#Cyber-Joy IG Posts Design Competition

About Cyber-Joy Enjoy Lab
Internet and social media form an important part of our daily life. However, have you ever felt confused when interacting with others online? With an aim to promote cyber-joy on CityU campus, Cyber-Joy Enjoy Lab is a new project initiated to provide accessible campus-based counselling services and psychological support for undergraduates and academic staff in CityU.

Theme
To facilitate students' understanding of the different causes of cyber aggression, and encourage them to reflect on how we can spread love and care to others in the cyber world, you are invited to join our #Cyber-Joy IG Posts Design Competition!

We welcome any IG posts conveying messages that can help these 4 characters to gain cyber-joy. Watch our video **HERE** to understand more about them.

Prizes
1ˢᵗ Prize: **Switch + RingFit**
2ⁿᵈ Prize: **Apple Pencil 2nd Generation**
3ʳᵈ Prize: **Fujifilm Instax Mini 90 Black & Instax Film**

- Collected works will be posted on the Instagram page of Cyber-Joy Enjoy Lab on the same day for voting. Participants will receive a notice when the voting period is started.
- Based on the number of Views & Likes collected for the series on the Cyber-Joy Enjoy Lab Instagram page, top 10 works with most views/likes will be shortlisted.
- Top five series will be voted by the Cyber-Joy Enjoy Lab Team, based on the appropriateness to theme and how your ideas can support the 4 characters to gain cyber-joy.

Who Can Join?
All CityU undergraduates are welcome to join.

How to Join?
Please submit the following to our email cyber-joy.enjoylab@cityu.edu.hk **on or before 14 March 2022:**
1) A series of 4 posts (each post with one specific image/message for one character);
2) Each post should include your design of a tool/magic weapon/mascot/companion, or anything that aim to provide emotion support to 4 designated characters (please refer to next page) and help them to gain cyber-joy;
3) Provide a caption and a short description of less than 100 words for each post (both English and Chinese are permissible) to explain how could your design help the characters to gain cyber-joy;
4) State "IG Posts Design Competition 2022 –Your Name" in the email subject;
5) Attached the 4 image files and include the following information in your email submission-
   - **Student ID:**
   - **Name:**
   - **Study Major:**
   - **CityU Email:**
   - **Contact No.:**

Image Requirements:
1) Image file format: JPEG files of 1080 x 1080 pixels width required;
2) File size: up to 20 MB per image;
3) If the image size is too large to be sent by email, you may provide a link to us for downloading.

Get to Know More about These 4 Characters to Help Your Design!

You may get more information regarding the characters from:
- Our videos at https://www.youtube.com/channel/UC4C5pO7lNU1uuU1qFPz0g1Q
- Our website at https://www.cityu.edu.hk/cyber-joy-enjoy-lab/understanding-online-aggression

Please show how your 4 designed items/ideas could help them to enjoy the cyber joy.

Emotion Characteristics of the 4 Characters	Your design should aim at helping them to enhance cyber job by:
Reactive Aggressor • Impulsive • Easily feel angry • Depressed • Anxious • Low self-esteem • Feel insecured • Easily lose temper • Poor emotion control	**Post 1 for Reactive Aggressor** Aim: reducing impulsivity and enhancing anger control
Proactive Aggressor • Calm and rational • Lack empathy • Cold-blooded • Ignore the feelings of others • Narcissistic and egocentric • Impulsive occasionally	**Post 2 for Proactive Aggressor** Aim: enhancing empathy and encouraging moral engagement
Aggressive Victim • Experiences deep rage • Helpless • Fear • Anxious • Ambivalent	**Post 3 for Aggressive Victim** Aim: building up assertiveness and breaking the irrational beliefs
Pure Victim • Helpless • Sad • Miserable • Depressed • Inferior	**Post 4 for Pure Victim** Aim: enhancing resilience and receiving love and care

Points to Note:
1. Participants may be asked to provide higher resolution images to the organizer for publication or display purposes.
2. The submission(s) should be original works in which the Department of Social and Behavioural Sciences (SS Department) holds all applicable rights in relation to the final images, including retouching or image processing.
3. The SS Department holds the copyright or for which the SS Department has received the prior usage permission from the right holder.
4. Participants are responsible for the resolution of all legal issues arising from the submitted works.
5. Entries with the following elements may be disqualified:
    a) Infringes any laws/ is defamatory or libellous;
    b) Constitutes or encourages criminal behaviour, leads to civil liability/ otherwise violates any laws;
    c) Infringes copyright, trademarks, contractual rights, or any other intellectual property rights of any third person or entity, or violates any person's right of privacy or publicity, including but not limited to:
        • Trademarks owned by third parties;
        • Materials protected by third-party copyrights;
        • Names, likenesses, voices, or other characteristics identifying celebrities or other public figures;
        • Contain screen credits.

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