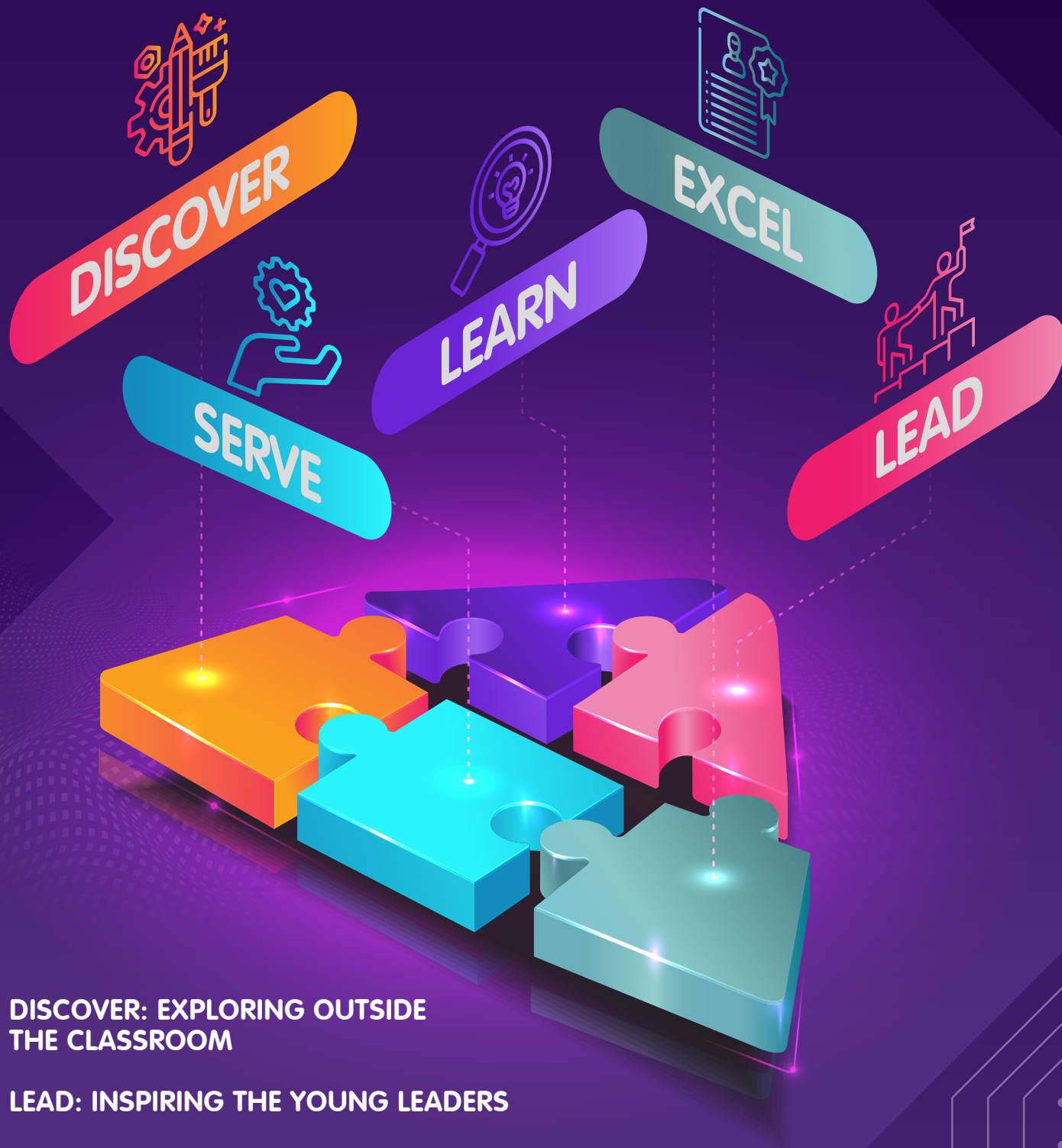


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Infocomm Media Club | BYTIES



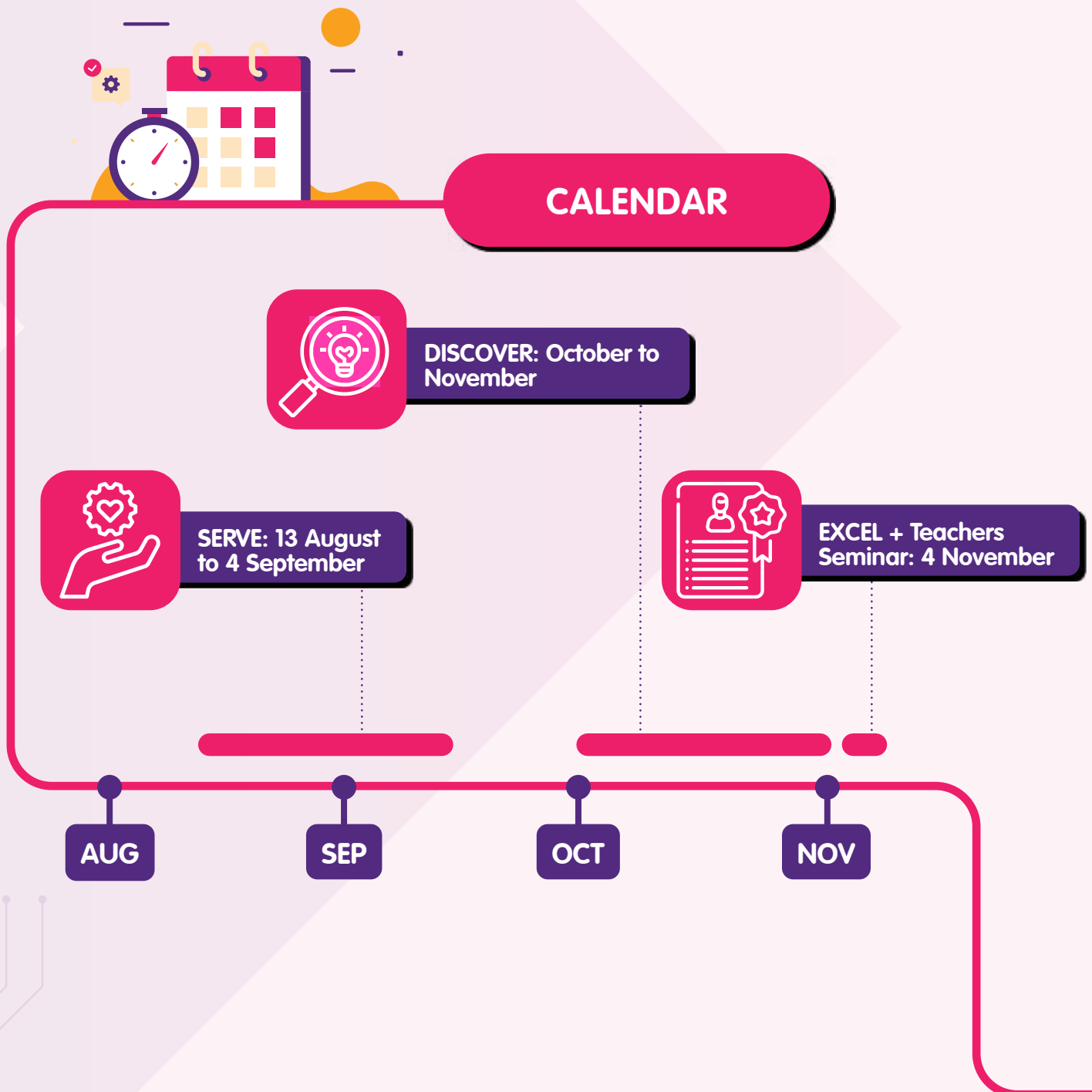
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EDITOR'S LETTER

Dear educators,

We hope you managed to recharge over the June holidays and are all geared up for Term 3. The IMDA team was busy during the June holidays in adapting our programmes to better fit your needs. In this issue, we recap what various schools have been doing in the first half of the year, before sharing exciting programmes coming your way. We also encourage you to join us for the upcoming Teachers Seminar in which you can be inspired by the sharings.

And as always, you can write to us at imda_codesg@imda.gov.sg if you have any queries. Let's continue learning together!



EXPLORING OUTSIDE THE CLASSROOM

If you missed out on our inaugural out-of-school learning journeys back in April, check them out here and also see what awaits you in the second half of the year!

Entering New Realms with VR

The AV & Media Club members from Ang Mo Kio Secondary School had a first-hand immersive experience at Headrock VR!

At the virtual reality (VR) theme park, the students stepped into the metaverse, a virtual experience where users can interact, play games and experience things as they would in the real world. There were five different types of VR rides: students could try exploring the depths of a jungle, dog sledding in Antarctica, treasure hunting in the skies, rocking out to music with beat saber and even parachuting into the Amazon rainforest.

Students were equipped with a head-mounted display (HMD) for the

different rides. The HMDs simulated haptic feedback by utilising visual and audio immersion, as well as hydraulics, thus allowing students to fully immerse themselves in a whole new world.

During the programme, students learnt about how the metaverse and entertainment can intertwine to create a fresh and innovative experience. They also identified the differences between VR, augmented reality (AR) and mixed reality (MR) while discovering current industry practices.



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1. Headrock VR staff members assisted students with wearing the HTC Vive VR headset. This cutting-edge headset delivers immersive experiences to users.
2. Students could truly immerse themselves in heart-thumping moments while being surrounded by the Amazon rainforest with the VR simulation and hydraulics.
3. Group shot of Ang Mo Kio Secondary School AV & Media Club members with staff of Headrock VR.



Peering into the Creative Minds Behind Our Grandfather Story

Members of Tanjong Katong Girls' School (TKGS) Media Club joined us to visit the team behind Our Grandfather Story (OGS)!

OGS is a digital publisher bringing stories across Singapore and Southeast Asia to people. It focuses on stories about society and culture to inspire people across different backgrounds.

The students got a once-in-a-lifetime opportunity to see for themselves what goes on behind the scenes when

it comes to professional videography. OGS's production crew shared their creative process and even provided exclusive tips and tricks for editing videos and photographs! Aside from getting a sneak peek at OGS's upcoming video documentaries, the students also experienced delivering their lines with a teleprompter in front of a camera.



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1. Co-founder Kai Yuan warmly welcomed the students and shared the history behind OGS, which started during his time as a student at Nanyang Technological University (NTU).
2. Students learnt how to handle the equipment, listen to the audio feedback and monitor the colour saturation on the screen.
3. A group shot with the OGS crew.

Step into the Future with Autonomous Vehicles at CETRAN

Members of the Westwood Secondary School Robotics Club visited the Centre of Excellence for Testing and Research of Autonomous Vehicles (CETRAN) to learn about electric and autonomous buses. These driverless vehicles are set to ply Singapore's streets in the future.

1. Senior Research Engineer Mr Sai Datta shared about Autonomous Vehicles (AVs) and Electric Vehicles (EVs), as well as the research his team does.
2. Club members had a first-hand experience in trying out an autonomous buggy.
3. Club members learnt the different parts and functions of the AVs at CETRAN, helping them to understand how the vehicles work.

The students examined how autonomous buggies work and the ways in which artificial intelligence (AI) and the Internet of Things (IoT) aid road navigation. They also learnt about how network communications between such vehicles and infrastructure help them detect potential hazardous situations much faster.

Additionally, Club members learnt how this innovation can resolve issues such as labour shortages, road safety, traffic congestion and pollution.



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A Visit to ARTC at A*STAR

Jurong Pioneer Junior College InfoComm Club members visited the Advanced Remanufacturing and Technology Centre (ARTC), a research institute under the Agency for Science, Technology and Research (A*STAR). There, they caught a rare peek at robotic and automation systems. Specifically, such systems emulate human intelligence and perform tasks with better control and repeatability.

ARTC and A*STAR's Singapore Institute of Manufacturing Technology (SIMTech) contribute to A*STAR's Future of Manufacturing initiative to empower enterprises to adopt such Industry 4.0 technologies. Staff from both institutes welcomed the students and introduced them to cutting-edge technologies that develop the robotic and automation systems.

The students also had the chance to speak with experienced engineers and researchers about engaging topics such as IoT, Intelligent Robotics and Automation Systems, Industrial 3D

Printing and Sustainability. They also learnt about the application of AR and VR to real-world work environments, as well as how such technologies increase efficiency and reduce errors.



1

1. Club members took a memorable group shot with the researchers from ARTC.

DISCOVER

Join us for these upcoming events!!

Immersive Media



Limited slots left!
Sign up now!

LEARNING JOURNEY DETAILS

Open to

Primary, Secondary and JC students

Capacity

Up to 35 students per school for each session

Location

313 Orchard Rd, #03-31, 313@ Somerset, Singapore 238895

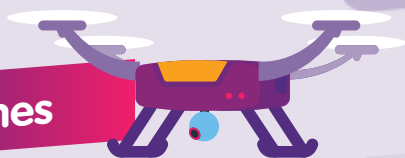
Dates

17 & 18 October

NEW WORLD CARNIVAL

Experience art through VR and wander through Singapore's first non-fungible tokens (NFT) gallery spanning over 7,000 sq. ft that features local NFT artists. Step into the VR zone and have fun while learning about the application of simulation in entertainment through a variety of games such as a VR escape room and laser tag!

Drones



65DRONES

Drone enthusiasts, this one's for you! 65Drones has specially curated a multitude of exciting activities for its workshop. Find out first-hand from its drone technologist the intricacies of designing and programming a drone light show.

Students can experience "live" first-person view drone flights and take part in a mini challenge to design a light show. Winners will receive a DJI drone!

LEARNING JOURNEY DETAILS

Open to

Primary, Secondary and JC students

Capacity

20 students per school for each session

Location

NUS Alumni Shaw Foundation House Auditorium, 11 Kent Ridge Dr, Singapore 119244



Back by popular demand in November,
more details coming soon!

INSPIRING STUDENT LEADERS OF INFOCOMM MEDIA CLUBS

Infocomm Media Club Student Leadership Conference



The inaugural Infocomm Media Club Student Leadership Conference concluded successfully, with close to 400 students from 81 schools attending. At the conference, students learnt about the importance of learning, serving, doing good and giving back to society. Powered by IMDA, the conference provided the Club leaders with the opportunity and access to learn about the tech and media industry.

The conference consisted of talks and panel discussions. Students had the opportunity to meet and be inspired by professionals in the tech and media industry such as those from Red Alpha, Titan Digital Media and BYTE.sg. The students gained insights from these distinguished speakers in Leadership in Tech and Media, Tech for Good, and New Frontiers in Media.

During the opening address given by IMDA's Assistant Chief Executive for Media, Innovation, Communications and Marketing Justin Ang, students had a glimpse into Singapore's digital narrative and learnt the importance of developing the relevant capabilities and skills for navigating an increasingly digital world.

The next segment was a fireside chat on Leadership in Tech and Media. Emil Tan (Chief Operating



1. A group shot of all attendees together with our panelists. From left to right: Sherri-Anne Lim (Multi-Channel Network Manager, Bloomr.SG), Celine Leong (Content creator, MiniMoochi), Collin Tio (Senior Client Engagement, Kobe) and Ng Ming Wei (Founder, Boom Digital Media).
2. IMDA ACE Justin Ang spoke about navigating the digital world and the importance of developing digital capabilities and skills during his opening address.
3. CIO Academy Asia CEO Ramakrishna Purushotaman moderated the fireside chat on Leadership in Tech and Media while Emil Tan (COO, Red Alpha Cybersecurity) and Jian-Hao Tan (CEO, Titan Digital Media) shared their leadership experiences.

Officer, Red Alpha Cybersecurity) and JianHao Tan (Chief Executive Officer, Titan Digital Media) shared their personal experiences and insights regarding leadership. Moderated by CIO Academy Asia CEO Ramakrishna Purushotaman, the segment provided the students with exclusive tips and advice that can help shape them into better leaders for their Clubs.

The “Tech for Good” TED Talk segment, led by Chan Chi Ling (Co-founder, Better.sg) and Shaikh Ismail (Co-founder, BYTE.sg), enlightened the students on ways to bridge the digital divide and alleviate real-world issues. Speakers shared their own stories about using technology to help others, and inspiring attendees to be tech ambassadors who rally their peers to similarly give back to society.



The students then found themselves deep in discussion when generating questions during the Tech for Good question and answer segment, where they learnt about serving the community through their peers. They also had the chance to mingle with students from other schools, establishing camaraderie among the Clubs.

For the “New Frontiers in Media” segment, Mr Purushotaman once again moderated a panel discussion comprising Ng Ming Wei (Founder of Boom Digital Media), Collin Tio (Senior Client Engagement of Kobe), Sherri-Anne Lim (Multi-Channel Network Manager of Bloomr.SG, Mediacorp Pte Ltd.) and Celine Leong (Content Creator, MiniMoochi) where students heard firsthand from the panelists on how the media industry is. The speakers were happy to share their creative processes, misconceptions about careers in the media industry, emerging trends and the changing media landscape.

Veerappan Swaminathan, CEO of Sustainable Living Lab and edm8ker, concluded the event with a closing address. As an alumnus of an Infocomm Media Club, his enriching journey as a Club member served as an inspiration to the Club leaders.

At the end of the event, Club leaders were inspired to embark on their leadership journey with a stronger dedication to learn and serve.



4. The “Ask Me Anything” segment focused on “New Frontiers in Media”; students learnt more about the media industry and content creation.
5. Chan Chi Ling (Co-founder, Better.sg) and Shaikh Ismail (Co-founder, BYTE.sg) shared their inspiring stories about using technology to help others during the Ted Talk on “Tech for Good”.
6. Students came together to discuss and ask insightful questions, and reflected on their learnings at the conference.
7. Veerappan Swaminathan (CEO, Sustainable Living Lab) concluded the event with a closing address; he shared his experiences as an ex-Infocomm Club student.

We hope everyone who attended the event had fun and learnt more about the tech and media industry. Don't miss our next conference in 2023!

EMERGING TECH VALUES-IN-ACTION

Photo Essay Competition

In our inaugural Emerging Tech x Values-in-Action (VIA) Project held in March, 38 schools participated in various training programmes that taught Club members different fun and interesting technologies. The Club members learnt about:

- AI from Intel, ITE and Sustainable Living Lab
- Decentralised Identity from Lemmatree
- Social Robotics from Softbank Telecom, ITE and Sustainable Living Lab

Curious to know what other schools did for the Emerging Tech x VIA Project? Despite the challenges of reaching out to the community, these schools devised creative ways to reach out to their school community and documented the process.

Here are the highlights of the documented Photo Essays. Check out the winning entries in the links below!

Jurongville Secondary School — The Prowess of Artificial Intelligence

Ker Bang Yang (Chairperson) and his fellow EXCO members learnt about AI from the Emerging Tech x VIA Zoom training sessions. They organised a showcase that took place on 25 March to impart this knowledge to their peers.

The showcase featured two interactive stations for students to interact with the Alpha Mini and an AI Pictoblox program. The Alpha Mini robot, through its advanced technology, charmed the students with its

adorable dance moves and detailed facial expressions. Meanwhile, the program guessed the gender, age and emotions of the participants by scanning their faces using computer vision, demonstrating the technology's capabilities. The Club members took pride in the hard work that went into the event as they witnessed their fellow students enjoying themselves while exploring and learning about AI.

[Read the winning entry here!](#)

1. Alpha Mini Robot: the Star of the day
2. The AI Showcase during recess time



St. Joseph's Institution — AI in the Community



With AI becoming increasingly present and important in our daily lives, it was a goal for Jeremy and the Club members of St. Joseph's Institution's Design and Innovation Club (DI Club) to raise awareness about AI and its capabilities.

The DI Club set up the booth outside the school canteen, complete with posters and signs. The members brought along a laptop with AI games and the

Alpha Mini Robot—the main star. They conducted a range of activities which taught their peers the key identifying characteristics, differences and common misconceptions between robots and AI. The students even got to try their hand at playing games like "Rock, Paper, Scissors" against an AI opponent and controlled the Alpha Mini through an app using the voice control function. All in all, they had great fun learning about AI while trying out the different activities available.

[Read the winning entry here!](#)

1. Booth packed with intrigued students
2. The online sharing by Sustainable Living Lab
3. DI Club members were amused by the robot's amazing capabilities

Raffles Girls' School — Recaptcha the Moment

.....



1

Raffles Girls' School's (RGS) Robotics Club carried out their VIA Project during the school's HUSH-STEM week. It was a special week dedicated to appreciating science, technology, engineering and mathematics (STEM) and humanities subjects.

As part of the project, the Club members set up a booth on the topic of AI. Specifically, they sought to teach their schoolmates about

the applications and implications of AI. The booth successfully gained the student body's interest. Many visiting students were engaged and asked questions about AI; they were especially interested in the games that operated using AI.

[Read the winning entry here!](#)



2



2

1. RGS students watched a demonstration of the Alpha Mini doing push-ups.

2. RGS students learnt more about Artificial Intelligence after participating in the booth's activities.

Canberra Primary School — NAO V6 Robot to the Rescue!

.....

The Primary 6 students in the Digital Artisans Club started off with a virtual workshop by their instructor on Social Robotics. They learnt about how AI can be applied in a variety of settings to engage with people and impact their lives.

The Club members started brainstorming and sharing possible ideas that could help support social robots, such as helping children with autism and tackling language barriers between grandparents and grandchildren. They spent several weeks preparing educational slides

comprising a video and added in an element of fun through gamification using platforms like Kahoot to check their peers' understanding of AI. Following the workshop, the Club members gained a better understanding of how social robots improve people's lives by helping them with everyday tasks; they felt empowered to learn more about social robots.

[Read the winning entry here!](#)

1. One team decided to focus on helping children with autism. They programmed the NAOv6 robot to interact with children with autism and teach them social skills.
2. The other team chose to focus on tackling the issue of language barriers between grandparents and their grandchildren. The NAOv6 robot would help to bridge the divide by translating languages.



1



2

Dunman Secondary School — AI in Action

Dunman Infocomm Club members immensely enjoyed the process of carrying out VIA projects as members of different ages came together to work as a team.

The Club spent most Fridays discussing and learning about AI. Members were split into three teams based on their strengths; each team was in charge of a different domain (i.e. content creation, planning, coding). The team came together to showcase different topics: statistical

data, natural language processing and computer vision. Additionally, they also conducted face-to-face sharing with other students across different days of the week to demonstrate the functions of the Alpha Mini Robot. The Club was glad to have learnt, alongside the basics of AI, the values of teamwork, leadership and empathy during the different projects.

[Read the winning entry here!](#)

1. Club members marvelled at what the Alpha Mini could do.

2. They took turns to present about AI to their peers.



Among the teachers who attended, 9 out of 10 felt that the Emerging Tech topic was interesting for their students and nearly all expressed their interest in embarking on future VIA endeavours.

Here's what they had to say:

I hope to enlist our students in similar AI or VIA projects in the future. Thank you again for the support and rich learning experience you provided to our students."

Those students interested in AI enjoyed the course and did a good job sharing their learning with the school through various platforms including the School Instagram account, assembly sessions and the television in the canteen. I am glad to report that the students were able to reach out to quite a large percentage of the school population."

IMDA has been very supportive. We appreciate their help greatly."

THEIR STORIES

Bootcamp Journals



Microsoft Digital Making and Game Development Bootcamp (for Primary School students)

30 May — 3 June
20 June — 24 June



"My Infocomm Club teacher told us about this bootcamp and I was interested in it. I enjoy coding, so I had a lot of fun at this bootcamp!"

- **Poojitha Lakshimi**
Clementi Primary School,
Pri 5



Students who participated in this 5-day hybrid bootcamp explored the fundamentals of developing digital games. They created their own games using Makecode Arcade and Minecraft Education, and integrating micro:bit controls in their digital games.



"This bootcamp promotes teamwork, and I met some new friends. It is fun and I will recommend it to my friends."

- **Timothy Laurentius**
St. Joseph's Institution Junior,
Pri 6



SenseTime AI Bootcamp (for Secondary School and Junior College students)

20 June — 24 June

"Before this bootcamp, I had no knowledge about anything regarding AI and wanted to change that. Being a tech enthusiast, I was delighted to have the opportunity to learn more about AI."

- **Sean Ulric Chua**

The School of Science and Technology (Robotics Club)



This 5-day hybrid bootcamp enabled students to dive into AI through SenseStudy, an online learning platform. Students discovered more about image authentication and filters, as well as observed how the technology can be applied in the real world. Additionally, students created projects that solved real-world problems.



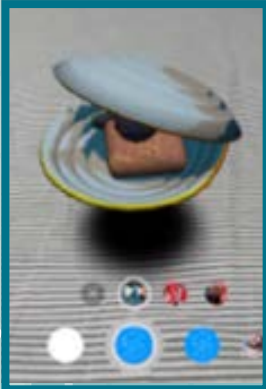
"I would like to learn to create some AI or apps to benefit the community and make the world a better place."

- **Caleb Han**

The School of Science and Technology, Singapore (SST Incorporated (Coding Club))

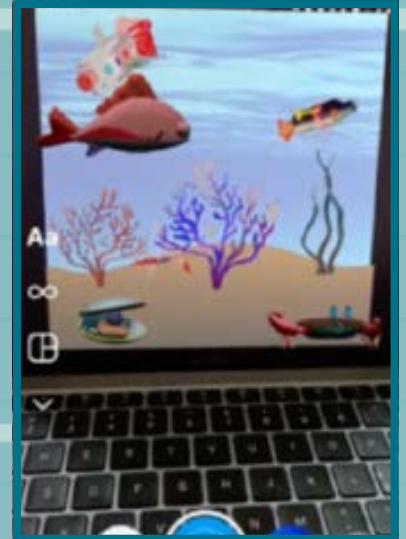
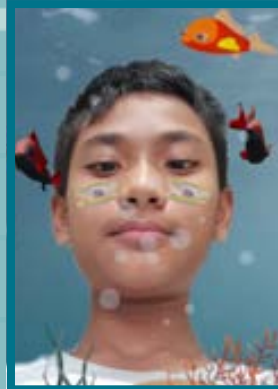
Meta Spark Augmented Reality (AR) Studio Programme 2022 (for Secondary School and Junior College students)

6 June – 13 June



"The bootcamp used a very structured and guided approach. Sessions are rather engaging and materials shared are well tailored for the students."

- **Josiah Ezra Menon**
Raffles Institution (Infocomm Club)



This bootcamp introduced students to the world of AR—they created their own interactive AR filters and effects with Meta's Spark AR platform, and then published and shared their AR creations through Meta and Instagram.

"I liked that we had the chance to learn about the usefulness of AR effects. That really changed my initial thoughts about AR effects being used for only entertainment and personal use."

- **Claire Ng**
Nanyang Girls' High School
(Infocomm Club)



"I loved that this bootcamp covers the essentials (i.e. basics) about SparkAR such as the different types of tracking: face tracking, plane tracking and target tracking. Each tracker gives a different perspective when the user interacts with it. I had great fun exploring the software and learning the different types of tracking as well as how I can implement them in my projects."

- **Chua Wei Xuan**
Presbyterian High School (Audio Engineering Club)



DIGITAL FOR LIFE



YOUTH AWARDS

Think you've got what it takes to contribute to building a digitally inclusive society? Join the Digital for Life Youth Awards, a national award for Infocomm and Media Club students to ideate, create and inspire others with their innovation and creativity.

Send in creative solutions that you think can help youths recognise mental health issues by **16 September 2022** and stand to win exciting and cool prizes! All entries will receive a certificate acknowledging their efforts. The top winners will also score a one-week work immersion programme in which they can gain real-world experience and work on mini projects mentored by industry professionals! Find out more [here](#).

THEME OF AWARDS

Mental Health & Youths

Good mental health is an essential part of development. Youths with positive mental health grow into healthy, confident and well-rounded individuals.

In their growing years, youths may face anxiety, social pressure and stress. With the prevalent use of technology and social media in this increasingly digitised age, youths need to develop good habits to navigate the digital world while protecting their physical and mental wellbeing.

We can all play a part to help our youths.

Develop innovative and creative solutions to help youths recognise mental health issues and seek support early.

Join the Digital for Life Youth Awards!

ELIGIBILITY & AWARD CATEGORIES

The inaugural award is open to secondary school students from **Infocomm and Media related CCAs**



Technology Category

Entries could be in the form of mobile apps, games, websites, software or AI prototypes



Media Category

Entries could include a social media campaign, video, animation or other digital media creations

Distinction, Accomplishment & Commendation will be awarded in each category

Find out more about the awards, judging criteria and eligibility in the Information Kit.

Download the Information Kit

PRIZES

Exciting and Cool Prizes!

Stand to win cool prizes such as the latest tech gadgets and vouchers. Top winners will also score a 1-week Work Immersion Programme at J.P. Morgan or Bloomr.SG (Mediacorp)!



DISTINCTION

Up to \$750 worth of tech gadgets / vouchers

- Trophy
- Banner
- Certificates

ACCOMPLISHMENT

Up to \$400 worth of tech gadgets / vouchers

- Trophy
- Certificates

COMMENDATION

\$50 worth of vouchers

- Certificates

TIMELINE

MAY

Open for submissions

JUN-AUG

Workshops

16 SEP

Entry Deadline:
Preliminary Qualifiers

4 NOV

Shortlisted teams to attend Final Judging & Awards Ceremony

Submit your entry here

ORGANISED BY



IN PARTNERSHIP WITH



JOIN US FOR THE

INFOCOMM MEDIA CLUB

TEACHERS SEMINAR

The Infocomm Media Club Teachers Seminar aims to bring together teachers in charge of Infocomm Media Club CCAs and provides them with updates on programmes that IMDA is offering for the upcoming school year.

SEMINAR HIGHLIGHTS

Look back
at the programmes
we rolled out in
2022

Keep up with key
updates for the
upcoming school
year

Be inspired by
the achievements
of fellow Clubs and
students

WHY ATTEND THE SEMINAR?



- Gain knowledge that benefits your Club
- Discover how other Clubs run their programmes
- Connect with fellow teachers and learn from each other
- See students' achievements at the Digital for Life (DfL) Youth Awards

**SAVE
THE
DATE**

SEMINAR DETAILS

4 November 2022

**Sands Expo and
Convention Centre**

Feel out of the loop about what's going on in the tech world? We bring you snippets of the most interesting happenings in the tech and media industry in the following articles!

TECH FOR GOOD



AI Boosts Fight Against Illegal Trade in Shark, Ray Fins

The National Parks Board (NParks) and Microsoft Singapore, to counter the recent rise of illegally traded shark and ray fins coming through Singapore, have collaborated to launch a new mobile application, Fin Finder. The app leverages AI to identify shark or ray species when users upload a photo of a fin onto the app.

The app's algorithm achieves this by analysing the size and shape of the fin's patterns. It takes merely a minute for identification; enforcement officers receive near-instant feedback on whether a shipment contains fins from regulated species. Ms Dhanushri Munasinghe, the project coordinator at Conservation International Singapore, adds that the app can identify the species with up to 89 percent accuracy. This eliminates the need for DNA testing except when a fin cannot be identified with the app.



Read more [here](#).

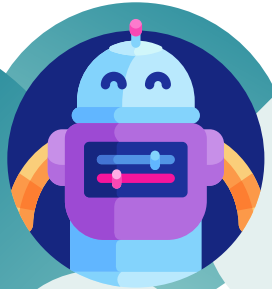
Underwater Singapore Tours with AR

Ever wondered what it would look like in 100 years' time when climate change and the consequent rise in sea level potentially submerge parts of Singapore's downtown area? Now you can imagine what the future might look like with the help of AR technology and archival images from Singapore's past mixed with contemporary images in a new AR tour. Architecture professor Gabriel Tenaya Kaprielian of Temple University in the United States collaborated with the Nanyang Technological University's Earth Observatory of Singapore (EOS) to bring about the tour.

The experience, titled "Adapting Waterfronts: Postcards from the Future, Singapore 2122" is also supported by the National History Museum of Singapore, the National Heritage Board and the National Archives of Singapore.



TECH @ PLAY



The highlight of the tour allows visitors to read fictional postcards written by scientists, architects and artists that envisioned how Singapore will adapt to rising sea levels and what life would be like. It is complete with 3D AR elements that users can interact with using a smartphone camera and the Adobe Aero app, which is available for iOS and Android devices.

Read more [here](#).

The background is a light blue and white abstract design with various geometric shapes like circles, lines, and dots. A large orange circle on the left contains the text 'TECH @ WORK'. Above it is a smaller orange circle with a laptop icon showing a webpage. The text 'TECH @ WORK' is in a bold, blue, sans-serif font.

TECH @ WORK

Robot Helpers Who Engage Patients, Deliver Medicines and Give Massages

Pepper, a humanoid robot, assists with patient care at Changi General Hospital (CGH). It can respond to audio cues and is programmed to engage patients such as by demonstrating simple exercises to patients and getting patients to sing or recognise songs.

Robots like Pepper are changing the face of healthcare in Singapore since they can interact with patients and support nurses in their day-to-day work. CGH deploys about 80 robots. Some of these are telepresence robots that can help patients make teleconsultations with doctors and video calls to loved ones. Others are cleaning robots and robots that move items ranging from medication to beds.

To cater to the hospital's needs, CGH's nurses have collaborated with programmers to develop physical and cognitive activities suitable for patients. Pepper can conduct group activities for senior patients, including those with functional decline, dementia or delirium. It can engage patients multiple times daily, allowing nurses to spend more time on clinical tasks and interacting with individual patients.

Over 200 patients in CGH have interacted with Pepper and expressed that sessions are fun and easy to follow. The hospital, moving forward, plans to programme Pepper to speak in local dialects.

Read more [here](#).

ARE YOUR MEMBERS SCAM-SAVVY?

Make use of these resources to educate your students about scams. Let's do our part to keep Singapore safe.

PERSUASIVE COMBOS: CAN YOU SAY NO?

Here are some examples of the top types of scams in Singapore.

HE WAS OFFERED A WELL-PAYING JOB BUT INSTEAD, LOST MORE THAN S\$300,000

SCAN FOR MORE



JOB SCAM

QUOTES FROM VICTIMS OF SIMILAR CASES (ScamAlert.sg)

"CAN YOU IDENTIFY THE PERSUASION TECHNIQUES USED?"



"... the scammer offered to let me use his account to boost missions..."

"(scammer) told me that she could lend me \$5,000..."

"They keep saying to finish all 45 orders or your account will freeze."

"The orders started to get more and more expensive, and the person kept rushing me to find money to complete orders as there is a time limit to it."



"They (kept) asking (me) to recharge or top-up to do more jobs and earn more commission."

"She then made me join a group chat ... they share and boast about their earnings."

"... I did ask one of the participants... she seemed so supportive..."



*Answer: The persuasion techniques used are reciprocity, scarcity, consistency and social proof.

YOU HAVE WON A "PRIZE"!

SCAN FOR MORE



NON-BANKING RELATED PHISHING SCAM

QUOTES FROM VICTIMS OF SIMILAR CASES (ScamAlert.sg)

"CAN YOU IDENTIFY THE PERSUASION TECHNIQUES USED?"



"Then I received a message from 'SingPost'."

"I got a call from someone claiming to be from amazon.com."

"Gave him the verification number that came to my email. ... All card details given including the pin behind the card."



**Answer:
Authority and
Consistency

ORGANISED BY:

CENTRE FOR
ADVANCED
PSYCHOLOGICAL
SCIENCES

BUYER, SELLER OR SCAMMER?

E-COMMERCE SCAM

SCAN FOR MORE



QUOTES FROM VICTIMS OF SIMILAR CASES (ScamAlert.sg)

*CAN YOU IDENTIFY THE PERSUASION TECHNIQUES USED?



"... I needed the fridge fast which they claimed can be delivered on the same day, I fell for it."

"Item was offered at \$350 with no delivery fee required.' He counteroffered at \$300... he offered a deposit of \$200... I transferred the \$200..."

"I transferred \$350 to (a private bank account) ... Later, (the) seller messaged (that I) needed insurance fee for delivery department to deliver the item and it is refundable upon delivery... then asked to buy 2 SIM card to "waive" the insurance fee."



*Answer: Reciprocity and Consistency

PHISHING FOR YOUR PERSONAL INFORMATION

BANK-RELATED PHISHING SCAMS

SCAN FOR MORE



QUOTES FROM VICTIMS OF SIMILAR CASES (ScamAlert.sg)

**CAN YOU IDENTIFY THE PERSUASION TECHNIQUES USED?



"On a Saturday noon, I was overseas and got a random call ... using Whatsapp with a DBS logo thumbnail."

"(Scammer said) I will be getting a fine if I don't pay in 2 hours as the credit card debt has not been paid."

"I gave him my NRIC number... he asked me to provide card info to him... I eventually gave him my card information."

**Answer: Authority, Scarcity and Consistency

DID YOU KNOW?

The recent OCBC scams used these three techniques. Can you identify where each technique is used in the message?

"Your OCBC account transaction has been suspended, please update it on December 28, otherwise the account will be locked. Please access (URL link)."

SCAN FOR MORE

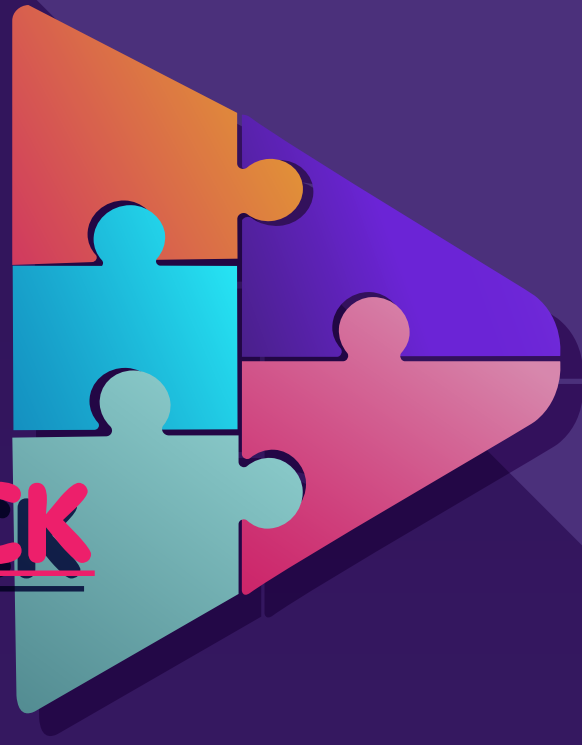


Hint: 'Authority' is used when impersonating OCBC. One example is by embedding a legitimate URL link.

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