CYBERBULLY CAMPAIGN USING AUGMENTED REALITY

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LAMPIRAN B: BORANG PENGESAHAN STATUS TESIS

BORANG PENGESAHAN STATUS TESIS*

JUDUL: AUGMENTED REALITY CYBERBULLY CAMPAIGN

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AUGMENTED REALITY CYBERBULLY CAMPAIGN

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This report is submitted in partial fulfilment of the requirements for the Bachelor of Computer Science (Interactive Media) With Honours

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA
MELAKA 2017

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DECLARATION

I hereby declare that this project report entitled

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Is written by me and is my effort and that no part has been plagiarized without citations.

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I hereby declare that I have read this project report and found this project report is sufficient in term of the scope and quality for the award of Bachelor of Computer Science (Interactive Media) With Honours.

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DEDICATION

This final project is dedicated to my beloved parents for their endless support and helps when I need it the most, always pray the best for me and also give me a lots of advices during the process of develop this project.

To my supervisor who has guided and give me a lot of supports, Mr. Muhammad Helmy bin Emran (UTeM).

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Thank you

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ABSTRACT

This project is to describe more detail about the cyberbullying campaign using new media technology. This project goal is to care and assist kids and teenagers to solve their difficulties relating to the issue of cyberbully and to give awareness about cyberbully that happen in malaysia by using new media (Augmented Reality Technology). After finish the development of this project, testing phase will be conducted at school. Augmented Reality Technology or application can be divided into two category which are marker based or marker less based. For this project, two posters has been designed and it will act as marker based so users or audiences only need to get the poster and download entiti viewer apps on their device to able for them to experience augmented reality campaign. After scan the poster user will able to listen the sound, watch 3 dimensional animation and users just need to push the button provided on the interface to visit cyberbullying website. From that website, user can read more information about cyberbullying

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ABSTRAK

Projek ini akan menjelaskan secara lebih mendalam tentang buli siber yang akan dibangunkan menggunakan media baharu. Matlamat projek ini adalah untuk menjaga dan membantu kanak-kanak dan remaja untuk menyelesaikan masalah mereka yang berkaitan dengan isu pembuli siber dan untuk memberi kesedaran mengenai pembuli siber yang berlaku di Malaysia dengan menggunakan media baharu (Augmented Reality Technology). Setelah selesai pembangunan projek ini, fasa ujian akan dijalankan di sekolah. "Augmented Reality Technology" atau aplikasi boleh dibahagikan kepada dua kategori iaitu yang berasaskan penanda atau yang tidak berasaskan penanda. Untuk project ini, dua poster telah direka dan ia akan bertindak sebagai penanda dan pengguna atau penonton hanya perlu mendapatkan poster dan memuat turun aplikasi "Entiti Viewer Apps" pada peranti mereka dan mereka boleh merasai sendiri kempen yang menggunakan "Augmented reality". Selepas mengimbas poster, pengguna akan dapat mendengar bunyi, menonton 3D animasi dan pengguna hanya perlu menekan butang yang disediakan di antara muka sistem untuk melawat laman web yang berkaitan pembuli siber. Dari laman web itu, pengguna boleh membaca lebih banyak maklumat mengenai pembuli siber.

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CHAPTER I

1. INTRODUCTION

1.1 Introduction

Domain to be used in this project is Augmented reality. Augmented reality is one part of the general area of mixed reality. Both virtual environments (or virtual reality) and augmented virtuality, in which real objects are added to virtual ones, replace the surrounding environment by a virtual one. In contrast, AR takes place in the real world. Following is the definitions in (Azuma, 1997; Azuma et al., 2001). Augmented reality can help user or audience imagination and understanding because it is a new sort of technology that superimposes virtual object into reality through use of smartphone, optical device or tablet screen.

Cyber bullying is defined as bullying that occurs over electronic devices such as handphones, computer, tablets, ipad and etc. It is mostly happen in sosial media such as facebook, twitter, you tube, instagram, wechat, whatsapp and others. The cyberbullying happen when someone sent hurtful message to other,

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post embarrassing picture of their peers on facebook or send hurtful email or comment on other media social. (Stopbullying.gov (U.S), 2017).

This project goal is to care and assist kids and teenagers to solve their difficulties relating to the issue of cyberbully and to give awareness about cyberbully that happen in malaysia by using new media (augmented reality technology). The target audience or user for this campaign are parents, teachers and children ages from 13 to 20 years old. In this project, informative and interactive poster will be design. By using augmented reality technology, audience can watch interactive video or graphic in the poster by using other device such smartphone or ipad. This project also aims to create interaction between humans and technology.

1.2 Problem statements

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Cyberbullying can happen 24 hours a day, 7 days a week, and reach a kid even when he or she is alone. It can happen any time of the day or night. Nowaday, cyberbully is a common phenomenon among the people in Malaysia. Where we can see Malaysians are using social media to condemn, post embarrasing picture about other or post hurtful comment on other sosial media such as twitter, instagram, facebook and etc. It is because Malaysian less sensitive to the issue of cyberbully and some of them thought it was just a joke. Cyberbully messages and images can be posted anonymously and distributed quickly to a very wide audience. It can be difficult and sometimes impossible to trace the source. Deleting inappropriate or harassing messages, texts, and pictures is extremely difficult after they have been posted or sent. Sometimes, Children are also exposed to technology such as smart phones as early as 5 years old and if there is no supervision of adults it may give a bad influence on children. Cyberbully can be stressful for the victim and if it is not checked it may lead victims to act outside their control such as suicide, depression or crime.

Ditch the Label responsible to provide crucial support to thousand of people aged from 12-25 yours old throught the website. Ditch the Label known as a largest anti-bullying charities in the world. General cyberbullying survey taken by Ditch the Label in 2013 have stated that 7 out of 10 young people have experienced cyberbullying. Which are 37% of young people have experienced cyberbullying on a highly frequent basis. Mean while, 20% of young people have experienced extreme cyberbullying on the daily basis. The survey also record the impact of cyberbullying that happen to the victim. Which are cyberbullying is found to have catastrophic effects upon the self-esteem and sosial lives of up to 69% of young people. In United Kingdom, An estimated 5.43 million young people stated have experienced cyberbullying with 1.26 million subjected to extreme cyberbullying on daily basis. This research also show that young males and young females are equally at risk.

In Cyberbullying on smartphones and sexting statistics taken by the wireless report provided by Ditch the Label in 2014. The result stated that 37% of young people aged from 13-25 years old have sent a naked photo of themselves which 63% sent to boyfriend or girlfriend mean while 32% was sent to someone they are attracted to. From the whole result, females are twice as likely to send a naked photo of themselves more than once a week than men. Statictis for reporting abuse stated 52% of the victim never reported abuse on smartphone apps and 28% of victim felt it wasn't taken seriously when reported. This servey also lead to know the impact happened to victim after faced cyberbullying. 49% experienced low self-esteem, 28% retaliated and sent something abusive back, 24% turn to self harming as coping mechanism, 22% tried to change their appearance to avoid further abuse and 13% of them stopped to using the application. (ditchthelabel.org, 2015)

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1.3 Objective

- To study about how cyberbully issue and Augmented reality technology
- To develop a public service announcement campaign using augmented reality about cyberbully.
- To test whether this product can help to carry out successfully campaign and bring awareness to the public or not.

1.4 Scope

The target audience or user for this campaign are parents, teachers and children ages from 13 to 20 years old. This campaign will be develop using Unity creator sofware and it also involve Vuforia application. Unity creator sofware is one of the sofware that can be used to create augmented reality technology. This campaign will cover at the school as mostly it was happened there. As we know that school is one of the place that most children learn everything from their teachers or friends. This campaign will be develop for urban children where they are more vulnerable to internet technology such as facebook, instagram, twitter, you tube, wechat and etc. This campaign will target the both gender which is female and male because cyberbully can happen to everybody and from statistic provided by Ditch the label stated that both females and males are equally at risk.

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1.5 Project Significance

This project can give benefit to all Malaysian because Cyberbully often happens to children but it requires awareness of adults to help them. So with this campaign it can spread knowledge and give a motivation to all Malaysian about cyberbully in interactive and easy way for them to contribute with this campaign. They don't have to join the event but they just need to get the poster and scan it to contribute in the campaign. Using augmented reality, it requires low budget but it can give high impact to user.

1.6 Expected Output

Expected output for this project is to create advertising campaign about cyberbully using Augmented reality. Which it can produce Public service announcement that can give direct information and advice to the user or audience. A Public Service Announcement (PSA) or also known as Public Service Ad is message in the public interest disseminated by media without charge, with the objective of raising awareness, changing public attitudes and behaviour toward social issues (definition by Jaclyn Bell, March 2010). The central question for creating public service announcement is what do you want the world know? So in this project, this campaign want all the audience or target user to know and aware with cyberbully issue. Consider to this project scope and target user, public service announcement is very suitable because Public service Announcement will reach the audience with simple language or action but it will give clear message to the audience. Public service announcement will choose point to focus, which is to create awareness regarding cyberbully. It will not overload the viewer or listener with too many different messages. Other than spread awareness to the audience, it also can give new experience to the user because this campaign will be developing with new media technology. It must be more fun and give excitement to user to take part in this campaign.

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1.7 Conclusion

Overall, this chapter is briefly describing the problem statement and objective of this project. Next chapter, it will focus on literature reviews which involve existing system and project requirement. As conclusion, this cyberbully campaign will offer fun and interactive ways for general users to learn, experience and image new thing because this campaign will be create using augmented reality. It is because as i mentioned earlier, augmented reality is a new sort of technology that superimposes virtual object into reality through the use of smartphone, optical device or tablet screen. The uses of augmented reality technology in this campaign should be able to speard awareness and give information to audience about cyberbully.

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CHAPTER II

2 LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

The previous chapter has been discussed the problem statement, objectives and the scope of this project. In this chapter, it will explain about literature review and existing cyberbullying campaign. For this project, the comparison is made based on project domain, developing techniques and technology that have been used. The literature review is commonly based on the several resources such as journal articles, web page, website, technical report and white paper

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Augmented reality started in 1968 where first head-mounted display had been developed and introduced by Ivan Sutherland. The system was used computer generated graphics to show users simple wireframe drawings. After that augmented reality has grown up till now. Start from 1998 to 2009, augmented reality makes its way into entertainment as technologies advance. Now, augmented reality software and hardware make the lead towards consumer audiences. (Williams, 2016)