MOBILE GAMIFICATION STRATEGIES TO MANAGE ONLINE EMERGENCE OF NATIVISM

This study aims to interrogate emergent issues of nativism facing certain sections of the Singaporean population, further proposing effective communication strategies towards a more inclusive society. This project examines obstacles of social integration via interactive digital media in three work packages that follow a logical hierarchy, developing in an iterative fashion.

Understand nativist (exclusionary) and integrative (inclusionary) perceptions and attitudes in a multiracial society

Generate empirical evidence to resolve debates about the influence of technologically-mediated contact on acculturation and social integration

Understand how citizens and immigrants view, interact and negotiate aspects of social integration in Singapore

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