

UNIVERSITI MALAYA

SULAM PROJECT

FINAL REPORT

WIX1002 Thinking and Communication Skills

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1 Introduction

Project UM 101 is organized by a group of students from the Faculty of Computer Science who are willing to help freshmen and first time comers of University Malaya to survive UM life through a series of episodes on Youtube. We have promoted our project through Instagram. Our Youtube channel name is UM101 and this is the link to our social media handle - [https://instagram.com/project_um101?utm_medium=copy link](https://instagram.com/project_um101?utm_medium=copy_link). The goal of this project is to ultimately help as many University Malaya freshmen to get familiar and overall become comfortable with other students at University Malaya.

The collaborator for this campaign is University Malaya Student Union (UMSU). The collaborator has helped us a lot in many ways. We had a chit chat session with UMSU members through Microsoft teams to gather informations about UM. They also helped to promote our project on their social media page.

Our initial target participants for this project are at least 100 University Malaya freshmen and first time comers. By the time we wrote this report, we were able to get 47 instagram followers, 30 subscribers in Youtube and nearly 200 views for each video.

Project UM 101 is delivered through a series of episodes on Youtube. We had 5 episodes where each compromised different topics. The videos were released one by one at night 9pm during Week 10 and 11 which is 3rd January 2022 to 14th January. Our instagram account was used as the medium to promote our project. We have released a series of teasers on Instagram to attract viewers. Moreover, we even used siswamail to promote this project. Throughout the project, we had carried out different methods to record and edit the episodes so that it'll be interesting for the viewers.

We had faced several problems when managing our project. At first, we were unable to meet by having physical face-to-face sessions in real life as our hybrid classes started at Week 8 only. Most of us came to UM after semester holidays and these led to a delay in video shooting around the campus. Moreover, the weather wasn't great while we were carrying out the shooting. Our initial schedule for video shooting is during week 8 and week 9. But during that time, Selangor had heavy downpours for 24 hours for 3 days. We were forced to conduct indoor shooting amidst the rain. Delay in video shooting had resulted in delay in video editing. Until our episode release was delayed. But luckily we somehow found the time to complete the tasks and released the videos successfully.

At the end of the project, the target group had gained a lot of benefits. Firstly, they were able to gain information regarding the residential colleges and transportations inside UM. They can now travel easily from one place to another in UM. Secondly, the target group is exposed to the society's in UM and knowledge on how to choose a society wisely. Hence, they are able to plan their extra curricular activities and make their university life more fun. Thirdly, the target group now can explore the good food, sports facilities and study spots in UM based on the guides given in the video.

2 Fulfillment of project's objectives

No	Objective	Outcome
1.	To provide University Malaya students with the best guide and tips to getting familiar with University Malaya in no time.	Overall, our team has strived to share loads of tips and guides about University Malaya by gathering information with topics concerning facts about residential colleges, transportation, food, sports facilities, societies and study spots from the University Malaya Student Union (UMSU) members during the chit-chat session. Based on the information collected, we planned and executed video shooting in various places in University Malay. These places include the 13 Residential Colleges, Cafes, Library, Bus stops, etc. Moreover, we then compiled all our clips into a form of videos posted on Youtube as a series of 5 episodes. We even attached links of the society club's social media accounts in UM along with the bus routes through a pdf file link in the description section. Moreover, during the initial stage of the project, we've handed out google forms to collect our Freshmens' in UM their own feedback; opinions and preferences. Based on the data collected, we then started executing our ideas for the project. After the audience has watched our videos, most of the individuals provided feedback that they have gained a lot of knowledge about UM, were more familiar with the environment of University Malaya, and found our execution of our videos entertaining as they were fun and concise. In conclusion, our team can conclude that our project objectives have been excelled stupendously!

3 Activities Conducted

The table below shows the overall activities conducted, and the member(s) in charge of the activities.

No.	Activities	Description	Member in Charge
3.1	Approach Collaborator and Proposal Writing	<ul style="list-style-type: none"> - Identify suitable collaborator and consult them for further collaboration - Communication with collaborator - Proposal Writing 	<p>Thinaraj A/L A Muttiah</p> <p>Thinaraj A/L A Muttiah</p> <p>All members</p>
3.2	Setting up Instagram and YouTube account	<ul style="list-style-type: none"> - Register an Instagram and a YouTube account for project's usage 	Fatima Zahra binti Ahmad Ariff
3.3	Interviewing Collaborator	<ul style="list-style-type: none"> - Prepare interview questions - Interview session with collaborator 	<p>Thinaraj A/L A Muttiah</p> <p>Fatima Zahra binti Ahmad Ariff, Muhammad Qaim bin M. Baaden</p>
3.4	Instagram Posting	<ul style="list-style-type: none"> - Manage Instagram account - Create Instagram post 	<p>Fatima Zahra binti Ahmad Ariff</p> <p>Thinaraj A/L A Muttiah, Fatima Zahra binti Ahmad Ariff</p>
3.5	Content Preparation for Youtube Video	<ul style="list-style-type: none"> - Gather video footages and photos - Editing - Prepare video description 	<p>All members</p> <p>Muhammad Qaim bin M. Baaden, Dharneeshrasan Sarkunarasan, Ng Jun Jing</p> <p>All members</p>
3.6	Youtube Channel	<ul style="list-style-type: none"> - Manage YouTube channel and the videos 	Fatima Zahra binti Ahmad Ariff, Ng Jun Jing

3.7	Feedback Collection, Documentation and Vlog	<ul style="list-style-type: none"> - Prepare feedback form - Make E-brochure and analyze the feedback from the feedback form and YouTube analytics - Prepare final report and vlog 	<p>Ng Jun Jing, Dharmeeshrasan Sarkunaranasan</p> <p>Ng Jun Jing</p> <p>All members</p>
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3.1 Approach Collaborator and Proposal Writing

On 26 December 2021, we started to divide tasks among each other to write a proposal for this project based on our prior brainstorming sessions. We drafted, revised, and improvised our ideas and put our thoughts into paper. We managed to come up with a comprehensive and appropriate proposal for the project ‘UM Guide 101’.

Afterwards, based on our discussion during proposal writing, we wrote an official email to Universiti Malaya Student Union (UMSU) to request for a collaboration. They eventually agreed and we were delighted to work with them on this project. We believe that UMSU is the most appropriate collaborator as the Union’s aim is to ensure students’ welfare on campus and that their aim is within our project scope.

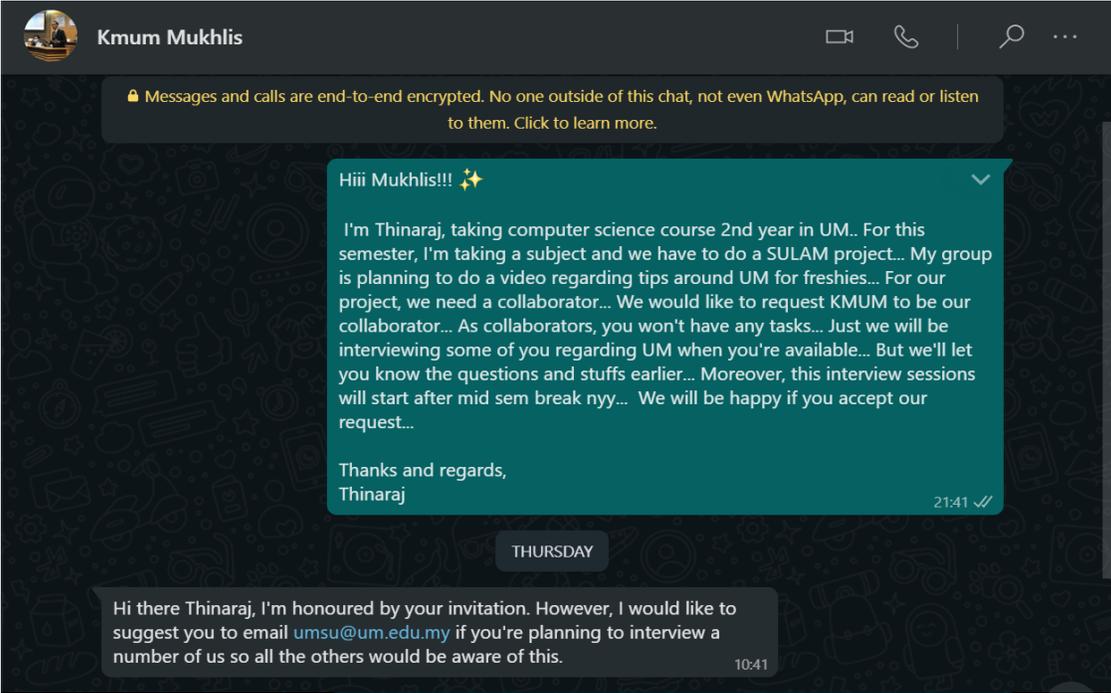


Figure 3.1.1: A Whatsapp message sent by our group member to Mukhlis, a UMSU representative and his response.

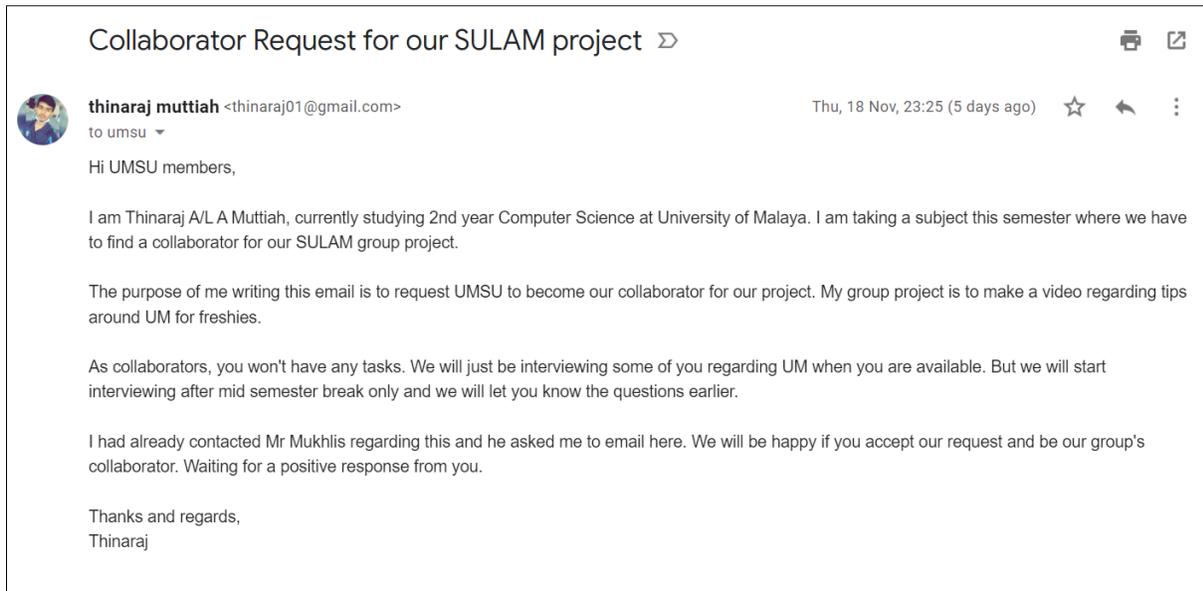


Figure 3.1.2: A screenshot of the email Thinaraj sent to UMSU to request for collaboration on Project UM101

3.2 Setting up Instagram and YouTube account

Fatima Zahra was appointed with the task of setting up our project's social media accounts. As our project deliverables are in the form of brochures and a series of videos, we would need a medium to deploy those deliverables. She was also tasked with the creation of our logo to distinguish ourselves in social media. Our Instagram account is named @project_um101 and our youtube channel is with the username of 'UM101'.

3.3 Interviewing Collaborator

On 6 December 2021, two representatives from our group (Muhammad Qaim & Fatima Zahra) held an interview with four representatives from UMSU. The UMSU representatives were Hema Shankari, Muhammad Aiman bin Roslan and Ahmad Amir Mukhlis.

The questions posed to the UMSU representatives were related to public transportation and residential colleges, food, societies and study places in UM. The objective was to gather enough information for the creation of our content in our videos and brochure.

3.4 Instagram Posting

On our Instagram page, coming soon posts as well as episode notification posts were published to help direct traffic to our YouTube channel. Captions and posts were collaboratively prepared by our group members. As of 16 January 2022, we have 48 followers and 8 posts.

3.5 Content Preparation for Youtube Video

The content preparation for our YouTube videos consists of several processes. The processes are brainstorming, script and content flow writing, shooting and editing. Each of our group members are assigned an episode. Each group member needs to brainstorm, write the script and content flow as well as shoot the video respectively. Editing is done collaboratively by Ng Jun Jing, Muhammad Qaim and Dharneeshrasan.

3.6 Youtube Channel

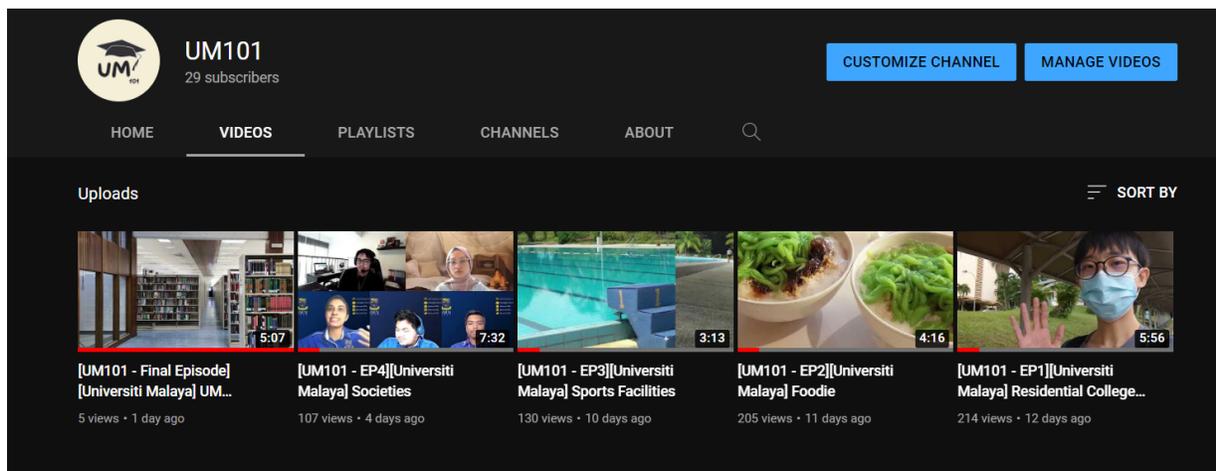


Figure 3.6.1: YouTube channel's page and its videos.

This is our YouTube channel, the episodes of our series were uploaded according to the schedule on the next page.

Episodes	Scheduled Date	Actual Date	Status	Remarks
1	3 Jan 2022	3 Jan 2022	On time	-
2	4 Jan 2022	4 Jan 2022	On time	-
3	5 Jan 2022	5 Jan 2022	On time	-
4	6 Jan 2022	11 Jan 2022	Delayed	Change in schedule due to the delay of the special episode due to rain.
5	7 Jan 2022	14 Jan 2022	Delayed	Change in schedule made for previous episode and technical issues with video editing.
Special	8 Jan 2022	-	Canceled	All the dates we picked for video shooting ended up raining and we had to cancel this episode in the end.

3.7 Feedback Collection, Documentation and Vlog

Since we mainly deliver our project through YouTube’s platform, our feedback collection is done by looking at the performance of our channel and videos. Besides, we also made a feedback form using Google Form to collect potential suggestions from our target group about our project.

By the time we wrote this report which was on 17 Jan 2022, our channel managed to get 315 unique viewers however only 30 of them subscribed to our channel. All of them are between the ages of 18-24 years old. Out of all the views on our videos, 76.6% of them are male, whereas 23.4% of them are female.

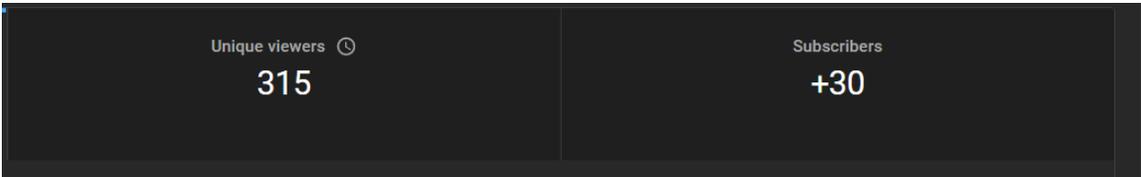


Figure 3.7.1: Number of subscribers and viewers.



Figure 3.7.2: Views categorized by gender.

Then, we will look at the performance of our videos on the channel. This includes the view count, likes and dislikes, and also the comments given. All this data is taken on 17 Jan 2022.

<input type="checkbox"/> Video	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/> [UM101 - Final Episode][Universiti Malaya] UM ... If you have any feedback, you can comment down below or fill in this Google Form :)...	8	0	100.0% 4 likes
<input type="checkbox"/> [UM101 - EP4][Universiti Malaya] Societies Welcome to the fourth episode of the UM101 series. This episode is about societies that you...	111	9	100.0% 11 likes
<input type="checkbox"/> [UM101 - EP3][Universiti Malaya] Sports Facilit... Welcome to the second episode of the UM101 series. This episode is about sports facilities that...	134	2	100.0% 10 likes
<input type="checkbox"/> [UM101 - EP2][Universiti Malaya] Foodie Welcome to the second episode of the UM101 series. This episode is about food that you can...	207	4	100.0% 16 likes
<input type="checkbox"/> [UM101 - EP1][Universiti Malaya] Residential C... Welcome to the first episode of the UM101 series. This episode is about the residential colleges and...	215	1	100.0% 15 likes

Figure 3.7.3: Videos with their respective views count, comments and likes count arranged in descending order of time uploaded.

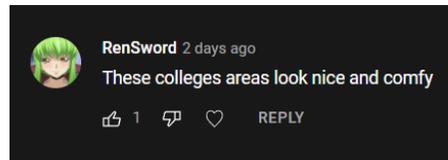
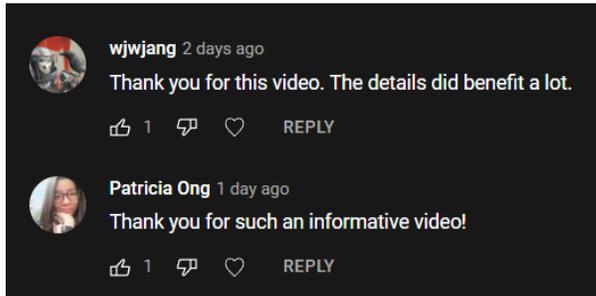


Figure 3.7.4: Some of the comments given by our viewers

Then, the following figures are the sample feedback form and the result that we collected from our feedback form. We managed to collect feedback from 12 respondents, all of them learned something new about UM from our videos, and were excited about coming to UM to experience UM life.

Did you learn anything new about Universiti Malaya after watching our videos? *

Yes

No

From which episode that you have learnt something new? (Can choose more than one) *

Residential College/Transportation

Food

Sports Facilities

Clubs & Societies

Study Spots/Admission Buildings

No

Were you excited about UM life after watching our videos? *

Yes

No

If any, do you have suggestions on content that you would like to see in future?

Figure 3.7.5: Sample feedback form

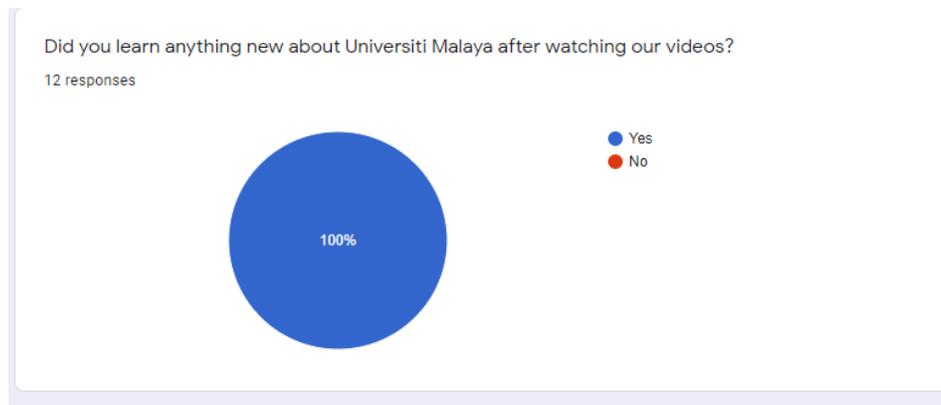


Figure 3.7.6: Feedback Response 1

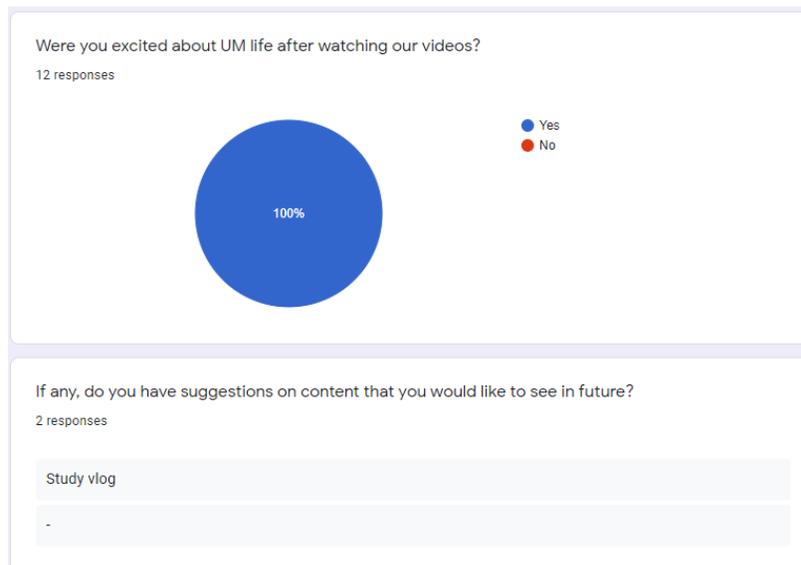


Figure 3.7.7: Feedback Response 2

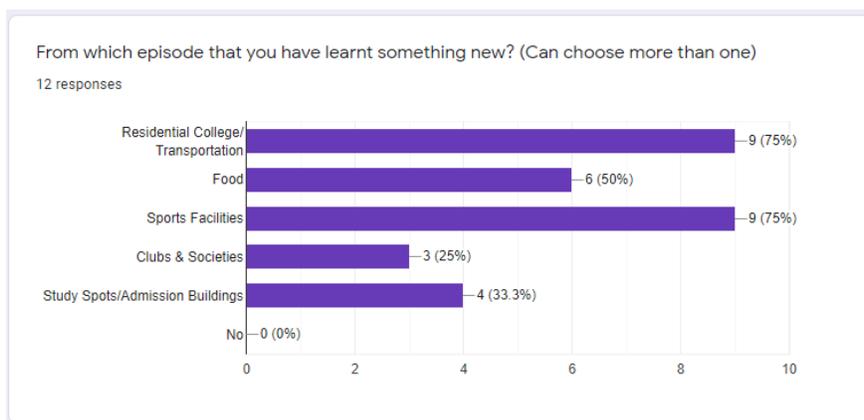


Figure 3.7.8: Feedback Response 3

Based on figure 3.7.8, we saw that 75% of the respondents learn something new from our episodes introducing residential college and transportation, and sports facilities. Whereas, 50%, 25% and 33.3% of respondents learnt something new from our food episode, clubs & societies episode and also study spots episodes respectively.

After we analyzed the feedback, we proceeded to make the promotional E-brochure, here's the link to it,

<https://drive.google.com/file/d/1mmBsZhefcjGnicYPHWkuPW4PbCBnbM8E/view?usp=sharing> and to complete the documentation of our report and also worked on our montage vlog.

4 Reflection

Thinaraj A/L A Muttiah - U2005319/1

In this project UM 101, I took responsibility to be the collaborator manager. I had the opportunity to communicate with UMSU officially through their email. I was glad as this was my first time working with the student union. They were very nice and willing to help us with our project. We had a chat session with 3 of the UMSU members through Microsoft teams. By communicating with them, I was able to learn and experience how to communicate with someone for official purposes.

Besides that, this project was a big learning process for me as well. This was my first project in my 2nd year of university life and it was a good start for me. I had the opportunity to go around and explore UM while shooting for the project as I'm also a newcomer to UM. Moreover, I was glad that I am helping freshman and first time UM comers like me to ease their life in UM. Furthermore, I was able to make new friends. My group mates were supportive and helpful to each other. Although we had miscommunications during discussions, we were able to sort out things and make this project a success. Communicating online was challenging for us as some might overlook the messages due to a lot of work from other subjects. But, we as group members were concerned about each other and we will keep reminding each other in the Whatsapp group.

However, we faced some problems during our project too. All of us lack experience to shoot and edit a video professionally. But still we didn't give up, we watched youtube videos and searched google for ways to edit a video nicely. Furthermore, during the video shooting it was raining heavily the whole day. It was an unforgettable day. We were running in the rain from one place to another to shoot the videos. Like you know, with many friends going in the rain will be kinda fun. Apart from that, I learnt that we need to have a plan B whenever doing an activity. We have to face the obstacle that is obstructing us from doing a project.

Last but not the least, I am really grateful for having this opportunity to carry out this UM101 project under SULAM. I have learnt a lot of things as stated above and I feel these will be useful for me in the future. It was a great experience for me as after so long locking inside the house, I was able to go out and explore new environments and people.

In the beginning, I felt pretty reluctant when I knew that this course needed a project done for society. I am not a fan of social work due to my introvertness. Moreover, during the starting of this semester, I was suffering from a low motivation level which contributed to my low commitment rate at the start of this project which is during the proposal phase. As the team progressed into a clearer direction after the proposal presentation, in which we decided to make videos and post them onto our own YouTube channel, I was also gradually getting motivated to do the project. Initially I was assigned as the e-brochure editor for our group, however, we found out that there was actually a lot to be done for the videos after we planned in detail. Thus, I ended up taking the role of analyst for the group.

Unfortunately, I was diagnosed with COVID-19 by the end of week 7, which delayed my team's schedule for video shooting for 2 weeks due to my recovery process from COVID-19. I am grateful that we still managed to complete the project on time.

From this project, it was exciting to learn new stuff such as how to operate a YouTube channel, how to shoot and edit videos, how to communicate effectively with other team members and so on. It was fun to try running a YouTube channel, and I will never forget the feeling of contentment when seeing the rise in engagement rate on our channel.

To go around UM to meet up with some of the team members, to find the photo taking and video shooting spots was a fun and exciting journey. However, it would have been better if all of the team members could be present together at one time.

Personally, I learned a lot from the communication with other team members, which includes to package the message without simply assuming that other person would understand, to reconfirm with the other person whether I understood them correctly or not, and to express feelings and emotion at the right time to prevent misunderstanding.

That's it. Thank you.

Fatima Zahra binti Ahmad Ariff - 17207077/2

During the planning and execution of Project UM101, I felt delighted to be working on something that would be beneficial to UM first-time comers and first year students. As a second year student who had just been able to experience living in UM's residential college, I could really see how far our videos and brochures can help new UM students.

I am also glad that my group members and I were able to collaborate with such an awesome collaborator, UMSU. Although they had big positions, they were very down to earth and helpful during the interview. The information gathering process ran smoothly thanks to their help. Consequently, the brainstorming and script writing processes were made easy with the information that we received verbally from them.

In this project, I was also assigned as the social media manager in which I had to create our social media account and publish our contents there in a timely manner. I have learnt so much from this task as I had never had a youtube channel before. It is also exciting to see the number of views and likes increase every day!

Shooting the video was also a fun experience. I am actually a shy person but I managed to overcome my shyness to film in public for my episode. This SULAM project enabled me to grow beyond my comfort zone.

Last but not least, I am grateful to my group members who have been working hard to make this project a success.

Throughout our project of UM101, I would say truthfully that it was an impactful journey. Nominated as the team's group leader, I would say generally that our group members were efficient, friendly, and always open to build up on ideas. I'm grateful to have a team that individually is energetic and lively. Together, we finished a project I couldn't regret less about.

Our strive when executing a plan to fulfill our project's objectives was to find ways to connect and reach our target audience through a practical, entertaining approach. So then came the idea of making videos, as they were concise, meaningful, and easy to watch. At the same time, not only was it achieved through the eyes of our audience, but also in our team I would say personally that shooting videos and going around campus was most certainly exciting. Exploring campus as a first year when campus was unfamiliar ground while having great discussions and conversations with the University Malaya Student Union, it allowed me to really enlighten myself on why student life is really an exciting thing.

Although we were able to complete our project UM 101 in a nice order, as a group leader with dire intentions to complete a lot of things in everything I do, I feel that our execution of our project could have reached further. As our team shot videos and pictures as we walked (and drove) around campus, we as individuals have never all met up together. Initially, our plan to walk around campus together while we asked and formed great conversations with random UM students, we never really got the time to do it resulting in the plan being canceled. The postponement of the plan turned into another postpone, then a canceled plan. Also, the root of this problem was mainly communication. There were various periods where some of us didn't know if that one person was going to get the work done in time, then pushing back scheduled events too. Not to mention the endless rain during the month of November/December. I'll have to admit that myself, with online classes going around and the strain from the lack of exercise, my mentality went down the drain and since then, I've been trying to recover and pick myself up towards the middle of the semester. On the other hand, it's really not about being a burden to the team, in fact I believe our team did great. What I'm emphasizing about is not striving to become the best version of myself. So as a group leader, I take responsibility for this and I don't seek forgiveness, but acknowledgement that we could all have done better.

In conclusion, I hope that being fully transparent would not neglect our team's efforts. All in all, our team did a splendid job as not one individual was left behind. Everyone knew their part in the team and completed them eventually. Thank you everyone.

I stepped up to the plate as the Video Editor for this UM 101 project. I had the opportunity to improve and grow my talents in video editing. As this was the largest video editing project to date, I was overjoyed. I had done this before but for lesser projects. I had to edit our videos and vlogs. By doing so, I was able to discover new skills and enhance my knowledge in video editing. Besides that, this project was a terrific learning adventure for me as well.

This was my first project in my 2nd year of university life and it was a tremendous start for me. I had the opportunity to walk about and discover UM while shooting for the project as I'm also a rookie to UM. Moreover, I was thrilled that I am supporting freshman and first time UM entrants like myself to simplify their lives in UM. In addition, I was able to meet new people and form new relationships. My group members were encouraging and helpful to each other. Although we suffered miscommunications throughout chats, we were able to iron out everything and make this endeavor a success. For us, internet communication was difficult since some people would ignore our messages because they were swamped with other work. But, we as group members were concerned for each other and we will keep reminding each other on Whatsapp.

Last but not the least, I am immensely thankful for having this opportunity to carry out this UM 101 project under SULAM. For the reasons indicated above, I believe the knowledge I've gained will be useful in the future. It was a good experience for me as after being in lockdown for so long, I was able to get out and discover other locations and people.

5 Conclusion

In conclusion, Project UM101 ended with great success. Having our project objectives executed well, we wrap up our project by saying thank you to Madam for allowing us to have this great opportunity to perform a SULAM project as the benefits we received were great. First of all, having the opportunity to help other UM students to become familiar with the campus opened up their minds and allowed them to see through the tips and tricks on how to get the best out of the UM student experience. Throughout our series of videos, through all the moments we shared together to make it possible, we have learned to utilize and develop a large variety of soft skills along the way. From traveling across many different areas of campus to having those quick little chats we made with other students along the way. This project we have strived for will not only ultimately benefit our fellow UM students, but also towards ourselves as one team as we cherish the moments we had together. It was an eventful journey to make this project a successful one. Thank you MALU5. We did a wonderful job.