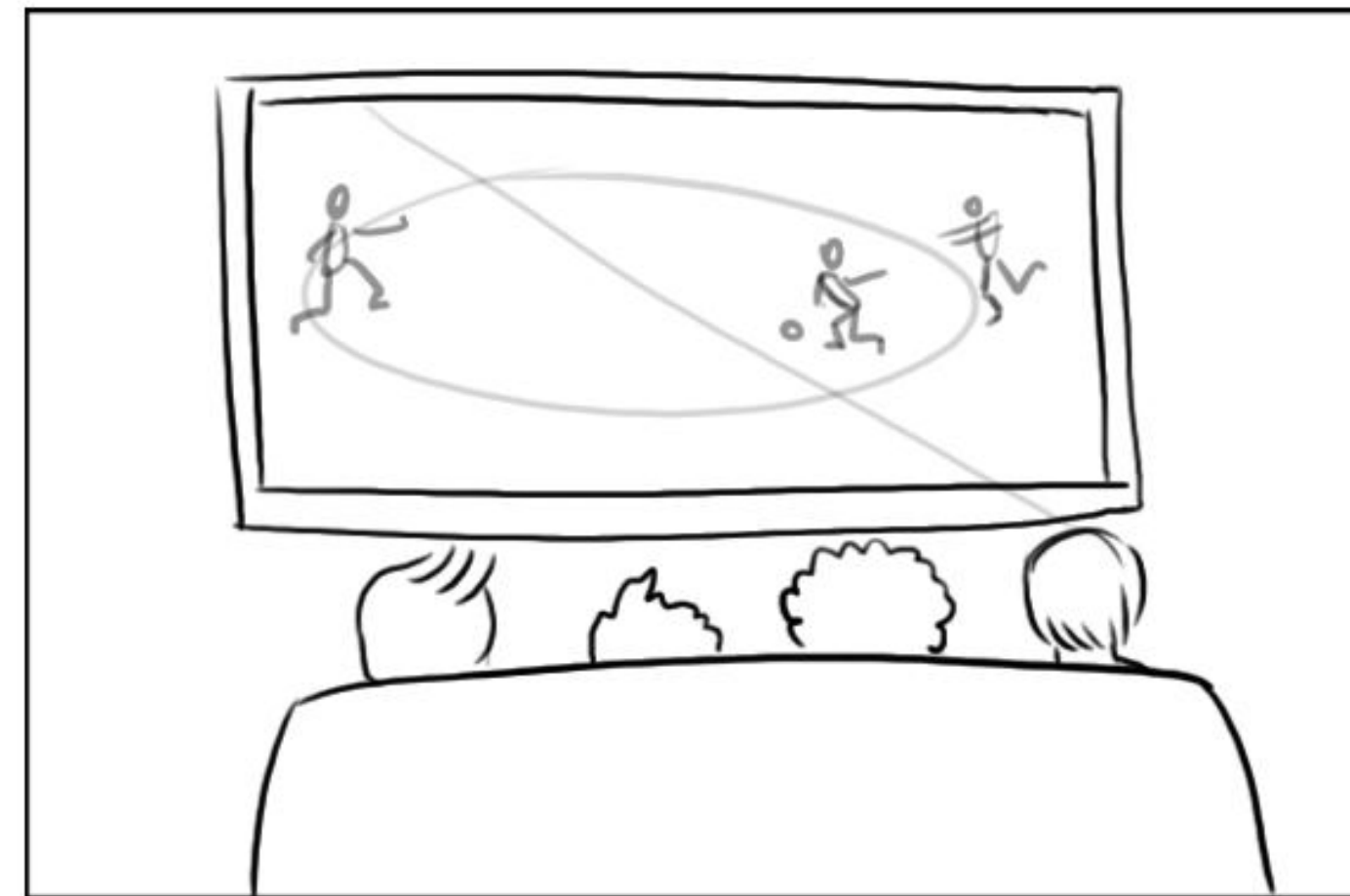
Use case scenario 2

Ashok and his 2 North Indian friends need a *fourth* person to *share* their rent.



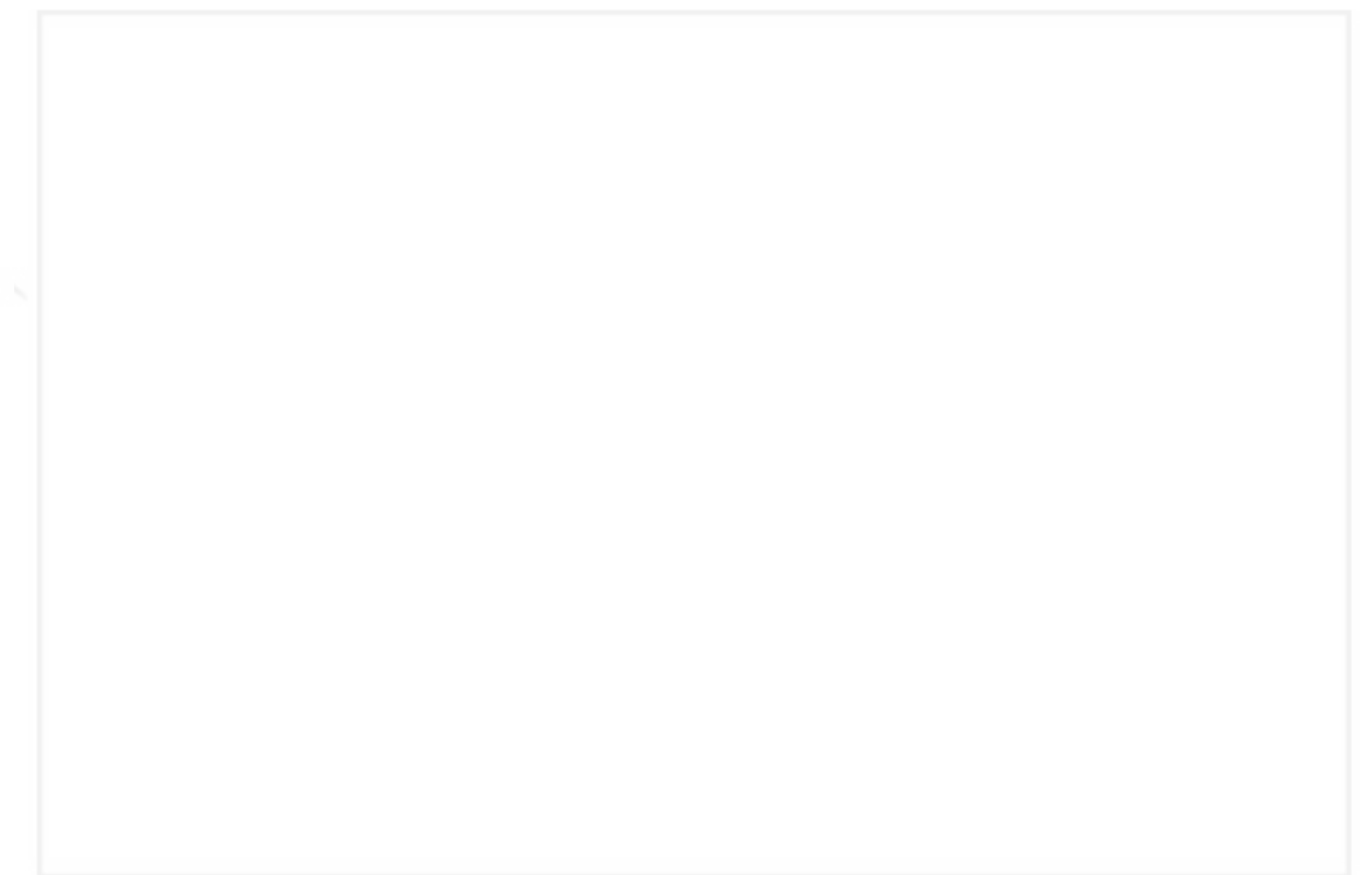
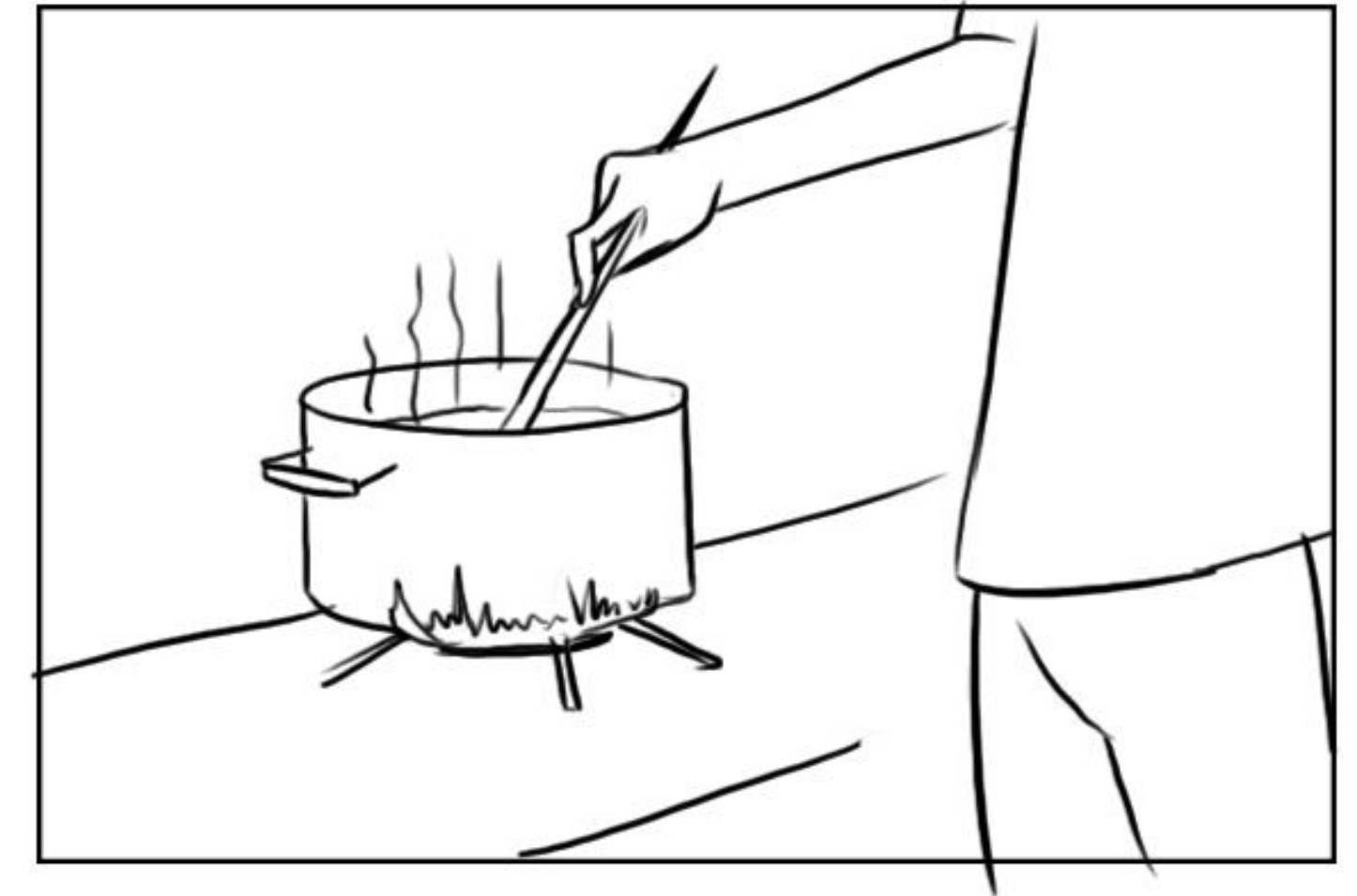
Use case scenario 2

Through some contacts, they got a fourth roommate, **Ahor**, who happens to be from *Nagaland*.



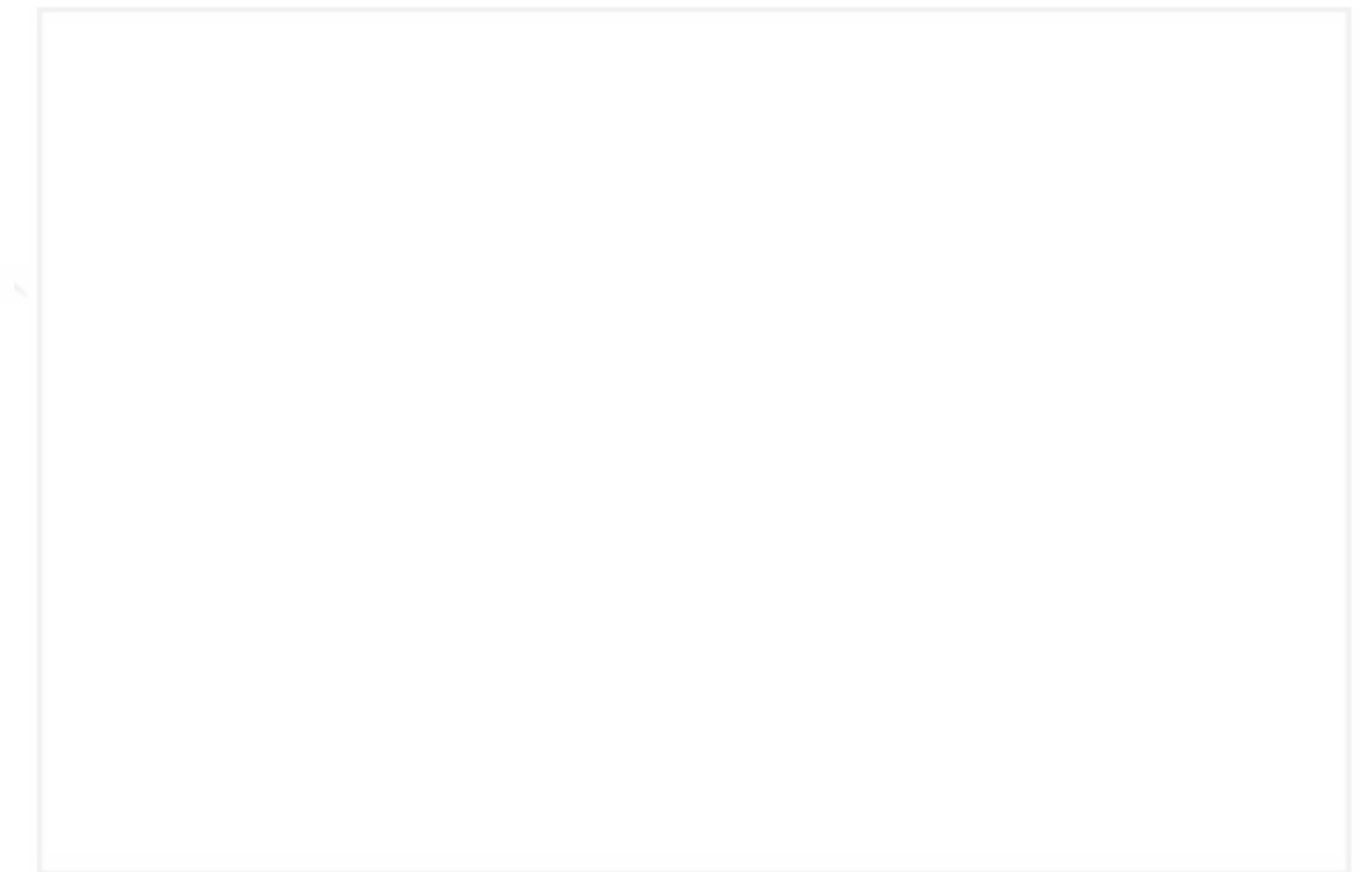
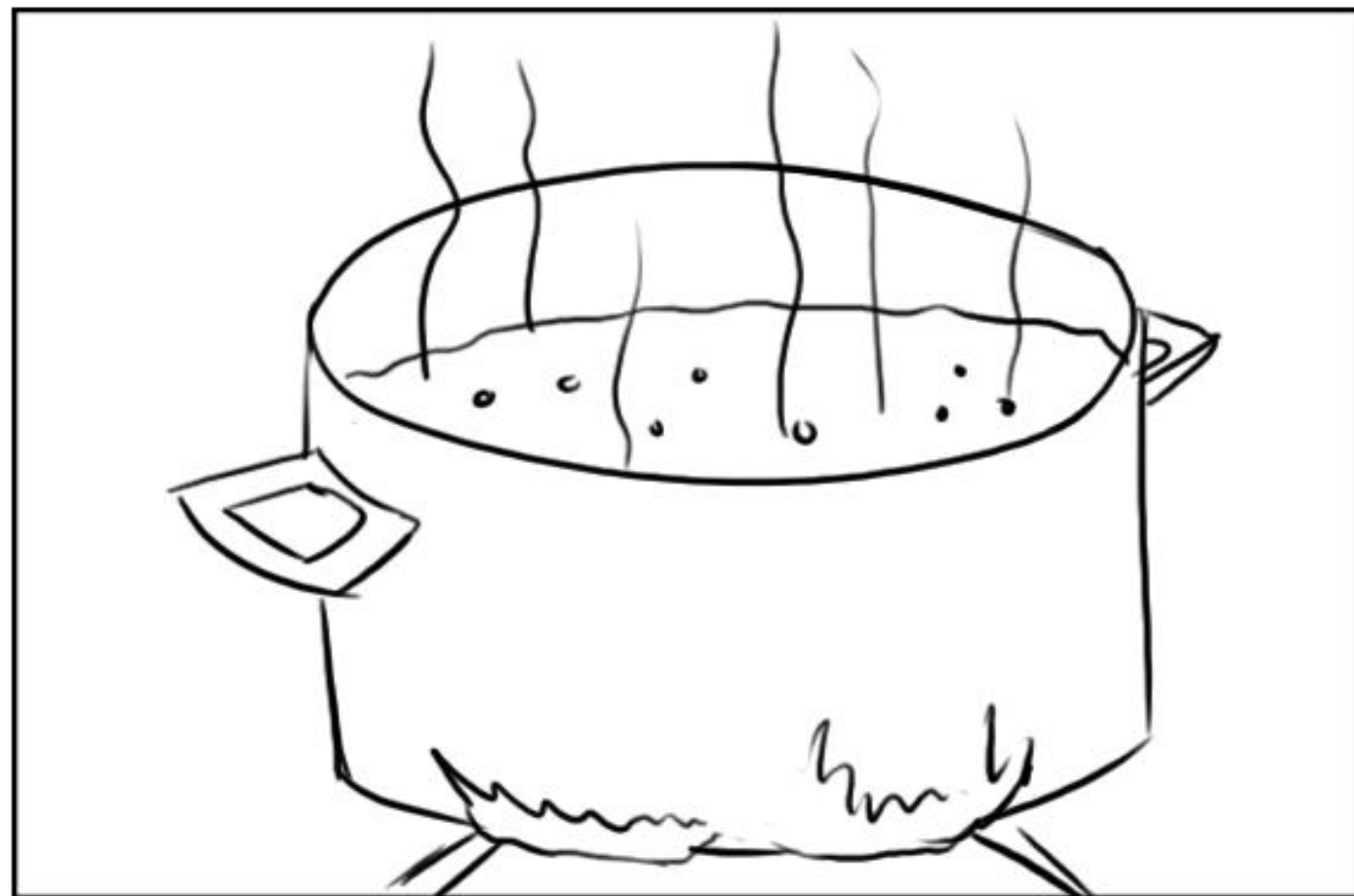
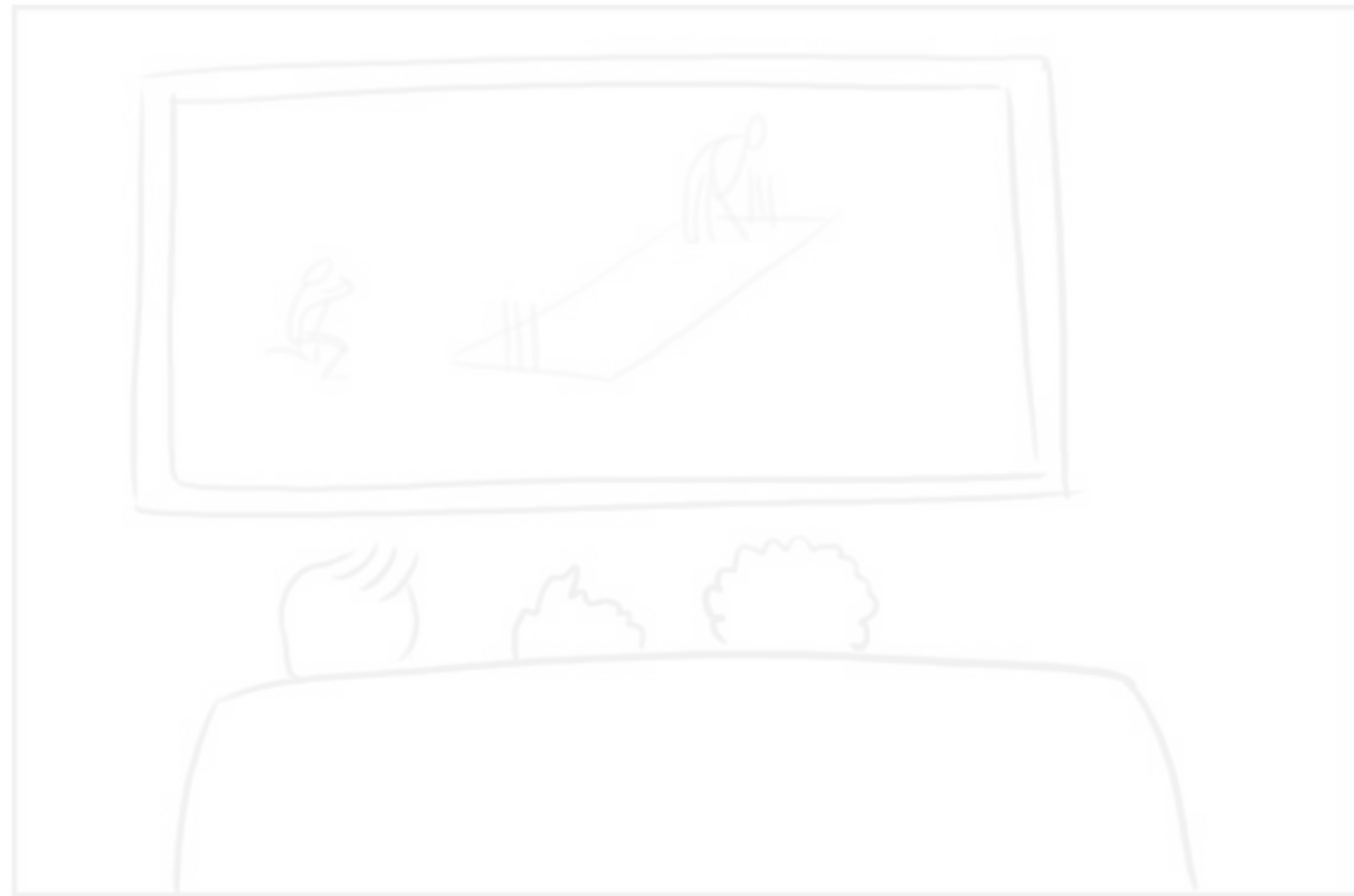
Use case scenario 2

All of them have different work timings. While the others are away for work, the **Ahor** cooks his dinner at the *shared kitchen*.



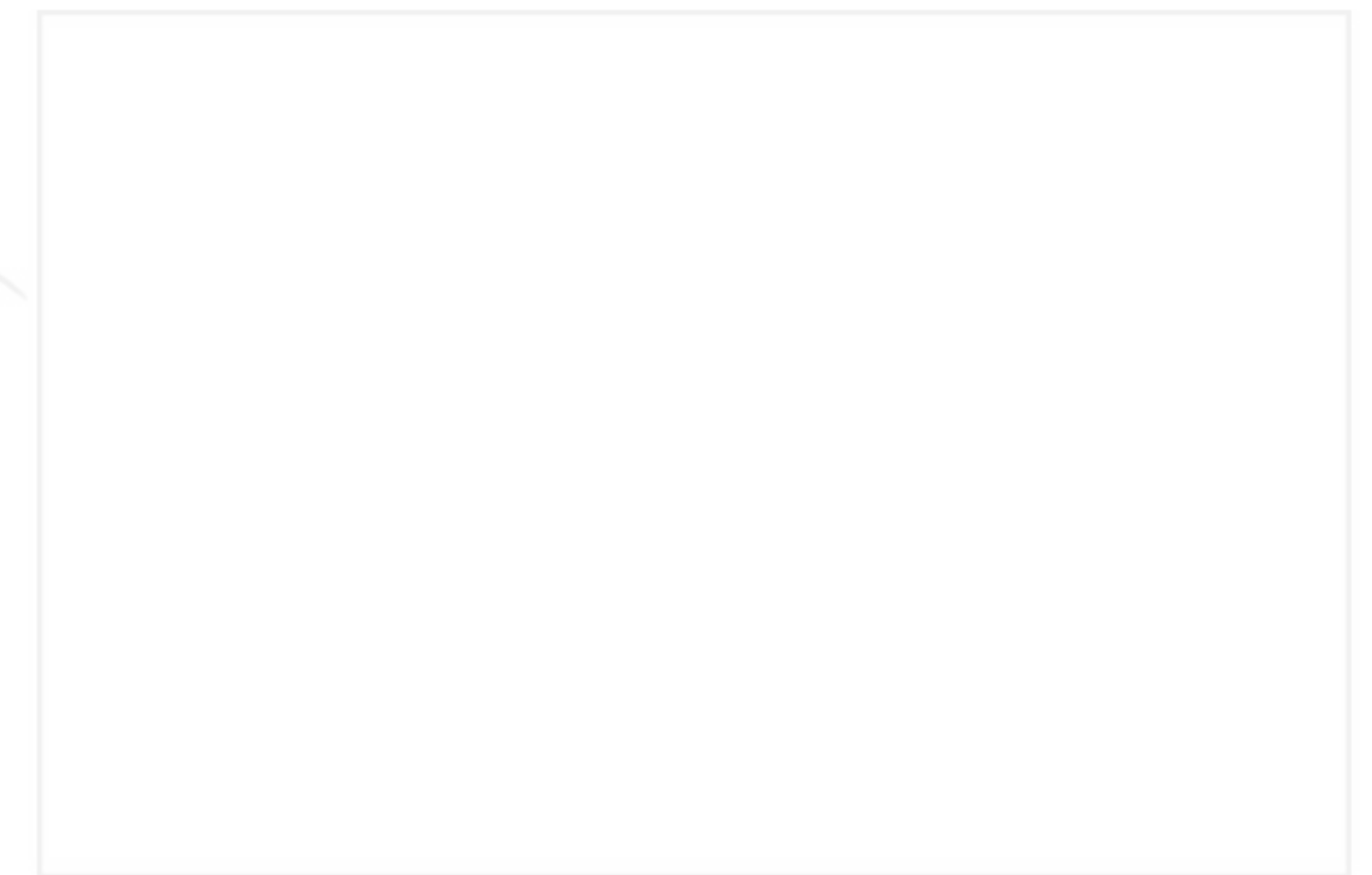
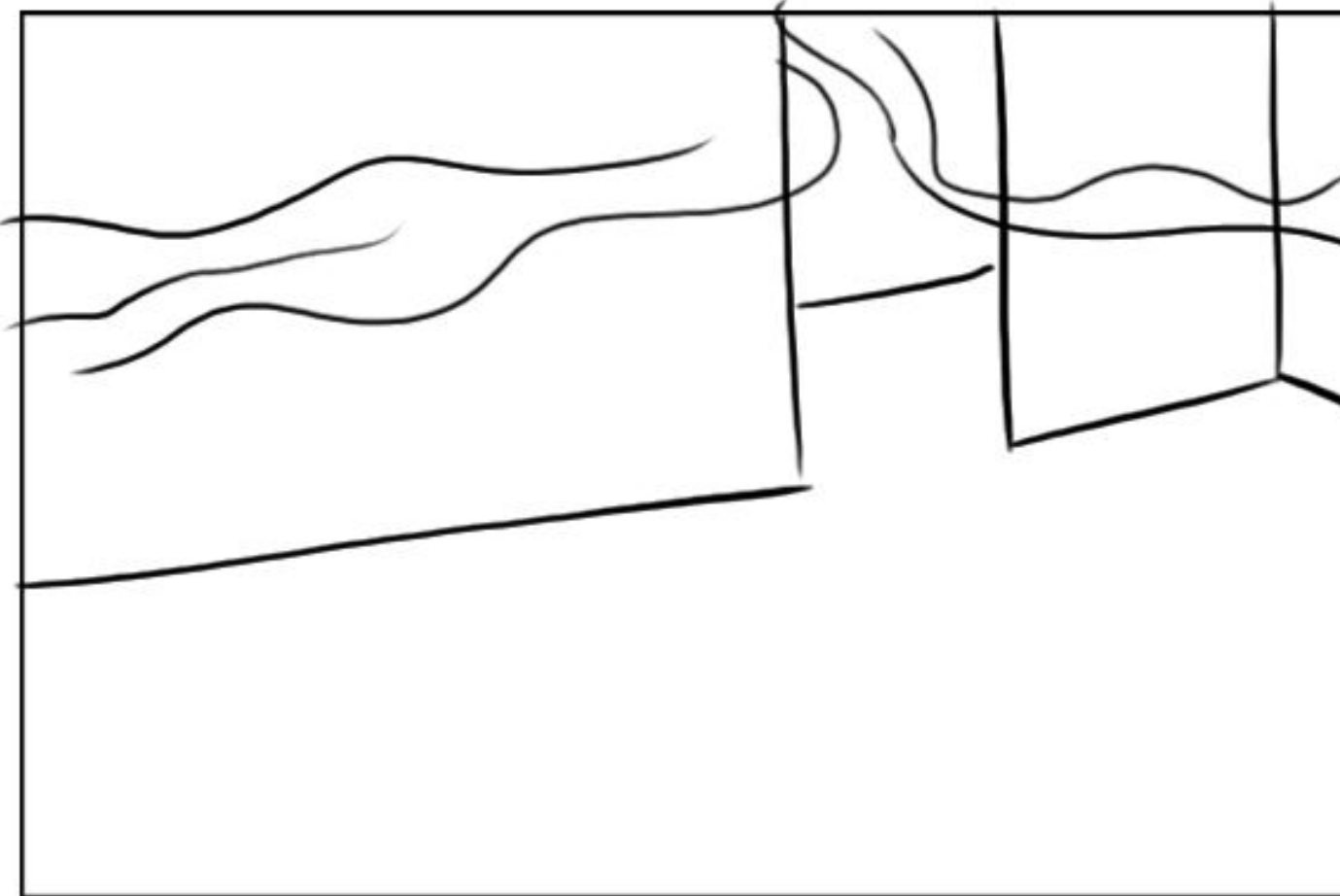
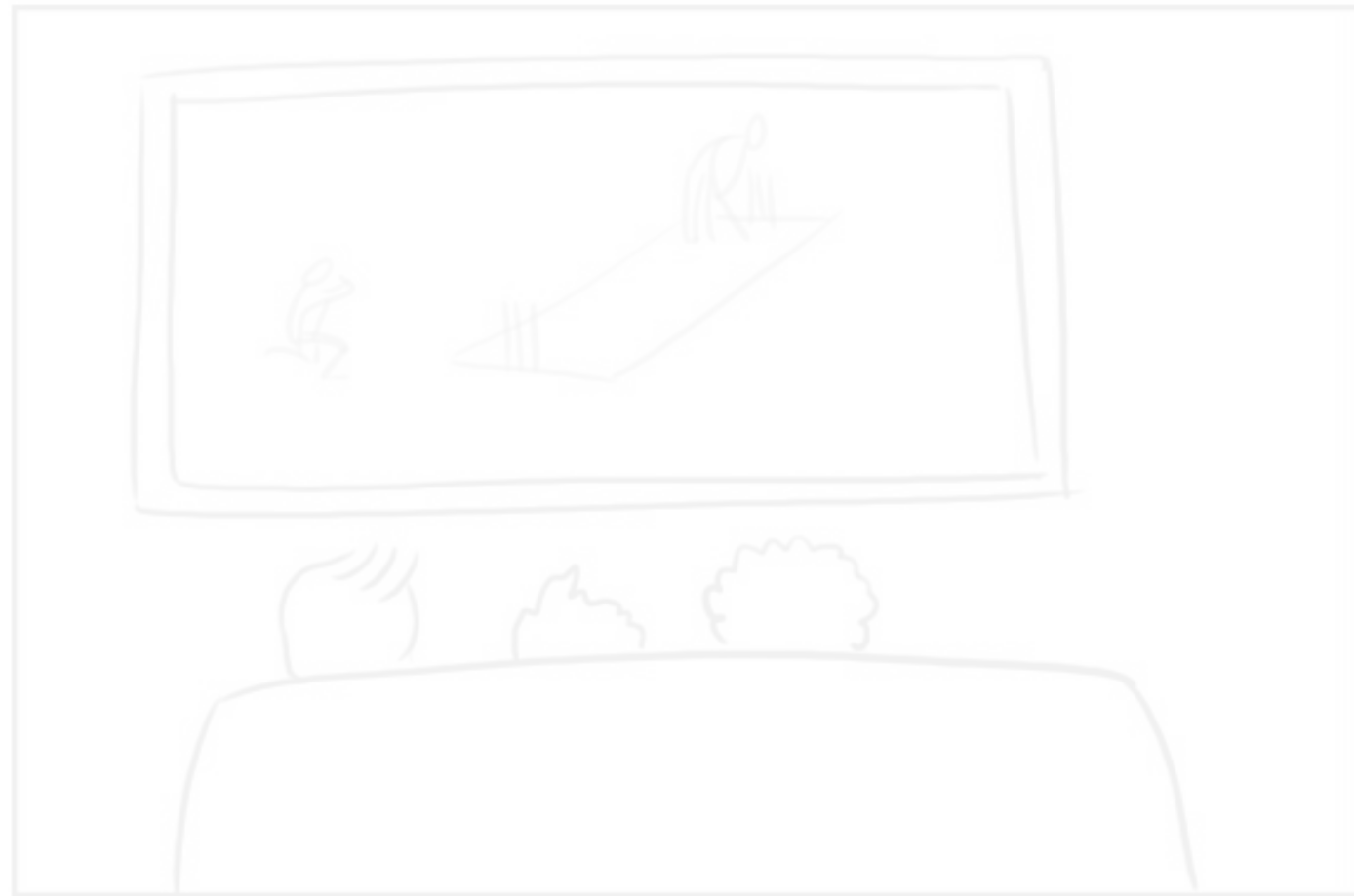
Use case scenario 2

What *he didn't know* is that, the aroma coming out from the food may not be welcomed by his other roommates.



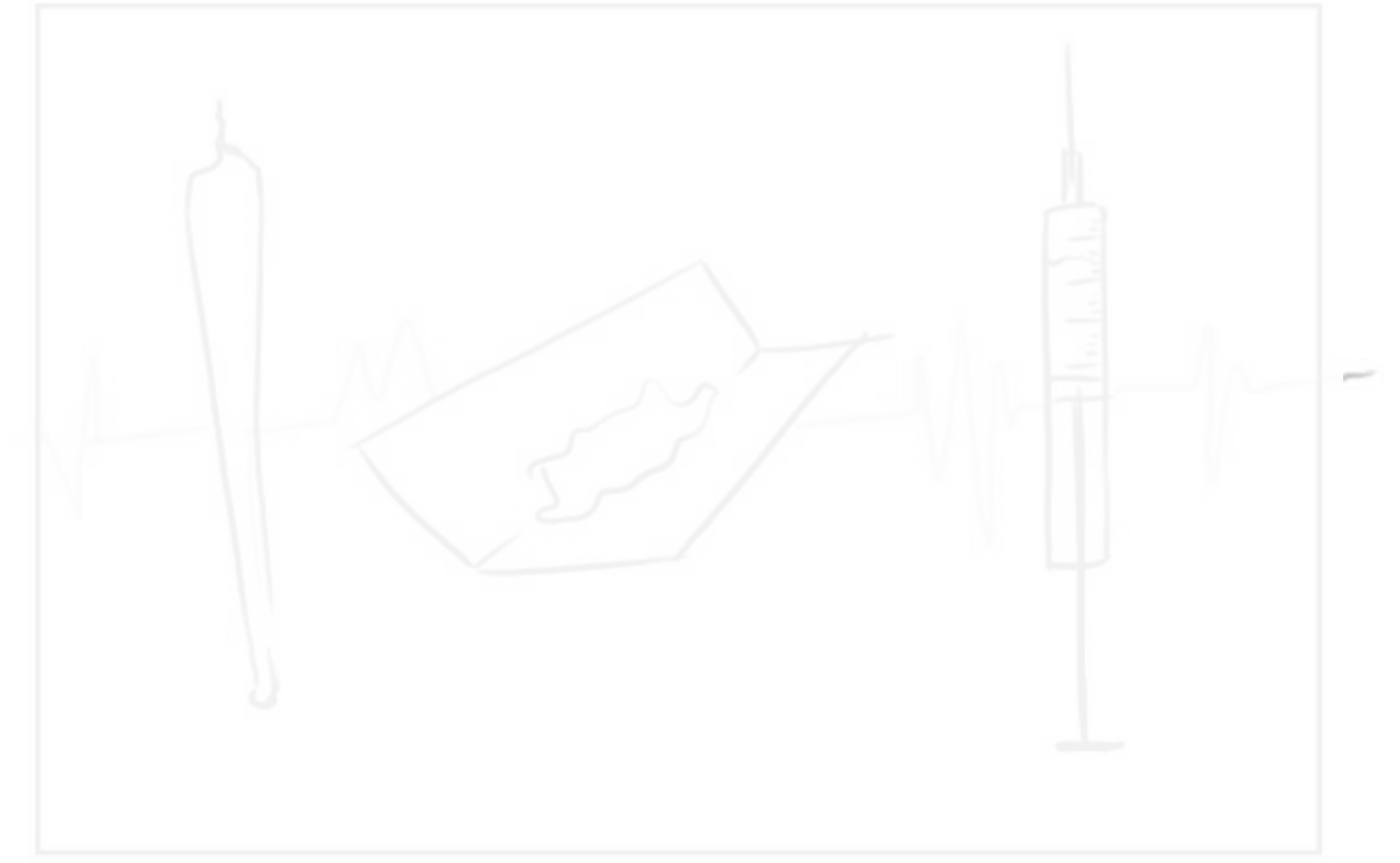
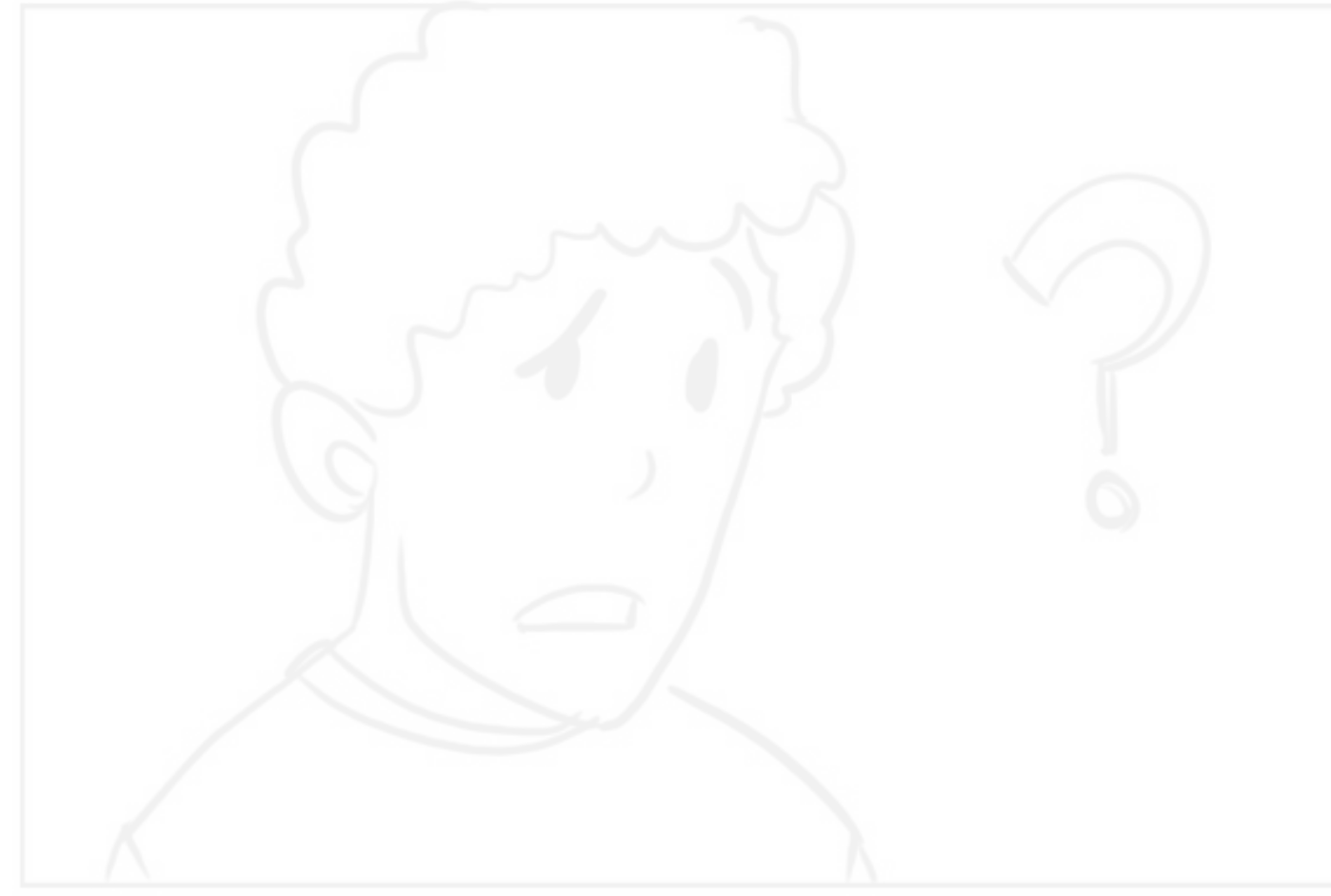
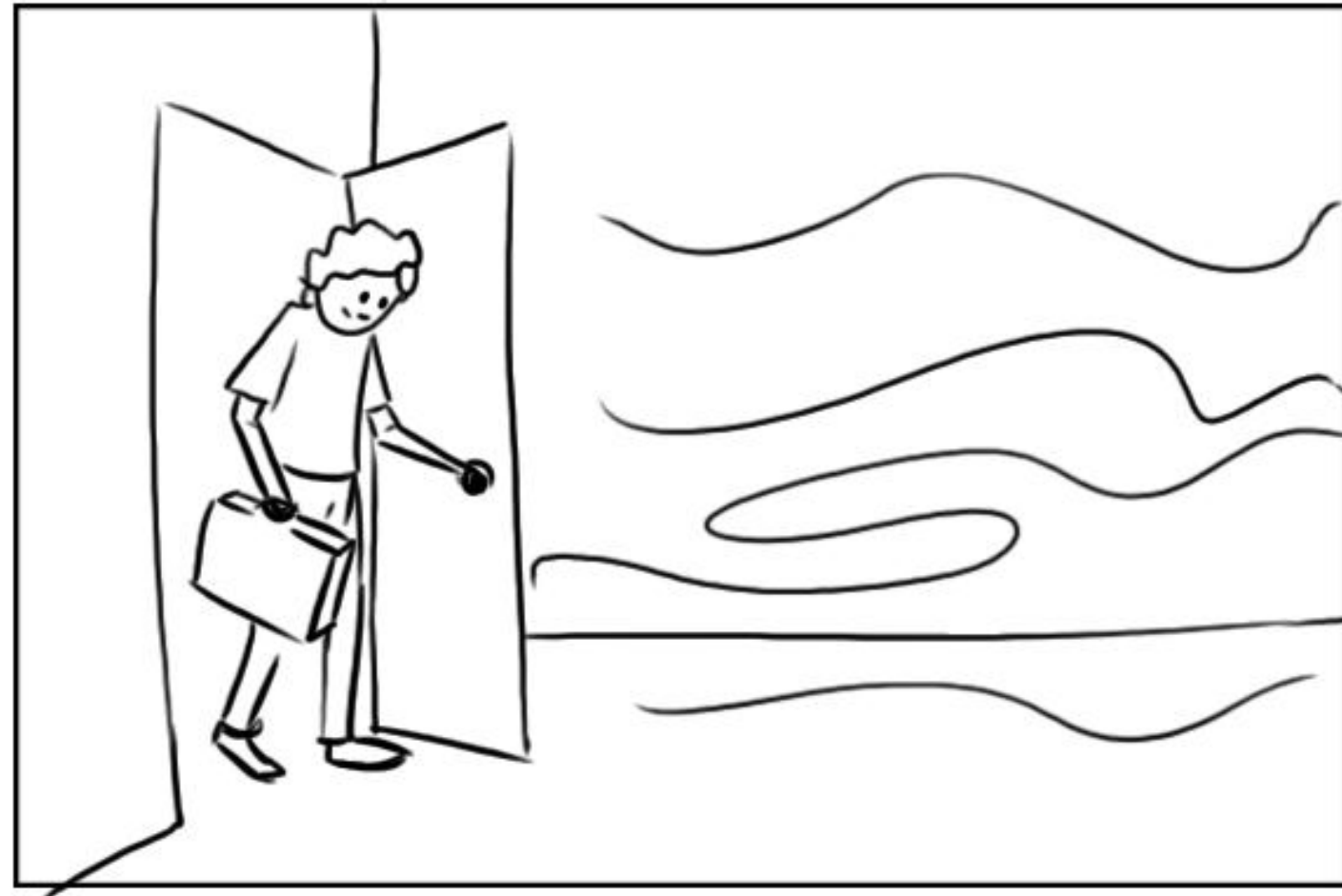
Use case scenario 2

Since he wasn't prepared of that, he didn't take measures to lessened the odor and the odor spreads to other rooms.



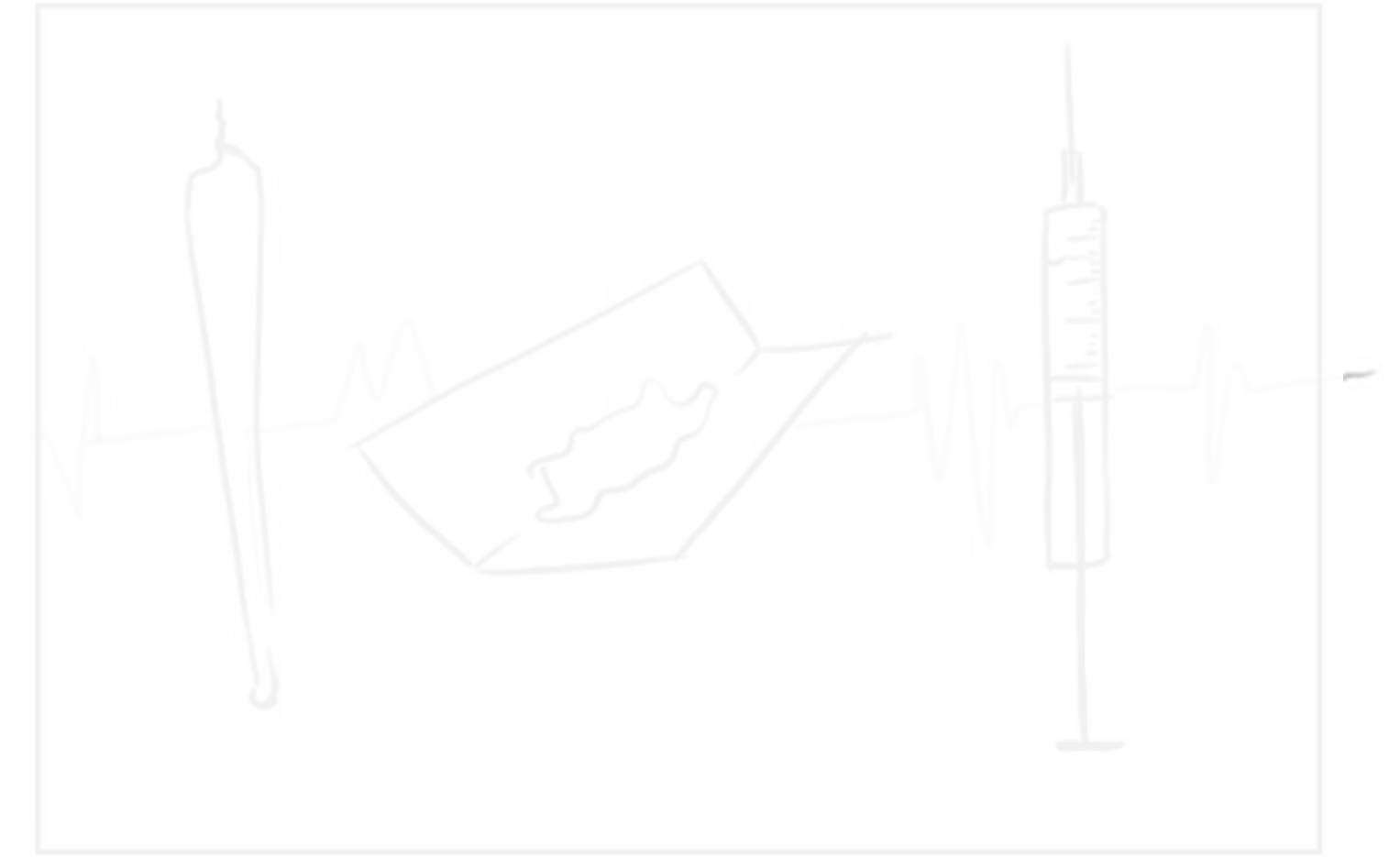
Use case scenario 2

When Ashok returns back home, he finds the room smelling different.



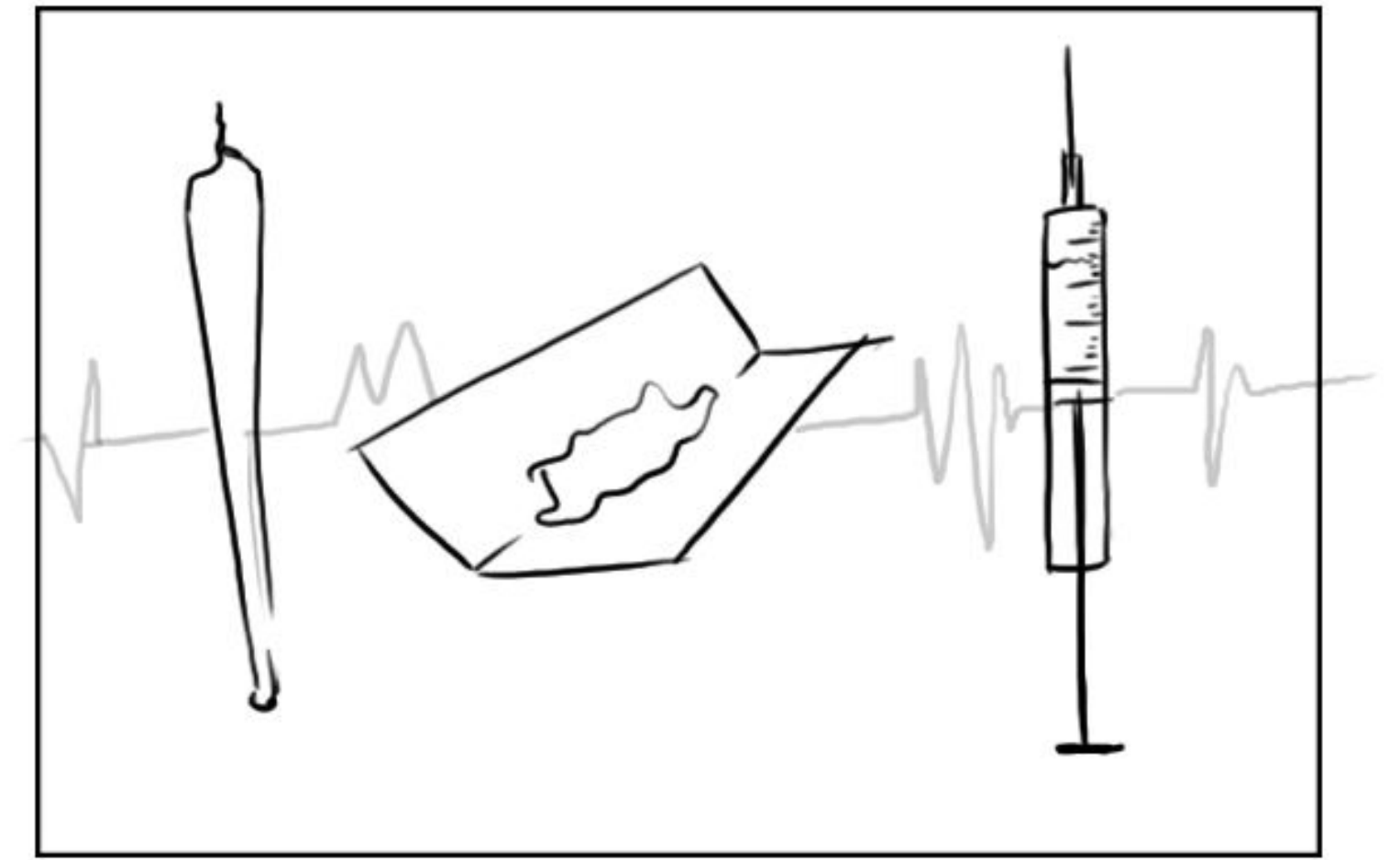
Use case scenario 2

Ashok wasn't aware of the NE food. Therefore he started wondering what **Ahor** is up-to?



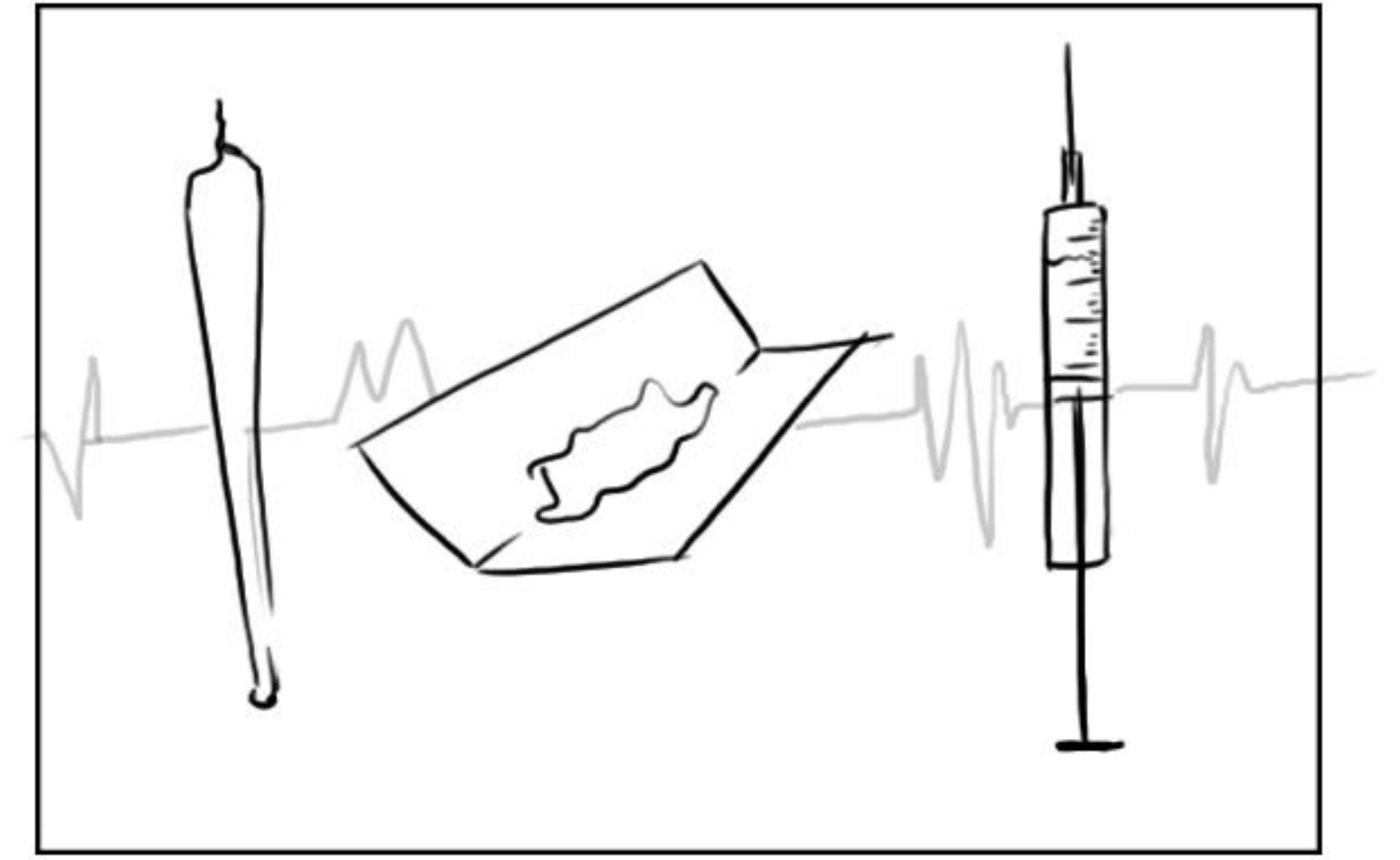
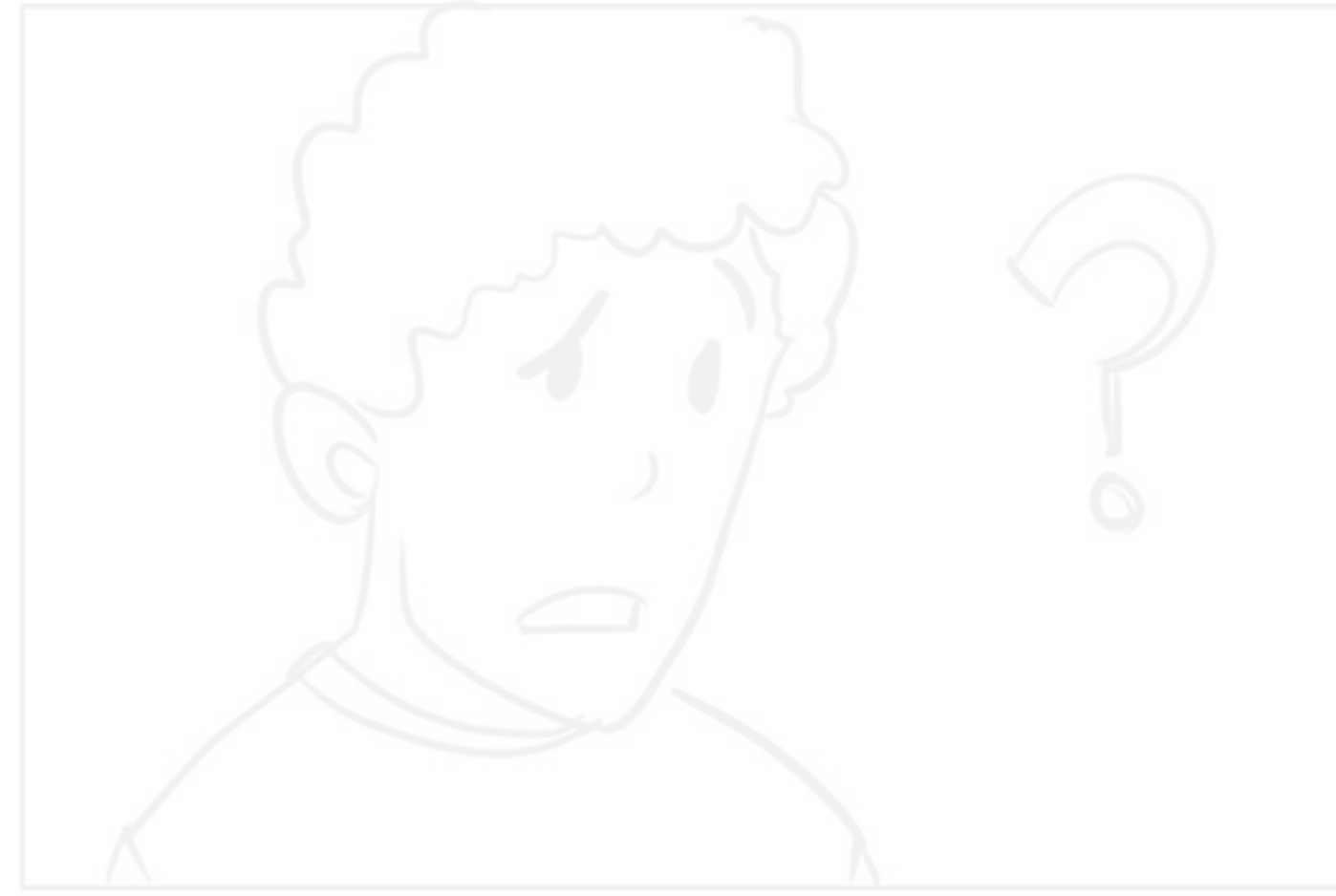
Use case scenario 2

This led him thinking “*Is Ahor into drugs?*”



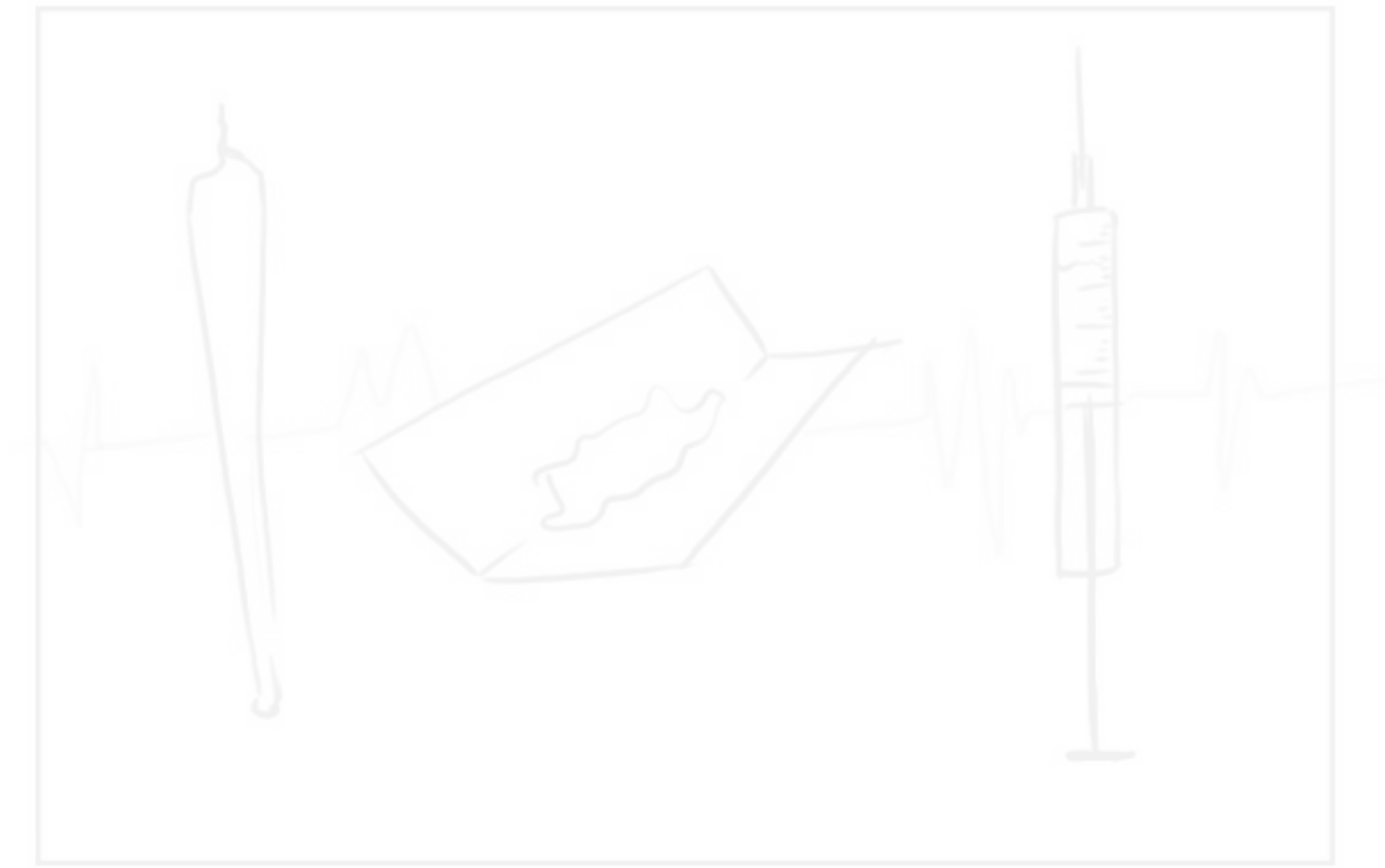
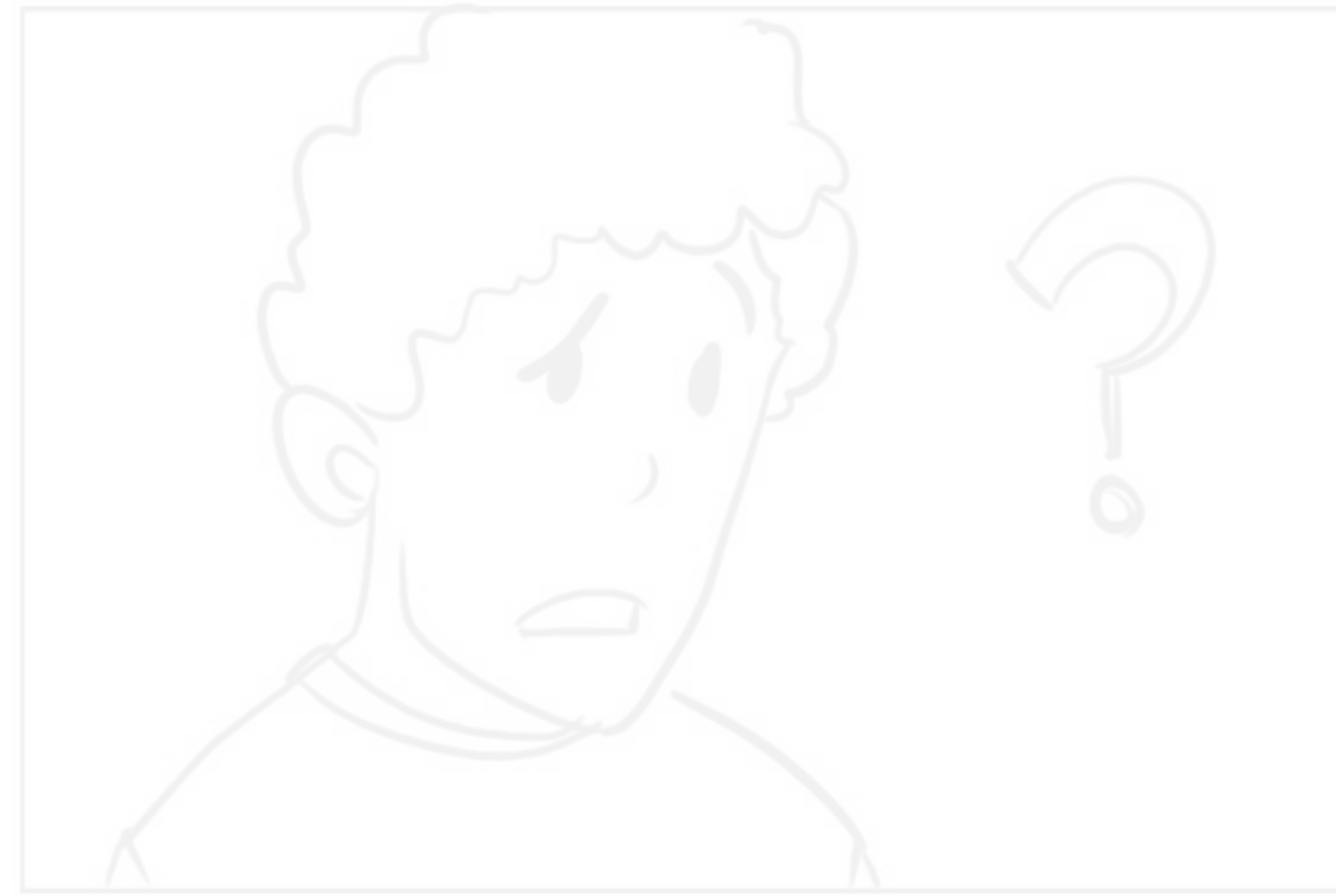
Use case scenario 2

In a week, he found the room smelling different 2-3 times. Ashok then decided he does not want *Ahor* as his apartment mate.



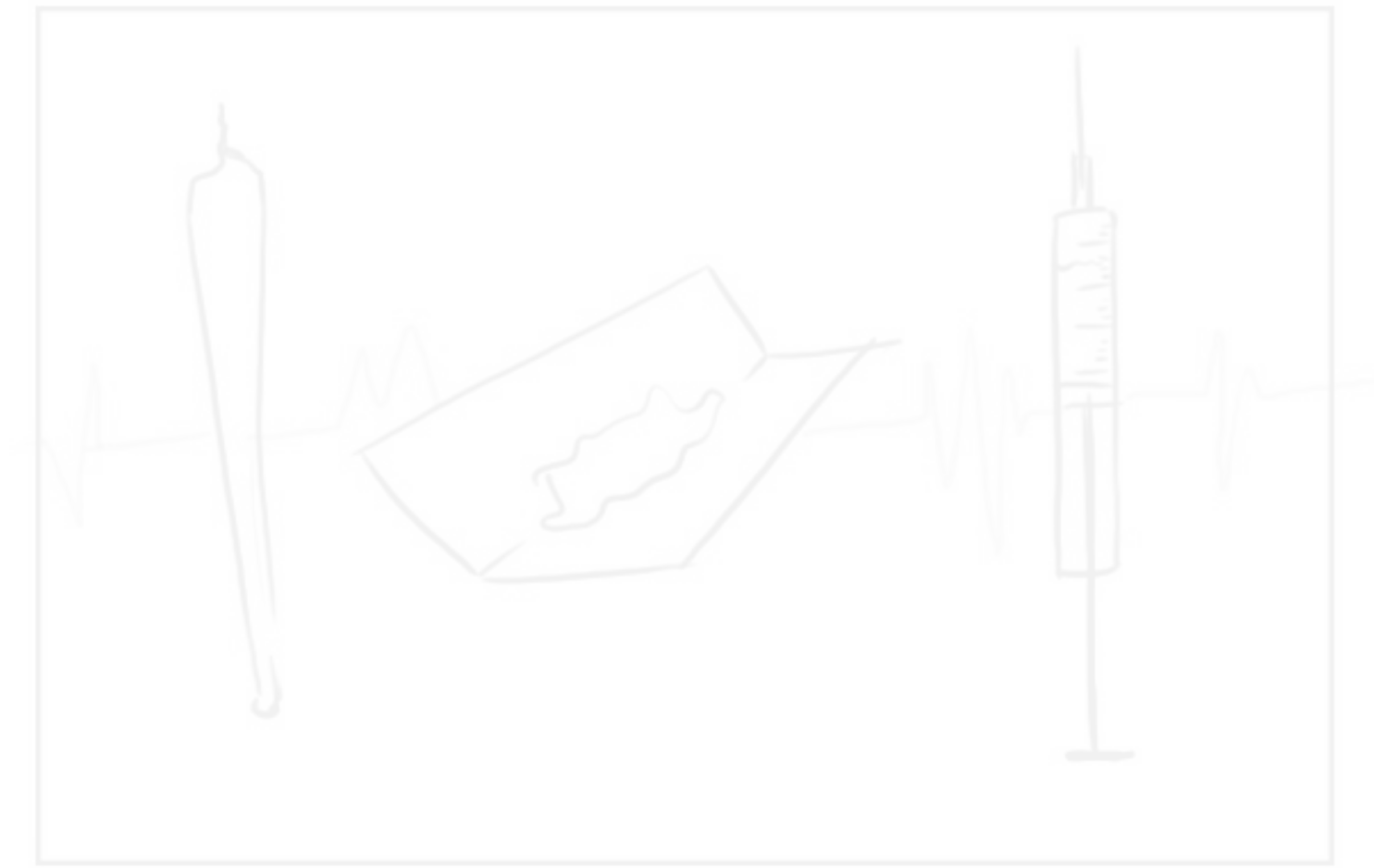
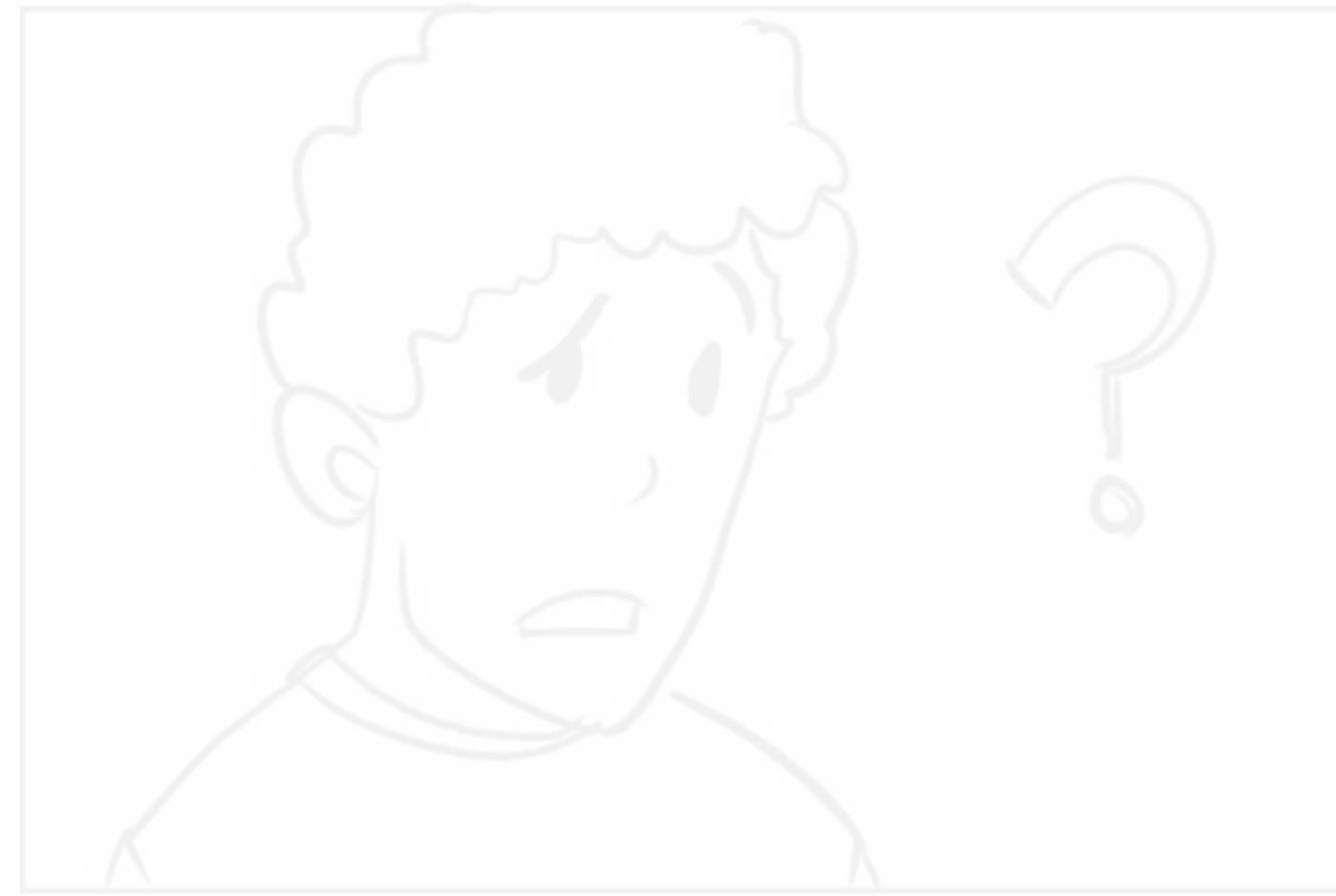
Use case scenario 2

As he was chatting through *whatsapp* one day, he told about *Ahor* to one of his friend.



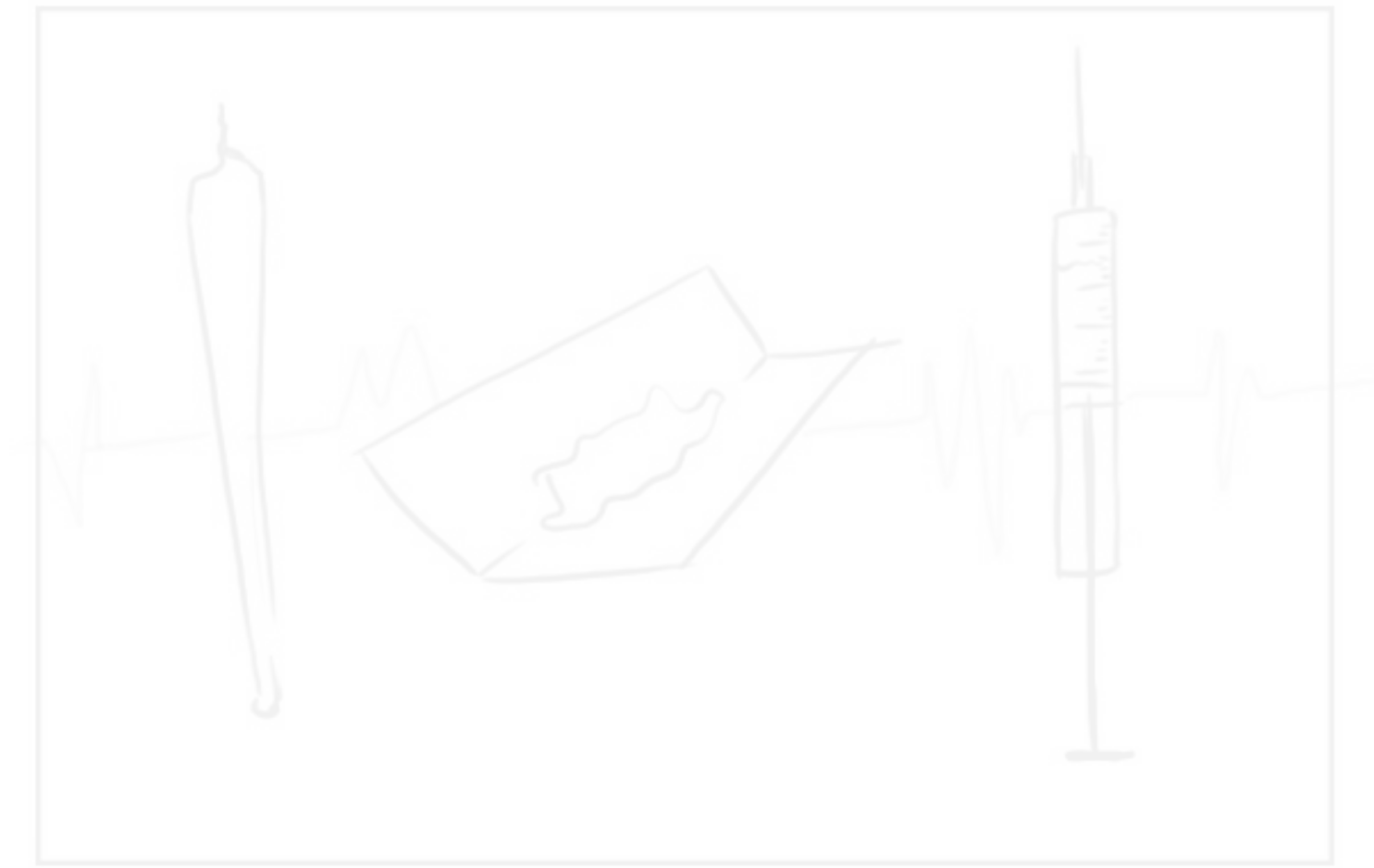
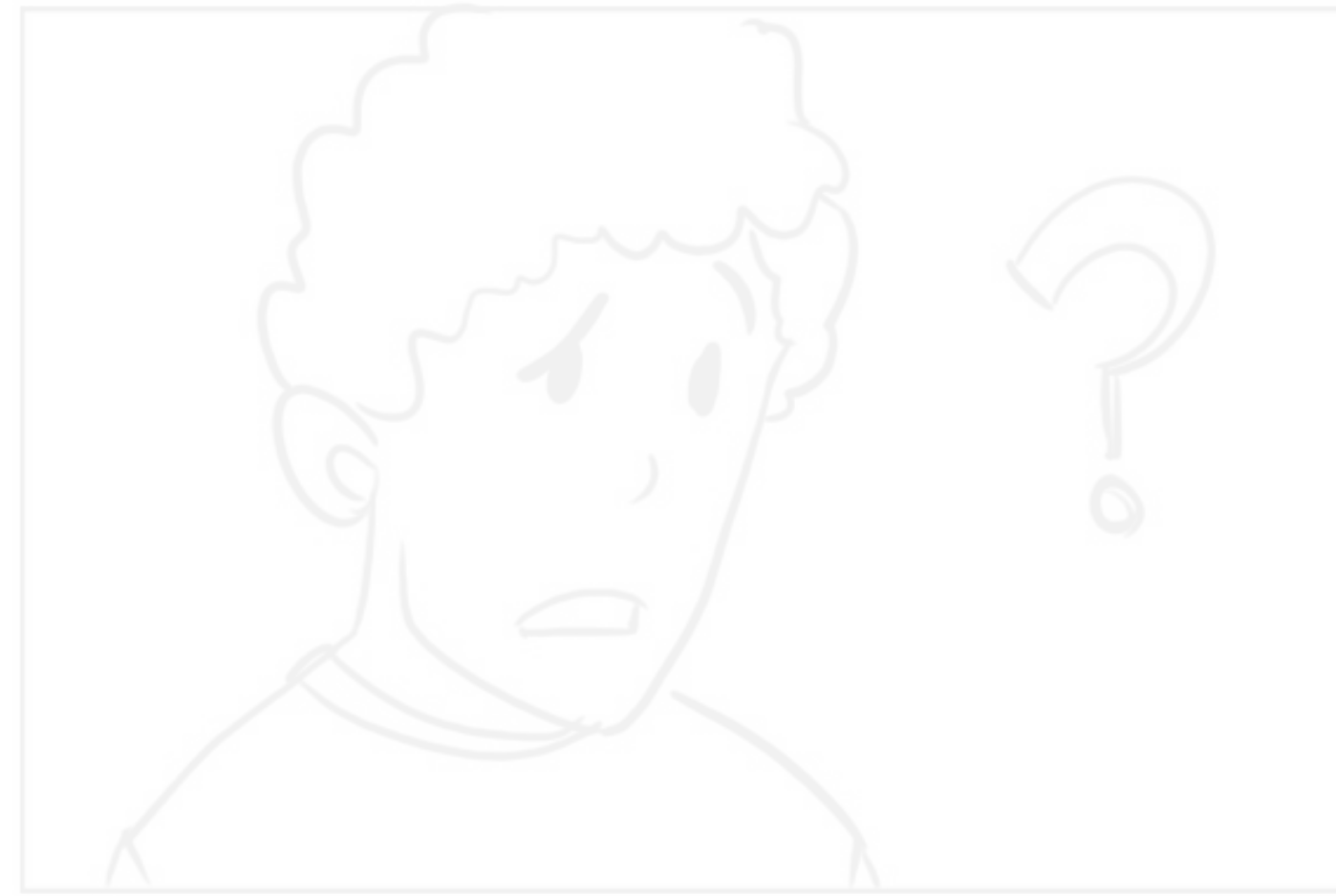
Use case scenario 2

His friend has already gone through ThinkHuman and realized it must be the food. So he shared Ashok the link.



Use case scenario 2

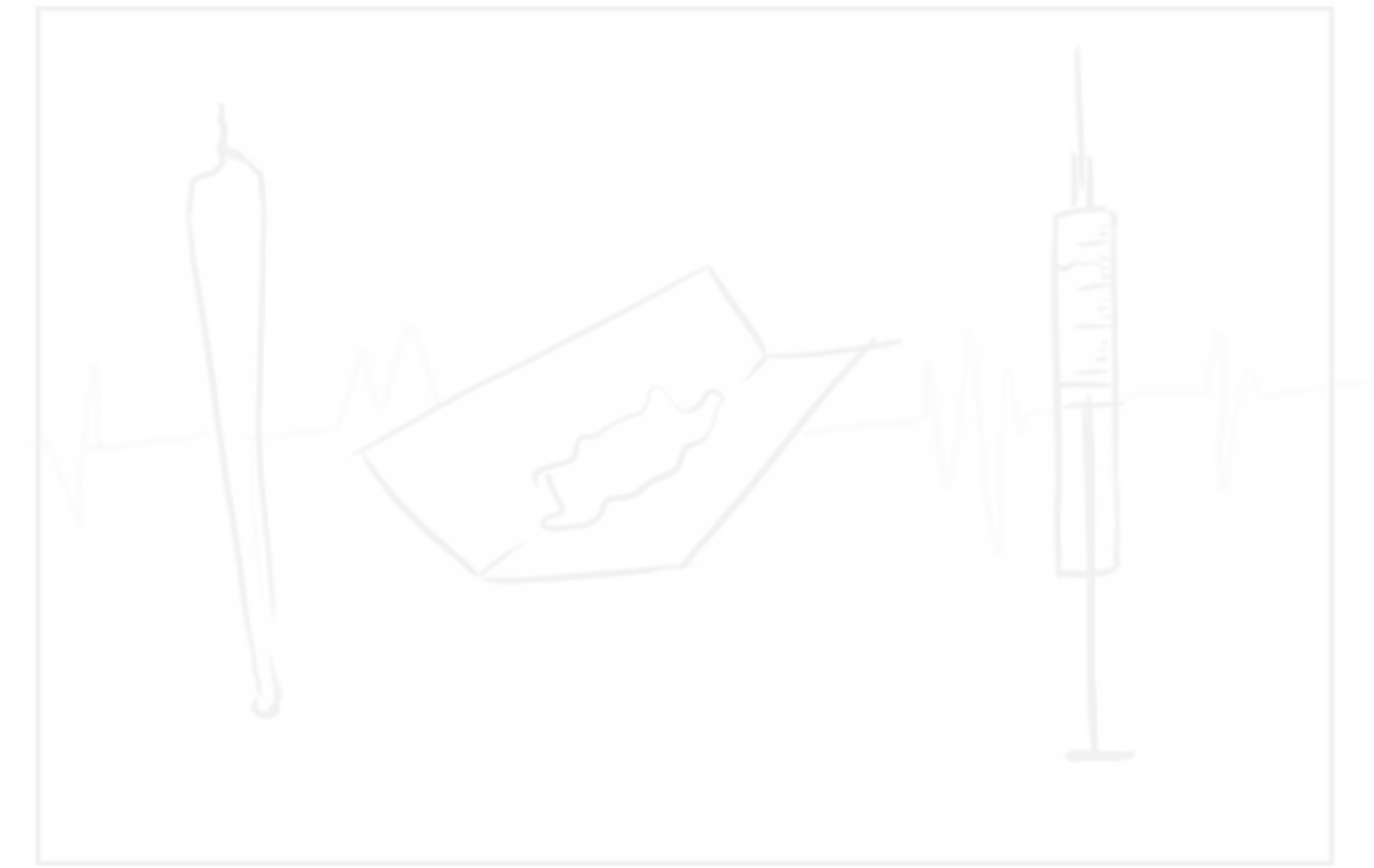
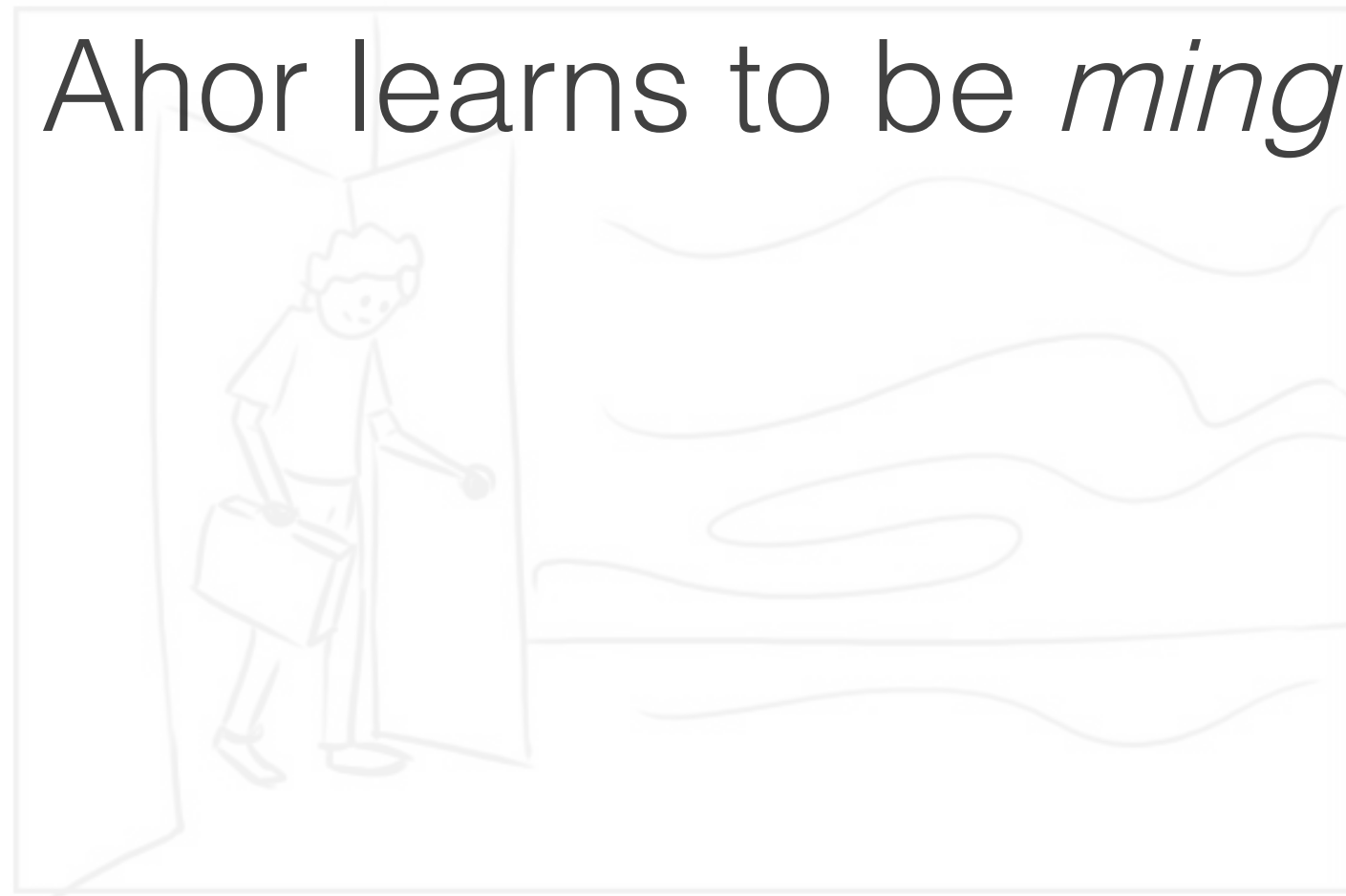
Ashok goes through the link and checks out the “NE Food” section. In the next 30 secs, he realized *Ahor* mustn't be into drugs.

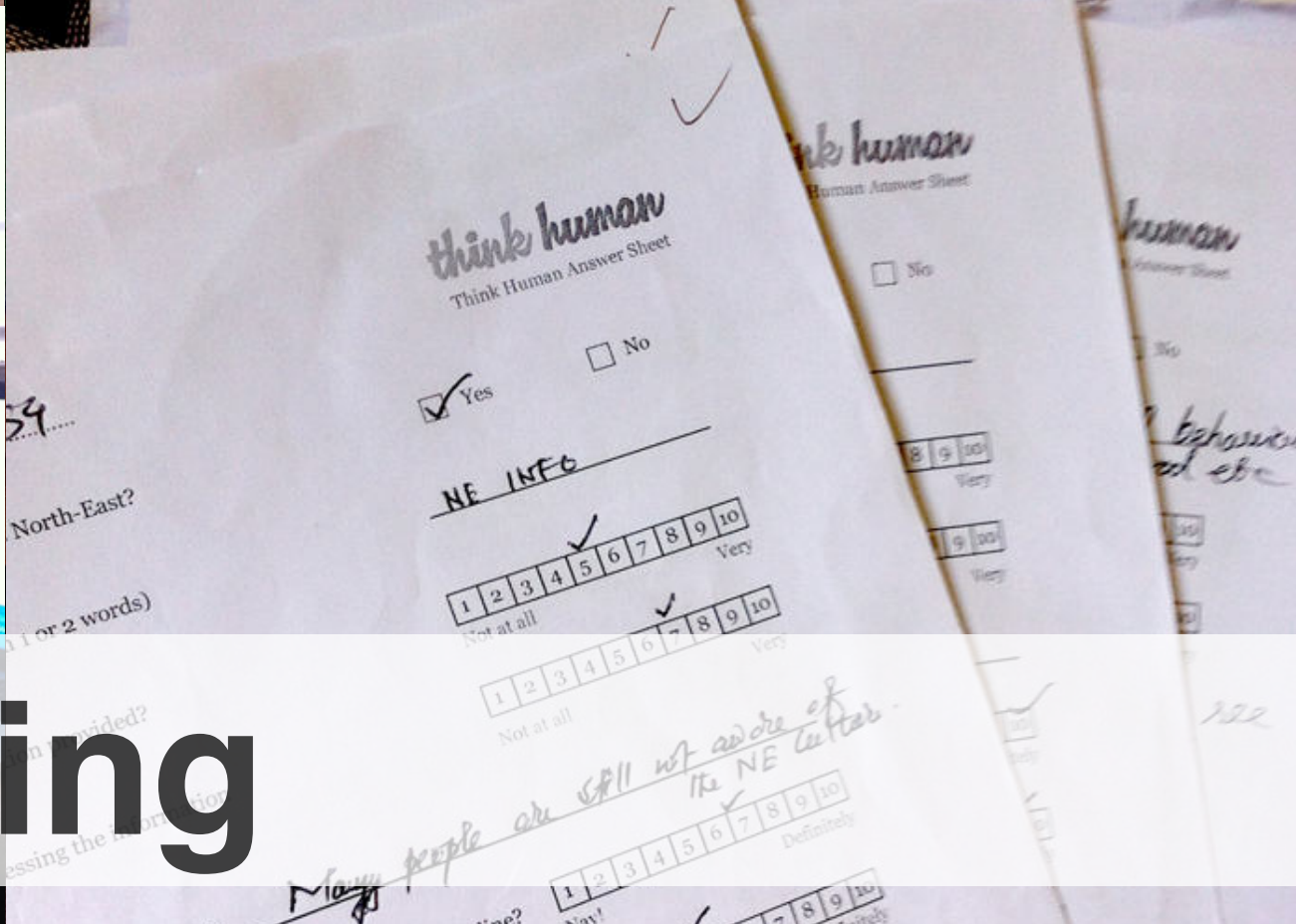
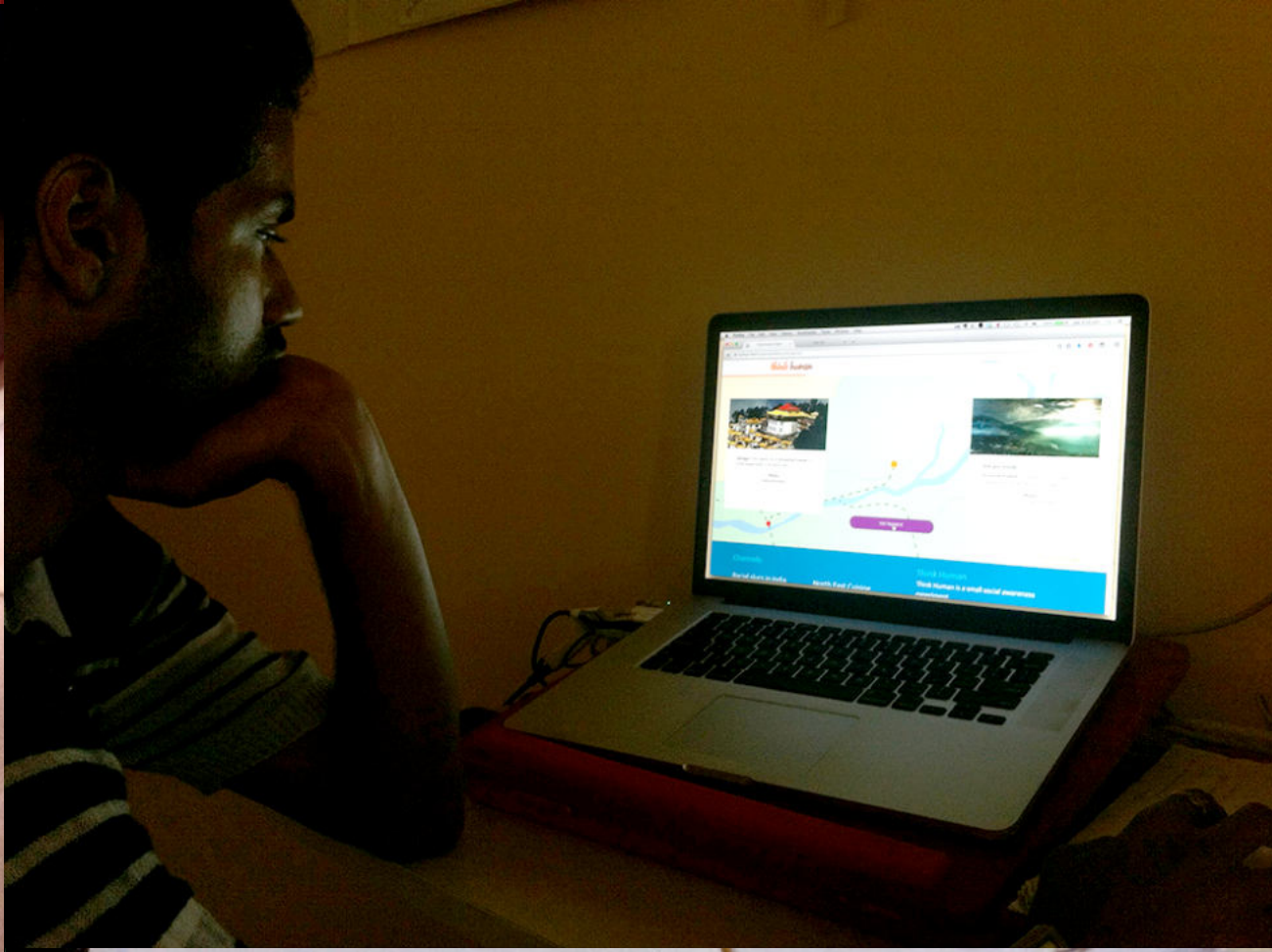
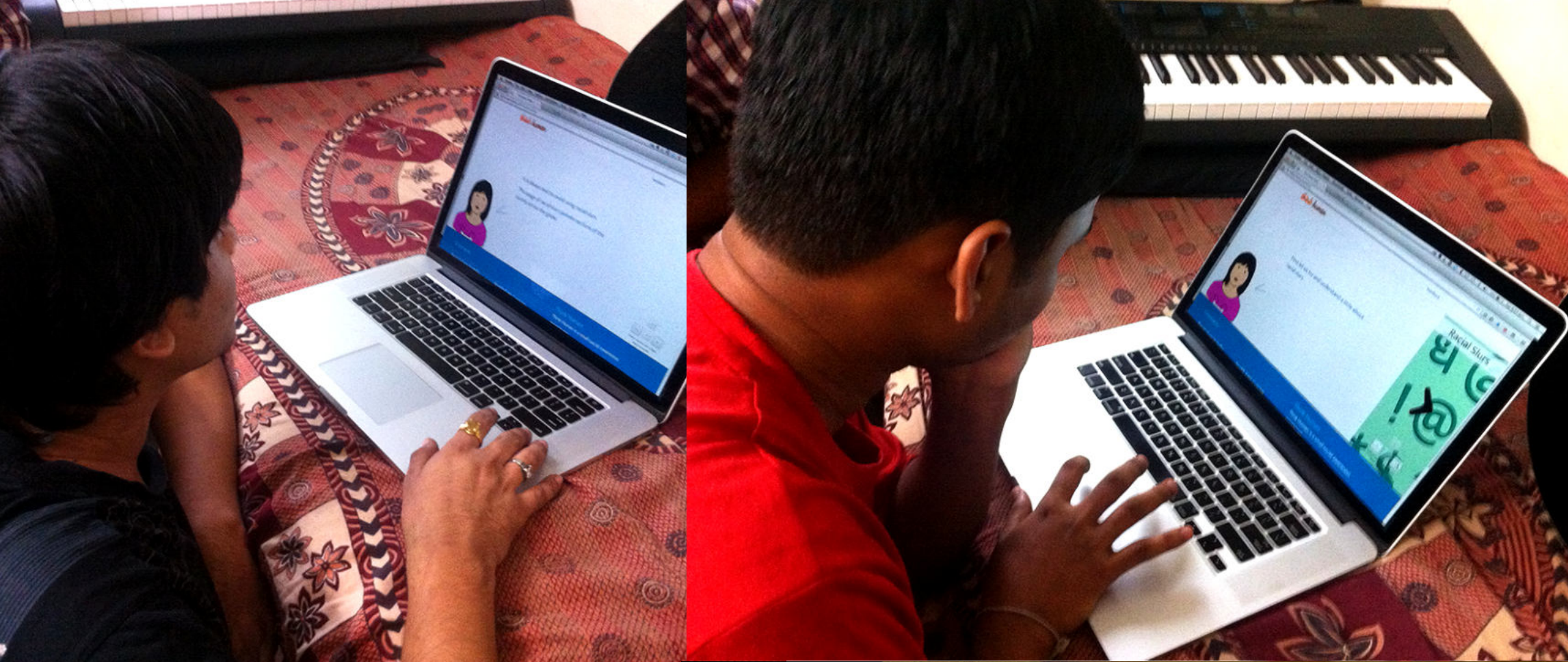


Use case scenario 2

He told **Ahor** later that day to be careful while cooking instead of driving him off the apartment. **Ashok** thus learn “**acceptance**” while

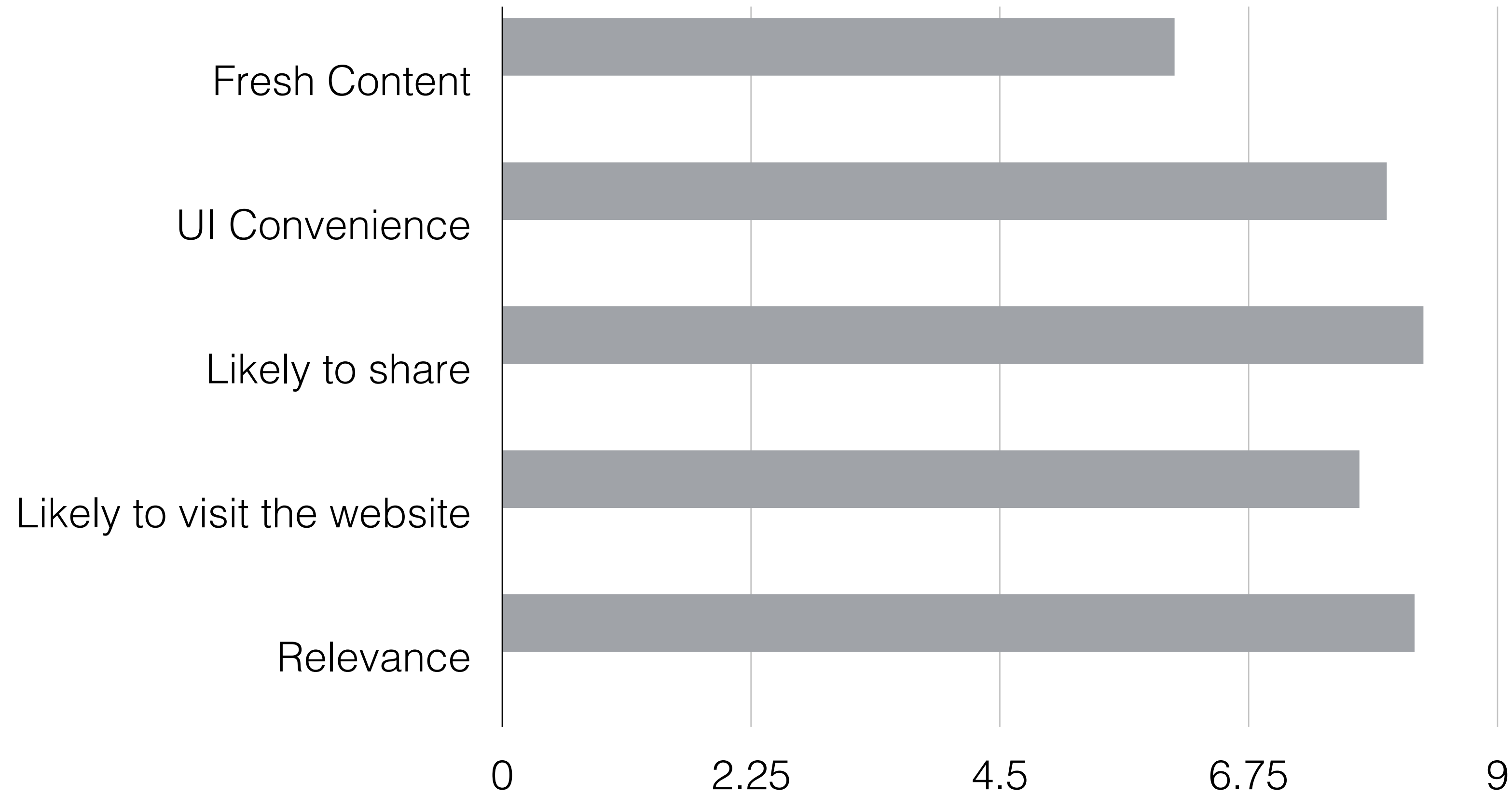
Ahor learns to be *mingle with the people*.





User Testing

User Testing (n=12) : Quantitative



User Testing (n=12) : Qualitative

- Provide more information & reference
- Keyboard Navigation is convenient; make it consistent.
- Give more control on the tour-map
- Collate information from other parts of India
- Improve the graphics
- Everything is simplified

Redesign

think human



Hello

My name is Thoibi

I'm from Manipur, a small state in north-east India

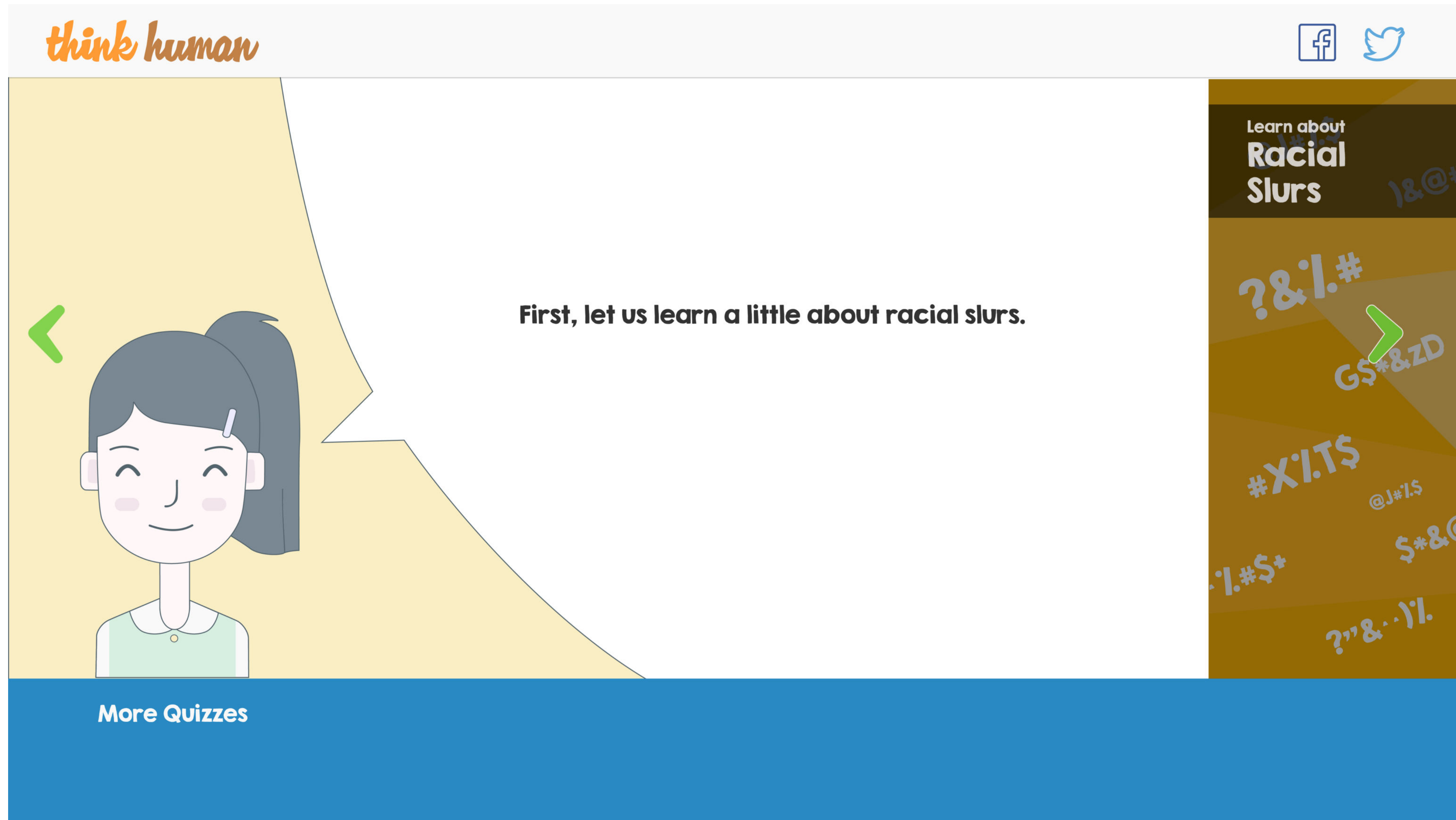
In light of recent racial prejudice observed in several cities in India, I'm here to share you some information about the North East.



Press →
key to
continue

More Quizzes

Redesign



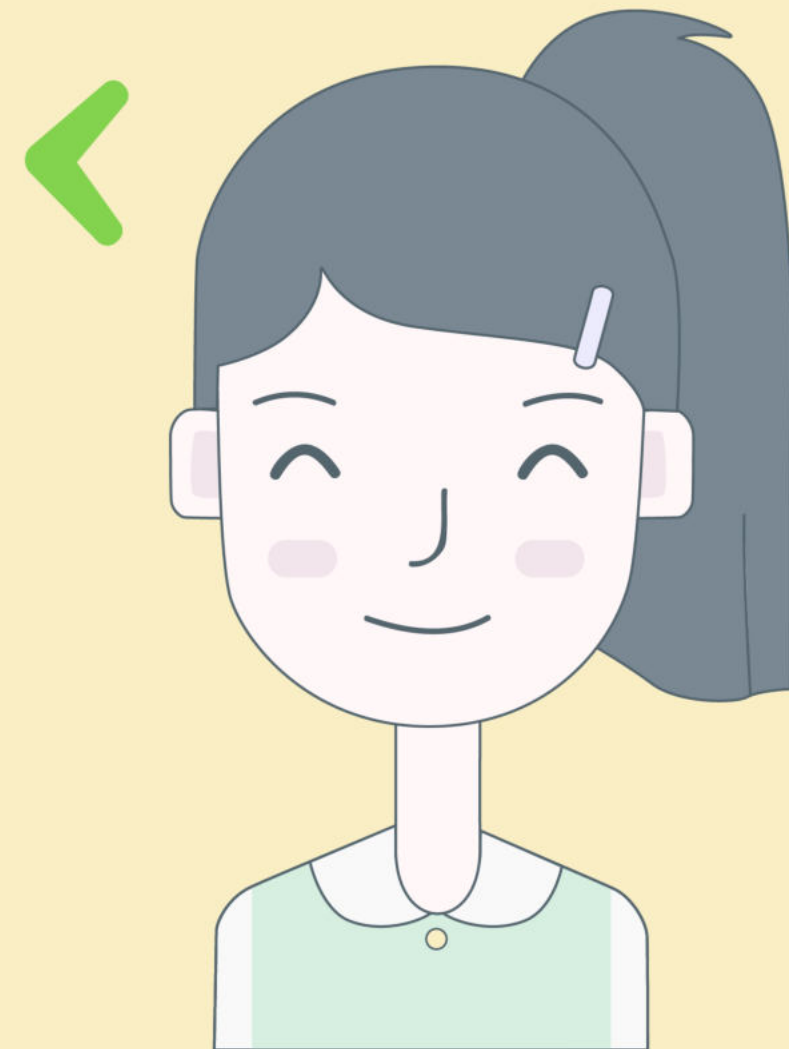
Redesign

think human



In fact, ask your NE friends for a lunch invite!

End.

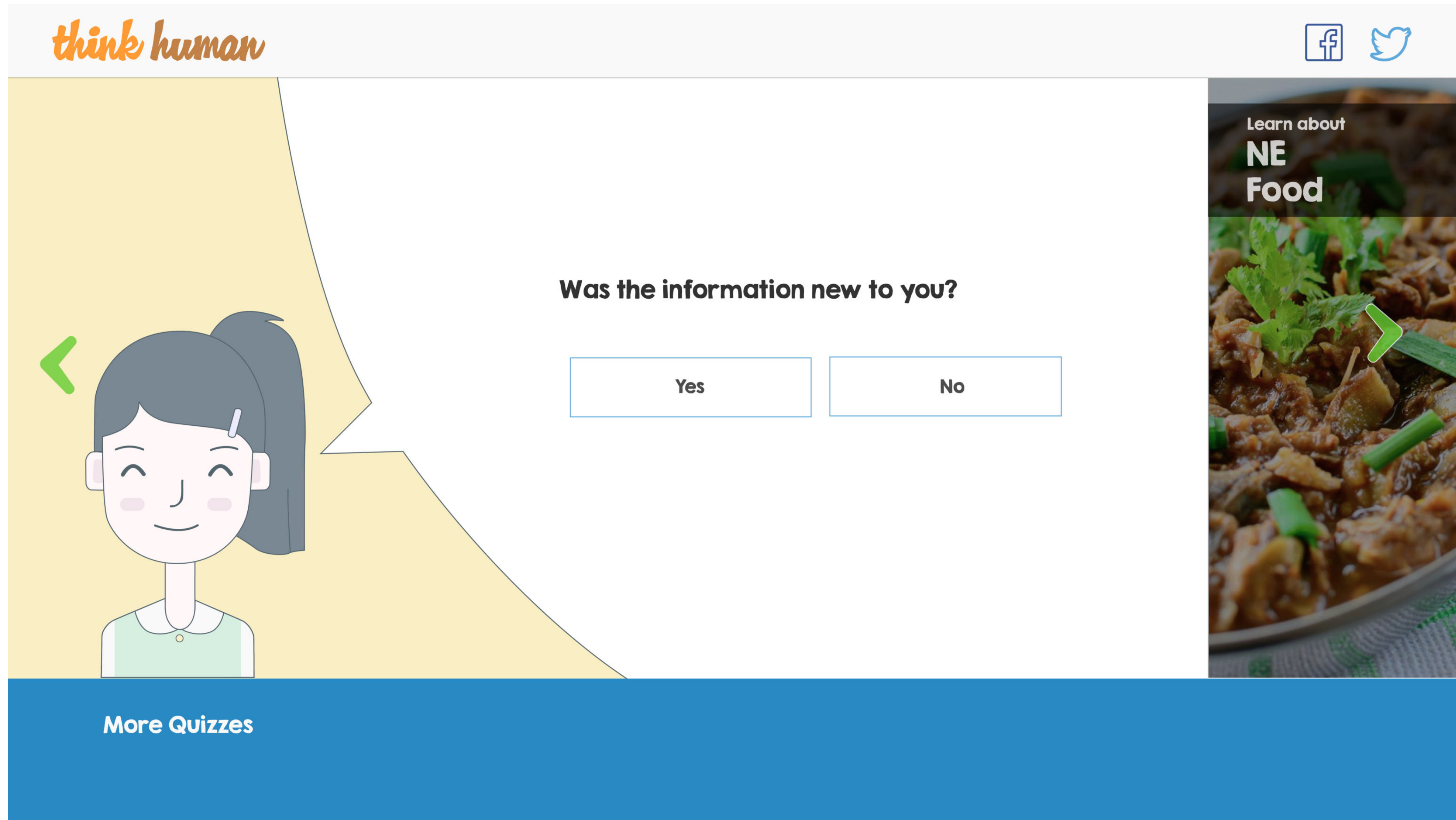


 Share on Facebook

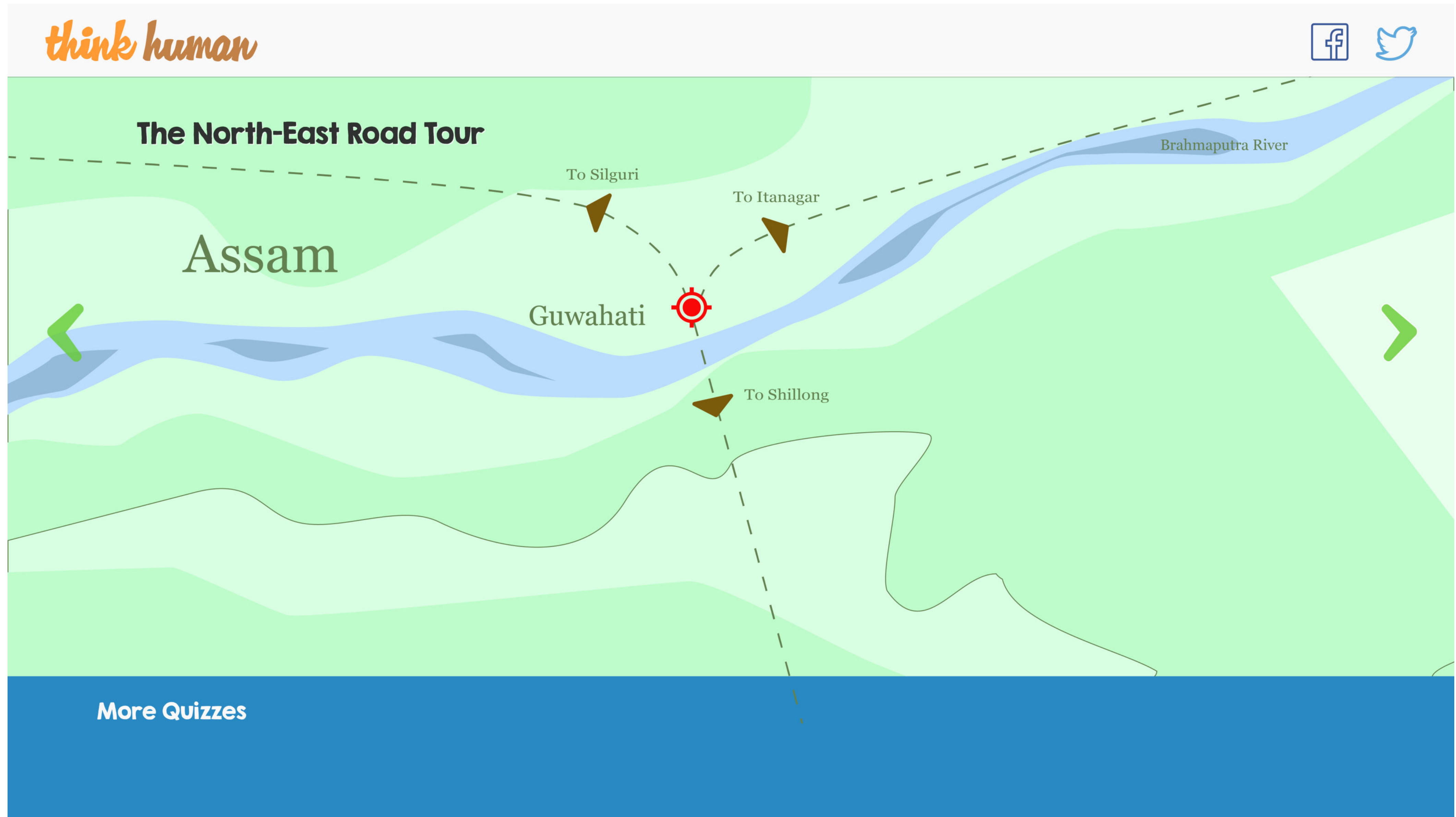
 Share on Twitter

More Quizzes

Redesign



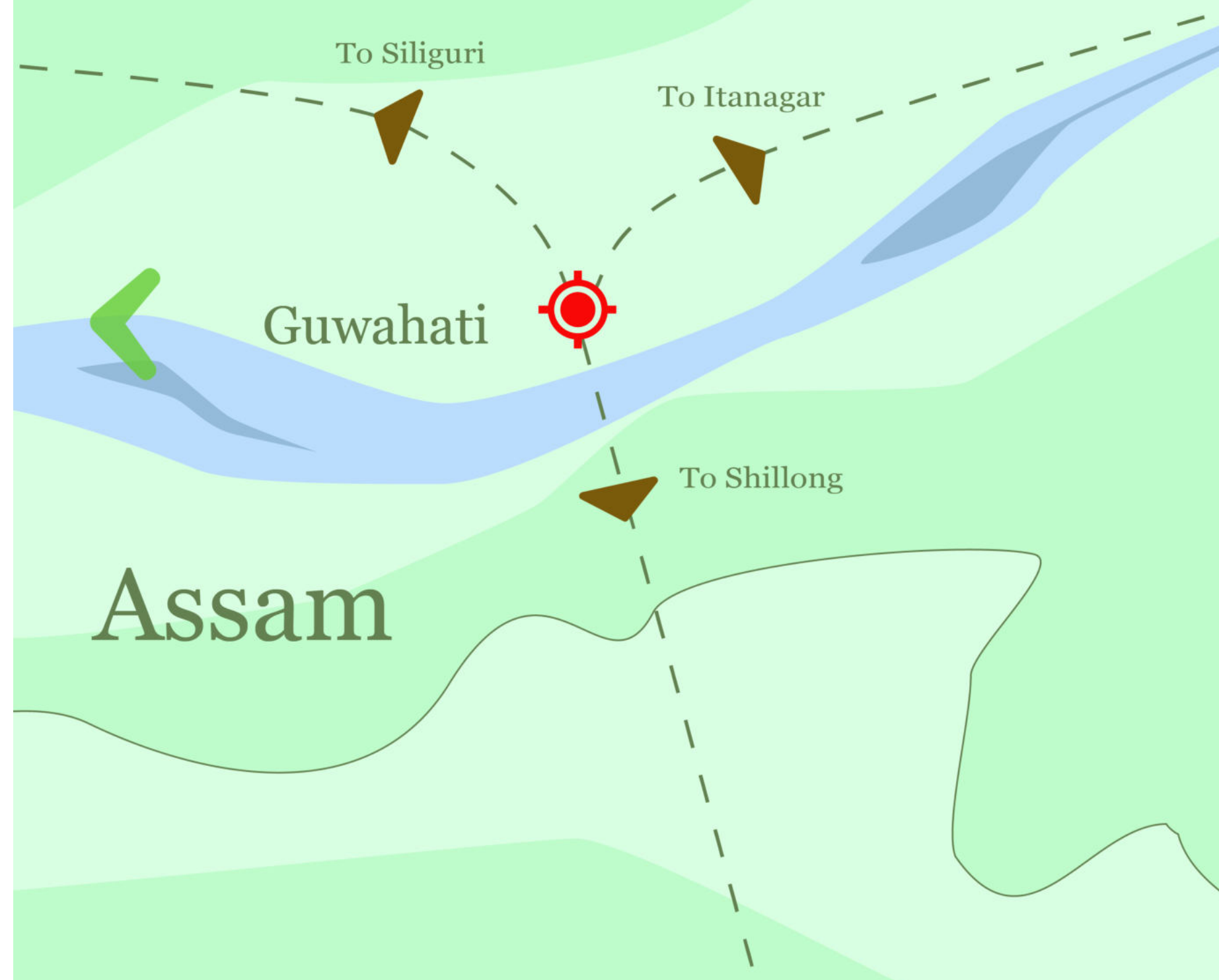
Redesign



think human



The North-East Road Tour



Guwahati

Guwahati is a major municipal area within which *Dispur*, the capital of *Assam* lies.

Assam is the biggest quality tea producer in India contributing about 55% of country's total tea production.

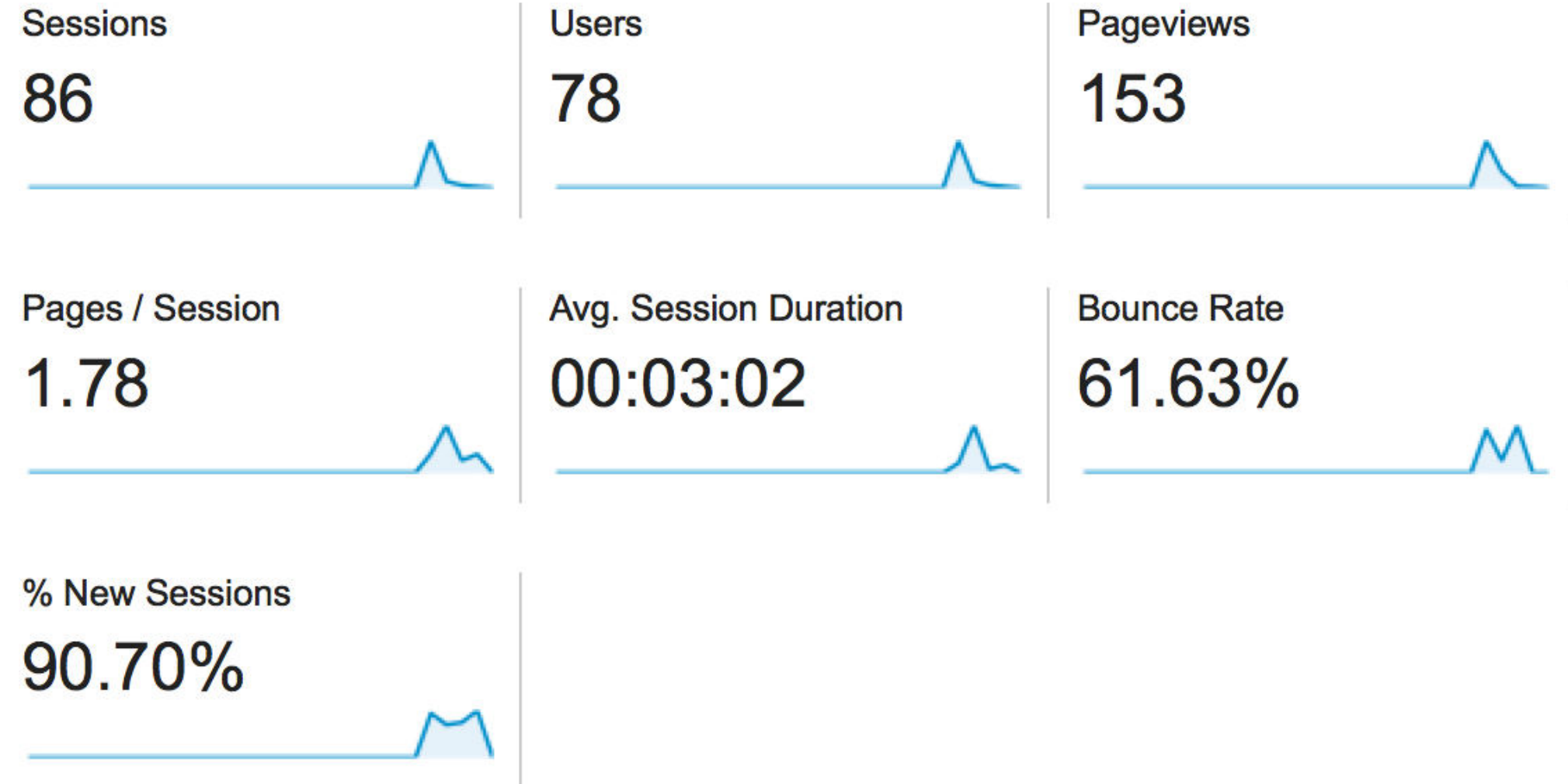


Aamir Khan & wife **Kiran Rao** drinking *apong*, a traditional rice beer popular in Assam and Arunachal Pradesh

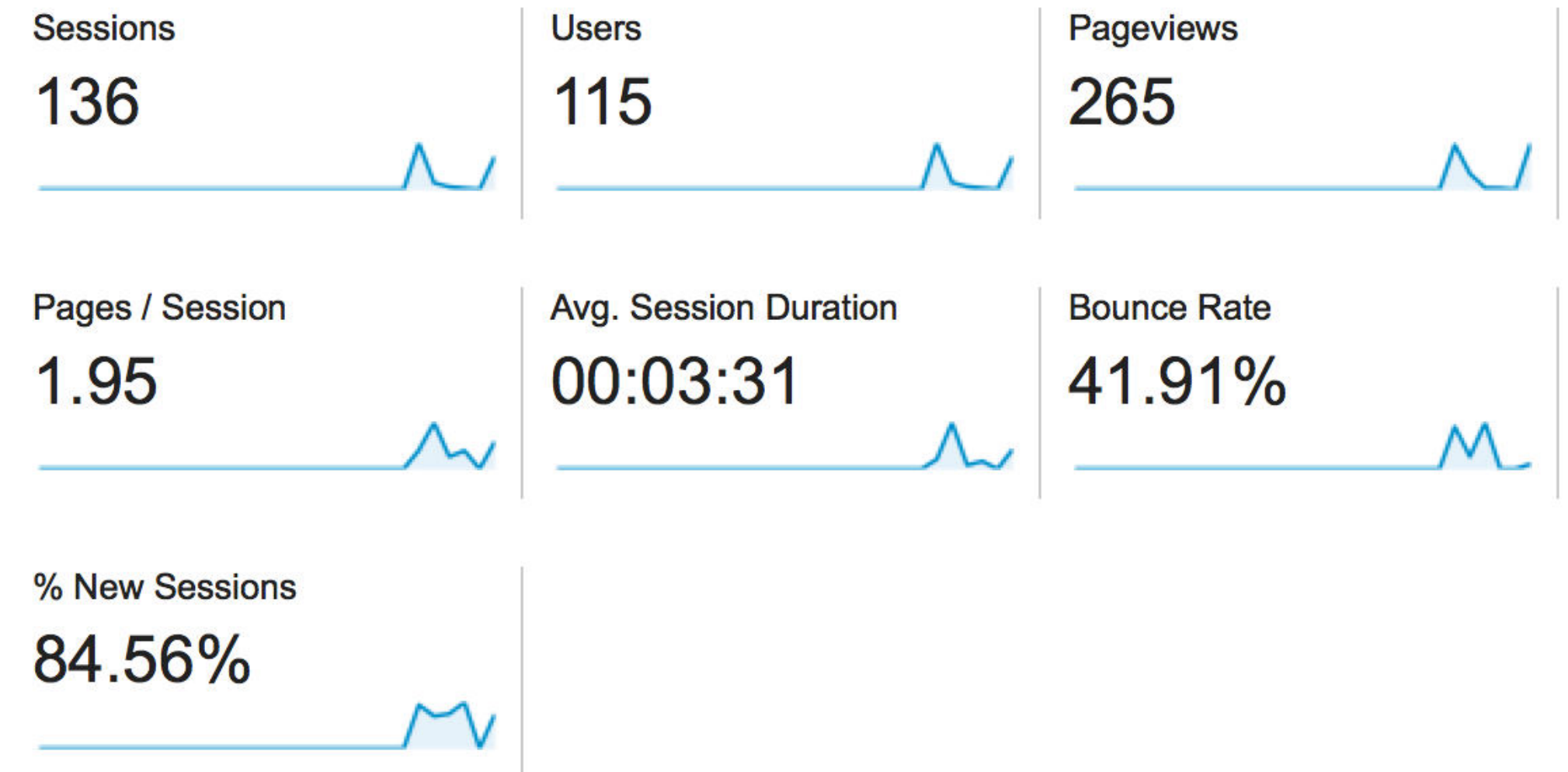
More Quizzes

Evaluation

Google Analytics Results*



Till 23rd June, 2014



24rd June, 2014

Evaluation Google Analytics Results*

<input type="checkbox"/>	Event Category ?	Total Events ? ↓
		351 % of Total: 100.00% (351)
<input type="checkbox"/>	1. progress	317 (90.31%)
<input type="checkbox"/>	2. feedback	22 (6.27%)
<input type="checkbox"/>	3. actions	9 (2.56%)
<input type="checkbox"/>	4. navigation	3 (0.85%)

<input type="checkbox"/>	Event Category ?	Total Events ? ↓
		1,242 % of Total: 100.00% (1,242)
<input type="checkbox"/>	1. progress	798 (64.25%)
<input type="checkbox"/>	2. navigation	377 (30.35%)
<input type="checkbox"/>	3. feedback	45 (3.62%)
<input type="checkbox"/>	4. actions	21 (1.69%)

Till 23rd June, 2014

24rd June, 2014

Evaluation

Google Analytics Results*

<input type="checkbox"/>	Event Action ?	Total Events ? ↓
		351 % of Total: 100.00% (351)
<input type="checkbox"/>	1. next-slide	308 (87.75%)
<input type="checkbox"/>	2. sandbar-feedback	12 (3.42%)
<input type="checkbox"/>	3. previous-slide	9 (2.56%)
<input type="checkbox"/>	4. skip-intro	6 (1.71%)
<input type="checkbox"/>	5. yes-btn-clicked	6 (1.71%)
<input type="checkbox"/>	6. no-btn-clicked	4 (1.14%)
<input type="checkbox"/>	7. goto-home	3 (0.85%)
<input type="checkbox"/>	8. goto-racial-slurs	3 (0.85%)

Till 23rd June, 2014

<input type="checkbox"/>	Event Action ?	Total Events ? ↓
		1,242 % of Total: 100.00% (1,242)
<input type="checkbox"/>	1. next-slide	733 (59.02%)
<input type="checkbox"/>	2. proceed-tour	372 (29.95%)
<input type="checkbox"/>	3. previous-slide	65 (5.23%)
<input type="checkbox"/>	4. sandbar-feedback	22 (1.77%)
<input type="checkbox"/>	5. yes-btn-clicked	13 (1.05%)
<input type="checkbox"/>	6. skip-intro	12 (0.97%)
<input type="checkbox"/>	7. no-btn-clicked	10 (0.81%)

24rd June, 2014

Conclusion

Bounce Rate reduced by 20% & average time spent increased by 30secs overnight.

The system thus have potential to spread awareness, which in turn can make citizens responsible and vigilant.

What the current system doesn't address?

- Provides only awareness
- Doesn't handle mobile platforms

Future scope

- Extend ways to *nudge* people to take certain actions
- Handle mobile access to the system

Thanks

Prof. Girish Dalvi

Project Guide

Prashant Sachan

Helping recruit users

Gayathri Jeaks

For the scenario sketches