

# FUTURE CHINESE MIGRATION AND EMOTIONAL CARE

WeChat Based Mini-Program Solution  
for Mental Care Service and  
Toolkit to Help Cope with Loneliness

Graduation Thesis  
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# Future Chinese Migration And Emotional Care

WeChat Based Mini-Program Solution for Mental Care Service  
and Toolkit to Help Cope with Loneliness

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To end with one of the research findings: My beloved family, you are the anchors in my life and the stable notion of my home.



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For the migrants who left the place they were anchored to, the meaning of resettling is much more than the physical transition from one place to another. The journey of migration is also a process of transformation, during which people went through the self-deconstruction and reshape on many levels. For those who went across borders to the Netherlands in their early twenties to study or work, building a new life also means making an adjustment to a new reality where new information, values, cultural norms and social relations flooded in. This process may be filled with excitement and freshness for people who are able to respond positively to adjustments, while the majority of people have a mixed experience of challenging, overwhelming, stressful or even traumatizing situations. In the case of young Chinese migrants in the Netherlands, because of the unique cultural identity brought by history and the Chinese social system, their emotional struggles in the western world are relatively particular and obscure.

This graduation project focused on developing a new vision towards migration for client NPC(NextPort Chine) and a design based on this vision. This is formulated in the assignment: Designing a product(or service system) based on research outcomes of the emotional needs of Chinese migrants who are deciding to make or have already made a decision to stay in the Netherlands, by 2025.

ViP(Vision in Product Design) method was applied to build a future CHN-NL migration context and define the interaction method in this project. This future context was shaped by two overall determining driving forces and seven sub driving forces.

Twelve cases in which people struggle personally or socially during the migration journey were finally revealed. After evaluating if the twelve cases were meaningful, in line with company scope, and potential to be developed into a functional product, two of the cases were finally chosen to be targeted design goal:

Goal A: To help people restore their inner balance again after the impact of the migration process when people's inner reality is confronted which can cause a psychological imbalance.

Goal B: To help people make peace with their loneliness.

After defining the ways of accomplishing the two design goals, two design solutions were then proposed to realize each of the design goals. Generated from Goal A, a mental care mini-program embedded in WeChat Application was designed to help with emotional struggles among young Chinese migrants to the Netherlands. Both peer support and access to professional mental therapy were provided to reduce the psychological imbalance. Generated from Goal B, a toolkit including deconstruction of the feeling of loneliness and a zine of loneliness objects was designed to help people cope with the emotions and rebuild self-esteem. Apart from evaluating the final outcome, suggestions for further design improvements and recommendations for future implementation were given in the last chapter.





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# 0. INTRODUCTION

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How to be the leading organization in the Netherlands to understand the deep struggles and needs of young Chinese migrants, delivering quality, sustainable and cost effective solutions for emotional support?

## 01. PROBLEM STATEMENT

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This project starts from the exploration of people who moved from one place to another. Seeing the journey itself as a process of transformation, during which period people completed the geographical, psychological and emotional change and even a change of identity.

In this research we are especially focusing on the young Chinese migrants who intend to have a long-term stay in their destination, which forms a large user group of our client "Next Port China", how do they transform their identity when decided to integrate into a new society, what did they go through and what did they left behind?

To dive deeper into this topic, we would like to question what happened during and after people, especially Chinese migrants' decision on their resettlement in the Netherlands. During their decision phase of choosing to stay, what changed in their physical and mental status? In different phases, the conception of meaning is not static, but rather as an aspect of dynamic human thoughts. Following the exploration of these questions, we are trying to create a research instrument that is applicable to migrants that moved from one place to another, and have a deep understanding of the meaning of their moving and resettling process. This instrument, on the other hand, will trace back and guide our main focus and to find out: What are the emotional needs of our target group.

Therefore, this project took the perspective to dive deep into their decision to stay in the Netherlands, therefore to formulate the meaning behind. Taking the meaning of their decision as a starting point, we try to translate the emotions and human needs. What's their anxiety and concerns? What are they attracted to? What are their main and most urgent needs in life?

This project is strongly research-based and the main challenge was to structure the research outcomes and translate them into specific design goals, therefore finalize tangible design inputs. However, the starting point of the project is to discover the drives and needs behind the phenomenon, this allows the design process to escape from the 'problem-solution' framework. Design visions and statements emerged step by step in the process of research and finally contributed to the final design.

The analysis phase started with two research questions:

- What are the key driving forces that would be decisive for the context of future Chinese migration to the Netherlands?
- What are the main personal and social struggles in people's migration process?

The process of solving the two research questions above are explained in chapter 1 and 2. Along with finding these answers, the future context about Chinese immigrants' struggles during the migration process to the Netherlands is able to be built, which leads to the final question:

- What are the emotional needs in a resettlement process for Chinese migrants in the Netherlands and how can design help?

The solving process of this third question is explained in the design phase. At the end of this report, the answers of these three research questions will be further straightened out in the conclusion phase.

## 02. INITIAL ASSIGNMENTS

The assignment of the project is defined as follows:

Researching the emotional needs of Chinese migrants who are deciding to make/have already decided to have a long-term stay in the Netherlands. Designing a service/product based on research outcomes.

## 03. COMPANY PROFILE

This section starts with an overview of the client company NextportChina B.V, followed by an analysis of the products and services provided by the company, and an explanation of the main working platform: WeChat.

### 03.1 INTRODUCTION OF NextPortChina

NextportChina B.V. is a China-focused digital marketing start-up based in Amsterdam, the Netherlands. The company was founded in 2014 by Thijs van der Toom and Quinten Kemp. NextportChina B.V (hereafter referred to as NPC) develops both business strategy and marketing solutions for clients in a wide range of fields including tourism, education, retailing, and export industry. Some examples of its past and current clients are Schiphol Airport, Maastricht University, and Nutricia.

A multi-disciplined team including both Dutch and Chinese marketing specialists, creative directors and brand developers dswork in NPC. By working together, they are able to develop the right strategy including online marketing solutions, branding and design, e-commerce, business consultant and cross-border service for different Dutch companies to expand their competitive landscape to the Chinese market.



Figure 03-1: NPC Service Scope

## 03.2 WECHAT ECOSYSTEM & OUR POSITION

### WeChat

WeChat is a multi-function application widely used in China with more than one billion users. This huge scale mobile app that combines messaging, social media and mobile payment together is becoming an essential part in Chinese people's daily life and even pop culture. The habit of using WeChat for interpersonal communication and absorbing new information is usually carried out after going abroad for most Chinese migrants.

### WeChat OA

WeChat ecosphere includes many other services embedded in the system for organizations to reach broad audience. WeChat Official Account(OA) is one of the embedded services in WeChat, through which an organization can send out messages or articles to its subscribers.

### Mini Program

Mini Program is another embedded service, which can be developed and launched by organizations independently and operated by users within WeChat. Wechat works as a parent application of these independently launched mini programs.

Next Port Holland(NPH), in Chinese "下一站荷兰", is a WeChat OA owned and operated by NextportChina B.V. By the end of October 2019, the subscribers of NPH has reached 24 thousand, 30 percent of which are users in the Netherlands. NPH publishes articles to its subscribers in daily base including contents of travel guide, introduction of fun spots and events, and practical information about living in the Netherlands.

Another WeChat service owned by NPC is a travel mini program(in Chinese "下一站荷兰旅游"), which provides travel guides, tips and retail coupons in the Netherlands. This program mainly targets on Chinese followers who are coming to the Netherlands for vacation.

These two services are facilitates the main channel to reach its Chinese audience. Since the high quality content attracts a large amount of active and loyal users, NPC is becoming one of the main influencers of Chinese migrants in the Netherlands. At the same time, NPC runs ecommerce business that help clients create their own WeChat mini-program store, or process their OA, translating brand value of Dutch clients to broad Chinese market on WeChat platform.

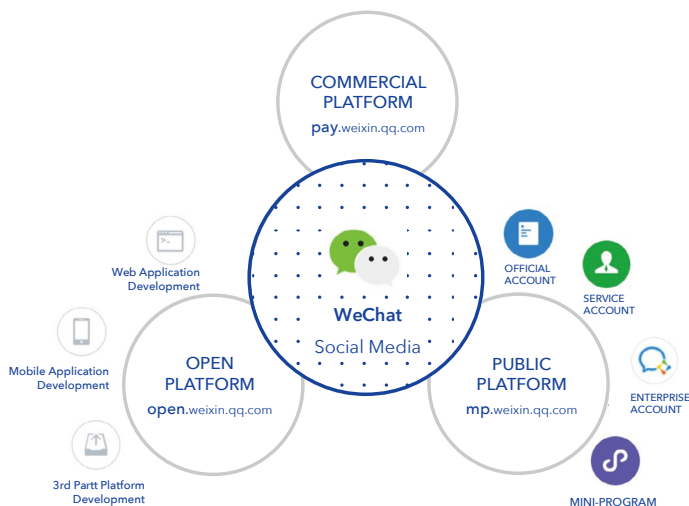


Figure 03-2: WeChat Ecosystem

## 04. PROJECT APPROACH

In this project the ViP(Vision in Product Design) method is applied during the entire process. ViP method is a context-driven and user-centered design method. Instead of starting from 'what to design', the ViP method starts from 'why design'. "Designing is not (only) the making of some artefact, but foremost the generation and development of its raison d'être(the reason for existence)"(Hekkert and van Dijk, 2011). Since the existence of a design is long-lasting, a well established product shall have positive meanings to people at stake in the future world. This is where the process of ViP design method begins.

ViP starts from building a future context where the product and users make interactions. This is a process of understanding the world that we are designing for in a structured way. Step by step the way how human behave in the future context is revealed, as well as the logic behind, a designer will therefore be able to take position to contribute or improve the situation.

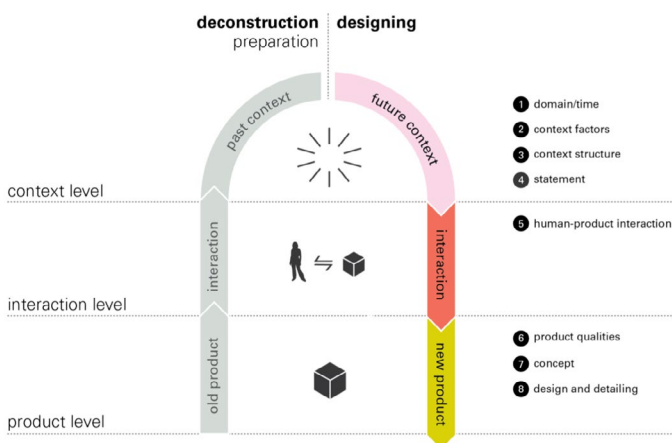


Figure 04-1: ViP DesignMethod

In this way ViP jumped out of the problem-solution frame and allows designers to take a new perspective to create meaningful product or service to users.

## 05. PROJECT OVERVIEW

Figure 05 shows an overview of the project and the methodologies applied during the process. Starting from building future context, a picture of future context revealed at the end of the analysis phase. Two main concerns were then selected from the total twelve ones to proceed to design phase.

The development of two concepts goes parallel. The energy spent on these two concepts were not even, while the design and secondary research procedures were kept consistent. Two sprints were conducted during the development of both concepts, the first sprint is a determination of product form, scope and features, finally the initial prototype showing expected user experience. The second sprint includes self-evaluation and user test of the initial prototype and making changes and adjustments to develop final product.

At the end of the report, the feedback from expert assessment , as well as general conclusions and recommendations for further implementation will be addressed.

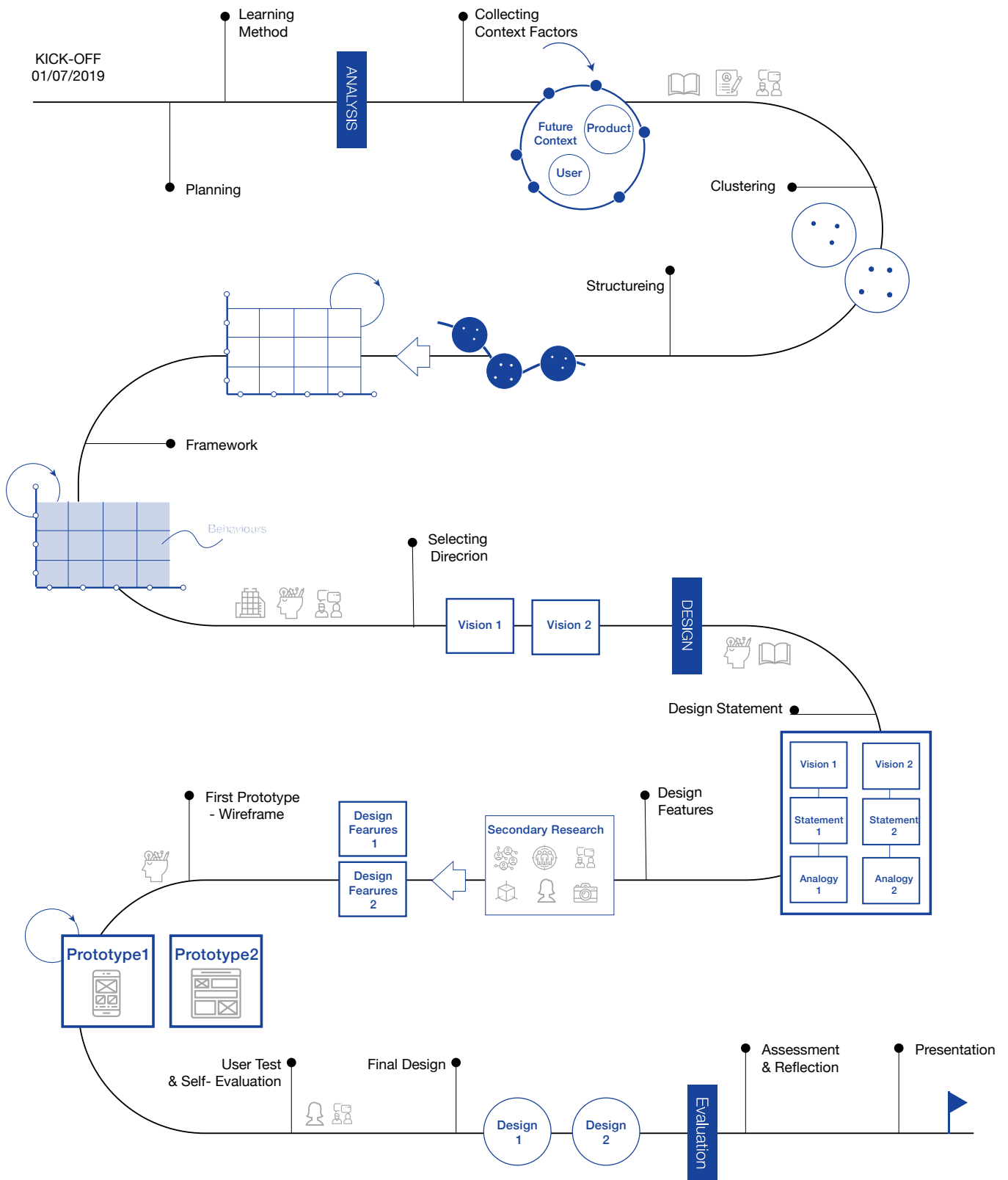


Figure 05-1: Project Overview





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## What are the key driving forces that would be decisive for the context of future Chinese migration to the Netherlands?

Before thinking about what to design, a designer should first question if it's meaningful and has a good reason to exist. Following ViP Method, I first investigated on the context where the design will exist in: Dutch society in relation to (Chinese) migrants in the year 2025. In this chapter, the steps of building future context are explained. Key drivers of Chinese migrants in the Netherlands in 2025 are mapped out. This analysis phase includes three steps: **collecting context factors, clustering and structuring**. Through these steps, a well structured future context is able to be unfolded, which allows further investigation on predicting future user behaviors in chapter 2.

### 1.1 COLLECTING BUILDING BLOCKS

In order to start building the future context, in our case, Dutch society related to Chinese migrants in the Netherlands, the first step is to collect 'factors' as building blocks. These factors are "value-free descriptions of world phenomena as they appear"(Hekkert and van Dijk, 2011), covering cultural, economic, psychological, sociological, biological, and demographic fields in order to construct a comprehensive image of future context. The criteria of selecting factors are relevant, fresh, appropriate and appealing. There are not only 'obvious' facts but also original insights that allowed the development of new perspectives regarding the domain. During this analysis phase, more than 200 factors are collected from literature, reports, questionnaires and interviews.



#### Report

Key reports from CBS, SCP(Sociaal en Cultureel Planbureau), and Leiden Asian Center were taken into account to analyze Dutch multicultural society as well as Chinese migrants' wellbeing in the Netherlands. An internal report about Chinese international students' life wellbeing investigation published on platform NPH( A service embedded in WeChat App by which an organization could push articles on a daily basis to its subscribers) also added insights to the factor pool.



#### Literature

Literature from many disciplines contributed to the content of factors. Under the scheme of 'future Chinese migration in NL', literature about mobility, Chinese culture and identity, place attachment, belongings, etc. are widely involved. The full list of resources can be found in appendix A.



#### Interviews

To gather information from different perspectives, interviews were conducted with several internal and external stakeholders. The key take away insights from NPH marketing specialists are the trends of Chinese immigrant market in recent years, and the reasons underlying. As to the interviews conducted with 12 Chinese international students and workers, there were many valuable takeaways about practical difficulties and negative experiences happened in their migration journey.

*"Although we are TUD students, our campus gate is not in Delft, our campus gate is at Schiphol International Airport. "*

## Trend, Development, State, Principle

Among all of the factors collected in the research, four types can be further distinguished based on their characters: States that describe rather stable conditions and have high possibility to remain constant, principles which are universal 'rules' and can be applied to both past and future, trends that describe the changes of human behavior specifically, and developments that describe broad sense of changes.

Another Dimension that can distinguish context factors is the relevant fields, for example cultural, psychological and economics, etc. These two dimensions (types and fields) made up a matrix that can keep track of the distribution of all factors as shown in Chart 1.1-1.

It's not necessary for the factors to spread evenly in the matrix, since every context would have its emphasis. In our case, the most relevant fields are cultural, psychological, economic and sociological aspects. However, it's important to not miss out certain types or fields in general.

As can be seen in the chart, the 212 building blocks covered multi-disciplined knowledge describing both current situation and future development, which were rich ingredients for the next step when nine clusters are derived from it.

	Cultural	Psychological	Economic	Sociological	Demographic	Biological	Technological
State	25	22	15	31	6		1
Principle	10	17	2	11	1	5	
Trend	4		5	11	4	2	1
Development	5	2	8	26	1		1

Chart 1.1-1: Context Factor Distribution

*'Integration, or segmental assimilation is often described as the optimal resettlement strategy.(Beiser and Hou, 2006)'*

## 1.2 CONSTRUCTING A STRUCTURED CONTEXT

Since over 200 building blocks were already collected, the next step is to build future telling stories from it. These factors were first clustered into nine key drivers that will be decisive for the domain of Chinese migration in NL in the coming 5 years. The key drivers were further analyzed to find the interrelations with each other, which structured them into two dimensions: 'Sense of Belonging' and 'Swinging Life Orientation'. By this time, we already have a full picture of the future context, with clear structure and decisive drive forces.

### 1.2.1 Finding Driving forces of future Migration Journey

In order to efficiently find the relations between factors, 212 factors were printed out and cut into small sheets, and each one of them was given a title for quick recognition. The designer went through the pile of factor sheets and consciously put relevant factors together, in the end all of the factors fall into the nine clusters.

Among these nine clusters, some of the driving forces are more related to Chinese culture, background and migration motivation, for example, cluster 1, 2, 7.

The other clusters are focusing more on the migration and integration process as well as the influence of the host country, for example, cluster 3, 4, 5, 6, 8, and 9.

Chart 1.2-1 below shows the amount of factors contained in each cluster.

BAGGAGE FROM THE PAST	23	LOOKING FOR BELONGING	27
BREAK FREE OF STRAINS	20	DREAMING OF INTIMACY (CITY / PEOPLE)	20
INACCESSIBLE CONTACT	44	URBAN DRESS CODE	18
EXPECTATION AND REALITY	29	SWINGIN LIFE ORIENTATION	17
PLACEMENT OF IDENTITY	24		

Chart 1.2-1: Clusters and the Factors contained

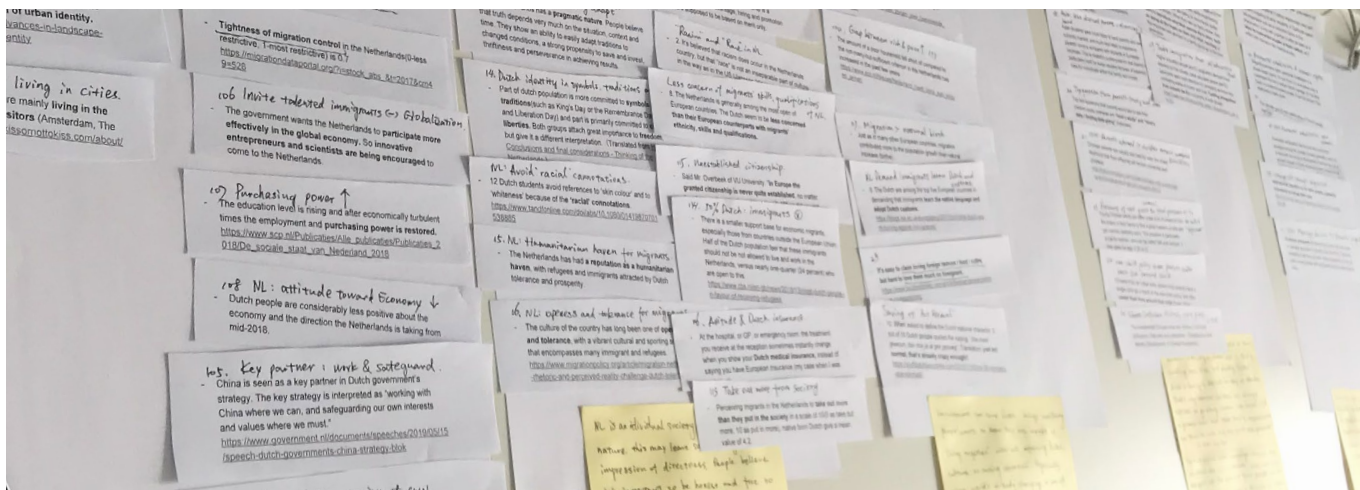


Chart 1.2-1: Clusters and the Factors contained



## DRIVING FORCE 1

### **BAGGAGE FROM THE PAST**

Chinese civilization has a high respect for family. "Mother" is considered as a central role in families, providing care, love and endure suffering. A role in the family is difficult to abandon, that's why Chinese children are sometimes expected to go along certain 'life traits', find a partner soon and take family responsibility. For families with only one child the pressure is even harder. So that it can be hard to make a decision to resettle without considering parents' opinion. For a lot of Chinese millennials migrants, although they are strongly influenced by rapid globalization and modernization and begin to grow global value and identity, their ethnic identity is not changing much in adult life. They "seem to be more focused on the ethnic origin group than on the country of origin"(Hendriks, Burger, Ray, and Esipova, 2018), therefore they don't worry much about leaving homeland but more guilty of leaving parents behind. Their relationship is also facing challenges, people especially female migrants sometimes struggle to "reconcile traditional ideas of relationships with those of newer models of egalitarian relationships"(Popadiuk, 2008). Appreciation of Dutch lifestyle and good career aspect encouraged their decision to stay, limited connection in life, failure to truly feel like a part of society and worries about family in origin make them struggle.

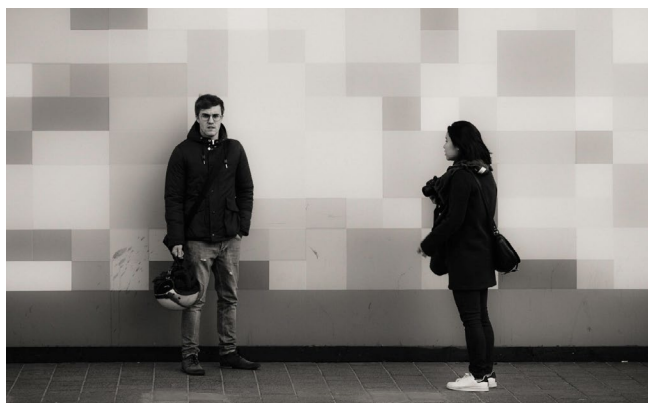


## DRIVING FORCE 2

### **BREAK FREE OF STRAINS**

The majority of Chinese international students are "young, single, more often female and highly educated"(Gijsberts, 2011). They tend to be at universities or universities of applied sciences.

It's a global cognition that men normally take more economic responsibility in relationships. In this case, traditionally there's more pressure for men to be economically independent, therefore, for women to pursue economically independent it takes more self-determination. With China's rapid modernization, people see the opportunity to jump out of the restrictions. Parents are becoming much more supportive of their children's decision of self-development. Chinese family behaviors have shown tremendous change, marriage rate is plummeting, first marriage age is increasing. More and more young people, especially girls see options beyond their linear life path, many prioritise personal development before partnership, and education mobility is an effective step towards this alternation.



### DRIVING FORCE 3

## INACCESSIBLE CONTACT

The Netherlands has always been an individualized society with “pragmatic nature” ( Hofstede Insights, 2019), the fundamental belief in liberty and freedom leads to 'openness' and 'tolerance'. Migrant workers, students and asylum seekers are attracted to NL. However, with the continued growing of migrants, by 2060 there will be 1 third inhabitants with migration background in NL (cbs.nl, 2019), tourist bloom that brings difficulty in local life, as well as media's report, “social climate towards migrants are turning negative” (scp.nl, 2019), especially when the world's changing rapidly with globalization, people worry about the stability of society and some of them don't like the uncertainty migrants bring to the country.

Although “the right-wing argument won't turn NL into a closed society” (Selm, 2019), and the local level attitude towards migrants will remain stable, limited urban resources and immigrants' integration problems leads to local citizens, especially the less well-educated ones' worry of 'living together'. By human's categorization nature, immigrants will hardly be truly seen by locals as 'one of us', discrimination and intolerance can sometimes be seen in life, but it's hardly tackled or sometimes being denied, because of people's tendency to avoid 'racial' connotation.

The urge for government to tackle migrant issue will keep rising. To “prevent the potential dangers of growing alienation between different sections of the population” (Factbook Dutch Multicultural society, facts and figures, 2009), the Dutch government is encouraging interculturalism, thereby stressing the importance of increasing intercultural contacts. People who have contacts with others with different ethnic backgrounds help reduce the negative attitude.



#### DRIVING FORCE 4

### EXPECTATION AND REALITY

For many international students, rather small language barrier, middle level of study cost and high quality of education quality made the Netherlands a best choice for higher education in non-native English speaking countries. With the immigration laws in the UK and US becoming even stricter, the number of Chinese students in Dutch higher education sector is growing rapidly, and there are more positive image exposure in Chinese media.

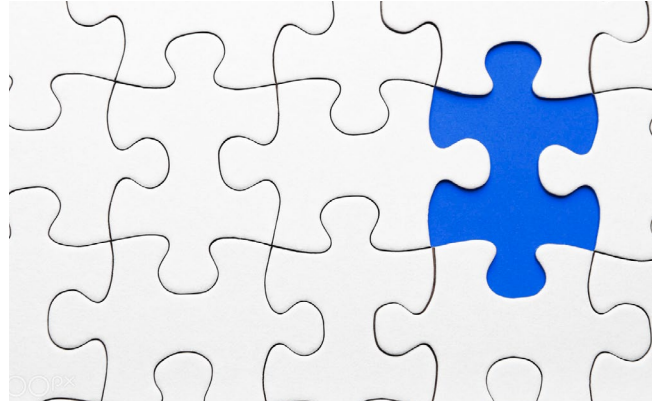
However, most students are attracted by the international character of the Netherlands (a foreign western land) rather than a unique country character. With a lack of knowledge in Dutch culture, a lot of international students met a mismatch between expectation and reality. Lack of access to professional mental care, when dealing with internal identity conflicts and integration problems as well as external difficulties such as finding housing, healthcare, academic pressure etc, students show increasing psychological problems and distress.



#### DRIVING FORCE 5

### PLACEMENT OF IDENTITY

“International students face the change of identity and values when they first landed. Their identity is a composite of all levels of society, from their home culture (e.g., personal temperament, family upbringing, educational influences, cultural values and norms, and government policies and laws)” (Popadiuk, 2008). The process of uprooting their existence and then form new attachments may “shake up many of their foundational beliefs about themselves”(Popadiuk, 2008). For Chinese students who grew up in a rapidly modernized and globalized collectivist society the change of identity is even more extreme. Grounded on a strong connection with origin can help explore other cultures. The internet brings students closer to home which helps the continuity of their identity, students also tend to build a positive image in long-distance communication with family. Connections with other international students help build connections and develop multi-cultural identity, connection with Dutch students are less common. However, the connection with origin and with other international students become less strong as migration time grows, students tend to contact more within the ethnic group to looking for support.



## DRIVING FORCE 6

### LOOKING FOR BELONGING

For people who already resettled, “the longer people have lived in the Netherlands, the more at home they feel in their residential neighborhood”(Gijsberts, 2011). Their connection with origin becomes weaker, and they become more critical to their life-satisfaction comparing with localers. This, by all means, may cause even stronger identity distress and a feeling of ‘stuck in between’.

Since “people intrinsically strive to develop a sense of belonging to a place”(Kaymaz, 2013), new migrants are interested in learning local cultures and languages at the beginning. The integration process in this phase goes instinctively and gradually, it takes part in every aspect of life. People are strived to develop a sense of belonging to the Netherlands. The easiest way is to partly integrate with the pragmatic 'dress style' and fuse 'Chinese menu' with 'Dutch cuisine' in life. The integration process is divided into four aspects: “1) academic integration, 2) societal integration, 3) personal-emotional integration and 4) institutional integration”(Rienties, Beausaert, Grohnert, Niemantsverdriet, and Kommers, 2012). A part of these integration process goes instinctively, while most of them need intention and motivation. However, for those who intend to stay in NL, there aren't always accessible method to learn Dutch or opportunities to build connections. When people feel there's hardly a chance to really 'blend in', the confidence and determination of integrating decreases, causing a feeling of marginalization and lack of connection with local culture.



DRIVING FORCE 7

## **DREAMING OF INTIMACY (CITY / PEOPLE)**

There's also a gap between the population that want to stay after graduation and the population that actually stayed in 5 years. During the integration process, people may face challenges and in the end have to return. According to the research from Leiden Asian Center, "the stay rate is relatively low and continue to drop" (Leidenasiacentre.nl, 2019). If the Netherlands continue to serve primarily as a temporary residence for study, the involvement with NL will remain limited for newcomers, this will affect the attitude towards education in NL.

From life course perspective, it's natural for people to want to find a stable partner in late 20s, especially when there's not much connectedness in foreign land, an intimate relationship can provide both mental, physical and economical support, like an anchor in uncertain life. Migration and acculturation process therefore provoke positive attitude to cohabitation or marriage.

Because of limited social connections, and a lack of opportunities to expand their social circle, many immigrants couldn't be able to find a stable partner in life, the lack of intimate relationships is associated with emotional loneliness, disconnectedness and a lack of confidence in life, therefore causes depression.

There is a tourist boom in the Netherlands, especially in Amsterdam area, a large amount of them are Asian tourists and the amount keeps rising. NL was not top choice within Europe destinations for mainland Chinese tourists and Chinese people who live in nearby European countries. However, close relationship in economy and education also brings up attention and curiosity about art and culture. People now also prefer more flexible travel plan instead of group visit. Less well-known and less crowded spots are preferred, because they are more 'local' and show more cultural identity.





DRIVING FORCE 8

## URBAN DRESS CODE

The majority of immigrants, including Chinese immigrants, live in Dutch cities. "The biggest Dutch Chinese community is in Rotterdam, followed by Amsterdam and The Hague"(Gijsberts, 2011). "The culture diversity "adds a lot of value to the city landscape (eg. AMS, Rotterdam), but is not always reflected in them"(Tokissornottokiss.com, 2019). Since "one of the primary biological needs in humans is expressing their cultures such as language, physical features, and consciousness of common identity"(Downing, 2003), it's rather hard for people with foreign background to feel the attachment within the neighborhood context, to be encouraged to integrate or segmental assimilate.



DRIVING FORCE 9

## SWINGIN LIFE ORIENTATION

According to the SCP report, only 30% of the Chinese migrants who moved after 2000 feel at home in the Netherlands. "They speak virtually no Dutch, feel little connection with the Netherlands and mainly move in their own circles. This is not surprising, given that 40% of them have initially intend to stay in the Netherlands temporarily"(Gijsberts, 2011).

With a rapid development of China's economy, the salary gap between staying in NL and going back to China is much less compared to earlier years. More people prefer to stay because of the appreciation of certain aspects of dutch society or the intention of partners, instead of purely for career development. "If we look at the wish to return to China, we again find that a substantial proportion of those who migrated to the Netherlands after 2000 say they have no desire to return (32%) or simply do not know (28%). They may return to China, they may migrate to a third country, or they may ultimately stay in the Netherlands.'.(Gijsberts, 2011)" A lot of people are struggling with life choices and don't have a long-term orientation.

## 1.2.2 LOOKING FOR OVERALL DETERMINING DIMENSIONS

The last step in describing the future context is to look for the determining dimensions of the nine drive forces. Two of the driving forces: looking for belonging and swinging life orientation were picked out as the overarching ones, and the remaining seven clusters were then categorized into these two groups. The result is a framework that describes the future context in its core and reveals twelve types of migration behaviour/attitudes. These behaviour/attitudes are about their life struggles either related to their personal life or to the society(see chapter 2).

The framework described two types of driving forces for future migration context: people’s fundamental needs to look for a sense of belonging in their lives, and the uncertainties in life that brought by migration process. Therefore, the content of this framework can be described as: **growing up in a place that you don’t know.**

In order to easily pin down the behaviour content in each cell of the framework later, the seven related drivers are renamed as driver 1, 2, 3 (looking for belonging) and driver A, B, C, D(swinging life orientation).

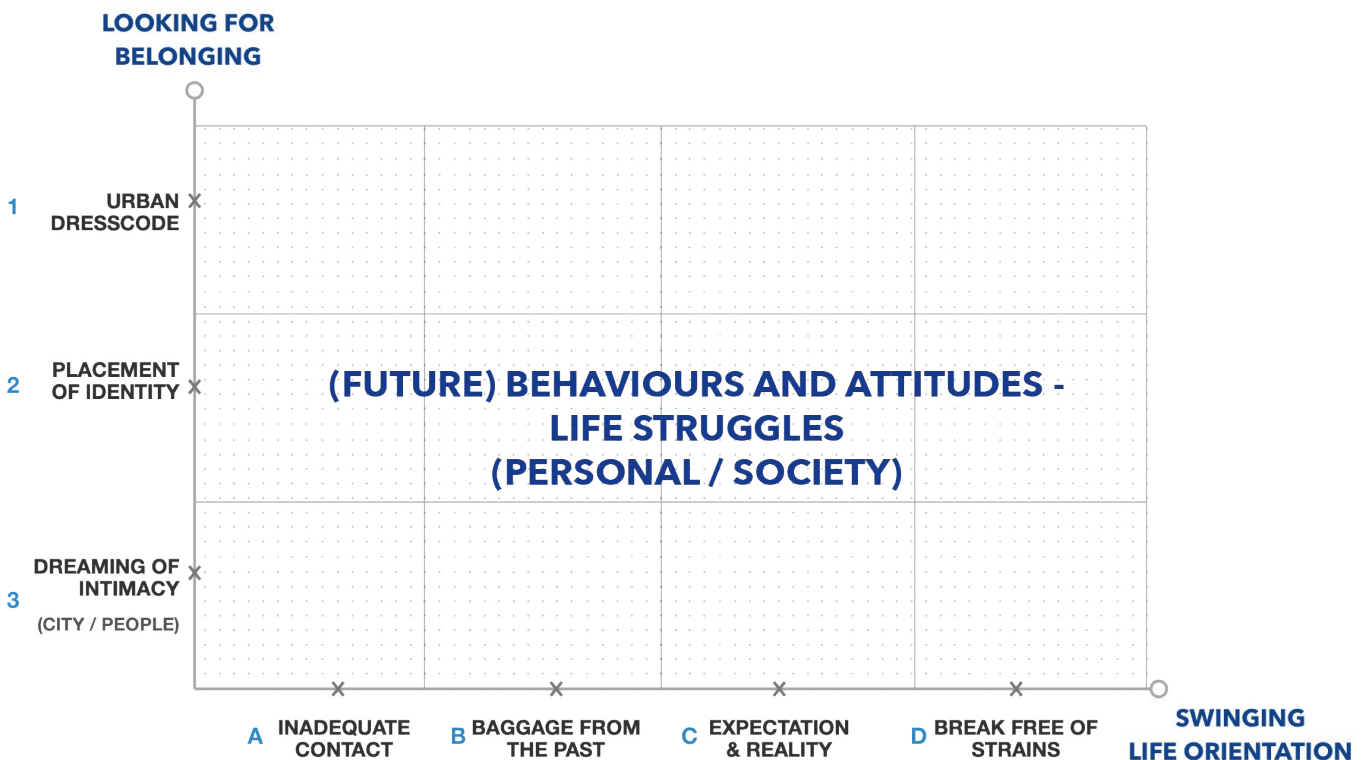


Figure 1.2-2: The Future Context Framework

#### VERTICAL AXIS:

## SENSE OF BELONGING

(LOOKING FOR BELONGING)

The vertical axis is based on people's fundamental needs to seek for a sense of belonging in their life. Especially when moving to a new place, it's important to develop an emotionally close relationship with the new environment, or the people around, to feel a connection.

Migration process also includes the transition of one's self-identity, as home is migrating, people's identity is also evolving. A changing identity would also require new forms or attachment, regarding self recognition and social approval.

As explained in James D. Fearon's research, one of the distinguishing features of social categories is that "they are defined and by implicit or explicit rules of membership, according to which individuals are assigned or not to the category." (Fearon, J.D., 1999) These 'rules' that the host society has is like their own 'dress code', it's a custom how people behave and communicate based on shared culture and values. There is an unspoken 'admission' for one to be recognised as a 'local', and in many cases the 'admission' is very hard to get. Urban dress code' is therefore an important obstacle on new migrants' way of finding belonging.

#### **Related Drivers:**

Urban Dress Code

Placement of Identity

Dreaming of Intimacy

#### HORIZONTAL AXIS:

## NEW ADOLESCENCE

(SWINGING LIFE ORIENTATION)

The horizontal axis is based on the uncertainties in life brought by migration process. The situation of countering uncertainties can be compared to the adolescence of one's life. Facing the 'strange adult world' can be overwhelming. When a teenager has to steer their life direction, it takes time to find one's place in the world.

One of the main motivations for Chinese migrants who choose to go overseas for higher education is that, they consider it a breaking from their 'expected' life routine and requirements. However, many people are still bringing baggage from the past, which can be the expectations from parents, unchanged ethnic identity and value, or certain constraints built in personality. In the meantime, the unmatched expectation and reality in the host country, as well as a lack of contact with the local society, all together brought more uncertainties to people's life. It's a process to be exposed to an unknown world and finding one's own direction from it.

#### **Related Drivers:**

Inadequate Contact

Baggage from the Past

Expectation and Reality

Break free of Strains

## 2. FUTURE MIGRATION BEHAVIOURS

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## What are the main personal and social struggles in (Chinese) people's migration process?

After the main driving forces were determined in Chapter 1, the framework of future migration context was completed. In the framework there were twelve cells revealed from the defined driving forces, which were the 'likely behaviours' that would happen to the future Chinese migrants under different combinations of circumstances. These 'likely behaviours' could be the design vision to work on in later phases when the designer needs to take a moral position to support or improve the certain behaviour in Chapter 3. Although all twelve of the behaviours can be dived into, because of time and energy limit, this project will only focus on two of them. The chosen behaviours are commonly encountered struggles, moreover, they are most in line with the company scope. Following ViP method, this chapter will describe the twelve types of mobility behaviours that popped up in the driving force framework, and the process of choosing a direction.

### 2.1 DEFINING LIKELY FUTURE BEHAVIOURS

After building up the framework( described in the last chapter), 12 behaviours revealed from each combination of two driving forces. These likely behaviours are the prediction of user performance in the future context. In this chapter the different behaviour styles will be described. These behaviour styles are about life struggles emerging in Chinese migrants' migration course, personal or social. Since the driving forces are universal for the broad sense of Chinese migrants, the complete framework is also a universal tool to analyze their life under different life courses or conditions, instead of focusing on certain persona or migrant profiles.

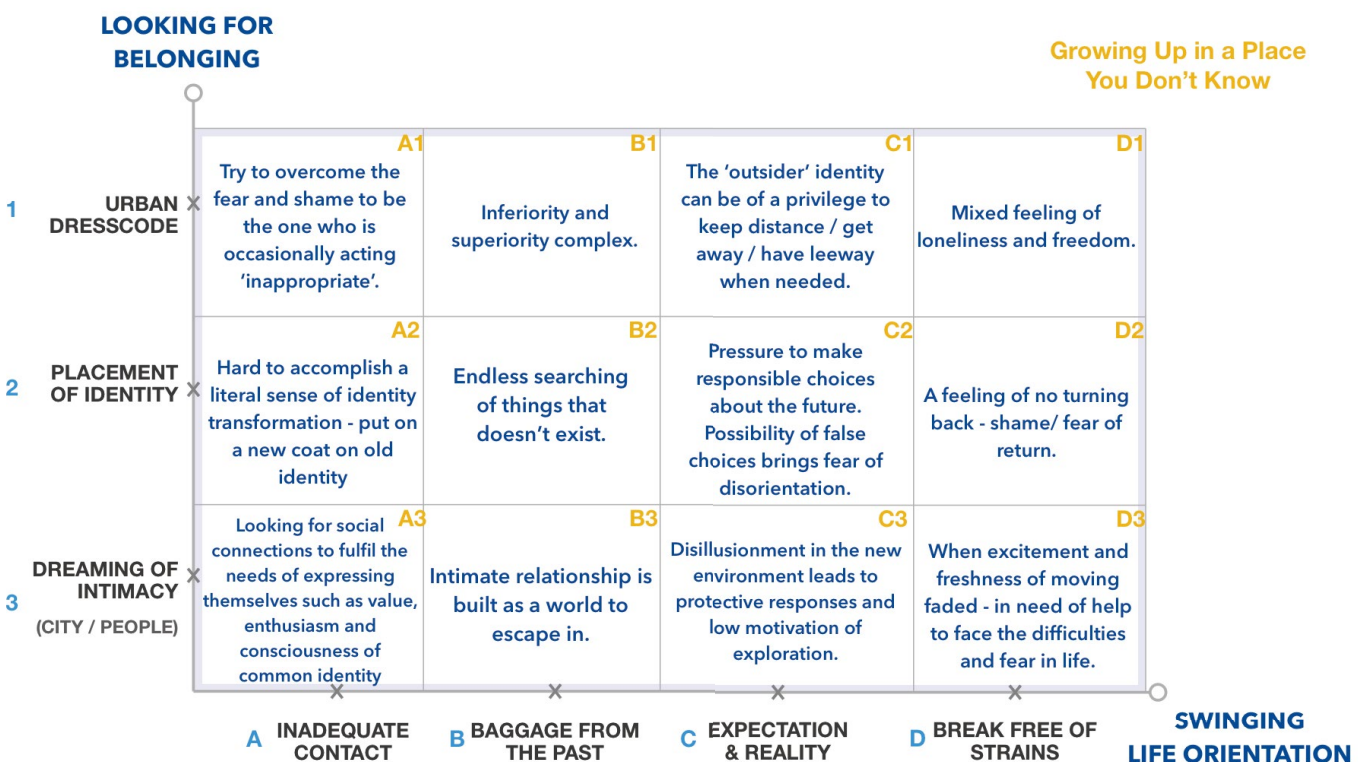
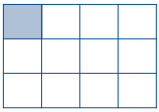


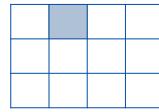
Figure 2.1-1: The Behaviour Framework



#### BEHAVIOUR A1

**Try to overcome the fear and shame to be the one who is occasionally acting 'inappropriate'**

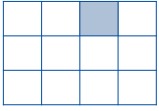
Since the migrants and the locals don't have enough chances to communicate with each other, the interactions merely happen on individual level. This creates an even more difficult situation for the new migrants to understand and deal with the 'urban dress code' in the host society. In this case, people are easy to find that they are occasionally acting 'inappropriate' compared to the locals. This may lead to low confidence in themselves and a feeling of shame. For those who are more sensitive to the feeling of 'inappropriate', daily routine and interactions can be sometimes overstrained worrying about how others may perceive their behaviour.



#### BEHAVIOUR B1

**Inferiority and superiority complex.**

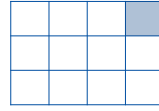
For some of the Chinese migrants, starting a migration process gives them a feeling of accomplishment or superiority, since it's not an easy choice to make for a lot. Settling down in a new place is automatically connected with a frightening yet fresh and exciting life journey, in this process, they show the capability of building a new life on their own. However, negative experiences and the failure to truly feel like a part of the host society make them struggle. Plus the fact that the baggage from the past, their ethnic value and expected life traits, are still being carried. A lot of them are questioning if their choice of migration is worth it, and if they are really achieving something here compared to those who never left.



#### BEHAVIOUR C1

**The 'outsider' identity can be of a privilege to keep distance / have leeway when needed.**

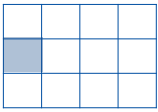
Most Chinese migrants who first decided to come to the Netherlands didn't know much about the country characteristics as well as the details about future life. There are a lot of expectations and imaginations about the host country when they haven't arrived. However, starting a new life in a different country contains a lot of difficulties and inadaptation that can not be foreseen. In this situation, disappointing migrants meet the dress code in the new society, a lot of them wouldn't even try hard to integrate. When they are feeling uncomfortable or disappointed, the identity of an 'outsider' is a leeway to stay outside and keep distance with their own life. perceive themselves as an outsider, and justify the feeling of unfit in life by this identity.



#### BEHAVIOUR D1

**Mixed feeling of loneliness and freedom.**

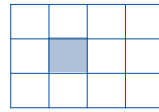
Physically far away from one's hometown where they lived and grew up is scary for some people, but for those who consider the expectations from family and society restraints on them, it's a path to break free from ordinary life traits. There's finally a chance for them to be free from the stress or pressure that accompanied them in their whole life, or at least to catch a short break. But distant from the familiar environment does not only bring the feeling of freedom. A feeling of misfit can also cause strong feelings of loneliness. People may like the feeling of being an unknown one in the city, when there is nothing or anyone attached to their life, however it's also a feeling of loneliness, but loneliness is sometimes a pronoun to freedom, in some circumstances.



#### BEHAVIOUR A2

### Hard to accomplish a literal sense of identity transformation - put on a new coat on old identity

In order to accomplish a literal sense of identity, a person needs to successfully manage the stable part of self-identity (the attachment to people's origin - "stable, bounded and fixed interpretations" (Ralph, D. and Staeheli, L.A., 2011) of home and the authentic sense of self) and the mobile part (the 'mobile' identity related to current life, changing value, social connection and so on which are evolving through time and location). It's obvious that when a new migrant is feeling rejected from the host country, they are unable to build expected attachment to the new 'home'. They are having a problem to make their self-identity extensive, on the other hand, there is no place for their old identity in the new environment. This creates a disorder and unsuccessful identity transformation. In the end, people are 'acting properly' to survive in the new environment. New lifestyles and behaviours are like a coat that they put on, while their actual sense of self is not really extended to adapt to the new life.

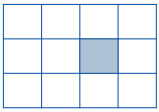


#### BEHAVIOUR B2

### Endless searching of things that doesn't exist.

As stated in A2, there is a part of self-identity that is stable and the other part is 'mobile'. Together it forms a structure of identity that can expand through time and space. The sense of identity will shape people's sense of belonging and further shape their behaviours. When moving to a new place the mobile part of identity has to evolve in order to successfully make attachment to the new home. This requires the effort of both sides, the welcoming of the host country and willing to change of the migrant. If a person is still carrying the value and cognitions that doesn't fit in the new environment, there is no motivation to grow a new sense of identity. There won't be a place in the changing environment for a person's absolute consistency, therefore the searching of their place in the new environment will be rewardless.

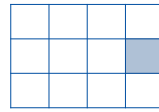




#### BEHAVIOUR C2

**Pressure to make responsible choices about the future. The possibility of false choices brings fear of disorientation.**

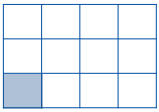
The disappointment after migration is very common, people need to gradually get rid of their imaginations and face the reality. There's a need for everyone to feel a sense of belonging in life, to do that a lot of adjustments need to be made to adapt to the new life. Even the integration process or partly assimilation is completed, for some people there is also a risk of stuck in between both worlds. This may be called a 'myth of return', when the migrants feel themselves are already changed and won't be able to fit back in their original hometown, and the new life isn't that satisfying. When the migration course is coming to a point that important decisions have to be made about leave or stay, there is a big pressure for those who feel uncertain about their life orientation.



#### BEHAVIOUR D2

**A feeling of no turning back - shame/ fear of return.**

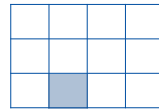
Differentiate from the behaviours described in C2, if a person consider their migration process a breaking free of cultural norms or past restrictions, there is no fear of stuck in between the two worlds. The intention of them is to be distant from the past and to embrace something new. In this case, successfully managing the transformation of identity is essential to them. When the bond with the host country is not built as expected, for example when they are not welcomed in social circle or job market, there will be worries about no turning back. The door of going back home is closed to them since it's considered as a symbol of lost fight.



### BEHAVIOUR A3

**Looking for social connections to fulfill the needs of expressing themselves such as value, enthusiasm and consciousness of common identity**

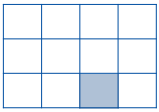
People have the fundamental needs to express their culture, language and shared identity. When they come to a new environment and not able to do that freely in society, people would turn to find the social connections that allow them to talk with each other freely and feel attached.



### BEHAVIOUR B3

**Intimate relationship is built as a world to escape in.**

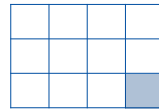
Moving to a new place contains a lot of adjustments that need to be made. If people in this situation are being protective about adapting to their new lives, there is a shelter needed to protect them from the overwhelming reality. An intimate relationship is exactly like that, as a secret garden where everything can be built as wishes to giving people a sense of consistency and familiarity.



### BEHAVIOUR C3

**Pressure to make responsible choices about the future. The possibility of false choices brings fear of disorientation.**

When people feel the gap between expectation and reality, there are a lot of conflicts that they have to deal with. When encountering the disillusionment in the environment, many people make their definition to the new environment as 'disappointing'. Instead of making likely failed efforts to build new attachment in the society, it's safer for them to stop reaching out and stay in their comfort zone. The motivation for exploring the environment or making new connections are rather low.



### BEHAVIOUR D3

**A feeling of no turning back - shame/ fear of return.**

At the beginning of the migration phase, the curiosity of exploration brings freshness and excitement, especially for those who consider it a step out of strains. As time goes, excitement and freshness are fading away, and the practical issues in life became more real and crucial. In this phase, intimate relationships with people are a strong support to help people overcome the difficulties and fear in life.

## 2.2 FINDING THE DIRECTION

In the last section, we discussed a wide range of behaviours that are likely to happen in the future concept. Although the differentiation between behaviours are valuable and all of them have great potential for further research, it would be timewise impossible to work for all of them.

In order to find the most crucial struggles among the twelve findings, an in-depth discussion with a co-creation session with 5 participants was conducted. It was a step forward for narrowing down the focus directions as well as validation of the framework outcome.

The five participants are asked to join a table together. Each of them was given an A4 paper and a pile of paper slips with the twelve struggles. On the A4 paper printed a two-dimensional axis: frequency and severity. Participants were asked to rate the frequency of these struggles that happened in their life and the severity of the problem on a 1-5 scale, then pin them down on the axis.

In the end, the results were collected and a figure made from the average value of the struggles was made (shown in Figure 2.2-2). In the end, four of the struggles (C2, C3, D1, D2) are rather commonly seen and severe for the most, as highlighted in Figure 2.2-2.

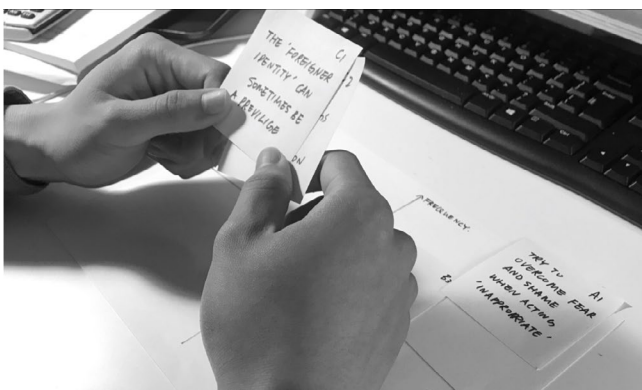


Figure 2.2-1: Co-Creation Session

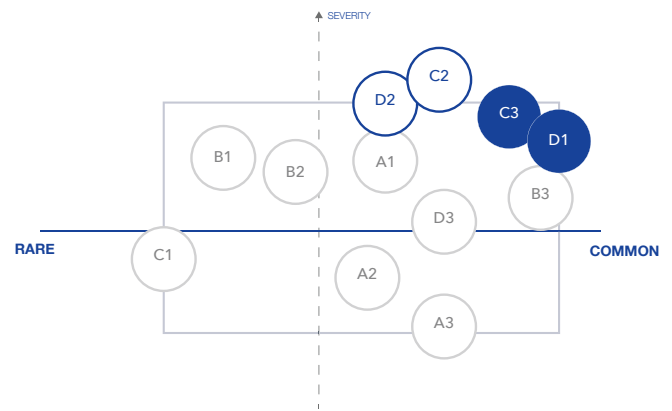


Figure 2.2-2: The Co-Creation Result

To further find the preference for future direction from the business perspective, an in-depth discussion with the client was also conducted at this stage to further narrow down the directions. The context structure and twelve likely future behaviours were explained to clients. As an organization targeting the Chinese market, NextPortChina has a leading position in bringing the value of Dutch brands to Chinese audiences. The interest of NPC lies in providing quality service to Chinese users, improve and consolidate customer loyalty and media impact in the field. Therefore, from a business perspective, the client is especially interested in two of the seven driving forces (excluding two coordinates), 'dreaming of intimacy' and 'expectations and realities'. The former allows bringing more users together, while the latter expands the user group from people already in the Netherlands to those who haven't left China yet. Behaviour C3, in this case, was considered having more potential to be developed into a product or service in line with company scope and was finally chosen as the first direction.

Combining user research, discussion with the company and the designer’s personal preference, two of the behaviours, C3 and D1 were finally chosen as main design visions to work on in the next phase.

C3 was one of the highly rated ones from user research, which means it's commonly experienced and has a great impact on people. It's also agreed by the client that this likely behavior is in line with what the company is doing currently. Another reason for choosing this cell from the designer's perspective is that the described behavior can better address the 'conflicts' people experienced in the migration process. The 'disillusionment' described in this cell lies in the entire process of migration, caused by the disappointment in life status and the emotional disconnection.

Therefore, choosing C3 to work on will possibly have an outcome radiating to other aspects of the framework.

D1 was more of a choice from the designer’s personal preference since it contained rich emotional factors and created wide resonance. D1 is a minority among the twelve behaviours that contains positive factors, therefore it’s not only a problem-solution framework but has more space for experiment and creation.

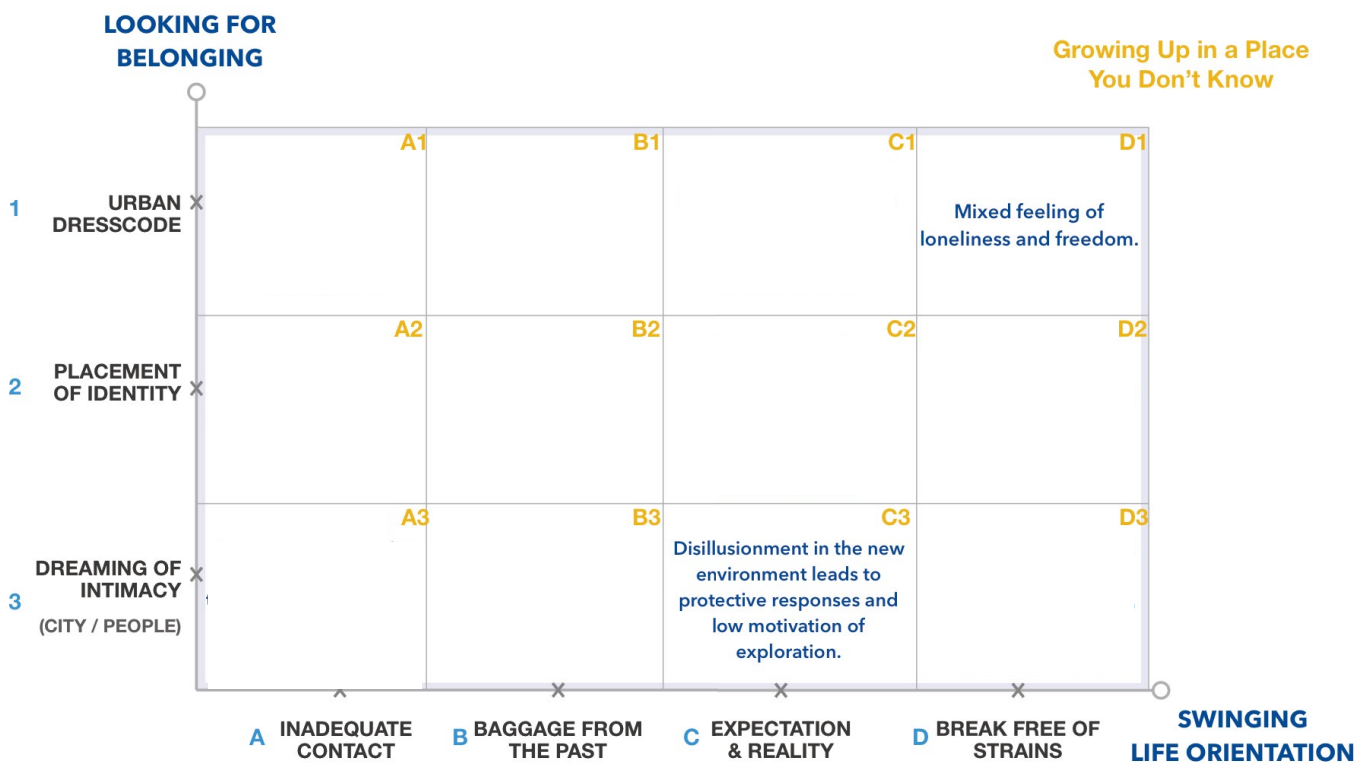


Figure 2.2-3: Decision of Direction



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## ***What can I do about the two selected 'likely behaviours as a designer?***

In chapter 1 and 2, value free analysis about future context is conducted. The framework of final outcome revealed 12 future behaviours in future migration context, while two of them were chosen to be developed to design visions. In this chapter, there is finally a designer's responsibility to take a position about the likely behaviour, and transform it to something better: a designed behaviour. Through a step by step analysis, the question 'how can the design offers to help' will be answered.

### **3.1 FROM LIKELY BEHAVIOUR TO DESIGNED BEHAVIOUR**

In chapter 2, two behaviours(C3 and D1) were chosen for further development. These are the likely behaviours that generated from value free research to predict how users are going to act in the structured future context built in Chapter 1. Now that the behaviours or attitudes of users, as well as the deep driving forces emerged from research, it's the designer's role to take position and evaluate these likely behaviours. Since these likely behaviours in the uninterfered future context defined earlier are not, or at least not completely, beneficial for users, corresponding designed world is mapped out to improve the user experience. The designed world leads to improved user behaviours, which is the design outcome of an improved future journey.

A statement is therefore made, to develop a likely behaviour to a designed behaviour. A statement contains two parts, what the designed behaviour is going to be like(the goal), and the way to achieve it (the phenomenon).

Interaction analogy is a further step to determine the interaction method of user and product. Now that the statements are made, it's clear about 'what will the design do to help'. The next step is to answer the question 'what is the design going to be like'. The method to accomplish that is making analogies for the statements, to turn the abstract statement into figurative interactions which can help people understand the relationships between end user and the designs to be made. In or case two behaviours, namely life struggles for Chinese migrants, were chosen as design visions and two statements and analogies were then made respectively.

Since two likely behaviours were chosen as design visions, the process of each likely behaviour being developed into designed behaviour and then statement and analogy will be discussed separately in section 3.2 and 3.3.

### 3.2 RESTORING INNER BALANCE

#### ***Vision 1: Disillusionment in the new environment leads to protective responses and low motivation of exploration.***

(Dreaming of intimacy + Expectation and reality)

Disillusionment after migration usually happens when the excitement and curiosity fade away and people have to face the tough or less attractive side of life. New information flooding in is becoming more and more overwhelming, as well as all of the adjustments that have to be made in life. This is the period when people's fundamental beliefs are being shaken and can not find strong attachments in life to rebuild their connection to the new world. Although haven't had a full picture of this new environment they are living in, people have lost the motivation to experience more. A quick definition is made that generalizes the host country as 'disappointing', and the adjustments in the transitional period become unwilling changes that need enduring. These behaviours are happening because of a loss of inner balance when people can not establish their presence in a strange land, therefore choose to back off and be protective to prevent further disappointment. Based on the understanding of these likely behaviours, the designed behaviours for users who would be facing these obstacles are further defined.

In order for people to establish positive cognition towards life transition again and be

able to step out of self-protection, it would be important to help them restore their inner balance. A stable inner balance would allow people to confidently reach out to the outside world, and be able to make personal choices instead of running away from them. A design statement is made below accordingly, to explain the designed behaviour and the way to accomplish it.

#### **Statement:**

**Goal:** I want people to restore their inner balance again after the impact of migration process when people's inner reality (expectations, belongings, shared values and so on) is confronted with the reality objectively perceived in the new environment, which caused an interruption of their self-being and cognition, eventually, a psychological imbalance. To go through this transitional period it's important to find the balance between old and new, loss and gain.

**Phenomenon:** Instead of denial of the past or clinging to it, find an intermediate area of reality testing to gradually go through the disillusionment and separation period during transition.

Based on the defined statement, an analogy of the statement is further made to define the relationship between user and future design. The analogy contains both the mechanism of goal and phenomenon, therefore explaining the interaction method between user and product.





Figure 3.2-1: Caretaker Analogy

### Analogy:

The relationship between my end-user and the 'design' I'm going to develop is like 'children who are going through cognition and separation process' and 'caretakers who are there to support'. 'Play' is an intermediate area for kids' reality testing and going through the process of separation from parents. By playing with objects they learn the boundary between self cognition and what's subjectively conceived. By playing with others they integrate the way of their own with the way that people behave. When 'children' are disappointed in the 'play area', which is the Dutch society in our context, 'children' are becoming protective and unwilling to go out to 'play' again.

Our product as a role of caretaker, will comfort them and give them confidence to act more positively towards the adjustments in the transitional period.

The characteristics of the caretaker are listed below according to the analogy, which are going to be the criteria of future service/product.

Characteristics:

- Comforting
- Dependable
- Empathetic
- Tolerant
- Comprehensive
- Supportive

### 3.3 MAKING PEACE WITH LONELINESS

#### ***Vision 2: A mixed feeling of freedom and loneliness***

(Break free of strains + Urban Dress Code)

The loneliness described in design vision is generated from the unacceptance of host country or city, while the freedom is from feeling in control of future life. During the time living abroad far away from family and homeland in adult age, the state of solitude is an inseparable part of life, as well as learning to accept it. To prevent people from sinking deep into the depression brought on by loneliness, it's important to let them to be aware of and learn to cope with their feelings.

As long as people accept their emotions of being alone, realising it's a common and inseparable part of life, and learn to deal with it, they will be able to manage the situation again. The state of solitude can also be a blessing that offers the freedom for people to be independent and self-responsible, however the silver lining will only reveal if they first manage to walk through the tides of distress. In this case, the designed behaviour is defined as below in the statement:

#### **Statement:**

**Goal:** I want people to make peace with their loneliness

**Phenomenon:** By being aware of the feeling of loneliness and naturally 'manage' the situation in a way which is under control.

The statement is not about eliminating people's feeling of loneliness but raising self-awareness of the negative emotion and not to be hurt. To further reveal the interaction mechanism between user and design, an analogy is defined as below:

#### **Analogy:**

The relationship between my end-user and my 'design' I'm going to develop is like 'people in a sudden rain' and 'the umbrella'. As when it starts raining, people take out their umbrellas and keep walking, when the feeling of loneliness comes people can walk through the depression with the help of the product.

The characteristics of umbrella are listed below, which are also going to be the criteria of future service/product.

#### **Characteristics:**

- Adaptive
- Light
- Intuitive
- Protective
- Able to provide enough personal space
- Non-Interruptive



Figure 3.2-2: Umbrella Analogy

***“When it rains, we intuitively look for some form of protection.”***



## From design goal to design concepts.

This chapter shows the ideation process of two concepts. Both concepts went through two sprints during ideation phase(as shown in figure 4.0-1), and each sprint contains three stages.

Guided by the design visions and product characteristics defined in Chapter 3, the goal of ideation process is to translate these qualitative characteristics into functional design features, and in the end join these features together and formulate a complete product / service experience. The first sprint includes brainstorming and secondary research based on previous findings, in the end conclude the outcomes and make the first prototype. The second sprint includes self-evaluation and user test of first prototype and finally a complete design.

The development of two concepts goes parallel and will be discussed separately in this chapter. Concept 1(NPH-Care) is where the main effort lies in taking appropriate eighty percent of energy, while concept 2(S&S Toolkit) is a side project taking appropriate twenty percent.

FIRST SPRINT	First Stage Brainstorming	Second Stage Secondary Research	Third Stage Form an Experience
Action	Sketch	Interview Persona Competitor Research Stakeholder Research	Prototyping
Solving Point	Translating qualitative design characteristics to design features.	Research the feasibility of main design features. Generate more design features if needed.	Joining separated design features together and form a complete experience.
Goal	Form of final design and main design features.	Adjust and complete the scope of design features.	Make the structure and wireframe of 1st Prototype.

Figure 4.0-1: Design Sprint



## 4.1 CONCEPT 1

### 4.1.1 Ideation

**Vision 1: Disillusionment in the new environment leads to protective responses and low motivation of exploration.**

The brainstorming session starts from the characteristics defined in the first analogy (shown in figure 4.1-1). After completing this session, a meeting was held with client to discuss about interest and possibilities, finally the direction of creating a service that can join together two user groups: people who are preparing to come to the Netherlands and people who are already here, was chosen for further development. In this way, those who are not in the Netherlands yet can be prepared for future situations, therefore preventing disillusionment and disappointment. For those who are already in the Netherlands and losing the motivation of exploration, it's a platform to give a hand to people who are struggling, express their accomplishment in migration process and feel of value.

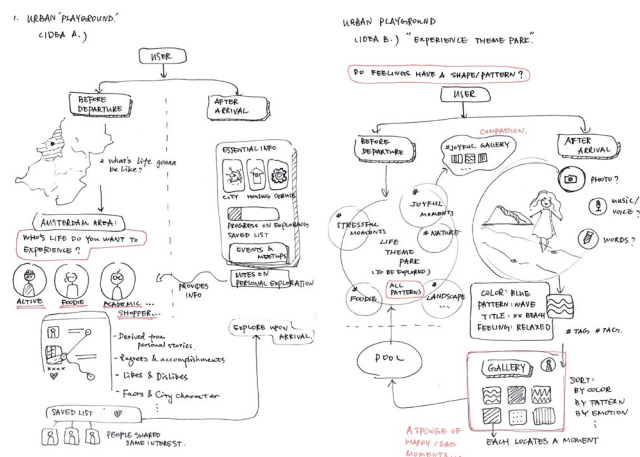


Figure 4.1-1 -Brainstorming

### 4.1.2 Secondary Research

After the first stage, the main design feature was settled, while the scope, form of design and more complete design features are still to be decided. At this stage, several secondary researches were conducted to facilitate the creative session.

#### Competitor Research

This is a product level competitor analysis, the aim of this research is establishing the market segmentation of the final product.

As shown in Table 4.1-2, GoGoDutch is the largest competitor to the current design feature with similar geographic and demographic segmentation. However, their forum service is focusing mainly on practical issues about Chinese migrants' daily life in the Netherlands, without digging into the emotional level.

Headspace and Easy Psychology are respectively the largest market leader in the world and in China focusing on emotional care. Their user group is broad and the guidance/consultation are mainly provided by paid service.

From the market segmentation research it is clear that based on our main design feature, there are still place missing in terms of emotional care for international students by means of peer support and consultation combined. Chinese migrants in the Netherlands commonly face a lot of difficulties in getting emotional help. There aren't many people around to talk about their struggles, because they usually prefer

to establish a strong and active image in front of friends and family. Professional therapists are also hardly accessible for those who are not familiar with Dutch health system. Therefore, this research further narrowed down the design feature to focus on the emotional and psychological struggles of Chinese international students.




	Geographics	Demographic	Psychographic	Behavioral
<b>GoGoDutch</b> 	-Base in NL -Chinese Targeting	International Students and Chinese immigrants in NL	Helping with practical issues in life	- Free Forum - Large usage - Mass information
<b>Headspace</b> 	-Base in US and UK	Students and young workers with psychological struggles	Mindful Living	- Guidance for common emotional disorder
<b>Easy Psychology</b> 	-Base in China	People with psychological struggles or looking for professional support	Affordable psychological consultation and emotional care	Professional psychological courses and consultation

Table 4.1-2: Competitor Research

### Focus Group

Since the scope of service is already settled, two focus group study was conducted to research on potential users' acceptance and needs of the product. The first group contained three participants who are new academic migrants moved to the Netherlands within 3 months. The second group contained four participants who are academic and working migrants who have moved to the Netherlands for at least 2 years.

Participants were asked about their course of migration, practical and emotional struggles in life as well as the usage of emotional care products. The full list of interview questions are listed in Appendix C.



Figure 4.1-3: Focus Group

### Key Takeaways:

- The main emotional struggles for new migrants are mainly caused by very specific reasons, typically language barrier and the sense of alienation it brought.
- The first month of migration is especially hard because of the flood of new information.
- The main emotional struggles for longer-term migrants are typically a continuous state, not caused by a single specific reason.
- The main method of getting emotional care is to look up for online test / service.
- Paid service of high-quality psychological consultation is accepted for users who are very aware of their emotional struggles, however, for people who are not very much troubled, it's a better choice to go for peer support.

### Stakeholders

Based on the design features defined earlier, a forum-consultation combined service aiming at helping with the emotional struggles of young Chinese new migrants in the Netherlands is initially determined. The related stakeholders of service are further defined as shown in Figure 4.1-4.

The form of service is further analyzed as well during stakeholder research. Considering the habit of Chinese users, current resources and budget, it would be more feasible to develop a mini-program embedded in the WeChat app. It's proved that "interacting with WeChat would exert influence on well-being outcomes through bonding and maintained social capital among Chinese sojourners in a host country"(Emerald.com, 2019). Comparing with other platforms, WeChat is the most familiar channel for targeted users. Since there's no need to download another new application to their phone, a mini-program also has more potential to be widely accessed.

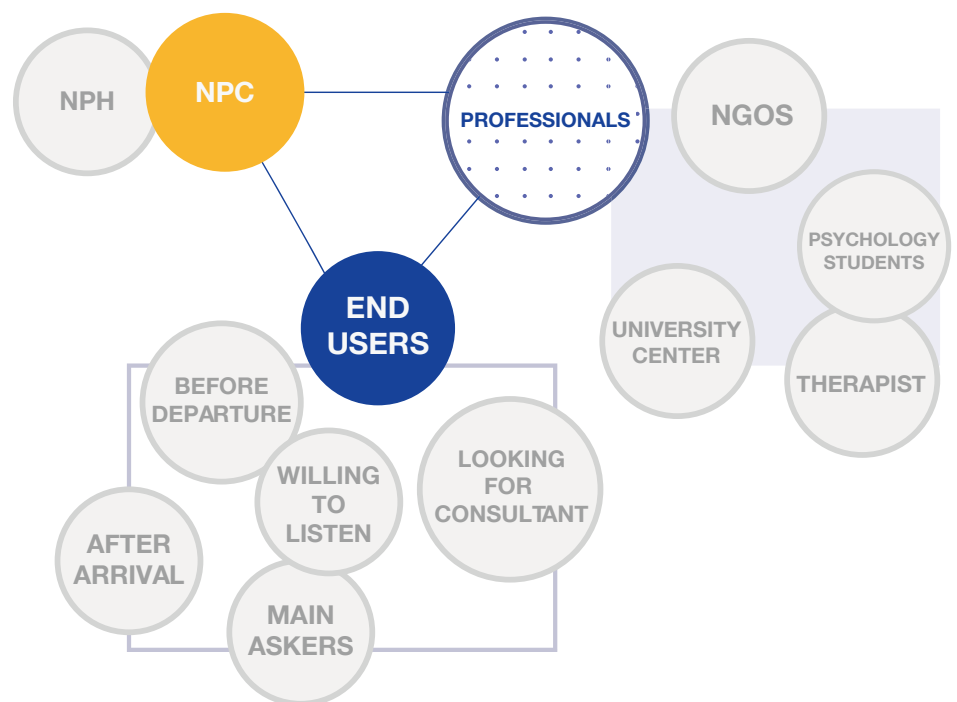


Figure 4.1-4 Stakeholder Analysis



## Persona

To conclude all secondary research, three user profiles were created based on research outcomes. These three user profiles covered the main user categories for the future product and can be used to formulate and improve the next creative process.



**LIN, 23**

CHN

Moved to Amsterdam 2 years ago to study.

Single

Living in studio

Introverted, Polite, Sentimental

Her priority moving to the Netherlands is for self-development. At the current stage she is very anxious about her future career. Although she has a few close friends, they can not always be in touch because of heavy workload, and she is not willing to express her stress to families.

She is not sure about where her belonging lies in. She is willing to accept different cultures, but she doesn't really see herself integrated in Dutch society, however she is getting used to that. She sometimes dreams for a close partner to share conversation with.



**JESSICA, 25**

CHN

Second year working as studio assistant

In Relationship

Sharing apartment with roommates.

Extroverted, Friendly, Sociable

She is an enthusiastic person and very devoted to work. Recently she wants to make more friends and expand her social circle because she realised she doesn't have much connection outside work and her boyfriend.

She is motivated to learn Dutch and experience foreign culture. But she doesn't change her lifestyle much outside work.

She cares about people around her and is willing to tell and listen to their stories and support them.



**YI, 21**

CHN

Preparing to come to NL for master study

Single

Living with parents

Introverted, Amiable

He just got a master offer from a Dutch University. He is very exciting but also a bit overwhelmed. There are tons of errands waiting for him, finding accommodation, register, visa application and so on. He is a bit worried if he can quickly get used to the new environment.

He is a very practical person. He appreciate western culture and environment, therefore he chose to study abroad and has intention to stay. He wanted to know a bit more about his future study life, things he should be prepared for, and the proper personal development plan.

## Current Experience Map

Figure 4.1-5 is a visualization of integration experience journey map based on the user profile. The integration journey is divided into four main stages: Curiosity and exploration, disillusionment, adaption and isolation.

The map is not an accurate tool to predict or evaluate a person's migration journey, however, it provides a clear image of the events happen in the integration process and their consequences. From the excitement of exploration to being overwhelmed by flooding new information and negative experience, to slowly accepting the reality, finally landed in a negative balance of isolation and alienation. This is the image of a future experience structured by current findings, inspired by which, further innovative strategies for design to help improve the current experience will be explained in the next section.

Guided by the key takeaways from secondary research, the following features of service is further determined:

- A mobile application service focusing on helping with emotional struggles of young Chinese migrants.
- Specify the main issues that cause emotional imbalance in different migration courses
- Searching feature for personal interested topic
- Forum feature to freely ask and discuss about emotional struggles.
- Optional paid professional consultation

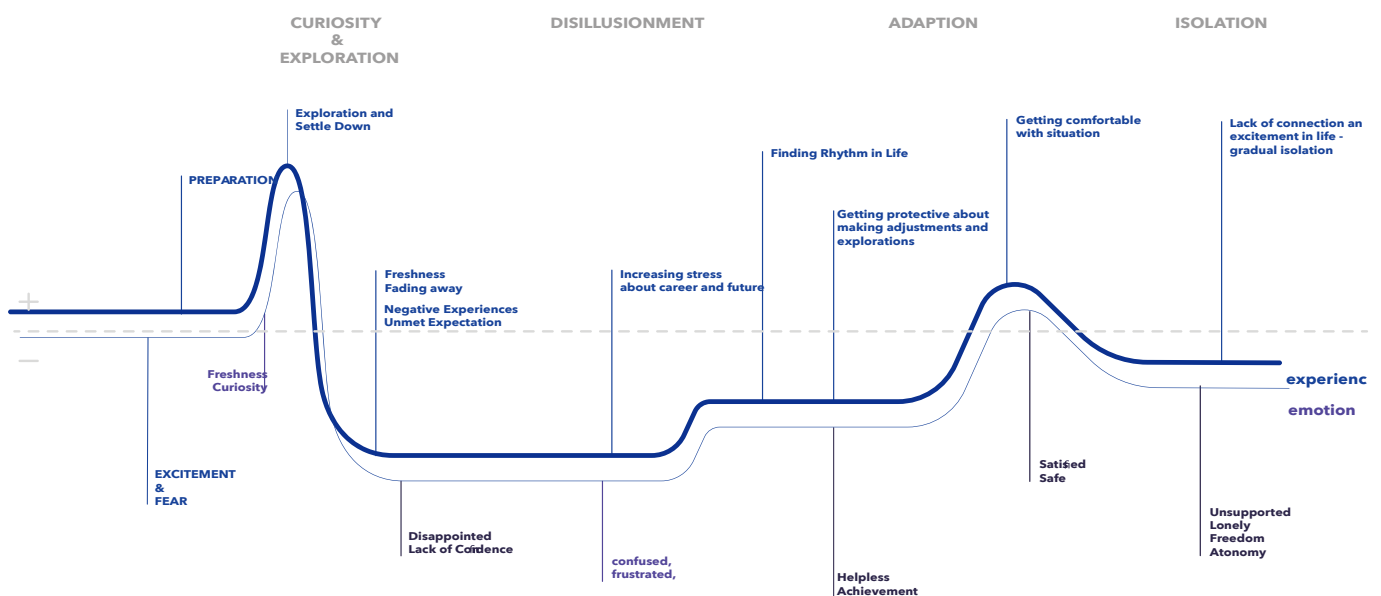


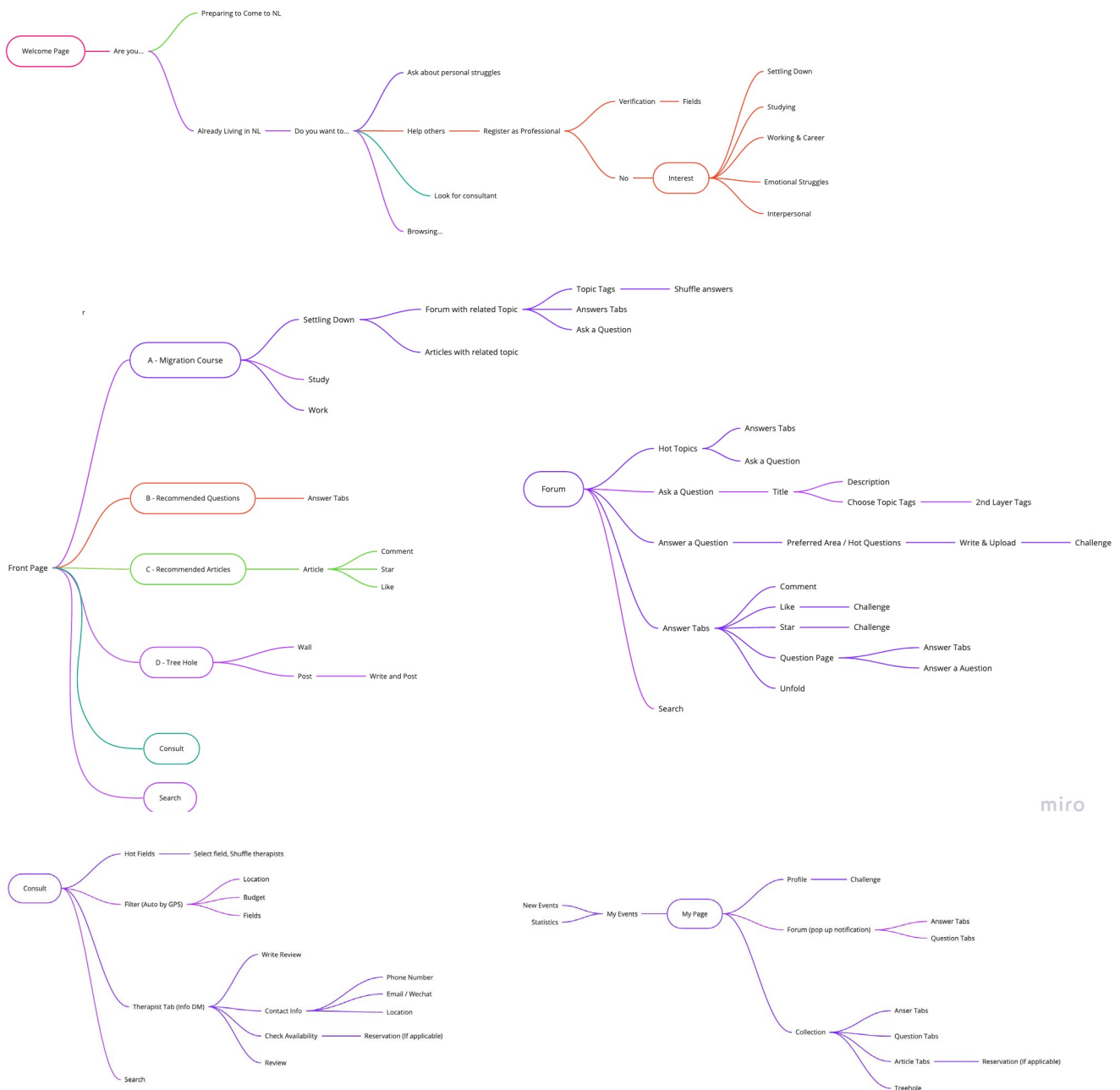
Figure 4.1-5 Current Experience Map

### 4.1.3 Form an Experience

After the product scope and features are determined, a mind map(Figu was made to sort out the functions and layers or products.

From the functional level, the first prototype includes five modules: Initial pages, FrontPage, Forum, Consultation, and Personal Profile. The later four functions can be access by footer at the bottom. From

FrontPage it's possible to have quick access to 'frequently discussed topics of forum', 'consultation', 'articles', and 'tree hole'. The forum page is a space for free chat, where every user can ask and answer questions about their struggles. Consultation page is for access to professional therapists, where users can filter their location, budget and professional fields.



miro

Figure 4.1-6 Product Feature Mindmap

The most important logic in the service is the preset logic. As shown in figure 4.1-7, parent topics are about the course of migration (settling down, studying and working), emotional struggles and interpersonal relationships. The second layer topics are more in detail and targeted. These topics, in total 17 topics are consistent in frontpage and forum page, as well as their sublevel functions. They are chosen as the most frequent struggles in every aspect of the migration process of our users.

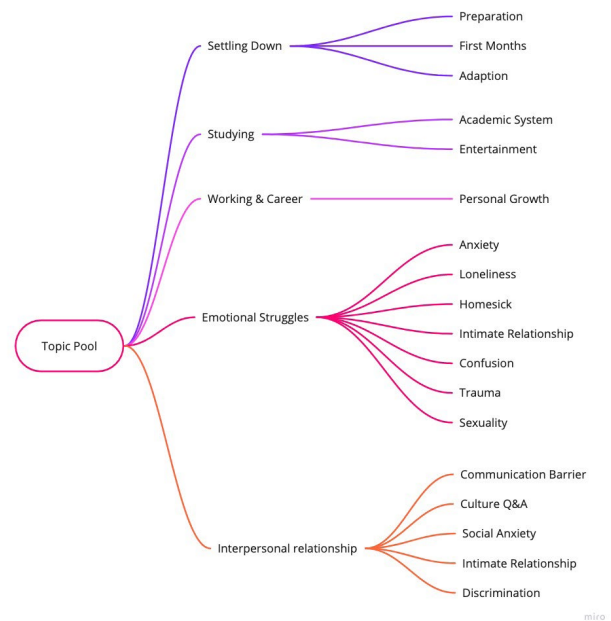


Figure 4.1-7 Topic Pool

Based on the mindmap of interface logic and content logic, a wireframe was made as shown in figure 4.1-10 on page 54. This is a complete experience starting from the initial pages where users will be asked about their intention of usage and their identity. After logging in as a normal user, four other modules as stated earlier can be accessed.

If a therapist needs to login to check his or her account there would be another access with only the function of messages, forum and personal profile page. The wireframe was made interactive in program Balsamiq Mockups for presentation and further test.

In section 4.1.2, an integration experience map was made to visualize the consequence of defined future behaviour. The Mini-program service is an improvement of the current experience map, therefore the future experience map is shown as below in figure 4.1-8.

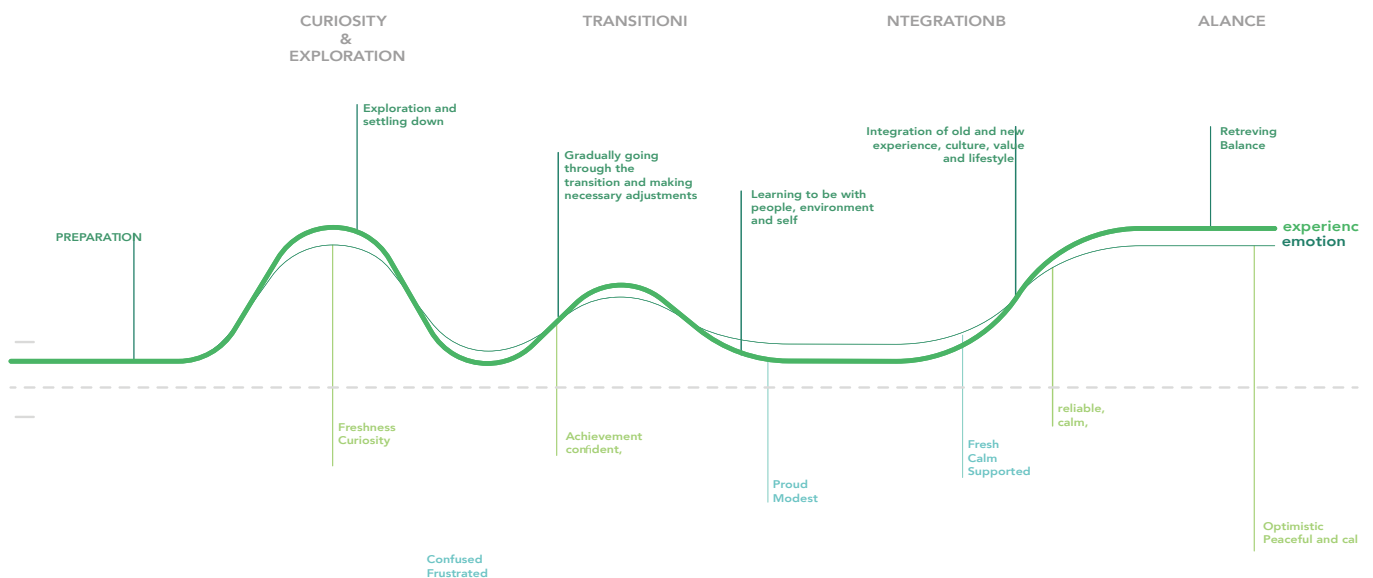


Figure 4.1-8 Future Experience Map



A moodboard was made from current designs to show the expected graphic style of this concept, as shown above in figure 4.1-9.

Figure 4.1-9 Moodboard





Figure 4.1-10 Wireframe

## 4.2 CONCEPT 2

### 4.2.1 Ideation

#### ***Vision2 : A mixed feeling of freedom and loneliness***

The brainstorming session starts from the characteristics defined in the second analogy. Many possible activities people do to reduce or eliminate loneliness are shown in figure 4.2.1. These small activities are usually attached with certain objects.

Inspired by these findings, an ideation about the small objects in life related to loneliness were conducted. These objects can be something that reduce or eliminate the depression (for example, a headphone that is

usually used when being alone at home), or can be a physical carrier of emotion (for example, a fork that is always used in everyday's meal-for-one). The ideation outcomes were further categorized in two parallel methods: by sensation and by scenes. These two dimensions finally formed a matrix to comprehend the pool of 'objects about loneliness' (shown in Figure 4.2.2).

After the ideation phase, several photos were taken for trial (Shown in Figure 4.2.3). The results showed that the method linking the feeling of loneliness to physical objects is powerful to realize the design goal. These

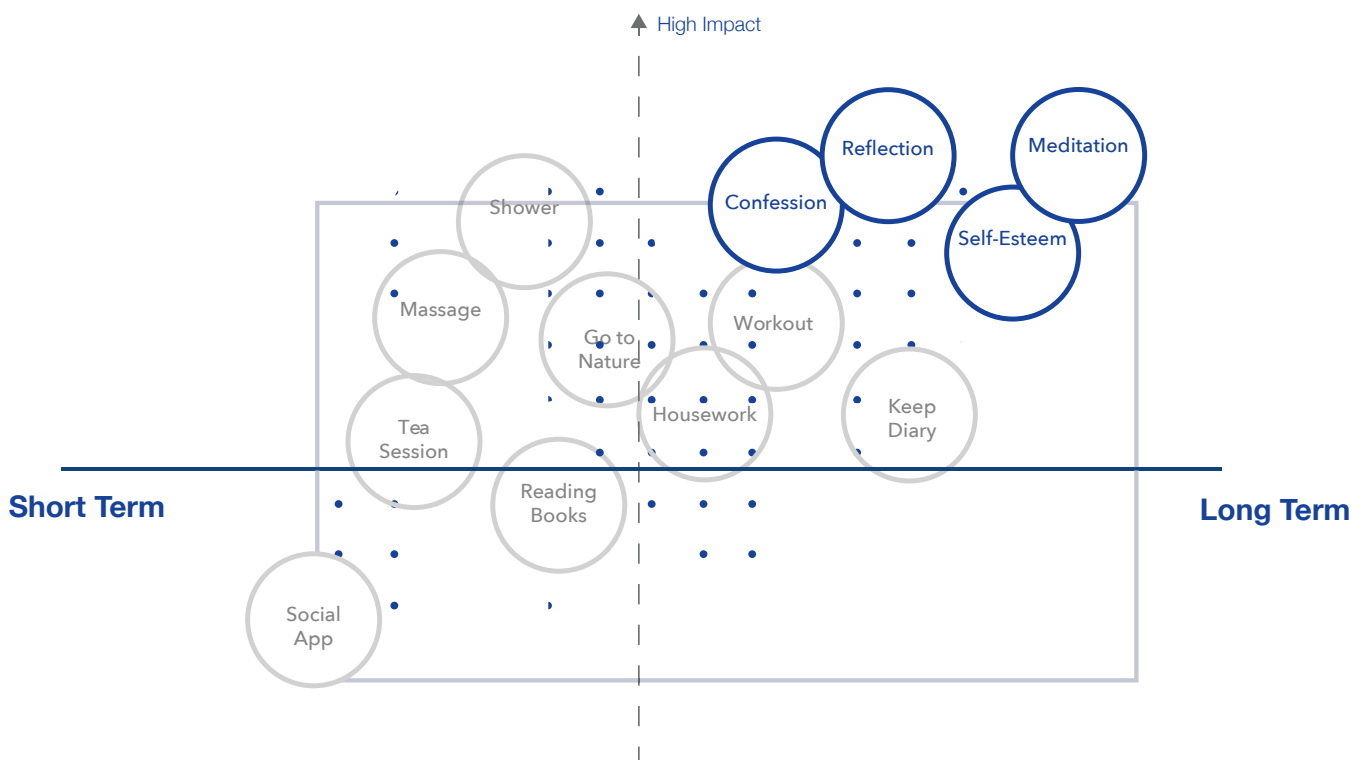


Figure 4.2-1 :Brainstorming



pictures and the story behind made human emotion touchable, expressible and sharable. The scenes of human-object interaction and the related sensations can be intuitively captured by audience. Therefore, the main design feature: photo and story gallery of 'objects about loneliness' presented in a matrix of human sensations and interaction scenes, is further determined.



Figure 4.2-2: Ideation Sket

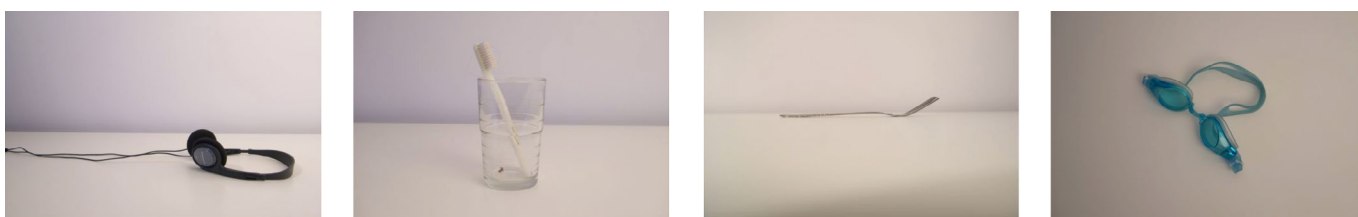


Figure 4.2-3 : Trial Photos

### 4.2.2 Secondary Research

After the first stage, the main design feature and design scope of this product-service is relatively clearly defined. Considering the interaction level of this concept is not as complicated with the first one, as well as it's experimental character and timewise planning, the second stage of creative session directly proceed to gathering raw materials for prototyping. The research outcome also showed that the design objective can be correctly delivered to broad audiences and create emotional resonation, which made the concept more well-established.

#### Poster, Post, Stiker and PM

In order to collect raw materials for prototyping, the following poster was made for gathering information from strangers. Scanning the QR code would go to the survey from the following link <https://nl.surveymonkey.com/r/9RHTRRL>. Respondent were explained with the glossary 'loneliness object' and were asked to describe the usage scene and background stories of their own 'loneliness object'. Finally they were asked to upload a photo if the object is by their side.

At the same time the poster was sent through multiple social media as well as through personal messages. For those who the designer have easy access to, the designer collected these objects and took pictures for them during a photography session.

#### - Objects, Photos, Stories

During photography session, around 30 objects from 18 people, including the designer herself, were taken pictures of. The stories behind were either recorded by phone or by paper.

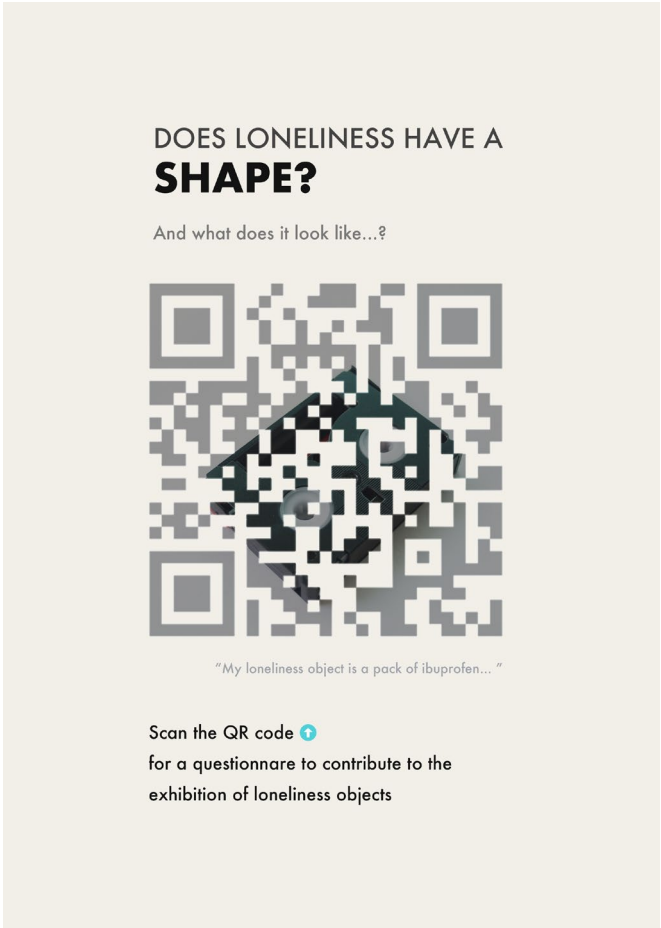


Figure 4.2-4: Questionnaire Poster



Figure 4.2-5 : Photography Session

### 4.2.3 Form an Experience

The first prototype is shown below as an online gallery. On front page is a filter of sensations and scenes. After selecting one for each, one object as well as it's story of the owner will be shown. The user can continue swiping to change filters or stories.

The other two pages are gallery and 'add a story', respectively a page to browse all photography and stories, and a page to upload user's personal story to add on to the gallery.

Based on the logic of the first prototype, another round of ideation process was

conducted to discover other forms of product other than online gallery, to emphasize the differentiation with concept 1 discussed in the earlier section. The essence of this concept is about the deconstruction of negative emotions and learning to cope with it. This means that it's more about self realising than sharing and seeking comfort from the external world. In this case, another prototype was built as a physical toolkit that can be ordered and handed out to people to help define and comprehend their situations and have a sensory of self-esteem.

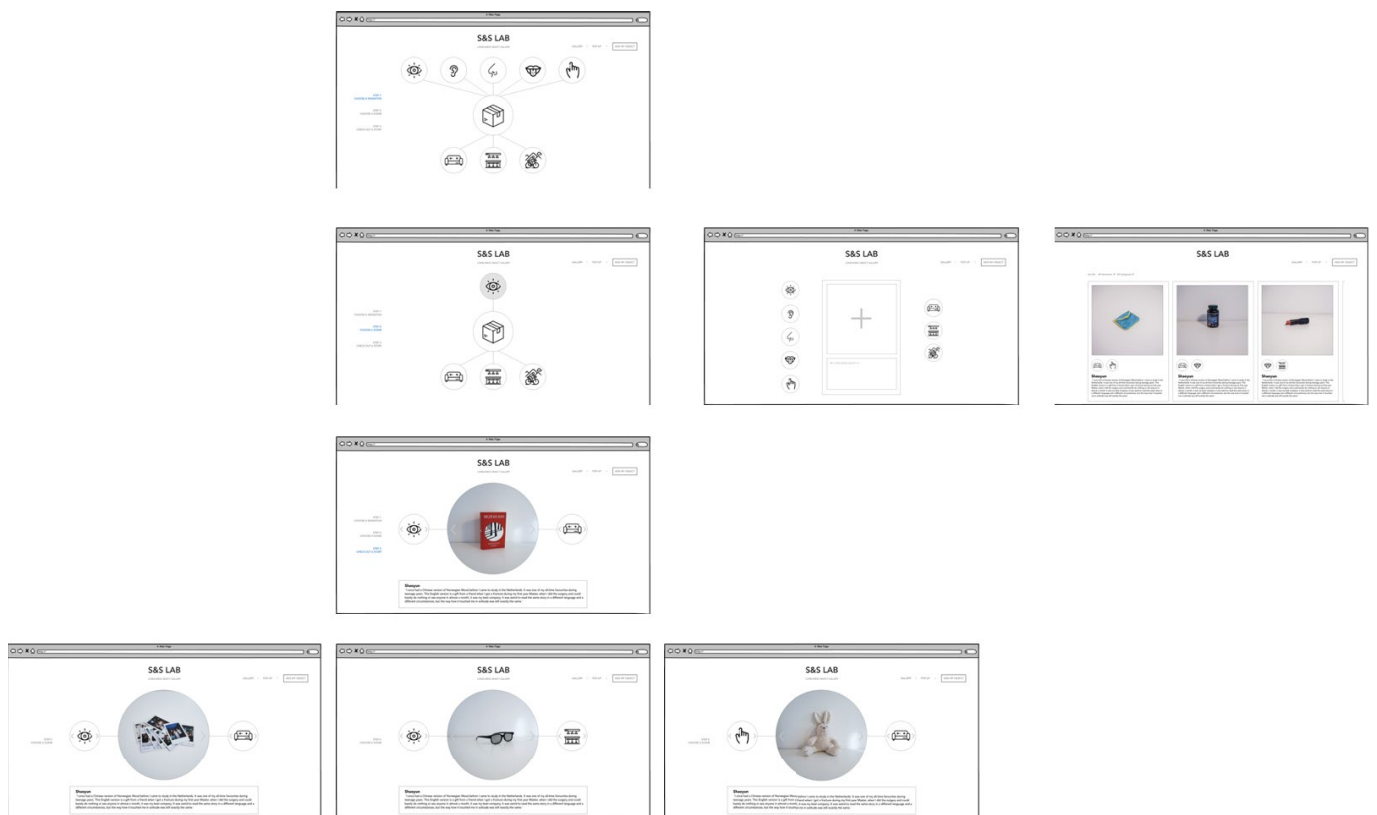


Figure 4.2-6: 1st Concept Wireframe

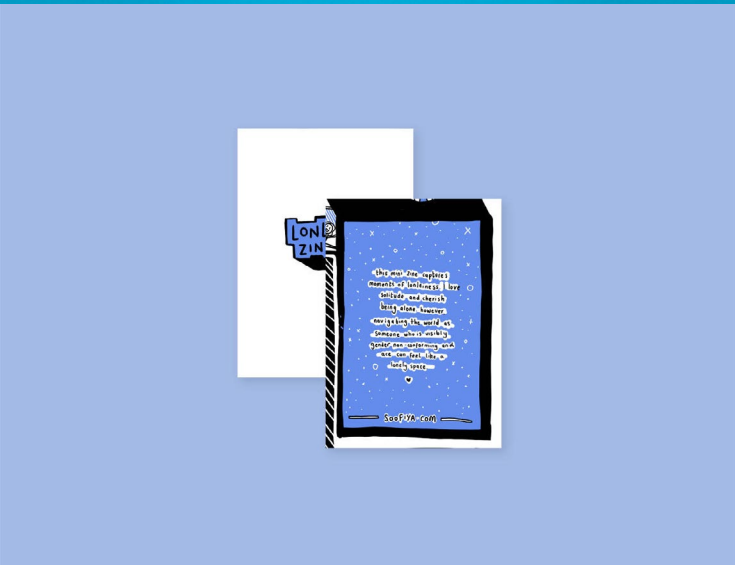
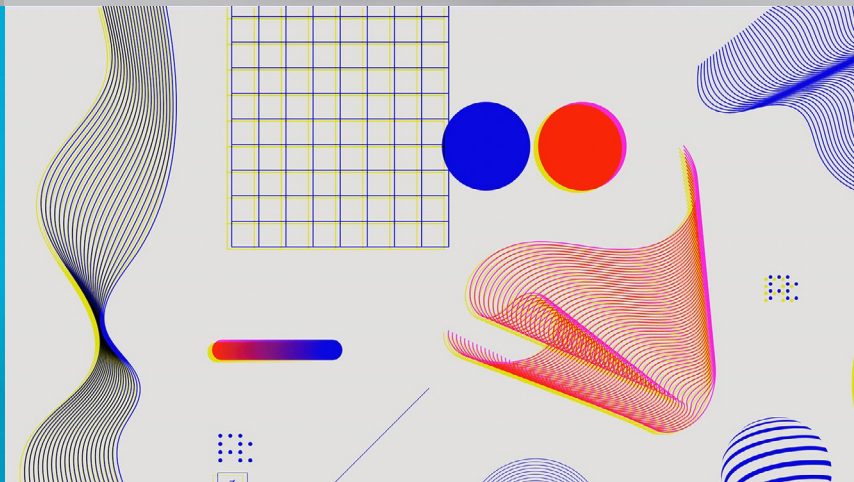
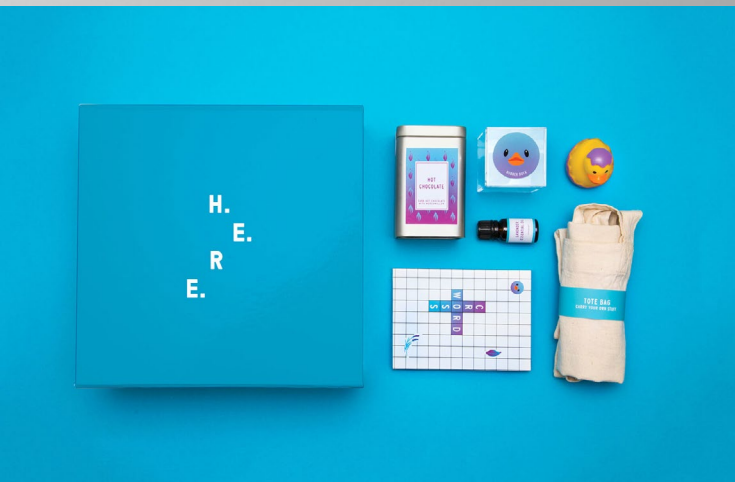


Figure 4.2-7: Moodboard Emotional Toolkit



## 5. Evaluation

*Is the concept generated in Chapter 4 in line with defined design goal and characteristics?*

Following the idea generation session, first prototype of both concepts are ready for test. In this chapter, the second design sprint including self-evaluation, user test and second prototyping session will be explained. The evaluation phase of two concepts goes parallel and will be discussed separately.

SECOND SPRINT	First Stage Go Back to Vision	Second Stage Secondary Research	Third Stage Form an Experience
Action	Self-Evaluation	User Test	Prototyping
Solving Point	Evaluate if the service covered the design characteristics defined earlier.	Evaluate the functioning part and usability of first prototype.	Complete the design
Goal	Making adjustments to 1st Prototype	Making adjustments to 1st Prototype	2nd Prototype

Figure 5.0-1: Design Sprint

### 5.1 NPC-CARE

#### 5.1.1 Back to vision

As defined in Chapter 3.2, the final product shall contain the following qualities:

- Comforting
- Dependable
- Empathetic
- Tolerant
- Comprehensive
- Supportive

To make sure the concept is in line with the original design vision, a self-evaluation session was conducted as visualized in Figure 5.1-1.

The main qualities from the caretaker analogy is comforting and empathetic, which were shown in the separation of topics and

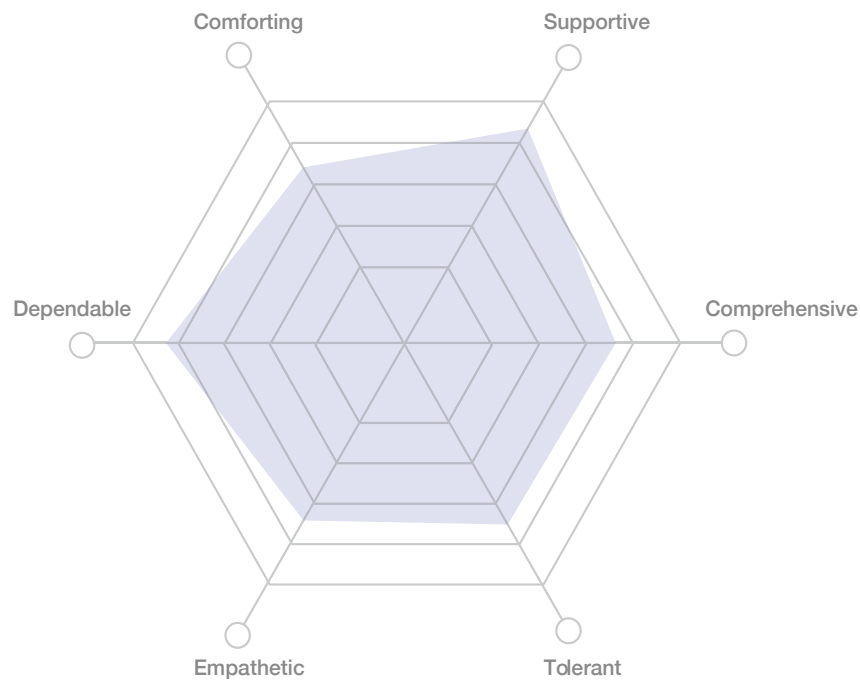


Figure 5.1-1: Web Chart- NpC Care

and the 'forum' features. Users were able to have access to those who are having or have already had similar struggles in lives. The beliefs that they are not going through this alone, and the obstacles can be fought through, are essential for the users' feeling of being comforted and understood.

Another two qualities, dependable and comprehensive, are mainly shown in the 'consultation' feature. The access to professionals bring a feeling of trustworthy. The specializations of therapist covered a wide range of common emotional imbalance, where most users would find their fits.

Tolerant is mainly expressed in the selection of discussed topics. Apart from the emotional struggles that are relatively common and frequently openly discussed, many of which are often avoided in the context. These topics, for example sexuality, trauma and discrimination, are usually beneath the surface and hardly mentioned in both private talks and public discussions. However, it is the unspeakable struggles that contributed to unspeakable suffering, for those who are related to these topics the impact can be crucial to their emotional status. The inclusiveness of these topics hopefully will open a tolerant environment to discuss freely and raise awareness.



Supportive is the last quality to be discussed in this section. This is actually the key characteristic that can be found in most features. Users who are looking for answers and users who are willing to listen to support each other to fight through barriers, and professional consultation is an even stronger help.

### 5.1.2 User Test

One round of user test was conducted after the first prototype was made.

Three participants who are interested in emotional support were selected for this test. One participant is new master student who has been to the Netherlands in September, while the other two are graduate students.

The participants tested the wireframe prototype and its interactions. Some valuable feedback was given and could be referred to in the next phase of product development.

Key takeaways :

The treehole function was hard to access. It could have been a nice function for those who really want to express their feelings instead of asking a specific question.

- The logic of topic tabs are kind of confusing since they can be accessed by multiple entrance.
- The interface arrangement is a bit old fashioned.
- Event function is kind of nice for keeping a track of meaningful events in their life. However, the way it's arranged now is a bit irrelevant to the other functions.



Figure 5.1-2: User Test

## 5.2 S&S LONELINESS OBJECT TOOLKIT

As defined in Chapter 3.2, the final product shall contain the following qualities:

- Adaptive
- Light
- Intuitive
- Protective
- Able to provide enough personal space
- Non-Interruptive

To make sure the concept is in line with the original design vision, a self-evaluation session was conducted as visualized in Figure 5.2-1.

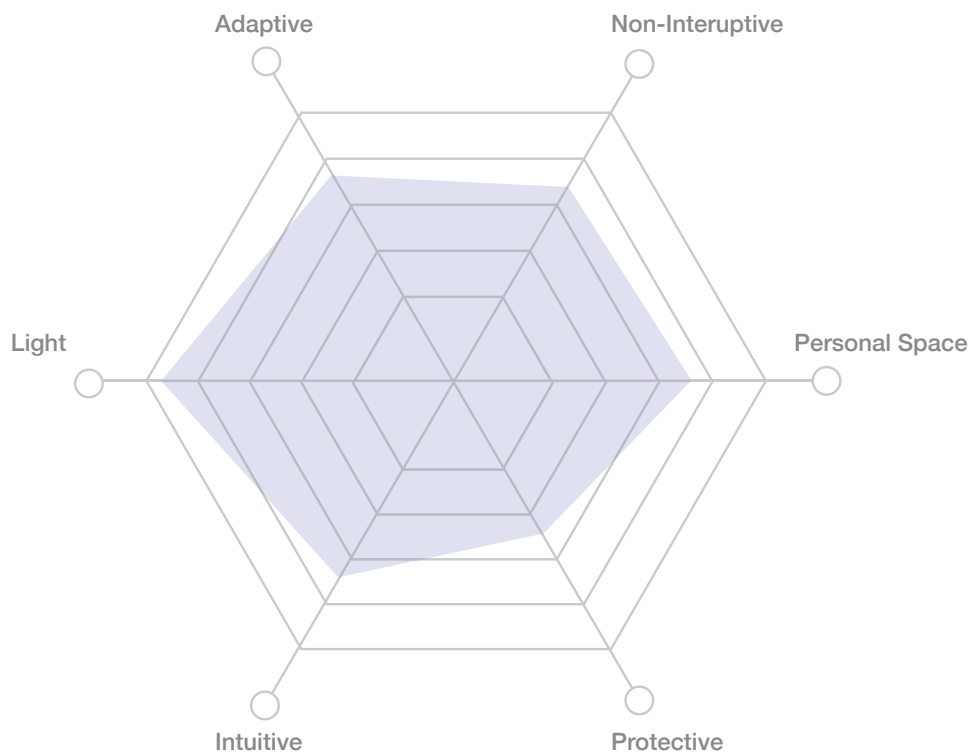


Figure 5.2-1: S&S Toolkit

The way how the photo was collected and exhibited is in line with the predefined product quality "adaptive, light and intuitive:". For those who received the toolkit, they are interacting with a small scale service, which is easy to access and requires no learning curve. The exhibition of documentary feeling photography visualized personal emotion and stories to a broad audience. For those who use the brochure to define personal loneliness objects, the reflection process is not overwhelming, everyone can look around their lives and find something attached with their solitude.

Protective: Sensation are the access for one to interact with the outside world, and scenes are the space to accomplish the interactions. When the feeling of loneliness rushes in, the noticing of sensations and scenes are amplified and allow one to reflect on the presence of him or herself in the environment. Objects are the carrier of these feelings of self-presence, what were you doing, what were you feeling, where were you standing... Browsing the gallery is a way to immerse in the pool of stories, these stories are unique however still with same texture - a commonly experienced and hidden human emotion. The feeling of intimacy and resonation is a protection from falling into one's personal depression, and an elevation from negative emotion to social homogeneity.

Non-interruptive and personal space: The concept is not something requires you to make changes in life. It's a delicate way to help people reflect on their feelings and presence. Sensation and scenes together create a scenario, where one can temporarily be lost in.



---

## The final Outcome of Concept 1: NPC-Care and Concept 2: S&S Toolkit

In the previous chapters, the ideation, prototyping and testing process of both concepts were explained. Based on the research outcomes and user feedbacks, the final design will be presented as below.

### NPC-CARE

In the previous chapters, the first prototype was developed from the original design goal:

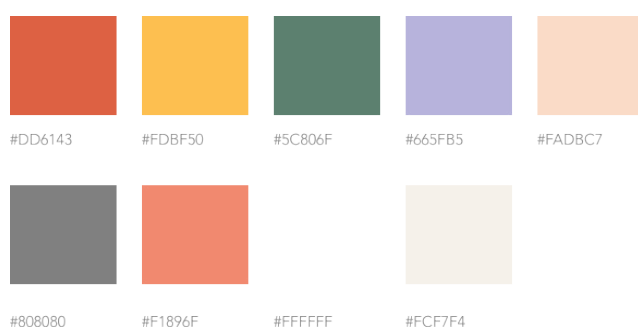
*To help people restore their inner balance again after the impact of the migration process when people's inner reality is confronted which can cause a psychological imbalance.*

Generated from the wireframe presented in chapter four, graphic design and use flow of the main mini-program interfaces were made.

There are four main interfaces included in the mini-program service: HomePage, Forum and Story Wall, Consultation, and Personal Page. Each of these interfaces will be discussed in this section.

The general graphic style is colorful and flat. The designer tries to deliver the predefined design goal and characteristics, making the interface welcoming, clean, cheerful and friendly.

#### Primary Colours



#### Typography

##### Emphasis

Avenir Black

##### Headers

Avenir Heavy

##### Subheaders

Avenir Medium

##### Body Text

Avenir Light

Figure 6.1-1: Color Palette and Typography

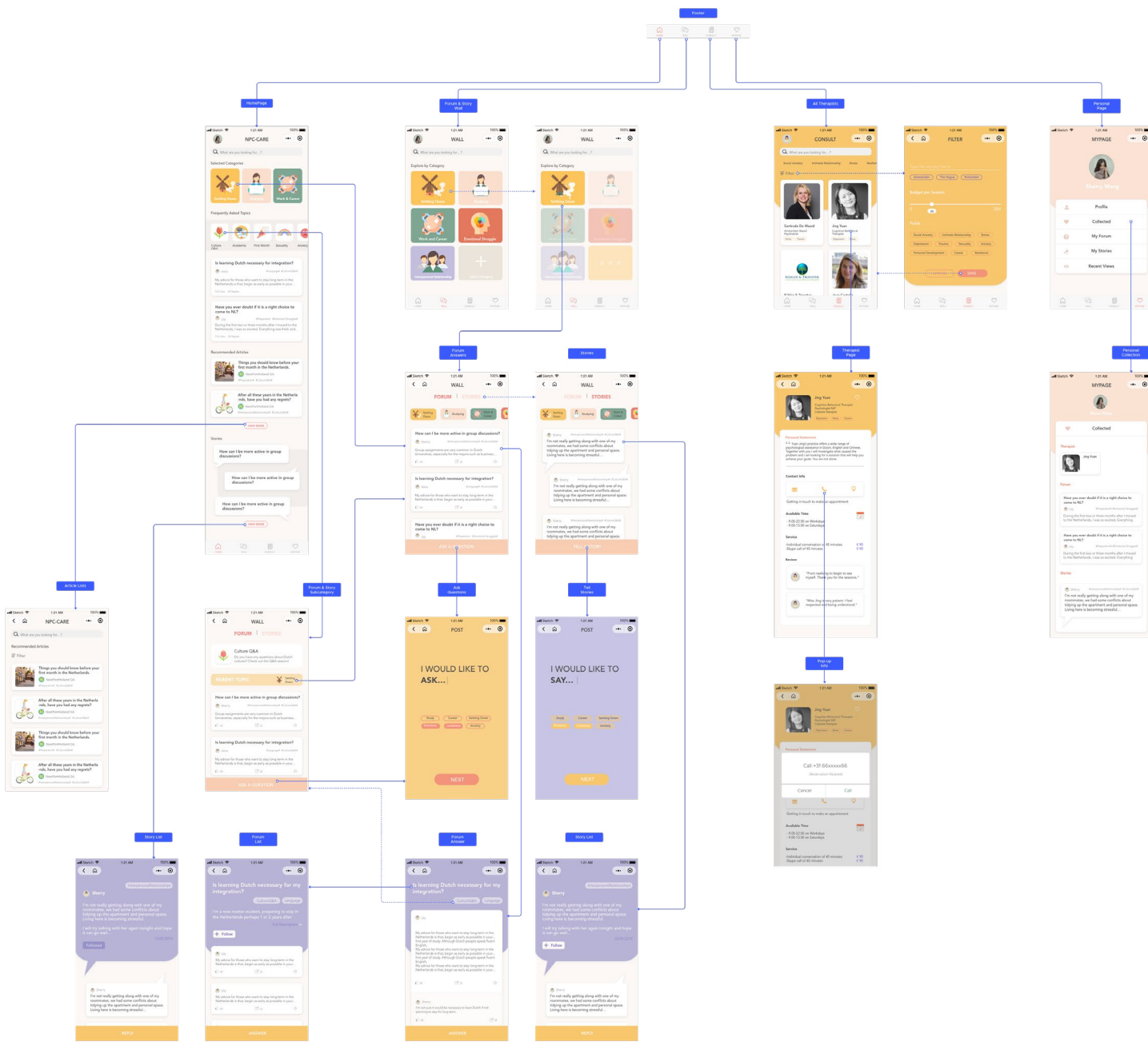
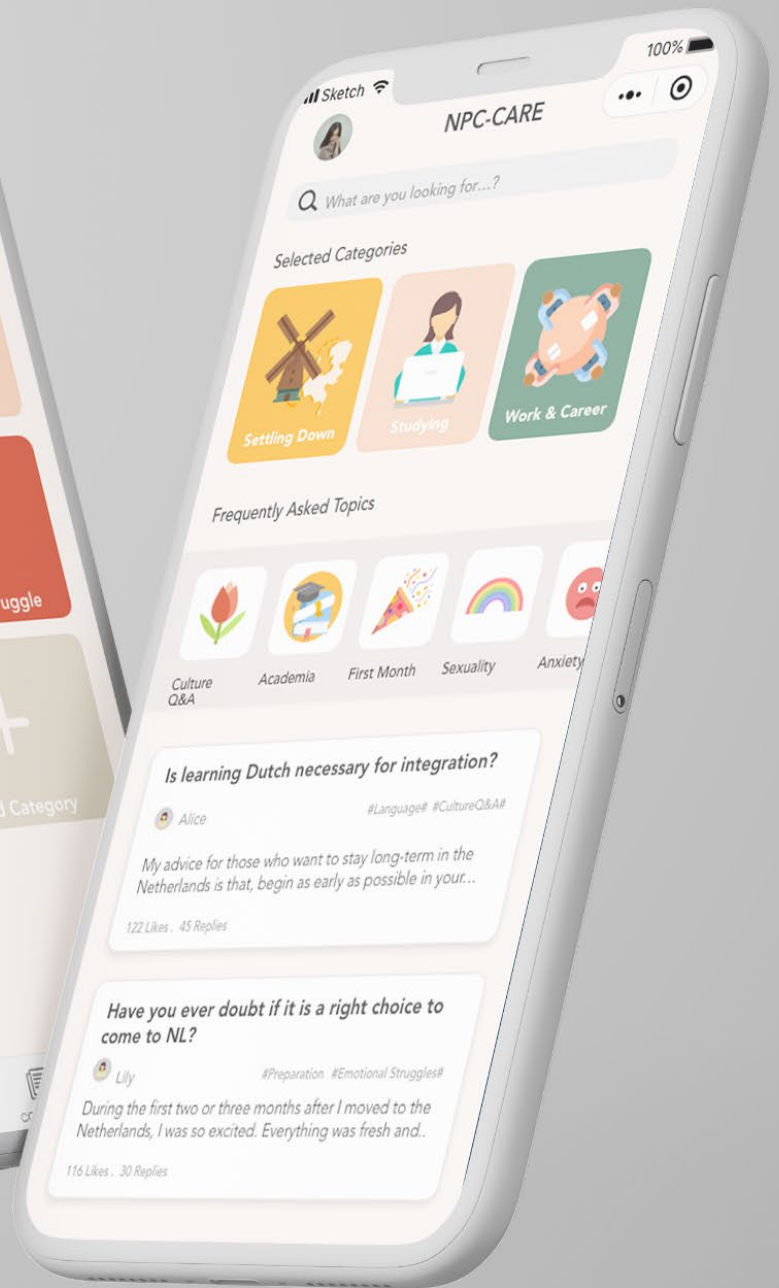


Figure 6.1-2: Use Flow of NPC-Care Mini-Program



## Homepage

Homepage is a combination of content from forum, story and consultation pages. The purpose of designing a homepage is in line with Chinese users' use habits, and to have an overview of the main functions of the mini-program.

Five main components are included in the Homepage:

Search function, where all preset topics can be searched.

Category function, where the three-parent categories in relation to migration course can be accessed.

Topic function, where the frequently viewed sub-categories and active forum questions can be accessed.

Article component, where the developer generated contents can be viewed.

Finally, story function, where the active stories can be accessed.

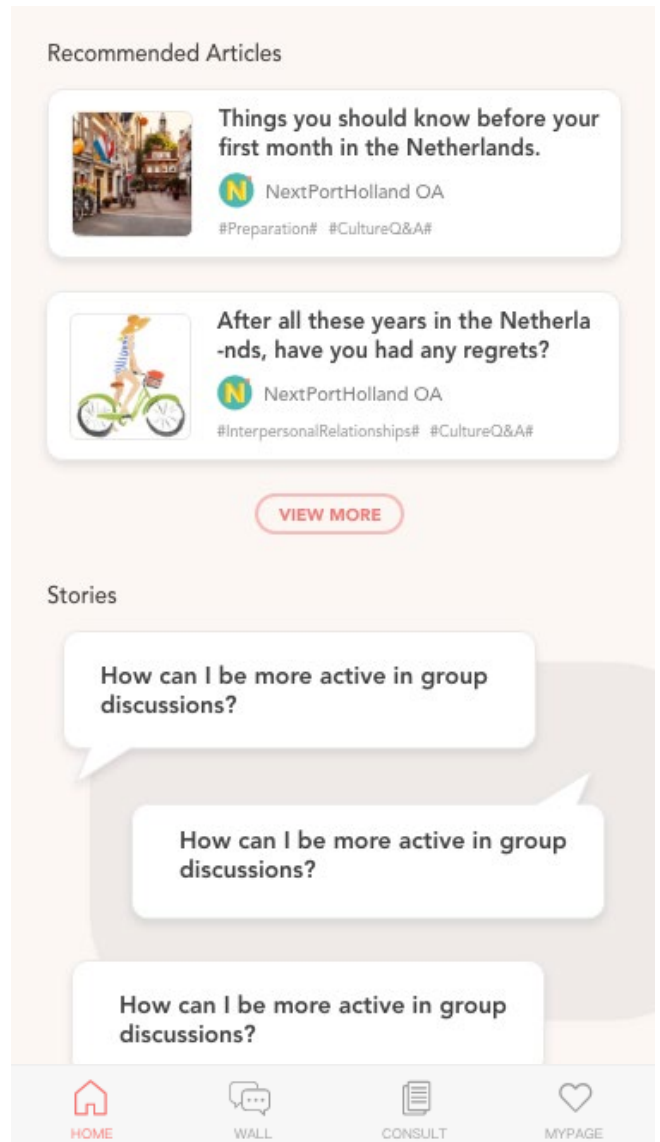
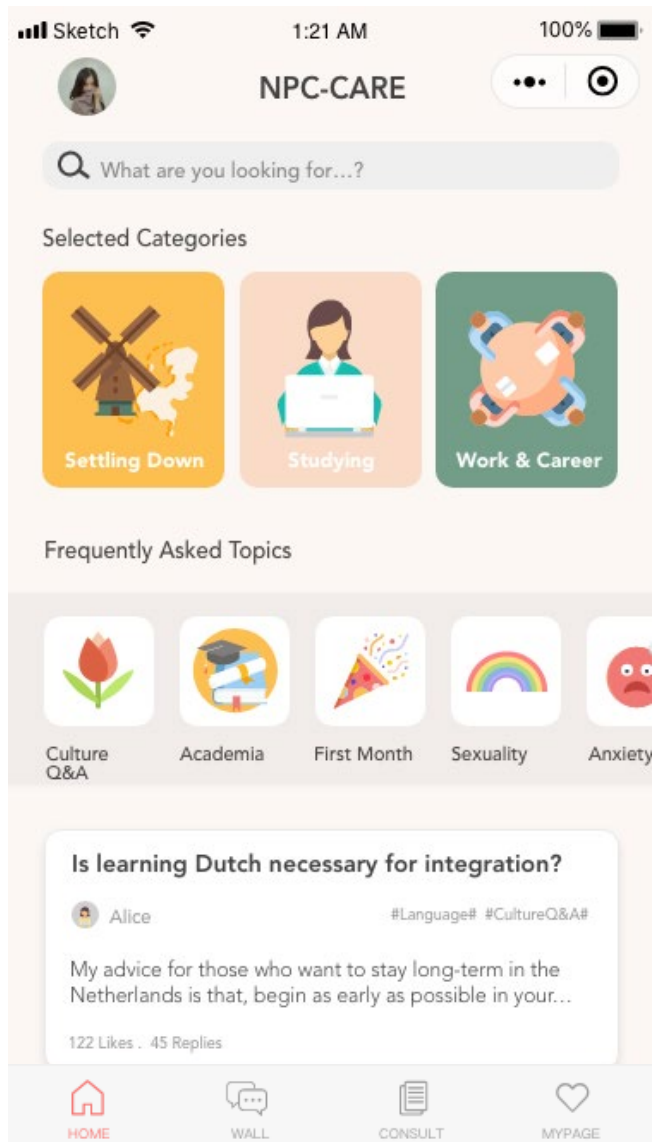


Figure 6.1-3: HomePage



## Wall

Wall is the main access to all user-generated data, including the forum, where people look for support or give help to others, and stories, where there's an urge to express but no specific question in mind.

In line with the topic logic defined in chapter four, five parent categories are presented in the first layer. Through one of the access, corresponding forum questions and answers will be shown in the second layer.

In the second layer, filters of the five parent categories are kept accessible.

Users can also go to interesting forum answers, or click the bottom bar to ask him or her own question. Stories under the same category can also be easily switched by the selection tab. If the user chooses to generate their own content, it would be required for them to choose at least on predefined topics as a tag.

The third layer leads to a specific forum answer or a specific story, where users can answer the same forum, or reply to the story.

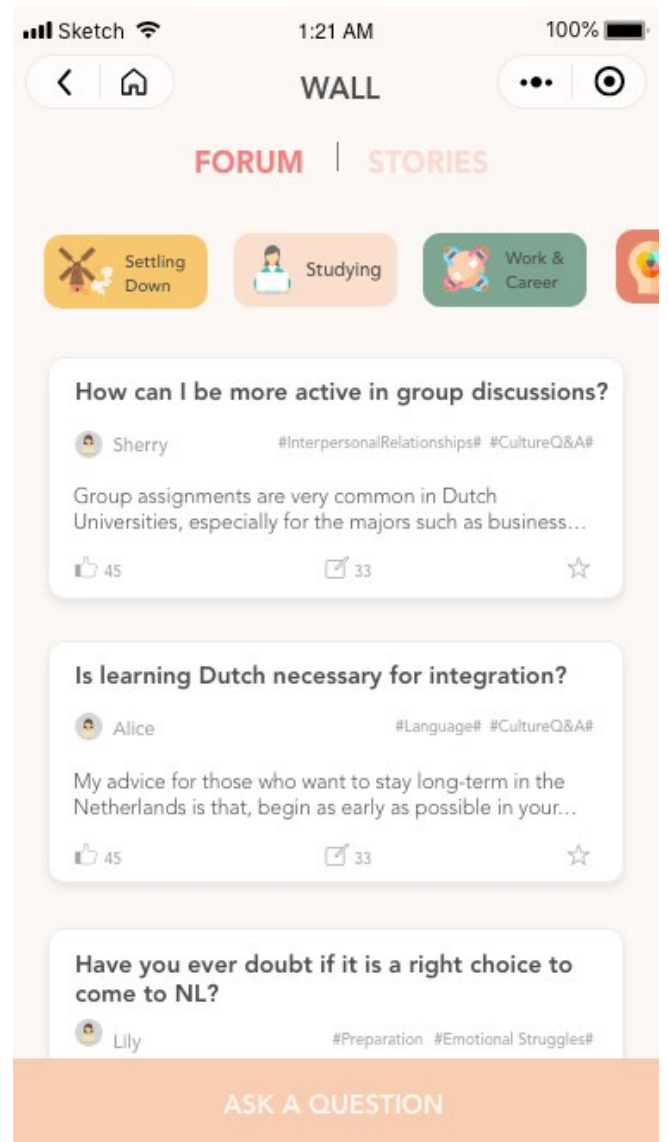
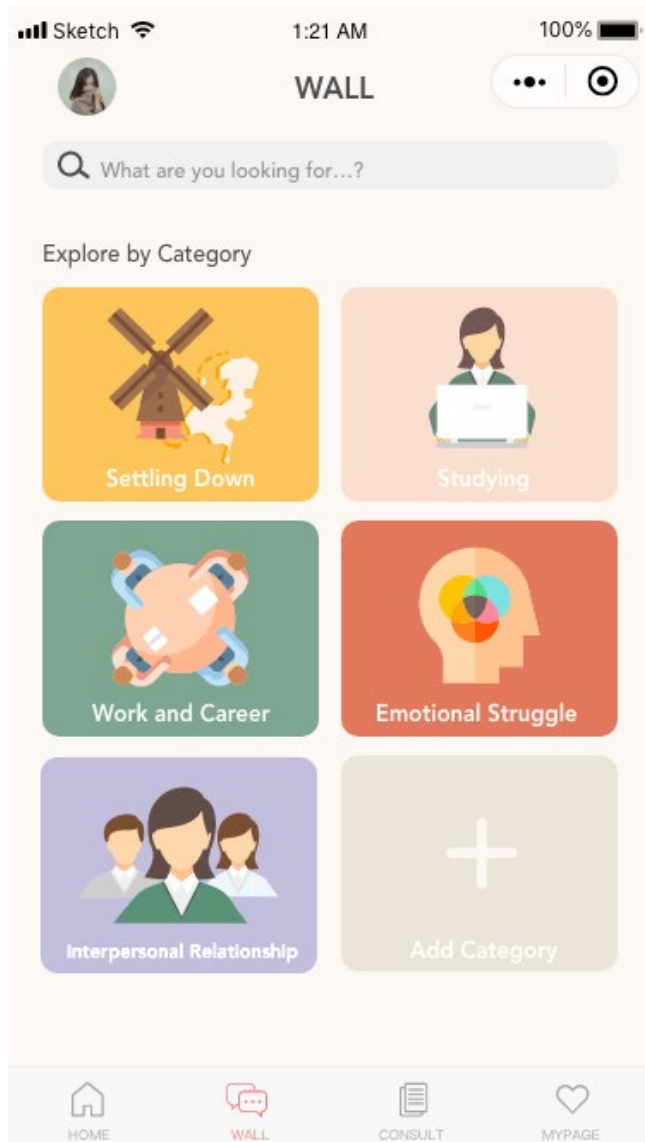


Figure 6.1-4 Wall Page

## Consult

Consult is access to professional therapists. The filter function includes location, budget and professional field, where people can choose and save their options.

In a specific therapist or institution page, the main introduction, contact information, service fee, and reviews will be shown to users.

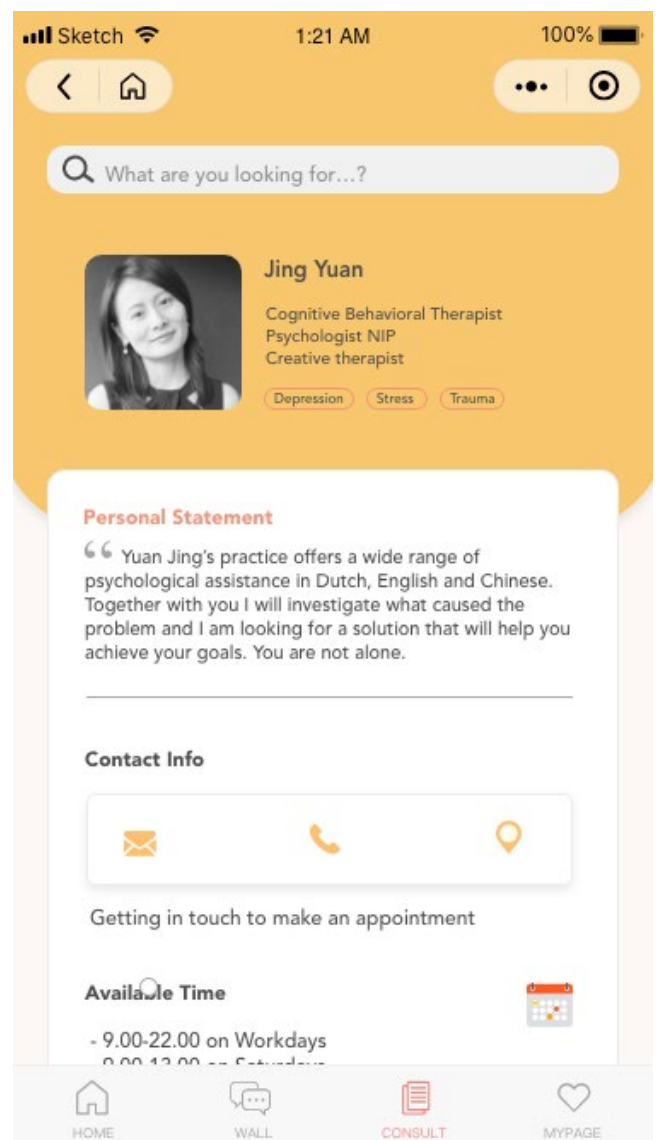
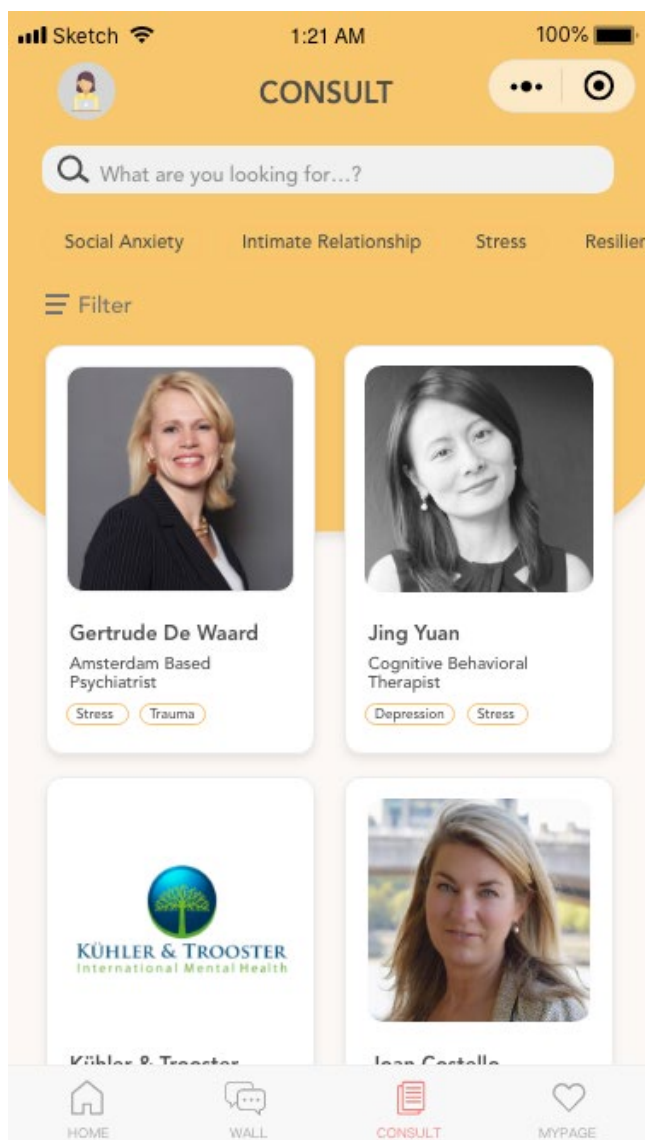


Figure 6.1-5: Consult Page

## Personal Page

This is the access to personal profile, self-generated content and saved therapist, stories or forum answers.

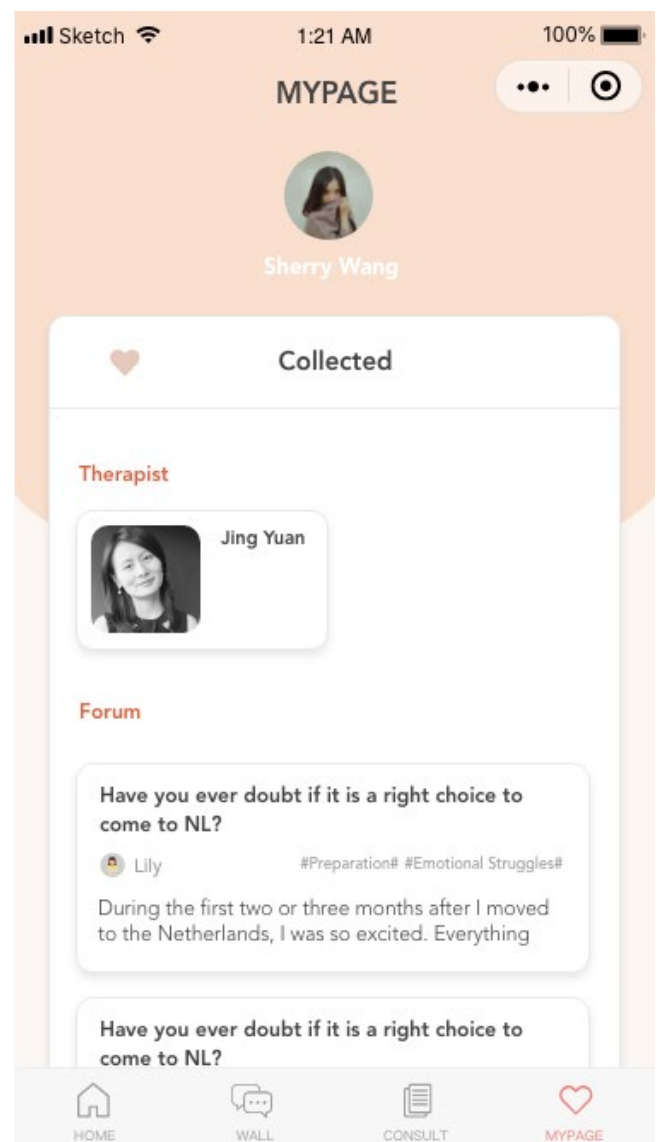
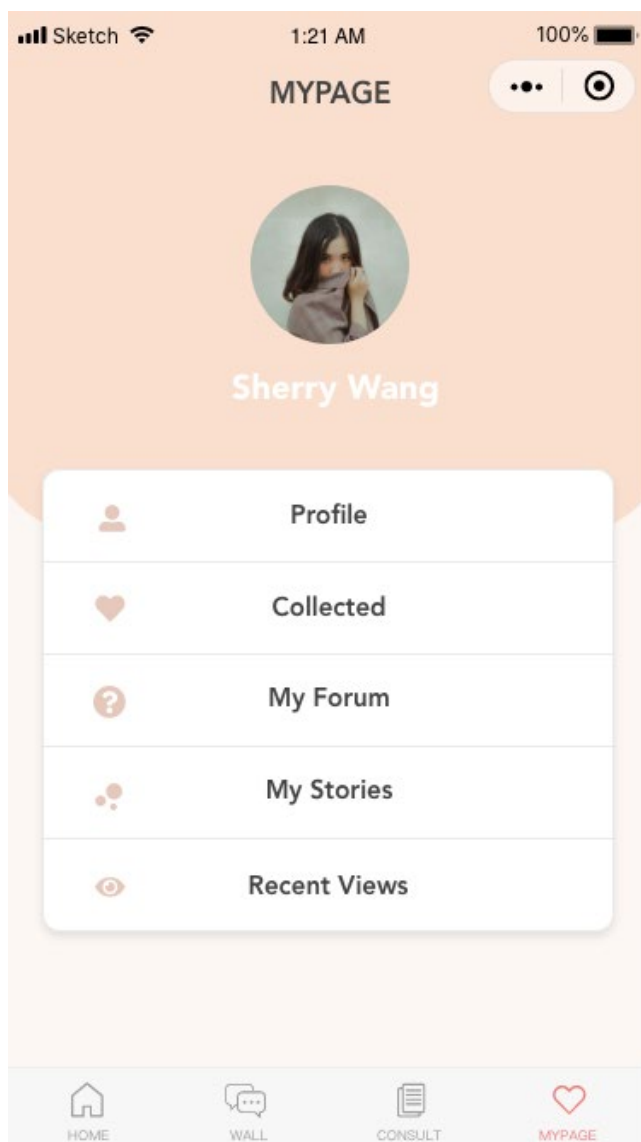
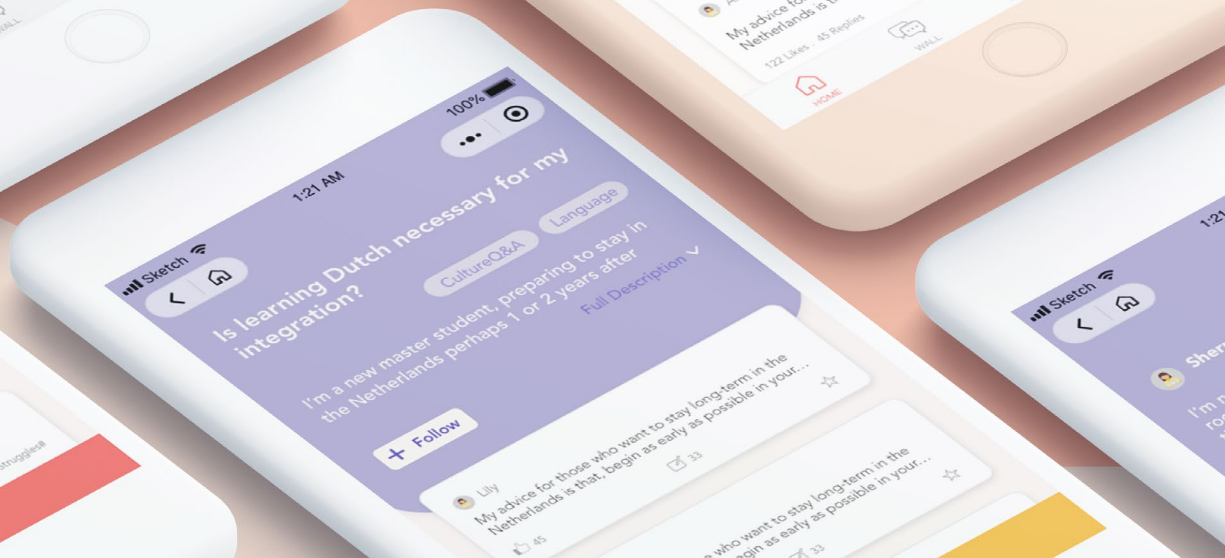
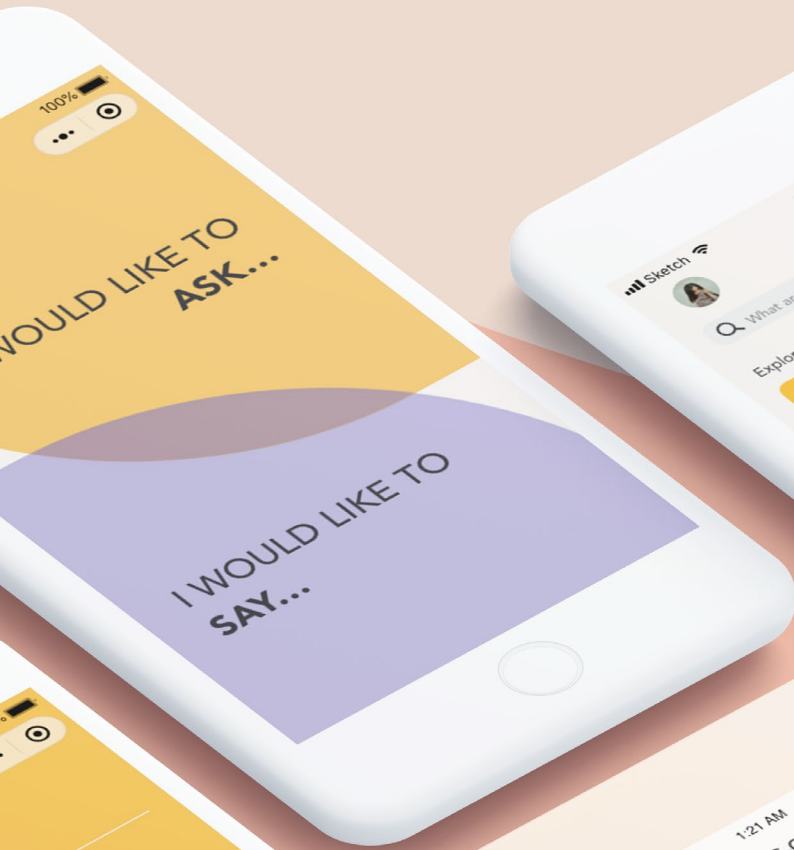


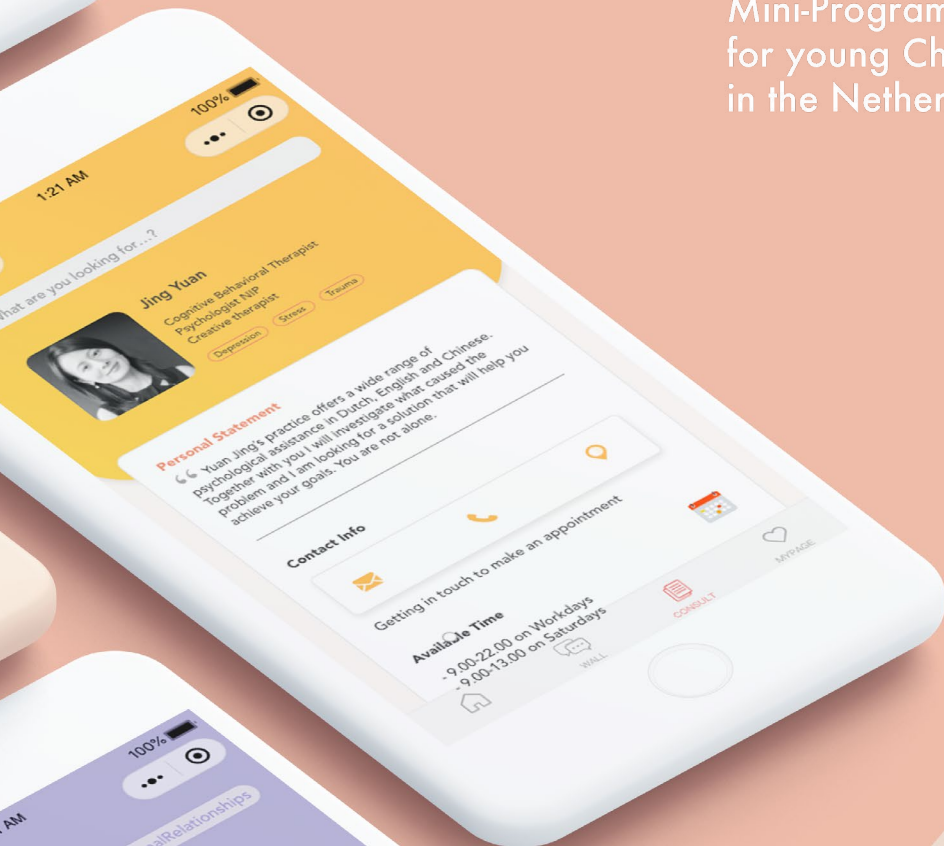
Figure 6.1-6 Personal Page





# NPC-CARE

Peer Support and Professional Consultant  
Mini-Program Design  
for young Chinese migrants  
in the Netherlands



## S&S Loneliness Object Toolkit

The final design of S&S toolkit was developed to be a one-end toolkit, including:

- A zine of loneliness objects

This is a zine of loneliness object examples. As seen from the content page(Figure 6.2-1), two dimensions: sensation and scenes made up an object matrix. The readers can choose as their interest to browse through each section.

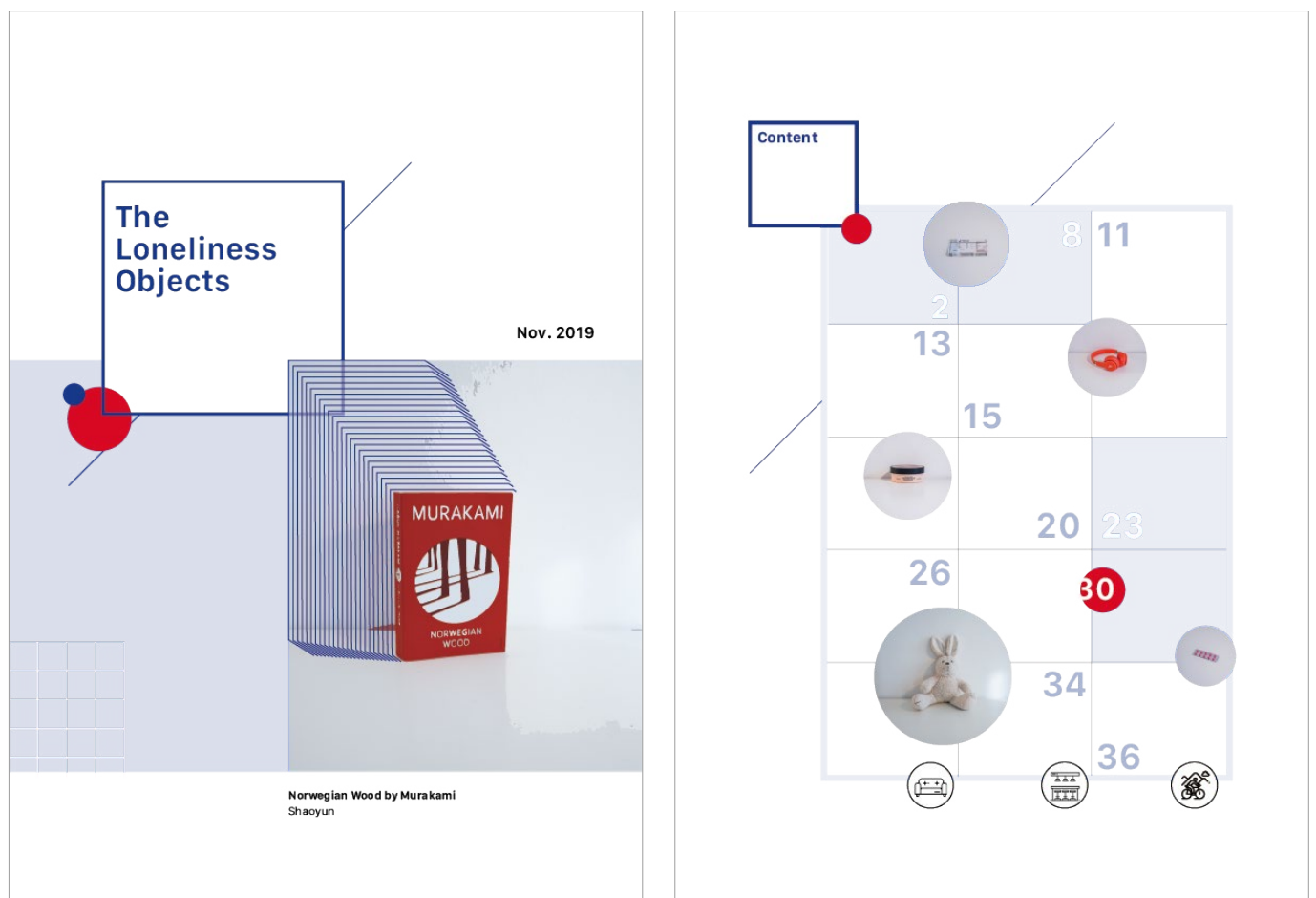


Figure 6.2-1: Cover and Content Page

- An instruction brochure helps find loneliness objects

The brochure is to help the user find their personal loneliness object and to reflect about their emotions and situations. The first two steps are to be aware of their location, then open up sensations and have a sensory of their surroundings. After that , the brochure lead people to find their own 'object of loneliness.'"

- A small poster to record personal loneliness object, where people can stick polaroid picture, make notes, and scan a QR code to make the personal collection digital and preservable(this can be linked with the first concept, mini-program, in the future), and upload to the backstage story pool to be selected as the next issue of zines.

- A sheet of sensation and scene stickers



Figure 6.2-2: Instruction Brochure

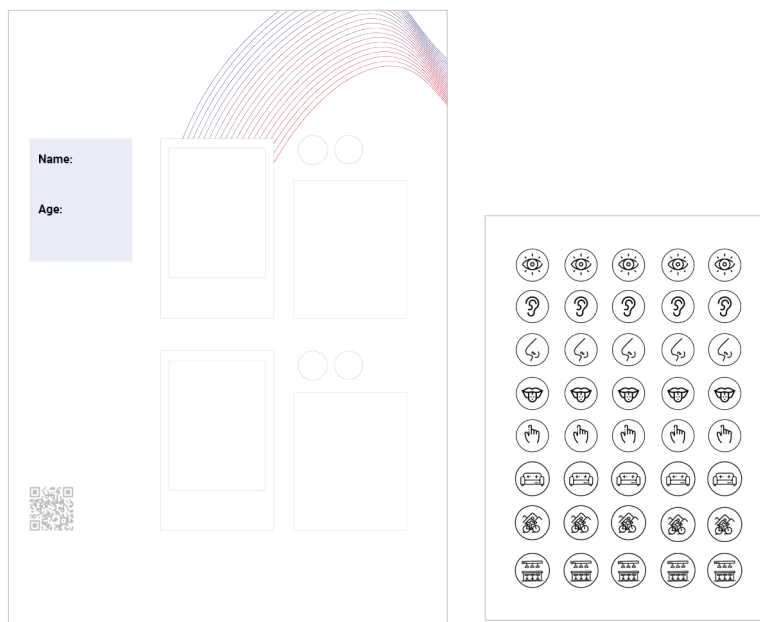


Figure 6.2-1: Pster and Stickers

### Norwegian Wood by Murakami

**Shaoyun**

23, Female  
2nd Grade Master



'I once had a Chinese version of Norwegian Wood before I came to study in the Netherlands. It was one of my all-time favourites during teenage years. This English version is a gift from a friend when I got a fracture during my first year Master, when I did the surgery and could barely do nothing or see anyone in almost a month, it was my best company. It was weird to read the same story in a different language and a different circumstances, but the way how it touched me in solitude was still exactly the same.'

### Fluffy Bunny

**Gloria**

24, Female  
Software Engineer



'I once had a Chinese version of Norwegian Wood before I came to study in the Netherlands. It was one of my all-time favourites during teenage years. This English version is a gift from a friend when I got a fracture during my first year Master, when I did the surgery and could barely do nothing or see anyone in almost a month, it was my best company. It was weird to read the same story in a different language and a different circumstances, but the way how it touched me in solitude was still exactly the same.'



**Holiday Light**  
from Hema

**Sanyi**  
23, Female  
2nd Grade Master



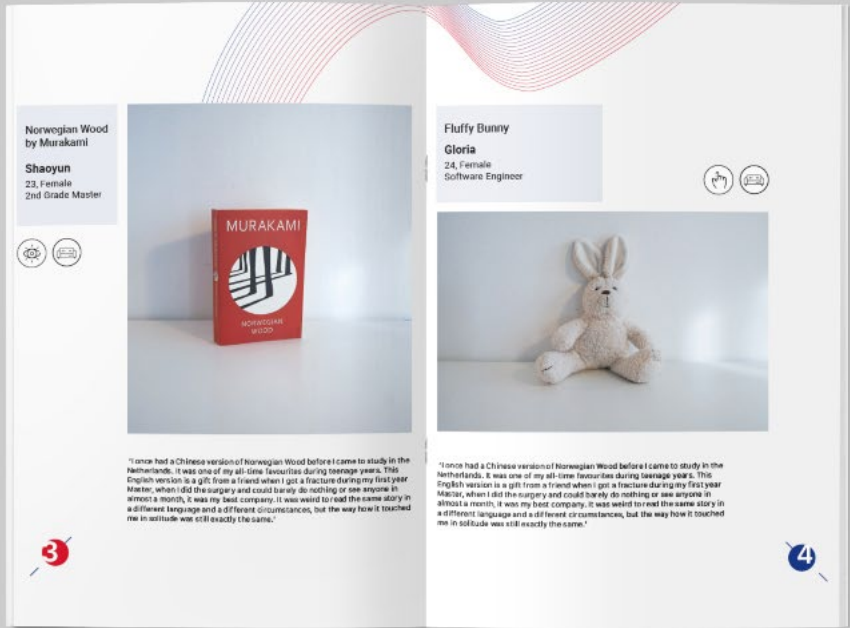
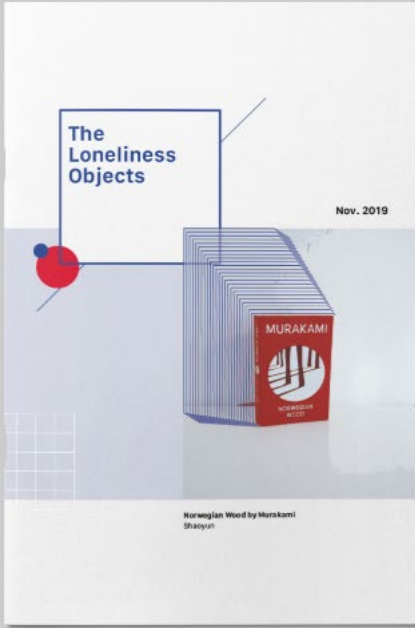
'I once had a Chinese version of Norwegian Wood before I came to study in the Netherlands. It was one of my all-time favourites during teenage years. This English version is a gift from a friend when I got a fracture during my first year Master, when I did the surgery and could barely do nothing or see anyone in almost a month, it was my best company. It was weird to read the same story in a different language and a different circumstances, but the way how it touched me in solitude was still exactly the same.'

**Holiday Light**  
from Hema

**Ting**  
26, Male  
2nd year PHD



'I once had a Chinese version of Norwegian Wood before I came to study in the Netherlands. It was one of my all-time favourites during teenage years. This English version is a gift from a friend when I got a fracture during my first year Master, when I did the surgery and could barely do nothing or see anyone in almost a month, it was my best company. It was weird to read the same story in a different language and a different circumstances, but the way how it touched me in solitude was still exactly the same.'







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## **What are the opportunities and points of attention to the concepts?**

The purpose of exploring design vision targeting future context is not only to find out innovative design solutions but also to define the practical steps of future development and implementation plan. In order to build up a blueprint to bring the concept to reality as a fully functional product, several internal and external experts were consulted to assess the feasibility of the concept from Business Perspective, Operations Perspective, and Psychological Expertise Perspective.

### **Consulted Experts:**

Melody (NPC)

Gina (NPC)

Liang (Psychology Student)

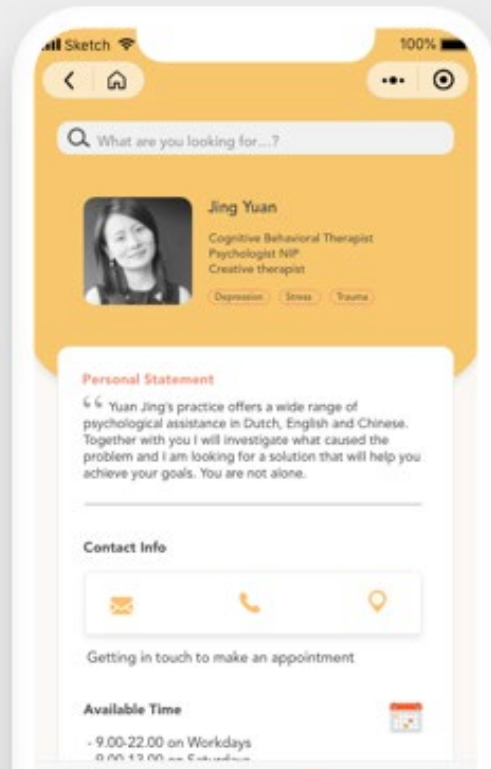
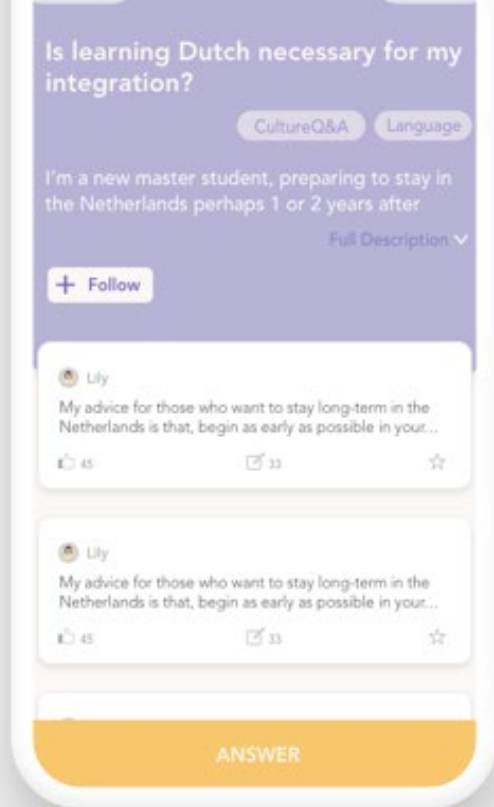
## **NPC-CARE**

### **1. OPPORTUNITIES**

- Unique market position
- Combination of professional and unprofessional discussion provide more opportunities to attract users
- Potential of deep collaboration including therapist recommendation and online therapy
- Integrating user needs and clinic accessibility (timewise and location wise) to take the service to the next level
- Collaboration with organizations such as cross-border entrepreneurs or migration agencies. NPC-Care can be one of the services within the package of settling down in the Netherlands.

### **2. IMPLICATIONS FOR ATHLON**

- Getting used to the transformation from one end content provider to managing user-generated content
- Regular content update
- Campaign at special occasions, such as Chinese holidays when there's more chances for people to feel like talking to someone.

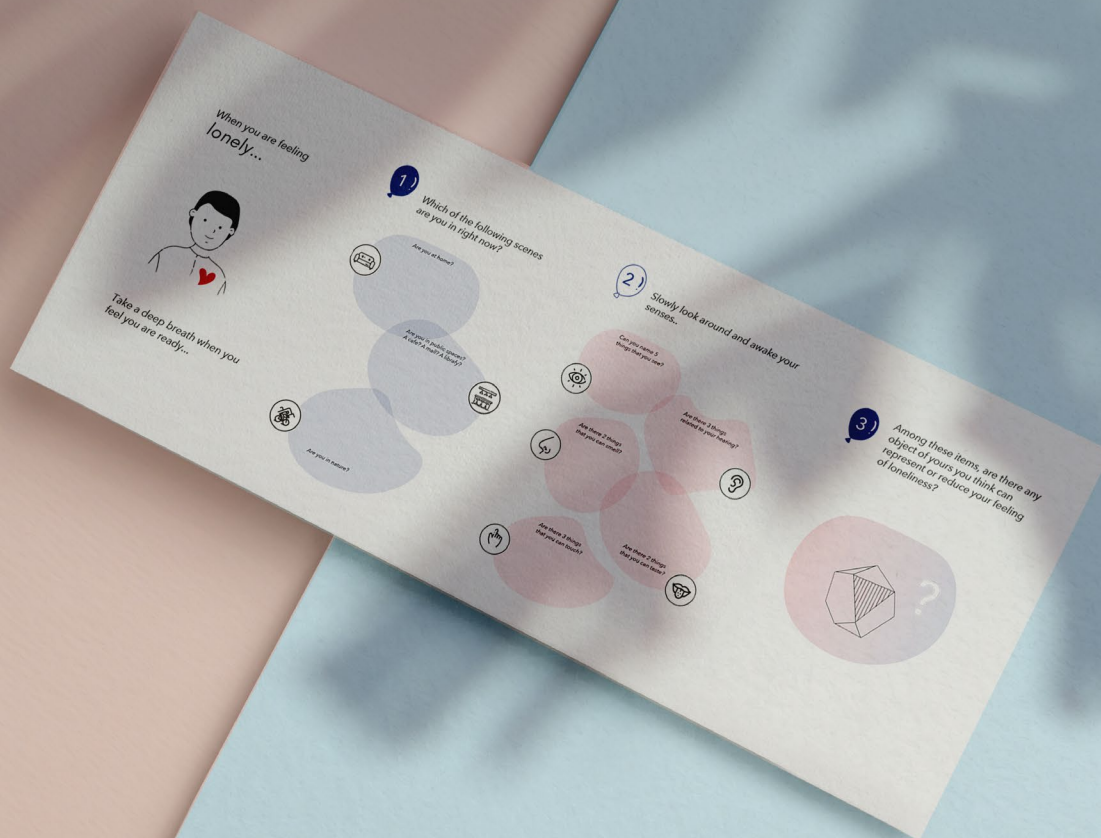


### 3. POINTS OF ATTENTION

- Considering the limitation in the practical development process of mini-program, some of the interaction effects may need to have some backup options.
- The search option may be a sore spot in developing phase because of the mass information source. It might be easier to limit the search range.
- The procedure of managing user-generated information needs to be considered. How to filter desired users? Is visitor mode required?
- Is WeChat learning curve hard for Dutch therapist?
- Consider the choice of monthly subscription and one-off fee. If there's a subscription, what kind of content it provides?

### 4. ACTIONS ON THE SHORT TERM

- Soon after launching the product, use around half a year to test the market, connect feedback and optimize existing features
- Peer support of emotional struggles can be a good selling point in the short term.
- Increase media exposure of the mental care service on the other parallel online platforms such as zhihu or douban.



## S&S Toolkit

### 1. OPPORTUNITIES

- A fresh concept, easy to comprehend and very playful
- There's potential to connect this concept with NPH Care, or exist as one of the ways as offline promotion

### 2. IMPLICATIONS FOR ATHLON

- Gather quality materials

### 3. POINTS OF ATTENTION

- It's more of a one-off product, and hard to provide long-term use
- Can not exist independently

### 4. ACTIONS ON THE SHORT TERM

- Article on NPH to bring up the topic and gather materials
- Use as a promotion in future offline events

# 8. IMPLEMENTATION BLUEPRINT

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## *What are the implementation roadmap for NPC-Care in 5 years?*

Based on the expert assessment insights, a high-level road map was made to guide the product life cycle from development to full implementation of NPC-Care.

Starting in January 2020, there would be four main stages:

Three months of mini-program development based on existing design prototype, during which time, essential adjustments will be made to fit WeChat environment. NPH can be used as the most efficient platform to raise awareness of emotional struggles and mental care among the targeted audience. Information of the third-party psychology professionals will be also collected and explore the possibilities of collaboration.

During the six months after launching the first service version for market testing and function optimizing, the service strategy would be focusing more on user-generated content. The priority in this period is to promote the product and attract more users, usage flow and data should be properly managed and checked regularly to maintain the content quality. The consultation function would only provide contact information of (Chinese Speaking)therapists and psychology students to users. In this period all functions will be tested and feedback will be gathered to be ready for the next fully functional version. This can also be the time to run and test the combination of S&S toolkit to get feedback from users. Finding your own loneliness object can be an online and offline combined campaign to raise awareness of mental care amont Chinese international students.

The second version of the service will be launched in October 2020. This version would focus more on expanding the consultation functions to online service and all-around collaboration with therapists. There will be independent access for therapists to manage their data, which means the therapy session can be recommended, planned, booked and conducted online through WeChat Platform. In this case, consultation service would not only be giving access to therapists but also give one-step service to all related activities. In this period, more organizations such as NGOs about mental care, and University psychology centers can also be included in the contact list.

In April 2022, the product would be in the maturity stage, maintain and update required would become more stable. During this period, the priority is to retain loyal users and transform the forum and story functions to the next stage. The policy of 'certified' answers and storytellers can be involved to give credit to high-quality content providers. Reaching out to local people or international students to join as freelance writers can also provide new perspectives and fresh information to the users. When the certificate system is established, functions of checking out paid content for quality information, and giving rewards to appreciate others can also be introduced.

2020.1

2020.4

DEVELOPMENT

LAUNCHING & TEST

STRATEGY

PROMOTION

Community Support and Mental Care - MATE

OPTIMIZING

SCALE

Chinese Community in NL

FRONTPAGE DEVELOPMENT

Mockup Design

Internal Test

UX Adjustments in Wechat Environment

Launch the function of uploading news objects

Launch NPC-Care v1.0

Low Complexity  
User Generated Content Focused

BACKSTAGE OPERATION

Raise Awareness:

Posts in Relation to Emotional Struggles and Mental Health

Tracking of Usage

Acceptance of Components and Functionality, gathering feedback

Prepare Predefined Contents

Legal Terms

Determine Content Update Cycle

Manage User Data

MARKETING

Targeting Local Therapists and Clinics (Especially Chinese Speaking)

Reach out to Psychology Student Audience

Promotion

Flexible Contract Duration

Reach out to NGOs and Community

New Bundle for one session

2020.10

2022.4

2025.1

<b>ING</b>	<b>GROWTH</b>	<b>MATURITY</b>
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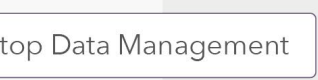
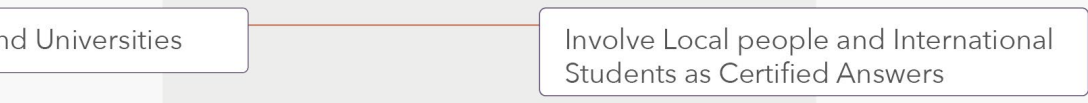
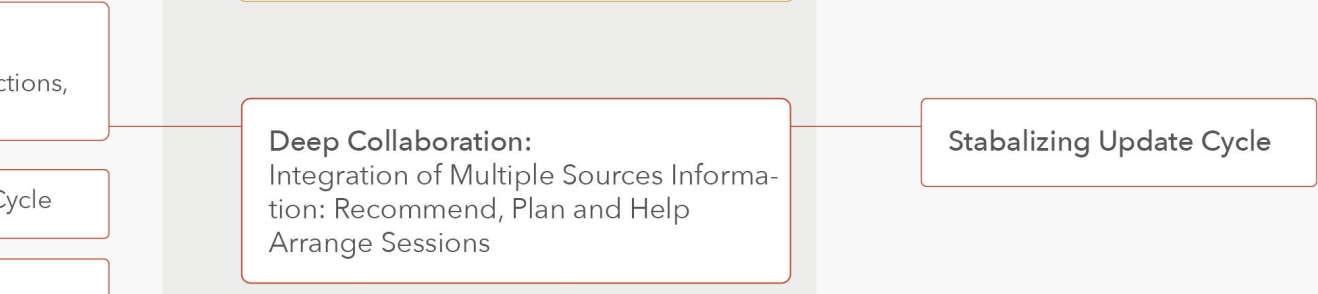
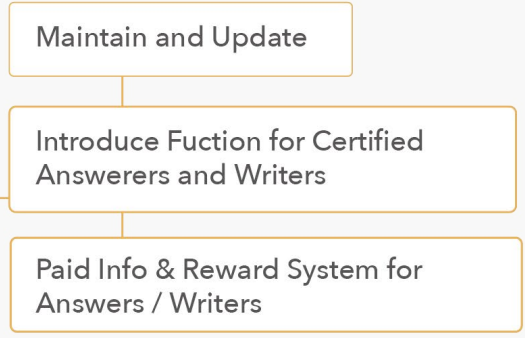
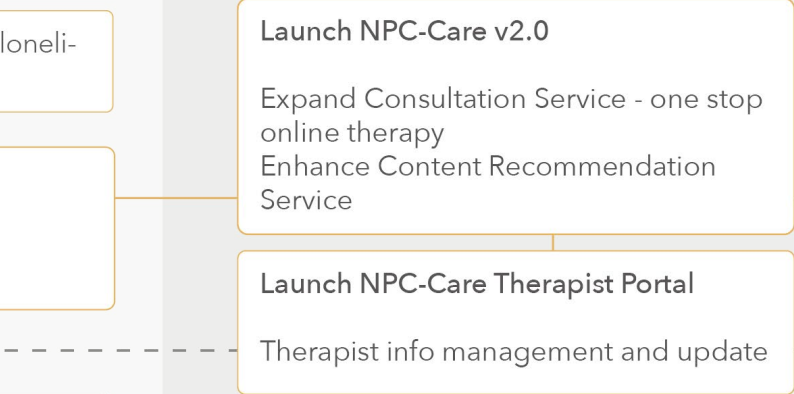
TRANSFORM

STABLIZE

All-Around Professional Psychology Service - DOC

International Students in NL

Support from Local Community



# 9. CONCLUSIONS AND RECOMMENDATIONS

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## Conclusion

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At the beginning of this report, three predefined design questions were raised to structure the project. In this chapter, the answer to the final question will be addressed and the conclusion of the whole process will be further drawn.

*- What are the key driving forces that would be decisive for the context of future Chinese migration to the Netherlands?*

Two dimensions of driving forces would be decisive for future Chinese migration.

“Place attachment and sense of belonging are crucial in order to establish an emotional and cognitive bond with a place, which leads to the feeling of security and sense of community” (Kaymaz, 2013), therefore it is instinctively for migrants to develop a sense of belonging after moving to a new place. During the process of looking for belongings, there are obstacles (urban dress code), confusion (placement of identity), and urges (dreaming of intimacy), together they formulate the first context driver dimension.

Another decisive driving force is ‘swinging life orientation’. “From a life-course perspective, people do different things at different stages in life” (China.usc.edu, 2019), the decision of migration is clearly a crucial turning point in one’s early twenties. When a person jumps out of his or her familiar life traits and new information suddenly flood in, it’s like going through adolescence all over again. There are many conflicts one must deal with in this life course, the eager to take control of life (break free of strains), communication barriers (inadequate contact), burdens that are hard to get over with (baggage from the past), and the cognition of subjective world (expectation and reality). These conflicts structure the theme of the second context driver dimension.

*- What are the main personal and social struggles in people’s migration process?*

Twelve personal and social struggles were thoroughly explained in chapter two. Among them, two of the following struggles were selected as the design vision for further exploration based on research outcomes.

Vision1: Disillusionment in the new environment leads to protective responses and low motivation of exploration.

Vision2: A mixed feeling of freedom and loneliness

Although the design visions were under the same framework, the differentiation of context drivers leads to the distinction of design visions. The rich information from previous research now lies beneath design visions and its context drivers.

*- What are the emotional needs in a resettlement process for Chinese migrants in the Netherlands and how can design help?*

When people are 'stuck' in a negative balance like 'children' who were disappointed in the 'play area'. The caretaker's role is not simply uplifting or encouraging, but to be comforting and supportive to let them gradually go through the transitional period and be more positive to the adjustments that are essential to make. The NPC-Care service design is working as a role of caretakers. Focusing on the emotional status of young migrants, the service create a multi-purpose system for everyone to find the support they need.

At different courses of migration, one may encounter corresponding obstacles in life, these obstacles distinct timewise but have the same similarity among peers. One may also suffer from emotional barriers caused by obstacles, sometimes by a specific experience while sometimes a long-term life condition. Therefore, the mini-program service has three main design features: divide commonly encountered struggles by different migration courses, forum where everyone can talk about their personal feelings and help others, and access to consultation where users in need can find professional help to turn to.

Differentiate from the form of functional online service, the S&S Toolkit concept is much lighter and adaptive. The original design goal was to let people make peace with their loneliness, the method accomplishing the goal is to bring one's isolated feeling to the mass homogeneity, therefore created a shared feeling of being understood and sheltered. The collected data was organized in a matrix of sensation and scene(S&S), these are two ways to quickly grasp the essence of another person's story, as well as two means to reflect on one's current presence. The S&S matrix gave a structure for people to understand each other's stories: the look, smell, taste, touch, sound, and atmosphere.

# Recommendation

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In this chapter, recommendations for further development and implementation of the two concepts are listed to solve the limitations and give a view of future steps.

## LIMITATIONS

For the NPH-Care Mini-Program concept, two basic interface logics were initially designed, one with complex homepage and one without. Because of the time limit, the logic with the homepage was chosen to be developed further considering the use habit of Chinese people. It would be more convincing to have a small scale user test to make the decision more solid. Besides, the final prototype hasn't been tested in WeChat environment and some of the interaction animations or effects might not be completely manageable. In the later developing phase, it would be necessary to run a feasible test and make essential adjustments. During the design phase, the designer consulted psychology students and referred to other mental care service products to gather professional insights. It would be more informative to interview professional therapists to get a better knowledge of their working methods and environment.

For the S&S Toolkit Concept, it's hard to evaluate the influence on users. In the next stage, it would be nice to hand out some samples and see people's reactions. There are many other forms of presenting this concept as well that haven't been fully discovered, for example, an interactive product, pop-up exhibition or podcast, depending on what channels are the client focusing on.

## RECOMMENDATIONS

### NPC-CARE

- Start from Current Operation

For many years, NPH has been a highly reviewed platform in the Chinese international student community and accumulated many loyal audiences. The NPH-Care concept is a chance to expand the range of service from one-end content provider to a more interactive platform in the Chinese community. As explained in the blueprint, the entry point of promoting the service can start from community support and emotional care, which are highly in line with the current company scope. When the product is broadly introduced and widely accepted, more thorough and professional online therapy and deep collaboration with clinics can be applied in later phases.

- Expanding Market Segment and searching for New Partnerships

Starting from the Chinese community, the next step can be expanding from Chinese community peer support to local support. In the later phase, apart from regular users, it can be possible to invite contract local writers to give support from a new perspective. Considering the similarity in the west EU environment (migrant background, language ...), the psychology care service can also be considered to apply to Chinese migrants' psychology care among Benelux and Germany.

- User Centricity Topic Selection

The topic logic is the 'skeleton' of the sharing function(forum and story). They inspire and lead the user experience, and to some extent restrict the content shared by users to keep it manageable. The topics chosen to be predefined were the most commonly discussed, severe, or easily neglected ones popped up in the research phase. However, there could be more fields that users are interested in or would like to include during practical usage. In this case, a function is provided to suggest their personally interesting topic to backstage. For the current stage, it would be too complex to let anyone add their interested topic directly since it would widely spread the use flow and no topic would have enough content to read through. But in later phases, if the user flow is stable and abundant, it can be possible to include more topics generated from users and add to the topic pool.

- Prepare, Maintain and Update

Before launching the service, some of the forum and stories content have to be predefined, this can be done by developers or freelancers. Regular maintenance and content updates are suggested to be planned beforehand.

## S&S Toolkit

- Combination of Two Concepts

For now, the combination of two concepts only lies in the side of S&S Toolkit, which provided a QR code on the poster that can be developed later as a link to one of the mini-program functions. This function can be a component in 'MyPage', to give a portal for users to upload their object images and stories. It can be chosen by the user to be kept as a private journal, or be uploaded to the object pool to be selected in the next issue.

Further implementations of the concept can be developed to a more interactive and playful 'message bottle' function, so the uploaded object and story can drift a random stranger and be shared temporarily, then start a conversation if accepted by both ends. This is a channel of getting a response from others while avoiding mass discussion and keeping privacy at the same time.

- Be more interactive

The physical toolkit can not provide responsive feedback or suggestions from users. The QR code is one of the solutions for connecting providers and users, but the way of accomplishing it is not very intuitive. It's possible in later phases to consider different means of presenting the content and providing feedback channels.



## Future Research

In Chapter 2, 12 likely behaviours in total was found in the context, among which, only two were conducted as design visions. For the future designers or researchers who are interested in Chinese migrants and their emotional struggles, the left part of behaviour framework can be a good starting point.

Although the twelve behaviours were generated specifically from the context of Chinese migrants in Dutch society, some of their driving forces actually can be applied to other user groups.

Take 'intimate relationship is built as a world to escape in' for an example. This behaviour is the result of two driving forces: baggage from the past and dreaming of intimacy. For non-Chinese migrants, do they also bring baggage from the past? If so, what are the 'baggage' different from Chinese migrants? For those who have a forced migration background, the 'baggage' can be trauma, or fear, or something even heavier. When they are in a new place and are dreaming of an intimate relationship with this place and people around, do they use intimate relationships still as their secret garden? Or maybe do they tend to build an even stronger castle to forget about the past?

In this case, the framework can be adjusted and applied to other circumstances, and other user groups.



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# APPENDIX

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# Appendix A. Context Factors

	Factors	Sources
	<b>Culture</b>	
	State	
1	The cultural diversity adds a lot of value to the city landscapes of Amsterdam, Rotterdam, etc, but is not always reflected in them.	<a href="http://gabrielabustamante.com/ongoing-projects/to-kiss-or-not-to-kiss/">http://gabrielabustamante.com/ongoing-projects/to-kiss-or-not-to-kiss/</a>
2	It's believed that racism does occur in the Netherlands country, but that "race" is not an inseparable part of culture in the way as in the US (Janssen 2011).	<a href="#">H10: Perspective of people from outside the Netherlands about the Netherlands - Thinking of the Netherlands</a>
3	From the perspective of people from outside of the Netherlands, directness, openness and pragmatism are the most frequently mentioned by expatriates as typically Dutch traits.	
4	The Netherlands is an Individualist society. This means there is a high preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only.	<a href="https://www.hofstede-insights.com/country/the-netherlands/">https://www.hofstede-insights.com/country/the-netherlands/</a>
5	In the Netherlands it is important to keep the life/work balance.	
6	The Netherlands exhibits a slight preference for avoiding uncertainty.	
7	The Netherlands has a pragmatic nature. People believe that truth depends very much on the situation, context and time. They show an ability to easily adapt traditions to changed conditions, a strong propensity to save and invest, thriftiness and perseverance in achieving results.	
8	<b>The Netherlands is generally among the most open of European countries. The Dutch seem to be less concerned than their European counterparts with migrants' ethnicity, skills and qualifications.</b>	
9	<b>The Dutch are among the top five European countries in demanding that immigrants learn the native language and adopt Dutch customs.</b>	<a href="https://blogs.lse.ac.uk/europpblog/2017/03/03/the-dutch-arent-turning-against-">https://blogs.lse.ac.uk/europpblog/2017/03/03/the-dutch-arent-turning-against-</a>
10	When asked to define the Dutch national character, 9 out of 10 Dutch people quoted the saying: "doe maar gewoon, dan doe je al gek genoeg". Translation: just act normal, that's already crazy enough!!	<a href="https://stuffdutchpeoplelike.com/2010/11/26/no-56-normalcy-doe-normaal/">https://stuffdutchpeoplelike.com/2010/11/26/no-56-normalcy-doe-normaal/</a>
11	High respect for family is a special feature of Chinese civilization. The family is deemed the basic unit of Chinese society.	<a href="https://www.globaldialoguefoundation.org/files/FAM_2009-mar_China.pdf">https://www.globaldialoguefoundation.org/files/FAM_2009-mar_China.pdf</a>
12	Dutch students avoid references to 'skin colour' and to 'whiteness' because of the 'racial' connotations.	<a href="https://www.landfonline.com/doi/abs/10.1080/01419870701538885">https://www.landfonline.com/doi/abs/10.1080/01419870701538885</a>
13	The Netherlands (Dutch, vaderland), as well as the Scandinavian countries, have similar forms of fatherland. While in China, the homeland is always described as 'motherland', a female identity.	<a href="https://www.dictionary.com/e/motherland-vs-fatherland/">(https://www.dictionary.com/e/motherland-vs-fatherland/</a>
14	Part of dutch population is more committed to symbols and traditions(such as King's Day or the Remembrance Day and Liberation Day) and part is primarily committed to civil liberties. Both groups attach great importance to freedom, but give it a different interpretation.	Translated from H17: Conclusions and final considerations - Thinking of the Netherlands )
15	The Netherlands has had a reputation as a humanitarian haven, with refugees and immigrants attracted by Dutch tolerance and prosperity.	
16	The culture of the country has long been one of openness and tolerance, with a vibrant cultural and sporting scene that encompasses many immigrant and refugees.	<a href="https://www.migrationpolicy.org/article/migration-netherlands-rhetoric-and-perceived-reality-challenge-dutch-tolerance">https://www.migrationpolicy.org/article/migration-netherlands-rhetoric-and-perceived-reality-challenge-dutch-tolerance</a>
17	Many in The Netherlands deny the existence of race and racism even as significant research strongly suggests otherwise. The Netherlands' unique form of racism, which is rooted in racial neoliberalism, anti-racialism (i.e. the denial of race), racial Europeanization, and the particular Dutch history of colonial exploitation.	<a href="https://www.researchgate.net/publication/264806393_The_Ideologically_Colonized_Metropole_Dutch_Racism_and_Racist_Denial">https://www.researchgate.net/publication/264806393_The_Ideologically_Colonized_Metropole_Dutch_Racism_and_Racist_Denial</a>
18	Asian students were more likely to have parents who were currently married, and much less likely to experience parents' divorce compared with students in European countries. This is related to a phenomenon that divorce is particularly hard for Asian couples because of expected roles for individuals within the family and society.	
19	More European students in dating relationships lived with partners comparing to asian students. A Confucian-based role expectation acts as an important factor in this phenomenon. Living with a partner is often seen as a taboo for unmarried couples in Asian culture, as it reflect one's deviance from traditional roles.	<a href="https://journals.sagepub.com/doi/full/10.1177/1077801216654575">https://journals.sagepub.com/doi/full/10.1177/1077801216654575</a>
20	Top two questions that parents would like to ask their children study overseas are "How's study" and "How's date / finding date going"	(Interview)
21	Chinese parents are usually alarmed by even the tiniest likelihood that their offspring will remain unmarried and childless.	<a href="http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027">http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027</a>
22	The ultimate goal of most relationships in China is usually marriage.	
23	Young Chinese adults are often under a lot of pressure from the elders in their family to find a good husband or wife and get married relatively early. This pressure is particularly acute for women, who can be called "leftover women" if they pass the age of 26 or 27.	<a href="https://www.thoughtco.com/dating-in-china-whats-different-687348">https://www.thoughtco.com/dating-in-china-whats-different-687348</a>
24	Chinese from an urban area, where most parents have a single child as a result of the one-child policy, and often center their lives around that child (Fong, 2004).	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3714336/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3714336/</a>
25	The fundamental Chinese value are: shame, Confucian philosophy, filial piety and collectivism.	(Globalization and Identity Development: A Chinese Perspective)
	Principle	
26	A strong attachment to national identity is not necessarily linked with loyalty.	<a href="https://www.scp.nl/dsresource?objectid=d4855f8b-7708-4fb9-a93d-2914cc6eb59e&amp;type=org">https://www.scp.nl/dsresource?objectid=d4855f8b-7708-4fb9-a93d-2914cc6eb59e&amp;type=org</a>
27	Migration is often a family decision rather than an individual one.	<a href="https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en">https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en</a>
28	<b>Urban landscapes inherit communities' values, beliefs, symbolic meanings which occur and change throughout the time. They are the physical reflection of urban identity.</b>	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
29	It's easy to claim loving foreign fashion / food / culture, but hard to love them much on foreigners.	<a href="https://www.buzzfeednews.com/article/teresamathew/clothing-as-codeswitching">https://www.buzzfeednews.com/article/teresamathew/clothing-as-codeswitching</a>
30	In Individualist societies offence causes guilt and a loss of self-esteem, the employer/employee relationship is a contract based on mutual advantage, hiring and promotion decisions are supposed to be based on merit only.	<a href="https://www.hofstede-insights.com/country/the-netherlands/">https://www.hofstede-insights.com/country/the-netherlands/</a>
31	Regarding women's rights, premarital cohabitation is a double-edged sword. On one hand, it is a necessary way to understand the live-in partner before marriage. On the other hand, in a male-dominated society, it can hurt women if the relationship breaks down	<a href="http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm">http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm</a>
	Trend	
32	Young immigrants at school are showing resilience and are finding some interesting ways of expressing their identity through the way they dress.	<a href="https://www.resettlement.eu/page/finding-new-identity-and-helping-out-important-and-challenging-role-young-burmese-refugees">https://www.resettlement.eu/page/finding-new-identity-and-helping-out-important-and-challenging-role-young-burmese-refugees</a>
33	<i>Migrants are likely to fuse elements of both countries' cuisines to symbolise their double identities in homes 'here' and 'there'.</i>	(Home and Migration: Mobilities, Belongings and Identities)

34	Chinese youth born in the 80s and 90s, while experiencing ongoing individualization, are taking on more family duties as they enter society. When they take up family duties, they seem to reproduce what their parents did to them, such as laying all the hopes on their only child, resulting all the resources and attention in a family group go to the third generation.	<a href="https://china.usc.edu/ga-yun-yunxiang-about-rise-individualism-among-chinese-youth-post-mao-era">https://china.usc.edu/ga-yun-yunxiang-about-rise-individualism-among-chinese-youth-post-mao-era</a>
35	Premarital cohabitation has become more commonly accepted among the younger Chinese generation, which is a trend with the society's development. It echoes the rise of women's power in China, showing women's independence.	<a href="http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm">http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm</a>
	Development	
36	China is a priority country in the Netherlands' International Cultural Policy 2017-2020. Among other things, this status means that extra attention, resources and personnel capacity go to the Dutch diplomatic posts in Beijing, Shanghai, Guangzhou, Chongqing and Hong Kong.	<a href="https://dutchculture.nl/en/china">https://dutchculture.nl/en/china</a>
37	Due to cultural issues and China's One-Child Policy, parents have high expectations for their children and are willing to invest time and money to help them build a successful future.	
38	Both parents and Chinese children overseas navigate their use of these media to construct a positive self-image in their online communication, even though breakdowns still happened.	<a href="https://dl.acm.org/citation.cfm?id=3064701">https://dl.acm.org/citation.cfm?id=3064701</a>
39	In the Netherlands, there is a desire to give more attention to Chinese art and culture.	<a href="https://dutchculture.nl/en/china">https://dutchculture.nl/en/china</a>
40	Students view the Netherlands as safe, egalitarian, and open to different cultures. This appreciation of certain aspects of Dutch society is also a reflection on satisfaction with some social changes inherent to China's rapid modernization.	<a href="http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf">http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf</a>
	Psychological	
	State	
41	Among migrations seeking for "opportunities", "lifestyle", "family" or "study", students have the lowest levels of life satisfaction (Bryant and Merwood, 2008).	<a href="https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en">https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en</a>
42	For immigrant women, clothing takes part in code-switching. Clothing is a way to keep two half-lives separate and to show or hide their immigrant identity from outside.	<a href="https://www.buzzfeednews.com/article/teresamathew/clothing-as-codeswitching">https://www.buzzfeednews.com/article/teresamathew/clothing-as-codeswitching</a>
43	Although we are TUD graduates, our campus gate is not in Delft, our campus gate is at Schiphol International Airport. ...	<a href="https://onlinelibrary.wiley.com/doi/full/10.1002/psp.2029">https://onlinelibrary.wiley.com/doi/full/10.1002/psp.2029</a>
44	Dutch people holds a strong self-esteem in Dutch identity, what typifies the Netherlands and what is important for the sense of belonging. The majority of Dutch people associate the Netherlands with 'home' and the place where people live 'here'	<a href="https://www.scp.nl/dsresource?objectId=d4855f8b-7708-4fb9-a93d-2914cc8eb59e&amp;type=org">https://www.scp.nl/dsresource?objectId=d4855f8b-7708-4fb9-a93d-2914cc8eb59e&amp;type=org</a>
45	The circumstances of people's decision (or compulsion) to migrate matter in terms of both their expectations for their future lives as well as the degree of stress or trauma engendered by the process of migration itself.	<a href="https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en">https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en</a>
46	10% percent of migrants in the Netherlands report that they have no one to count on.	<a href="https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en">https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemId=/content/component/how_life-2017-7-en</a>
47	Chinese students who chose to stay in the Netherlands after study are mainly diligent and ambitious in career. (Interview)	
48	In the first five years after the migration, people gains happiness comparing their life with which in origin. After 5 years they evaluate their conditions in the host country through a more critical lens, to compare more with their life status with native-born populations.	<a href="https://s3.amazonaws.com/happiness-report/2018/CH3-WHR-lr.pdf">https://s3.amazonaws.com/happiness-report/2018/CH3-WHR-lr.pdf</a>
49	Humanitarian migrants have substantially lower well-being outcomes than other types of migrants when first arriving in the host country (Brücker et al. 2017).	<a href="https://www.leydenacademy.nl/imiscoe-conference-care-for-and-social-well-being-of-older-migrants/">https://www.leydenacademy.nl/imiscoe-conference-care-for-and-social-well-being-of-older-migrants/</a>
50	Migration particularly brings happiness for migrants who move to more developed countries than the ones they leave.	<a href="https://s3.amazonaws.com/happiness-report/2018/CH3-WHR-lr.pdf">https://s3.amazonaws.com/happiness-report/2018/CH3-WHR-lr.pdf</a>
51	<b>Even though there are normally gains in material well-being by moving to where incomes are higher, happiness and other components of subjective well-being can be reduced by migration.</b>	<a href="http://ftp.iza.org/dp6871.pdf">http://ftp.iza.org/dp6871.pdf</a>
52	Collectivism was associated with more identity distress in China.	<a href="https://www.researchgate.net/publication/280180507_Identity_Distress_During_the_Era_of_Globalization_A_Cross-National_Comparative_Study_of_India_China_and_the_United_States">https://www.researchgate.net/publication/280180507_Identity_Distress_During_the_Era_of_Globalization_A_Cross-National_Comparative_Study_of_India_China_and_the_United_States</a>
53	Connectedness and identity are at the heart of international students' experience in the host country. Disconnectedness often results in a status of marginalisation that affects students' physical and mental well-being.	
54	Maintaining ties with family and home culture helps international students sustain 'the continuity of self'	(Marginson, Nyland, Sawir, & Forbes-Mewett, 2010, p. 360).
55	<b>International students' identity is complex and evolving. Many do not consider themselves to possess a singular national home-based identity but connected to the broad categories of culture and religion. Also rather than solely linking themselves to any home nation identity, many of them consider themselves cosmopolitan and international.</b>	<a href="https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2">https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2</a>
56	Romantic relationship difficulties are one of the most common problems that are of concern to international students. Some relationships—either those from the home country or those that started in the host country—break up during the course of a student's sojourn.	
57	<b>All aspects of their identity then come into contact with the people, values, and institutions of the host country, which is an experience that shakes up many of their foundational beliefs about themselves.</b>	
58	Psychologically controlling parenting was higher among Chinese than European mothers.	<a href="https://onlinelibrary.wiley.com/doi/epdf/10.1002/j.2161-1912.2008.tb00083.x">https://onlinelibrary.wiley.com/doi/epdf/10.1002/j.2161-1912.2008.tb00083.x</a>
59	Interacting with WeChat would exert influence on well-being outcomes through bonding and maintained social capital among Chinese sojourners in a host country.	<a href="https://www.emerald.com/insight/content/doi/10.1108/AJIM-01-2018-0003/full/html#sec007">https://www.emerald.com/insight/content/doi/10.1108/AJIM-01-2018-0003/full/html#sec007</a>
60	Although international students in the Netherlands made some very good friendships 40.2% of them have experienced moderate to extreme psychological problems. And 43.8% have experienced much to extremely much stress.	
61	International students in the Netherlands experienced a lot of difficulty getting professional help in regards to mental health.	<a href="http://www.iso.nl/website/wp-content/uploads/2019/06/AISS_2019_EN.pdf">http://www.iso.nl/website/wp-content/uploads/2019/06/AISS_2019_EN.pdf</a>
62		
	Principle	
63	In moving, people are impelled by fundamental forces of survival and human development.	<a href="https://link.springer.com/chapter/10.1007/978-0-306-48247-2_16">https://link.springer.com/chapter/10.1007/978-0-306-48247-2_16</a>
64	The reason we think it tragic to want to deny one's identity is that we assume that one's identity is normally the basis of one's pride, and one should not wish to denigrate or disguise what one should take pride in.	<a href="https://web.stanford.edu/group/fearon-research/cgi-bin/wordpress/wp-content/uploads/2013/10/What-is-Identity-as-we-now-use-the-word-.pdf">https://web.stanford.edu/group/fearon-research/cgi-bin/wordpress/wp-content/uploads/2013/10/What-is-Identity-as-we-now-use-the-word-.pdf</a>
65	Emotional loneliness is about the lack of an intimate relationship or confidant.	<a href="https://www.scp.nl/Nieuws/Kwaliteit_van_leven_van_mensen_in_het_sociaal_domein_onveranderd_tuss_en_2015_en_2016">https://www.scp.nl/Nieuws/Kwaliteit_van_leven_van_mensen_in_het_sociaal_domein_onveranderd_tuss_en_2015_en_2016</a>
66	A sense of resilience will alleviate the perception of insecurity, but will not eliminate it. As people feel more resilient, they report less fear of violence by acquaintances and strangers, and they estimate the risk of them being lower, and they experience even less daily impact from any anxiety they have.	<a href="https://www.scp.nl/Nieuws/Angst_voor_slachtofferschap_lost_niet_vanzelf_op_door_aanpak_van_ornelli_gheidsgevoelens">https://www.scp.nl/Nieuws/Angst_voor_slachtofferschap_lost_niet_vanzelf_op_door_aanpak_van_ornelli_gheidsgevoelens</a>
67	The pursuit of self-esteem, while guiding much of our behavior, comes at considerable cost. The fluctuations of self-esteem, in turn, are associated with increases in depressive symptoms.	<a href="https://www.tandfonline.com/doi/abs/10.1080/152988602317319320">https://www.tandfonline.com/doi/abs/10.1080/152988602317319320</a>



68	Immunity from luck has been thought by many to be part of the very essence of morality. It appears that our everyday judgments and practices commit us to the existence of moral luck.	<a href="https://plato.stanford.edu/entries/moral-luck/#toc">https://plato.stanford.edu/entries/moral-luck/#toc</a>
69	From a life course perspective, people do different things at different stages in life. Therefore, after the threshold of [one's] early twenties, the individual enters into adulthood and then gets married to start a family. So naturally that person's ethical values change.	<a href="https://china.usc.edu/qa-yan-yunxiang-about-rise-individualism-among-chinese-youth-post-mao-era">https://china.usc.edu/qa-yan-yunxiang-about-rise-individualism-among-chinese-youth-post-mao-era</a>
70	Positive identity interventions during emerging adulthood (age between 21 and 29) are effective in terms of lower levels of identity distress and development of a consolidated identity (commitment and synthesis).	<a href="https://www.researchgate.net/publication/262300558">https://www.researchgate.net/publication/262300558</a> Reducing Identity Distress Results of an Identity Intervention for Emerging Adults
71	Perceived discrimination has a significant negative impact on both mental and physical health.	
72	Gender, race, and age are the most prevalent bases for stereotyping.	<a href="https://www.cell.com/foundation/conflict-education/in-focus/neuroscience-perspective-divisive-stereotypes-and-their-impacts">https://www.cell.com/foundation/conflict-education/in-focus/neuroscience-perspective-divisive-stereotypes-and-their-impacts</a>
73	People intrinsically strive to develop a sense of belonging to a place. Place attachment and sense of belonging are crucial in order to establish an emotional and cognitive bond with a place, which leads to the feeling of security and sense of community.	
74	Identity of a place is more than just the physical appearance, but also involves a "meaning" for the individual and the community.	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
75	Disconnectedness often results in a status of marginalisation that affects students' physical and mental well-being	<a href="https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2">https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2</a>
76	The importance of relational connectedness for psychological health, identity development, and psychosocial adjustment is well-established in the field of psychology.	<a href="https://online.library.wiley.com/doi/epdf/10.1002/j.2161-1912.2008.tb00083.x">https://online.library.wiley.com/doi/epdf/10.1002/j.2161-1912.2008.tb00083.x</a>
77	<b>There is a negative correlation between family intimacy, adaptability and depression.</b>	(Jia Yong, Yuan Chunlei, <i>The Relationship between Family Intimacy, Adaptability and Depression of Private College Students</i> . <i>American Journal of Sports Science</i> . Vol. 6, No. 3, 2018, pp. 83-87. doi: 10.11648/j.ajss.20180603.13)
78	The more acculturated an immigrant individual is, the more positive her/his attitude towards marriage.	<a href="https://scholar.colorado.edu/honr_theses/1562/">https://scholar.colorado.edu/honr_theses/1562/</a>
79	Strong grounding in local culture provides young people a secure base from which to branch out and explore other cultures without feeling inferior, disempowered, or disoriented.	(Globalization and Identity Development: A Chinese Perspective)
	Development	
80	It has also been observed that identity distress and dysfunction are on the rise (Berman & Wilson, 2010), because of globalization (Arnett, 2002; Hermans & Dimaggio, 2007) and the complexity of modern society (Berman & Weems, 2012; Jørgensen, 2006).	<a href="https://www.researchgate.net/profile/Marilyn_Montgomery2/publication/280172470_Problematic_Identity_Processes_The_Role_of_Identity_Distress/links/571aa3e508ae408367bc8f20/Problematic">https://www.researchgate.net/profile/Marilyn_Montgomery2/publication/280172470_Problematic_Identity_Processes_The_Role_of_Identity_Distress/links/571aa3e508ae408367bc8f20/Problematic</a>
81	There has been no increase in psychological problems in the last four years in the Dutch youth group. This is related to that young people have become even more positive about their relationship with their parents and they are being bullied less at school.	<a href="https://www.scp.nl/Nieuws/Nederlandse_jeugd_nog_steeds_gelukkiq_maar_schooldruk_neemt_toe">https://www.scp.nl/Nieuws/Nederlandse_jeugd_nog_steeds_gelukkiq_maar_schooldruk_neemt_toe</a>
	Economic	
	State	
82	If you can contribute to the Dutch economy or to Dutch culture or science, you are more likely to be admitted to the Netherlands, this applies to Entrepreneurs, highly educated migrant seeking employment, highly skilled migrants and foreign investors.	<a href="https://www.government.nl/topics/immigration/options-for-entrepreneurs-and-employees-from-abroad">https://www.government.nl/topics/immigration/options-for-entrepreneurs-and-employees-from-abroad</a>
83	Highly skilled migrants under the age of 30 must earn a minimum salary of EUR 3.299,00 gross per month. Highly skilled foreigners who start work in the Netherlands within a year of graduating (zoekjaar migrants) must earn a minimum salary of EUR 2.364,00 gross per month.	<a href="https://www.iamexpat.nl/career/employment-news/2019-income-requirements-residence-highly-skilled-migrants">https://www.iamexpat.nl/career/employment-news/2019-income-requirements-residence-highly-skilled-migrants</a>
84	Economic environment of the Netherlands is more open compared to other EU countries as the government has provided a lot of benefits and exemptions on taxation for foreign new firms.	<a href="https://www.yabandmedia.com/discussion-about-chinese-dutch-cultural-difference-with-hague-university-student">https://www.yabandmedia.com/discussion-about-chinese-dutch-cultural-difference-with-hague-university-student</a>
85	It is rather pleasant for foreign companies to work with Dutch people as they are very smart in doing business.	<a href="https://www.yabandmedia.com/discussion-about-chinese-dutch-cultural-difference-with-hague-university-student">https://www.yabandmedia.com/discussion-about-chinese-dutch-cultural-difference-with-hague-university-student</a>
86	Low-income households receive more from the government than high-income households. This is in line with the widely accepted principle of "receiving and charging according to capacity" in the Netherlands.	<a href="https://www.scp.nl/Nieuws/Herverdeling_in_Nederland_naar draagkracht">https://www.scp.nl/Nieuws/Herverdeling_in_Nederland_naar draagkracht</a>
87	More than 60 percent of Chinese international students cook at least 2 meals a week because of limited budget.	
88	Young women in the Netherlands are less often economically independent than young men. Shortly after graduation, women often work part-time.	<a href="https://www.scp.nl/Nieuws/ongevrouwvaken_deelbijbaan_en_daardoor_minder_economisch_zelfstandig">https://www.scp.nl/Nieuws/ongevrouwvaken_deelbijbaan_en_daardoor_minder_economisch_zelfstandig</a>
89	Locals are willing to work or collaborate with foreigners if there's interest to gain.	<a href="https://www.dutchnews.nl/features/2018/01/dont-fear-the-robots-or-the-foreigners-they-will-make-us-richer/">https://www.dutchnews.nl/features/2018/01/dont-fear-the-robots-or-the-foreigners-they-will-make-us-richer/</a>
90	Ranked No. 4 in the world by Forbes' "Best Countries for Business", the Netherlands, being home to 8000+ foreign companies	<a href="https://www.pwc.nl/assets/documents/pwc-doing-business-in-the-netherlands-2019.pdf">https://www.pwc.nl/assets/documents/pwc-doing-business-in-the-netherlands-2019.pdf</a>
91	When looking at the relative costs of studying abroad the Netherlands occupies a middle position.	
92	Most of the Chinese graduates who stay find work in financial services, trade, business, communication and hospitality. Only students in technology and science stay relatively less often for employment after graduation.	<a href="http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf">http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf</a>
93	International students could face significant barriers in their after-study lives as their degrees are not always recognised or their cultural skills do not support successful negotiation of the local labour market.	<a href="https://online.library.wiley.com/doi/full/10.1002/psp.2029">https://online.library.wiley.com/doi/full/10.1002/psp.2029</a>
94	China has been implementing two different economic systems and different housing, health care and welfare policies in rural and urban areas.	<a href="https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1094&amp;context=famconfacpub">https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1094&amp;context=famconfacpub</a>
95	Millennials are the largest generation in the workforce as of 2017.	<a href="https://www.entrepreneur.com/article/321266">https://www.entrepreneur.com/article/321266</a>
96	Dutch society is rather welcoming for talented migrants. (Interview)	
	Principle	
97	People mainly argue their economic expectations by pointing to a deteriorating purchasing power. They talk in part about their own purchasing power and of some groups (such as the elderly) who are struggling.	<a href="https://www.scp.nl/Nieuws/Veel_zorgen_over_toenemende_spanningen">https://www.scp.nl/Nieuws/Veel_zorgen_over_toenemende_spanningen</a>
98	It takes 10-15 years for immigrants to become economically integrated.	(Ethnic identity, resettlement stress and depressive affect ...)
	Trend	
99	Intercontinental tourism growth has recently achieved fastest in 10 years: customers mainly Americans and Asians.	<a href="https://www.cbs.nl/en-gb/news/2018/14/tourism-sees-fastest-growth-in-over-ten-years">https://www.cbs.nl/en-gb/news/2018/14/tourism-sees-fastest-growth-in-over-ten-years</a> <a href="https://www.dutchnews.nl/news/2018/08/fewer-chinese-visit-amsterdam-but-tourist-numbers-are-still-rising/">https://www.dutchnews.nl/news/2018/08/fewer-chinese-visit-amsterdam-but-tourist-numbers-are-still-rising/</a>
100	The Netherlands is trying to control tourist boom, especially in Amsterdam area.	<a href="https://www.theguardian.com/world/2019/may/06/we-must-act-now-netherlands-tries-to-control-tourism-boom">https://www.theguardian.com/world/2019/may/06/we-must-act-now-netherlands-tries-to-control-tourism-boom</a>
101	A lot of Chinese entrepreneurs see no future in traditional Chinese cuisine. They are more and more taking over Sushi and Wok Market to fit the Dutch trend to eat healthier.	<a href="https://nltimes.nl/2015/06/15/chinese-taking-dutch-sushi-market">https://nltimes.nl/2015/06/15/chinese-taking-dutch-sushi-market</a>

102	Dutch companies are paying more attention to Chinese market.	
103	More and more Dutch companies are hiring specialist in Chinese marketing and Chinese focused teams.	(Interview)
	Development	
104	In recent years, the threat of cooperating with China is more emphasized than opportunities.	
105	China is seen as a key partner in Dutch government's strategy. The key strategy is interpreted as "working with China where we can, and safeguarding our own interests and values where we must."	<a href="https://www.government.nl/documents/speeches/2019/05/15/speech-dutch-governments-china-strategy-blok">https://www.government.nl/documents/speeches/2019/05/15/speech-dutch-governments-china-strategy-blok</a>
106	The government wants the Netherlands to participate more effectively in the global economy. So innovative entrepreneurs and scientists are being encouraged to come to the Netherlands.	<a href="https://www.government.nl/topics/immigration/options-for-entrepreneurs-and-employees-from-abroad">https://www.government.nl/topics/immigration/options-for-entrepreneurs-and-employees-from-abroad</a>
107	The education level is rising and after economically turbulent times the employment and purchasing power is restored.	<a href="https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staet_van_Nederland_2018">https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staet_van_Nederland_2018</a>
108	Dutch people are considerably less positive about the economy and the direction the Netherlands is taking from mid-2018.	
109	In the near future, higher taxes and charges are expected (for example for energy). The rising cost of living is a reason for some to find that the Netherlands as a whole is going in the wrong direction.	<a href="https://www.scp.nl/Nieuws/Veel_zorgen_Over_toenemende_spanningen">https://www.scp.nl/Nieuws/Veel_zorgen_Over_toenemende_spanningen</a>
110	The amount of a poor household fell short of compared to the not-many-but-sufficient criterion in the Netherlands has increased in the past few years.	<a href="https://www.scp.nl/Nieuws/Nederland_heeft_bijna_eeen_miljoen_armen">https://www.scp.nl/Nieuws/Nederland_heeft_bijna_eeen_miljoen_armen</a>
111	Economic prospects are becoming a more important factor in marriage decisions in China(Yu and Xie 2013). Therefore, cohabitation will become more widely accepted as a form of union among people with insufficient economic resources to marry.	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6226097/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6226097/</a>
	Sociological	
	State	
112	Tightness of migration control in the Netherlands(0-less restrictive, 1-most restrictive) is 0.7	<a href="https://migrationdataportal.org/?stock_abx_4=2017&amp;cm49=528">https://migrationdataportal.org/?stock_abx_4=2017&amp;cm49=528</a>
113	Perceiving migrants in the Netherlands to take out more than they put in the society in a scale of 10(0 as take out more, 10 as put in more), native born Dutch give a mean value of 4.2.	<a href="https://www.ceod-library.org/sites/how_life-2017-7-en/index.html?&amp;mid=content/component/how_life-2017-7-en">https://www.ceod-library.org/sites/how_life-2017-7-en/index.html?&amp;mid=content/component/how_life-2017-7-en</a>
114	In the Netherlands, immigrants are mainly living in the cities, which also host most visitors (Amsterdam, The Hague, and Rotterdam)	<a href="http://hbkissomottokiss.com/about/">http://hbkissomottokiss.com/about/</a>
115	Said Mr. Overbeek of VU University. "In Europe the granted citizenship is never quite established, no matter how long you've been here. Here it's still, 'When did you get here, and when are you going back?'"	<a href="https://www.nytimes.com/2011/08/14/world/europe/14dutch.html?mtrf=www.google.com&amp;gwh=CEf20EA3485">https://www.nytimes.com/2011/08/14/world/europe/14dutch.html?mtrf=www.google.com&amp;gwh=CEf20EA3485</a>
116	At the hospital, or GP, or emergency room: the treatment you receive at the reception sometimes instantly change when you show your Dutch medical insurance, instead of saying you have European insurance (my case when I was a student).	<a href="https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/">https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/</a>
117	Just as in many other European countries, migration contributed more to the population growth than natural increase (births).	<a href="https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staet_van_Nederland_2018">https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staet_van_Nederland_2018</a>
118	One in three dutch respondents even has the impression unable to influence the country.	<a href="https://www.scp.nl/dsresource?objectid=448568b-7708-4fb3-a33d-2914cc6eb59e&amp;type=org">https://www.scp.nl/dsresource?objectid=448568b-7708-4fb3-a33d-2914cc6eb59e&amp;type=org</a>
119	Higher educated people and EU supporters demand more attention for the climate, lower educated people and EU opponents want more attention for combating terrorism and combating waste of money and time. Tackling immigration from outside the EU is a priority in both groups.	<a href="https://www.scp.nl/Nieuws/Wat_willen_Nederlanders_van_de_EU">https://www.scp.nl/Nieuws/Wat_willen_Nederlanders_van_de_EU</a>
120	In the Netherlands, young women more often work part-time than young men. Compared with other European countries, the Netherlands has the largest differences in the number of hours worked between young women and men.	<a href="https://www.scp.nl/Nieuws/Jonge_vrouwen_vaak_eeen_deeltijdbaan_en_daardoor_minder_economisch_z">https://www.scp.nl/Nieuws/Jonge_vrouwen_vaak_eeen_deeltijdbaan_en_daardoor_minder_economisch_z</a>
121	Many women do not feel the need to be economically independent in a relationship. And their partners also usually don't think it is necessary for their wives to earn enough to live on.	<a href="https://www.scp.nl/Nieuws/Economische_zelfstandigheid_vrouw_krijgt_in_relatie_weinig_prioriteit">https://www.scp.nl/Nieuws/Economische_zelfstandigheid_vrouw_krijgt_in_relatie_weinig_prioriteit</a>
122	Contacts with international students is an important aspect of positive experiences of Chinese students. Relations with Dutch students seems to be less common.	<a href="http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf">http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf</a>
123	More than 85% of both male and female migrant workers in China – a third of whom are at marrying age – work more than 44 hours a week.	<a href="http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027">http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027</a>
124	In the Netherlands, about one quarter of adolescents is currently a member of friend networking sites.	<a href="https://www.liebertpub.com/doi/pdf/10.1089/cpb.2006.9.584">https://www.liebertpub.com/doi/pdf/10.1089/cpb.2006.9.584</a>
125	<b>International students in the Netherlands are very positive about the quality of Dutch lecturers.</b>	
126	<b>Three quarters of international students said they want more contact with their Dutch peers</b>	
127	<b>International students have great trouble finding affordable housing. More than a third said that they had housing applications rejected at least once because of their foreign background.</b>	
128	<b>Large amounts of international students are interested in learning Dutch. However, little of them find approachable resource and sufficient time.</b>	
129	<b>About 40 percent of international students in the Netherlands said that they are struggling with moderate to extreme psychological problems.</b>	<a href="https://nltimes.nl/2019/06/11/international-students-struggle-connect-dutch-peers-study">https://nltimes.nl/2019/06/11/international-students-struggle-connect-dutch-peers-study</a>
130	<b>Neighbourhood context plays an important role in the first years of migrants' settlement.</b>	
131	Early experiences of migrants' settlement should not be interpreted as signs of integration 'failure' or dismantling of social cohesion.	
132	Migration destabilises and diversifies the structures of people's affiliations and social networks, and devaluates much of the human and cultural capital they possess.	<a href="https://journals.sagepub.com/doi/full/10.1177/0042098015615756">https://journals.sagepub.com/doi/full/10.1177/0042098015615756</a>
133	It's rather hard for some international students to find company to explore local entertainment (sports, festival, clubs...) (Interview)	
134	In the words used to express Dutch people's concerns about living together, inadequate handling of diversity ("discrimination", "intolerance", "intolerance") is one of the major features. This is a constant value since 2018.	<a href="https://www.scp.nl/Nieuws/Zorgen_Over_immigratie_nemen_waar_loe">https://www.scp.nl/Nieuws/Zorgen_Over_immigratie_nemen_waar_loe</a>
135	<b>International migration is, for many people, a powerful instrument to change their lives.</b>	<a href="https://s3.amazonaws.com/happiness-report2018/CH3-WHR-tr.pdf">https://s3.amazonaws.com/happiness-report2018/CH3-WHR-tr.pdf</a>
136	Compared to the other migrants, Chinese people read relatively few Dutch newspapers or magazines and watch Dutch television less often. On the other hand, only a small proportion of Chinese Dutch people do not identify with the Netherlands at all.	
137	<b>The involvement with the ethnic origin group is greater among the Chinese migrants. The Chinese Dutch seem to be more focused on the ethnic origin group than on the country of origin.</b>	

138	The recent migrants from China clearly show more involvement in the country of origin than the migrants who have been staying in the Netherlands for some time.	
139	Women with a Chinese background are generally more involved in the origin group than men of Chinese origin. In addition, women maintain more social and economic transnational ties than men.	<a href="https://www.scp.nl/dsresource?objectid=1301102-d1df-4975-a775-2e179673e176&amp;type=org">https://www.scp.nl/dsresource?objectid=1301102-d1df-4975-a775-2e179673e176&amp;type=org</a>
140	Chinese tourists usually don't select the Netherlands as first choice of European destination. (Interview)	
141	There is a smaller support base for economic migrants, especially those from countries outside the European Union. Half of the Dutch population feel that these immigrants should not be allowed to live and work in the Netherlands, versus nearly one-quarter (24 percent) who are open to this.	<a href="https://www.cbs.nl/en-gh/news/2018/13/most-dutch-people-in-favour-of-receiving-refugees">https://www.cbs.nl/en-gh/news/2018/13/most-dutch-people-in-favour-of-receiving-refugees</a>
142	The increasing diversity in nationalities and countries of origin of international students, could be very beneficial for the Netherlands. Well designed international classrooms, with a diverse students population, are most beneficial for intercultural learning and enhancing quality of teaching & learning. (VSNU (2017), Interactive factsheets on international students at research universities. Weblink.)	
	Principle	
143	Having dinner together as a family at least four times a week has positive effects on child development.	<a href="https://styl.fas.ufl.edu/archive/hot_topics/families_and_consumers/family_dinners.shtml">https://styl.fas.ufl.edu/archive/hot_topics/families_and_consumers/family_dinners.shtml</a>
144	<b>For the family members who are unhappy with the power arrangements, there could be a matter of disdain, perhaps even a matter of personal health and safety, since they find themselves dominated by others.</b>	<a href="https://family.jrank.org/pages/1315/Power-FAMILY-RELATIONSHIPS.html">https://family.jrank.org/pages/1315/Power-FAMILY-RELATIONSHIPS.html</a>
145	<b>In choosing a place to resettle, younger people are more likely to favour locations with high-income jobs, and people nearing retirement having a strong preference for good climate and healthcare.</b>	<a href="https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemid=content/component/how_life-2">https://www.oecd-ilibrary.org/sites/how_life-2017-7-en/index.html?itemid=content/component/how_life-2</a>
146	Individual economic independence does not tie in with the image that many partners have of their relationship: forever and everything together.	
147	In most relationships the man is the (main) breadwinner and both expect at most a contribution from the woman.	<a href="https://www.scp.nl/Nieuws/Economische_zelfstandigheid_vrouw_krijgt_in_relatie_weinig_prioriteit">https://www.scp.nl/Nieuws/Economische_zelfstandigheid_vrouw_krijgt_in_relatie_weinig_prioriteit</a>
148	"Liveability" of a place not only is determined through physical features of an environment, but also involves subjective factors.	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
149	In dating relationships, negative attribution was a significant predictor for minor physical assault only. Dominance contributed to all severe levels of violence.	<a href="https://journals.sagepub.com/doi/full/10.1177/1077801218654575">https://journals.sagepub.com/doi/full/10.1177/1077801218654575</a>
150	Migration experience has a positive effect on cohabitation for both men and women.	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6226097/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6226097/</a>
151	A multidimensional process requires from immigrants a willingness to adapt to the lifestyle of the host community, and from the host country a willingness to facilitate integration (i.e., access to jobs and services) and an acceptance of the immigrants in social interaction.	<a href="https://pure.tue.nl/portal/files/51444006/UP_3_4_Integration_through_Collaborative_Housing_Dutch_Starters">https://pure.tue.nl/portal/files/51444006/UP_3_4_Integration_through_Collaborative_Housing_Dutch_Starters</a>
152	People appear to find it difficult to recognize, name and report discrimination for various reasons. For example, people have a certain image of discrimination in their heads, or people are afraid of the consequences when they publicly state that something is discrimination, or because people feel that it makes no sense or because the costs of reporting (time, emotion) do not outweigh the benefits.	<a href="https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2017/Discriminatie_herkennen_benoemen_en_melden">https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2017/Discriminatie_herkennen_benoemen_en_melden</a>
153	Integration, or segmental assimilation is often described as the optimal resettlement strategy.	<i>(Ethnic identity, resettlement stress and depressive affect ...)</i>
	Trend	
154	Chinese tourists are being less interested in group travelling and prefer flexible personalized trip as well as less well-known destinations.	
155	The exposure of Dutch education, culture and tourism is becoming larger in China, which attracted more international students and tourists. (Interview)	
156	Worries about immigration are increasing again. People worry, on immigration and integration, but in particular on the way of living together (Den Ridder et al. 2018)	
157	<b>The issue of immigration and integration is again mentioned as an important social problem. Compared to last quarter, these concerns are again slightly more about refugees and immigration. Other subjects mentioned are (inadequate) integration and racism.</b>	
158	<b>In the words used to express concerns about living together inadequate attention to each other ('selfishness', 'aggression', 'hardening', 'lack of respect') is still one of the major flaws, but it has been brought forward less frequently since 2008. Compared to a number of years ago, society is perceived as less harsh but not as more tolerant.</b>	<a href="https://www.scp.nl/Nieuws/Zorgen_over_immigratie_nemen_weer_toe">https://www.scp.nl/Nieuws/Zorgen_over_immigratie_nemen_weer_toe</a>
159	Costumes that no longer reflected a clear rank or status, but rather a socially defined time of day, or occasion, or an individual state of feeling. (Book: Adorned in Dreams: Fashion and Modernity)	
160	Welfare states have tried to keep control over immigration by implementing an increasingly refined set of laws regulating entry, residence and work of foreigners. The Netherlands have been no exception to this general trend.	<a href="https://www.imi-n.org/publications/wp-47-11/@download/file">https://www.imi-n.org/publications/wp-47-11/@download/file</a>
161	The number of Chinese students in the Dutch higher education sector has grown rapidly. After the Germans, the Chinese have become the second largest group of international students.	
162	In comparison with students from other non-EEA countries the stay rate for employment reasons after graduation is relatively low and continues to drop.	<a href="http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf">http://leidenasiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf</a>
163	In China, globalization brought a trend of individualization, which simultaneously means the formation of individual identity and the awareness of individual rights.	
164	Modernization of family in China take on Chinese social, economic and cultural flavors.	<a href="https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1094&amp;context=famconfacpub">https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1094&amp;context=famconfacpub</a>
	Development	
165	With two of the main international education destination - US and UK tightened their immigration law, more and more students choose to study in the Netherlands attracted by high-quality education and better possibilities in career development. (Interview)	
166	Dutch government led by the liberal Mark Rutte has tightened asylum regulations. The so-called "Kinderpardon" will no longer apply and the country's intake of refugees from UN camps will be cut from 750 to 500.	<a href="https://www.euronews.com/2019/02/25/the-netherlands-tougher-on-migration-after-granting-asylum-to-armenians">https://www.euronews.com/2019/02/25/the-netherlands-tougher-on-migration-after-granting-asylum-to-armenians</a>
167	Multiculturalism may be gone, and integration of a heated topic. But it is not yet clear that right-wing rhetoric will transform the Netherlands into a closed society.	<a href="https://www.migrationpolicy.org/article/migration-netherlands-rhetoric-and-perceived-reality-challenge-dutch-tolerance">https://www.migrationpolicy.org/article/migration-netherlands-rhetoric-and-perceived-reality-challenge-dutch-tolerance</a>
168	<b>In the first place, the objective living situation in the Netherlands has improved, and that applies to all distinct groups. At the same time, however, subjective happiness has not increased.</b>	
169	<b>The world is moving and for many Dutch people that leads to feelings of uncertainty.</b>	<a href="#">The social state of the Netherlands 2017</a>
170	Although the Chinese government relaxed its one-child policy, the state didn't take account of the change in welfare policies for families or employers. So the majority of career women said no to the offer out of fear of being further devalued on the job market.	<a href="http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027">http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027</a>
171	Almost 80% of Dutch people feel healthy and more than half do sports weekly; life expectancy is rising.	
172	Since the beginning of 2018, Dutch people have been more positive about the direction it is taking lands. There are major educational differences: 62% of higher education educated people think the Netherlands is going in the right direction, opposite 47% of those with a secondary education and 40% of those with a lower education.	

173	<b>People with a non-western migration background are on average less satisfied with them home, but their satisfaction improved relatively strongly in a country series of years.</b>	
174	Because even though more people feel nowadays safe and decreasing crime, still think a majority of the Dutch people (54%) that crime in the Netherlands is increasing.	
175	Women see problems in care a little more often, higher educated people more often point to problems with cohabitation, lower educated people more often mention problems with immigration and integration (see also Dekker and Van Houwelingen 2017)	<a href="https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staat_van_Nederland_2018">https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2018/De_sociale_staat_van_Nederland_2018</a>
176	If the sports policy remains the same, there is a good chance that top and recreational sports will grow further apart. The Netherlands will be outperformed in rankings and medal ladders; there is less to cheer for supporters.	<a href="https://www.scp.nl/Nieuws/Sport_Toekomstverkenning_uitdagingen_voor_de_sport">https://www.scp.nl/Nieuws/Sport_Toekomstverkenning_uitdagingen_voor_de_sport</a>
177	Most registration sources show a decrease in the number of registered discrimination incidents and reports over time. However, only one in eight experiences of discrimination is reported somewhere (Andriessen et al. 2014).	
178	The hardening of society is experienced more broadly by citizens. The social climate around migrants, refugees and Muslims seems to have become more negative.	<a href="https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2017/Discriminatie_herkennen_benoemen_en_melden">https://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2017/Discriminatie_herkennen_benoemen_en_melden</a>
179	Urbanization and globalization are obviously two major phenomena that affect our social, economic, cultural lives as well as our physical environment.	
180	The urban environments will continue to grow in order to accommodate more inhabitants. Consequently, both natural and cultural landscape resources will continue to be under pressure in and around urban settlements.	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
181	Students encounter problems with a language, different customs, integration, and even prejudice in Dutch society. Many students also report being uncomfortable being exposed by questions and criticisms of Chinese politics. These tensions could potentially harm the image of the Netherlands in China and affect student inflow.	<a href="http://heidensiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf">http://heidensiacentre.nl/wp-content/uploads/2017/06/Report-Chinese-students-in-the-Netherlands-2017-final.pdf</a>
182	Chinese family behaviors have shown tremendous changes in recent decades, including declining fertility rates, increasing age at first marriage, and rising divorce rates (Goodkind 2011; Peng 2011; Wang and Zhou 2010; Xie 2011; Yu and Xie 2013).	
183	Educational mobility is a step toward this goal to elaborate alternatives on rigid life-stage model of the elder generations, especially academically, professionally and personally ambiguity especially for young Chinese female.	<a href="https://www.landonline.com/doi/abs/10.1080/07256868.2018.1533538">https://www.landonline.com/doi/abs/10.1080/07256868.2018.1533538</a>
184	Although higher immigration rates seem to go hand in hand with the recent surge in support for the PVV, attitudes towards immigration are fairly stable in the general population.	<a href="https://blogs.lse.ac.uk/europpblog/2017/03/03/the-dutch-arent-turning-against-immigration/">https://blogs.lse.ac.uk/europpblog/2017/03/03/the-dutch-arent-turning-against-immigration/</a>
185	Seven out of ten Dutch people agree with the statement that the internet and social media increase contradictions between people, especially traditional media.	
186	The Dutch have the feeling that disagreements regard to income differences and migration and moral issues are increasing.	
187	Unlike feared, we (Dutch) are not always more hostile to people with different ideas. We people hardly started to 'hate' because of their views.	<a href="https://www.scp.nl/Nieuws/Veel_zorgen_over_toenemende_spanningen">https://www.scp.nl/Nieuws/Veel_zorgen_over_toenemende_spanningen</a>
188	The highly educated Chinese migrants show the most transnational involvement. This is partly due to the fact that there is a large percentage of recent study migrants among the highest educated.	
189	If the Netherlands continues to serve primarily as a temporary residence for study or work for migrants from China, the involvement with the Netherlands will remain limited for newcomers.	<a href="https://www.scp.nl/dsresource?objectid=13f01102-c1df-4975-a775-2e179573b176&amp;type=org">https://www.scp.nl/dsresource?objectid=13f01102-c1df-4975-a775-2e179573b176&amp;type=org</a>
190	In world happiness ranking of migrants, Netherlands doesn't hold onto its sixth place. Instead, it falls out of the top 10 to 11th place.	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
	Demographic	
	State	
191	In the Netherlands the total immigrant stock is 2.1 million, taking up 12.1% of the population.	
192	Female migrants in international migrants stock in the Netherlands:	<a href="https://migrationdataportal.org/?i=stock_abs_&amp;t=2017&amp;cm49=528">52.2% https://migrationdataportal.org/?i=stock_abs_&amp;t=2017&amp;cm49=528</a>
193	Immigration was a sensitive political issue in the Netherlands because the country was generally considered to be densely populated.	<a href="https://www.imi-n.org/publications/wp-47-11/@download/file">https://www.imi-n.org/publications/wp-47-11/@download/file</a>
194	The Netherlands is one of the most internationalized countries in Europe, be it because of foreign students, expat workers or asylum seekers.	<a href="https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/">https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/</a>
195	Among the post-1985 generation, 57.8 percent of Chinese respondents cohabited with their live-in partners before marriage.	<a href="http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm">http://www.chinadaily.com.cn/china/2015-11/19/content_22485696.htm</a>
196	There are 4,400 Chinese students in the Netherlands, and about 1,000 young Dutch people studying in China.	<a href="https://www.government.nl/documents/speeches/2019/05/15/speech-dutch-governments-china-strategy-blok">https://www.government.nl/documents/speeches/2019/05/15/speech-dutch-governments-china-strategy-blok</a>
	Principle	
197	Attaining low mortality and fertility levels, usually seen as signaling completion of the demographic transition.	<a href="https://fanyi.baidu.com/?aldtype=16047#en/zh/">https://fanyi.baidu.com/?aldtype=16047#en/zh/</a>
	Trend	
198	In 2008, the number of immigrant men from China for the first time became higher than the number of immigrant women."	Translated from (Centraal Bureau voor de Statistiek) <a href="http://www.cbs.nl/_/arti_/archieef/2011/2011-chinezen-art.b">http://www.cbs.nl/_/arti_/archieef/2011/2011-chinezen-art.b</a>
199	Work immigrant flow in the Netherlands continues to grow by year.	<a href="https://migrationdataportal.org/?i=stock_abs_&amp;t=2017&amp;cm49=528">https://migrationdataportal.org/?i=stock_abs_&amp;t=2017&amp;cm49=528</a>
200	Today more than half of the world's population lives in urban areas. The population living in urban environments is expected to increase from 3.6 billion (2011) to 6.3 billion by 2050.	<a href="https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity">https://www.intechopen.com/books/advances-in-landscape-architecture/urban-landscapes-and-identity</a>
201	China's marriage rate is plummeting. Growing up with more diverse values than previous generations, Chinese youth born in the 1980s and 1990s see options beyond the linear life path leading up to the baby carriage. Many prioritise work over partnership - either willingly or with reluctance.	<a href="http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027">http://theconversation.com/chinas-marriage-rate-is-plummeting-and-its-because-of-gender-inequality-66027</a>
	Development	
202	By 2060, the number of native Dutch inhabitants will have declined to 12.1 million, while the number of inhabitants with a migration background will reach 6.3 million.	<a href="https://www.cbs.nl/-/media/pdf/2018/26/trends%20in%20the%20netherlands_2018_web.pdf">https://www.cbs.nl/-/media/pdf/2018/26/trends%20in%20the%20netherlands_2018_web.pdf</a>
	Biological	
	State	
	Principle	
203	Categorization is a part of human nature. Humans are prone to placing things and people into categories using various traits: for example, physical features, gender, age, etc.	<a href="https://www.cell.com/scienceperspectives/article/doi/10.1016/j.scp.2018.05.001">https://www.cell.com/scienceperspectives/article/doi/10.1016/j.scp.2018.05.001</a>

204	Everybody is guilty of using stereotypes. That is just the way our brains try to categorize things and understand the world better and faster.	<a href="https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/">https://dutchreview.com/culture/living-in-the-netherlands/racism-in-the-netherlands/</a>
205	Human's amount of concentration for doing intense training is about 4 hours per day.	<a href="https://www.johndcook.com/blog/2013/02/04/four-hours-of-concentration/">https://www.johndcook.com/blog/2013/02/04/four-hours-of-concentration/</a>
206	A great story captures people's focus and keeps them engaged with the content.	
207	Visual stimulation is critical to maintaining people's attention.	<a href="https://www.entrepreneur.com/article/321266">https://www.entrepreneur.com/article/321266</a>
	Trend	
208	<u>It's harder and harder for media to grasp the audience's attention. <a href="https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html">https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html</a></u>	
209	<u>The firehose of content we face each day is forcing us to become more selective about what we devote our attention to. attention spans are not only intact across generations, but also expanding in younger generations. <a href="https://www.entrepreneur.com/article/321266">https://www.entrepreneur.com/article/321266</a></u>	
	Development	
	Technology	
	State	
210	Internet-based communication technologies play a fundamental role in the combined notions of mobility and connectedness. Individuals and groups such as mobile subjects keep connected to home-based friends and families through the use of a variety of technologies.	<a href="https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2">https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2</a>
	Principle	
	Trend	
211	<b>Technological developments bring sports experience closer, such as Virtual and Augmented Reality.</b>	<a href="https://www.scp.nl/Nieuws/Sport_Toekomstverkenning_uitdagingen_voor_de_sport">https://www.scp.nl/Nieuws/Sport_Toekomstverkenning_uitdagingen_voor_de_sport</a>
	Development	
212	The increasing use and connectivity provided by advancements in polimedia have meant that international students more so than ever before are connected to their homelands (Hjorth, 2011; Hjorth & Arnold, 2012).	<a href="https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2">https://link.springer.com/chapter/10.1007/978-981-10-2601-0_1#Sec2</a>

## Appendix B. Interview plan and transcript

The context: Dutch Society

Users: Chinese Immigrants

Interviewer: Shaoyun

Interviewee: Yue

How many years in advance do we want the project to target? (5 years plan, 10 years plan project 针对的是多久后的市场?)

What' s the major changes in immigrants' behaviors (the market) these years?

What are the main trends in the market?

Where do our chances lies on?

近几年移民市场最大的变化? 大家对什么最感兴趣?

中国移民 融入 喜好 态度 去留

What are our main markets? What parts of the market is growing?

和荷兰公司的合作?

留学生创业?

Collaboration with immigrants growing? Immigrant company growing?

How do we want to grow in the industry in 10 years?( and the reason behind.

What do you think will influence immigrants' behaviour and attitude in 10 years?

十年内的发展规划?

什么因素会影响移民的整体行为?

How do dutch companies see the prospect of co-operating with immigrants?

What' s the general dutch attitude towards immigrants?

荷兰公司对于和移民公司合作, 雇佣移民的整体态度?

# Appendix C. Questionnaire about life in the Netherlands

2019/11/17 International Students and their life in the Netherlands

## International Students and their life in the Netherlands

27 responses

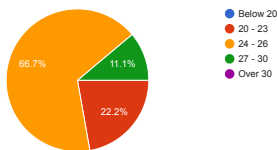
[Publish analytics](#)

Statement

### A. General Information

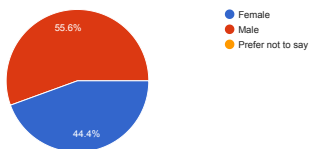
#### 1. How old are you?

27 responses



#### 2. What's your gender?

27 responses

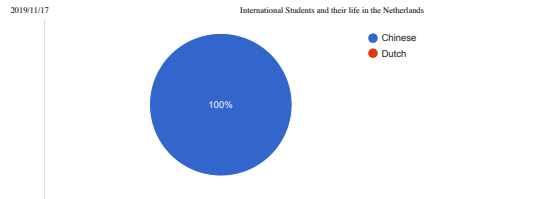


#### 3. What's your nationality?

27 responses

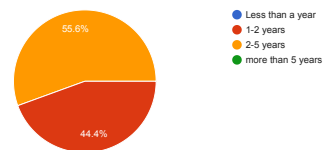
<https://docs.google.com/forms/d/1Flk2k2kTOWa7W07a1rSVjyoVKzBEow8TKDFm9OqAk/viewanalytics>

1/14



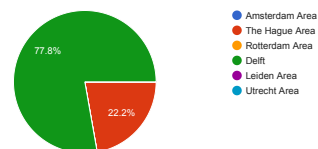
#### 4. How many years have you been in the Netherlands?

27 responses



#### 5. Where are you living in the Netherlands currently?

27 responses

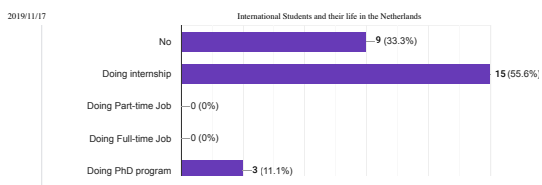


#### 6. Are you currently employed?

27 responses

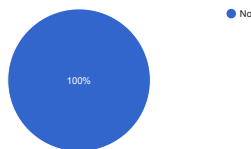
<https://docs.google.com/forms/d/1Flk2k2kTOWa7W07a1rSVjyoVKzBEow8TKDFm9OqAk/viewanalytics>

2/14



#### 7. Are you a 2nd generation immigrant? If so, where were your parents born?

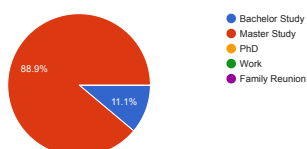
27 responses



### B. About your journey to the Netherlands

#### 1. Why did you come to the Netherlands in the first place?

27 responses

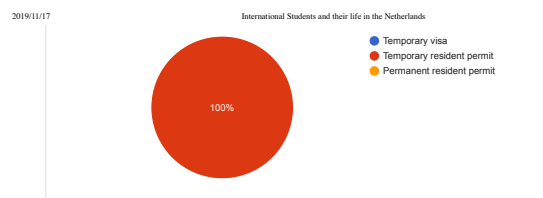


#### 2. What residential document are you currently holding?

27 responses

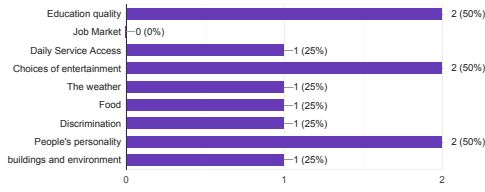
<https://docs.google.com/forms/d/1Flk2k2kTOWa7W07a1rSVjyoVKzBEow8TKDFm9OqAk/viewanalytics>

3/14



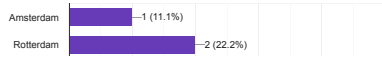
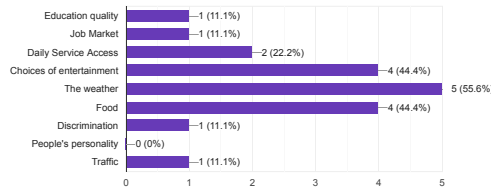
3. If the Netherlands are meeting your expectations, what is most nice?

4 responses



4. If the Netherlands are not meeting your expectation, what is disappointing to you?

9 responses



6. Have you ever find a place/scene in the Netherlands that reminds you of your hometown?

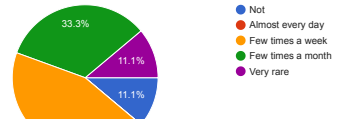
9 responses

- Beach Scheveningen
- Not yet.
- No
- nope
- Traffic
- Eindhoven
- A small and quite place.
- China town
- The beach of Den Haag

7. Could you describe a moment when you are in the Netherlands when you feel most like home (when you feel you really belong in here)?

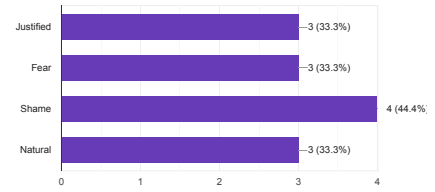
9 responses

- When I first came here and settled down, bought all the stuff needed for home.
- No idea.
- No
- eat in Chinese restaurants and hear people around talking in Chinese
- Doing sports with the local
- Stay with my friends and preparing dinner together for Chinese new year.



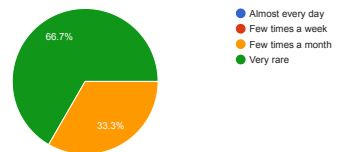
3. If you felt as acting 'inappropriate', what did you feel?

9 responses



4. Have you ever made an effort to integrate into Dutch society?

9 responses



5. Have you ever felt your 'foreigner identity' is sometimes a privilege?

9 responses

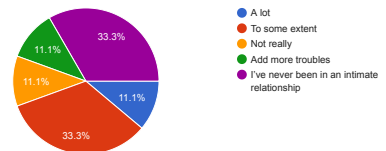
weather like?.....)

9 responses

- After Party
- Celebrate birthday by myself. I played PC game for a whole day and had a lot of fun.
- No
- when I'm sick and no one can look after me
- Rarely
- When I was preparing for my master thesis, there's a lot of pressure and I felt stressed out. The weather was bad like mostly cloudy or raining all the day then.
- The second quarter of the first academic year, I felt so depressed as a result of stress and unpleasant experiences. The weather is good but the curtain is always closed.
- alone at home on the evening of Chinese New Year

6. Do you find an intimate relationship to some extent eased / or will ease, your life burden?

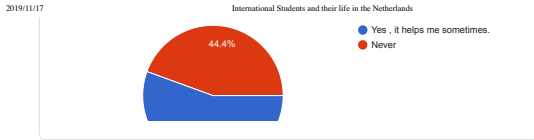
9 responses



7. Have you ever felt like your intimate relationship is like a secret garden that you can hide in? (Now limited to the relationships in the Netherlands)

9 responses





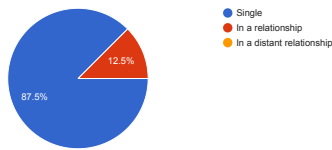
Foreign Identity

When do you feel your 'foreigner identity' is a privilege?  
5 responses

- When I want to get out of something
- When I wanna pick up some Dutch from local people.
- People tend to speak English to you
- start conversation with strangers
- People tend to explain the things to me with more patience.

Social Connection

1. What's your relationship status?  
8 responses



2. Do you feel lonely when you are here in the Netherlands?  
9 responses

<https://docs.google.com/forms/d/1Fk2ZkTOWw7W07a1rSVjyoVKeBEow8T2KDFm9QqAk/viewanalytics>

9/14

2019/11/17 International Students and their life in the Netherlands

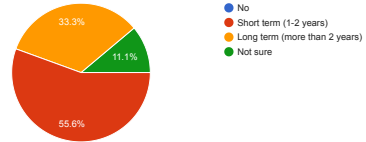
Re-constructing my confidence and value successfully.

managed to live alone and start to enjoy time alone

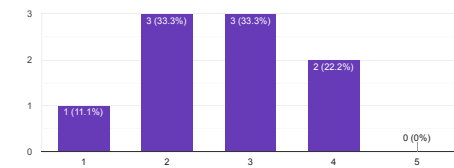
Choosing some interesting elective courses.

Future Life Orientation

1. Do you plan to stay in the Netherlands?  
9 responses



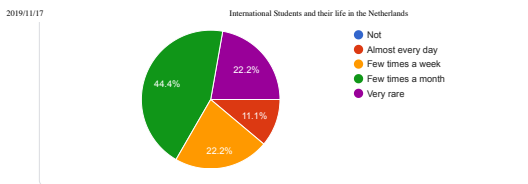
2. Do you feel pressure or anxiety about the future?  
9 responses



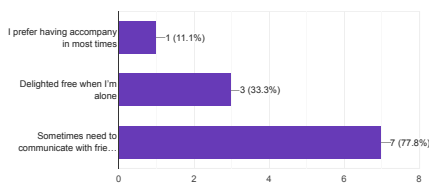
3. How do you feel like the idea of returning back to your hometown after graduation?  
9 responses

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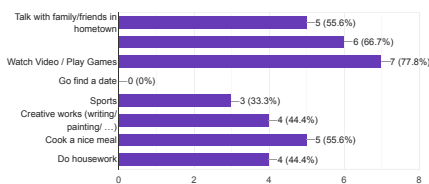
13/14



3. Do you enjoy being alone?  
9 responses



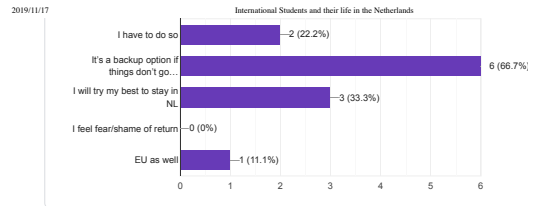
4. If you ever felt lonely, what do you usually do to pass time?  
9 responses



5. If you ever felt lonely, could you describe a moment when you are in NL when you feel most lonely? (When? Where? What were you doing? What was the

<https://docs.google.com/forms/d/1Fk2ZkTOWw7W07a1rSVjyoVKeBEow8T2KDFm9QqAk/viewanalytics>

10/14



Last Question

What's your deepest wish for life?  
9 responses

- To be rich!
- Love & Peace
- Be rich
- peace & love
- Happy family
- Live a comfort life without worry or stress.

Take time to enjoy life, which includes but not limited to balancing the work and entertainment, starting an intimate relationship etc.

- health and long lives of family members
- Find the direction I want to keep going.

Thank you a lot for filling in the form. Wish you a great day!

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Google Forms

<https://docs.google.com/forms/d/1Fk2ZkTOWw7W07a1rSVjyoVKeBEow8T2KDFm9QqAk/viewanalytics>

14/14

2019/11/17

International Students and their life in the Netherlands



8. What's the one thing you did and regret the most after you came to the Netherlands?

8 responses

- Not finding a proper internship in summer vacation
- I spent too much time on PC games, so that my grade is not that good...
- Nothing
- didn't learn dutch from the beginning
- Didn't learn Dutch
- nothing
- I should not rush to make decisions, e.g. choosing the supervisor.
- barely nothing

9. What's the one thing you did and be proud of the most after you came to the Netherlands?

9 responses

- A 9.5 in Automobile design
- Go cycling with friends from Delft to Texel
- Nothing
- making friends with some foreigners
- Make friends with other international people
- Complete my master's degree on time.



<https://docs.google.com/forms/d/1FA2ZKTOWa7W07a1sRSVjyoVKc8Eow6T2KDf90qAk/viewanalytics>

12/14

## Appendix D. Secondary Research - Focus group interview questions

Which migration phase are you in right now?

Settling Down / Studying / Searching for Jobs / Working

What are your main (emotional) struggles in life?

What do you feel?

How do you usually deal with it?

Have you ever used any service providing mental care?

Would you use paid functions?

Would you keep using it?

If there's a service focusing on Chinese migrants' emotional and mental health in the Netherlands, will you be interested?

## Appendix E. Exploration of other cells - Research Questions

Loneliness and Freedom: Do people feel a mixed feeling of loneliness and freedom? If they do, how do they deal with this kind of emotion in life?

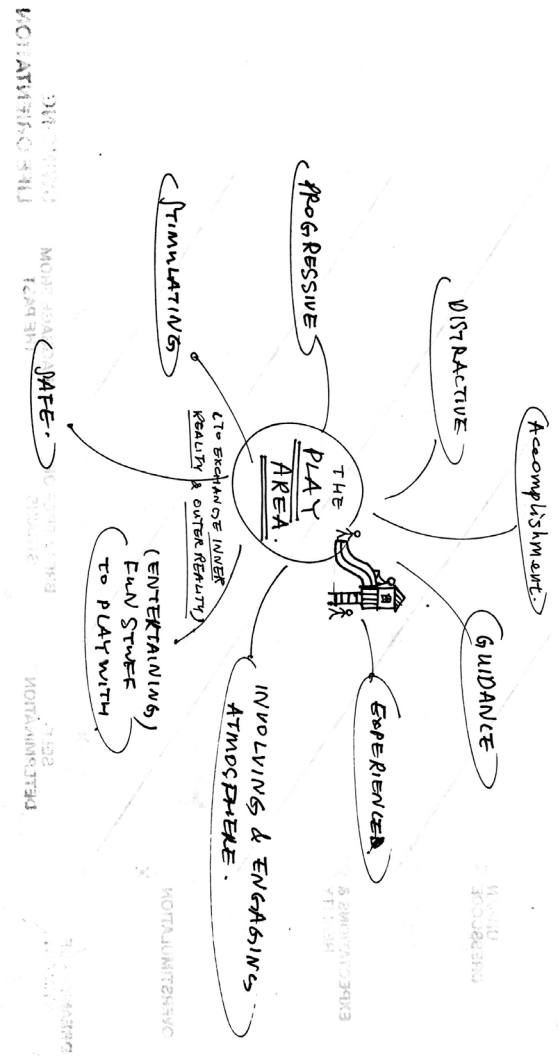
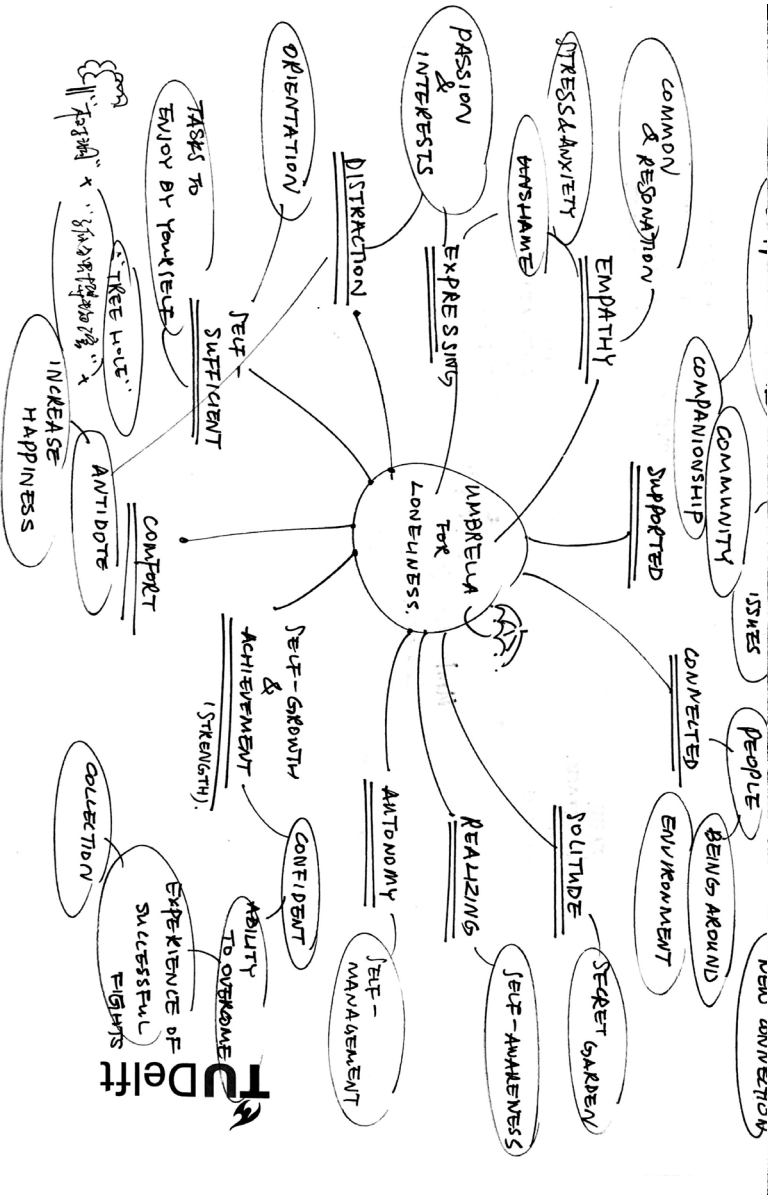
A Feeling of No Turning Back: Do people feel anxious about their future life choice? Are they ashamed / fear of return?

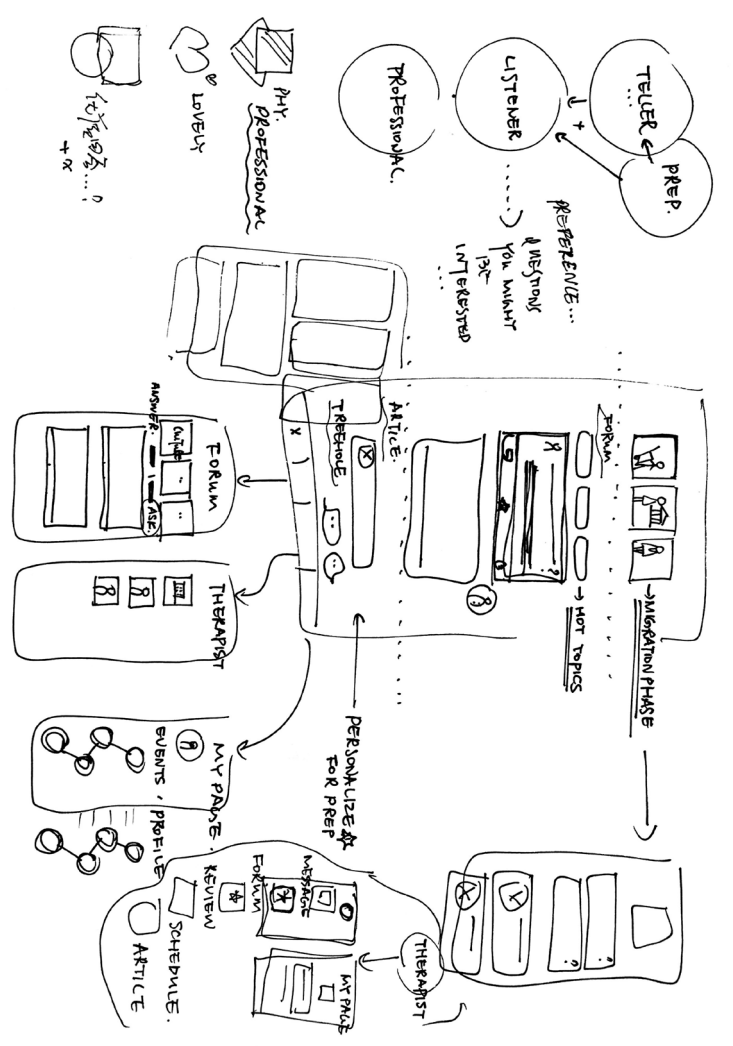
Try to overcome the fear and shame to be the one who is occasionally acting 'inappropriate': Do people feel like they are being an outsider and acting inappropriately?

Intimate relationship is built as a world to escape in: Are people in NL in need of an intimate relationship? Is intimate relationship a way to escape or a way to explore?

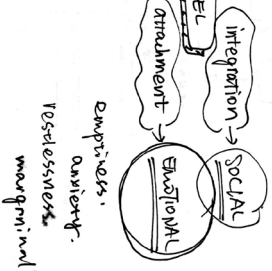
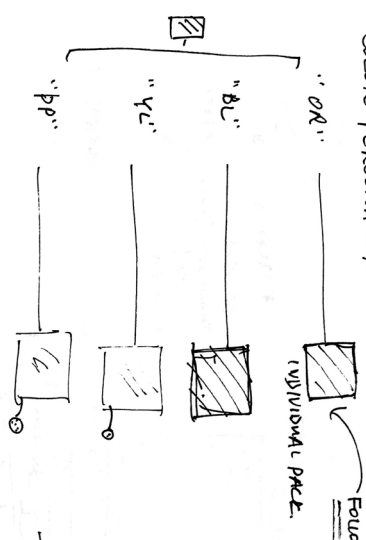
A tendency to prettify the new environment and assign personal meaning: Do people assign personal meanings to the Dutch environment? If they do, how do people build attachment with Dutch cities?

# Appendix F. Ideation Sketches





COLORE PERSONALITY:



INTERPERSONAL (relationships)

888 SOCIAL

PSYCHOLOGICAL

INTELLECTUAL

CULTURAL

ABOUT YOURSELF...

SENDER x

DAILY ROUTINE x

WHAT WOULD U DO? x

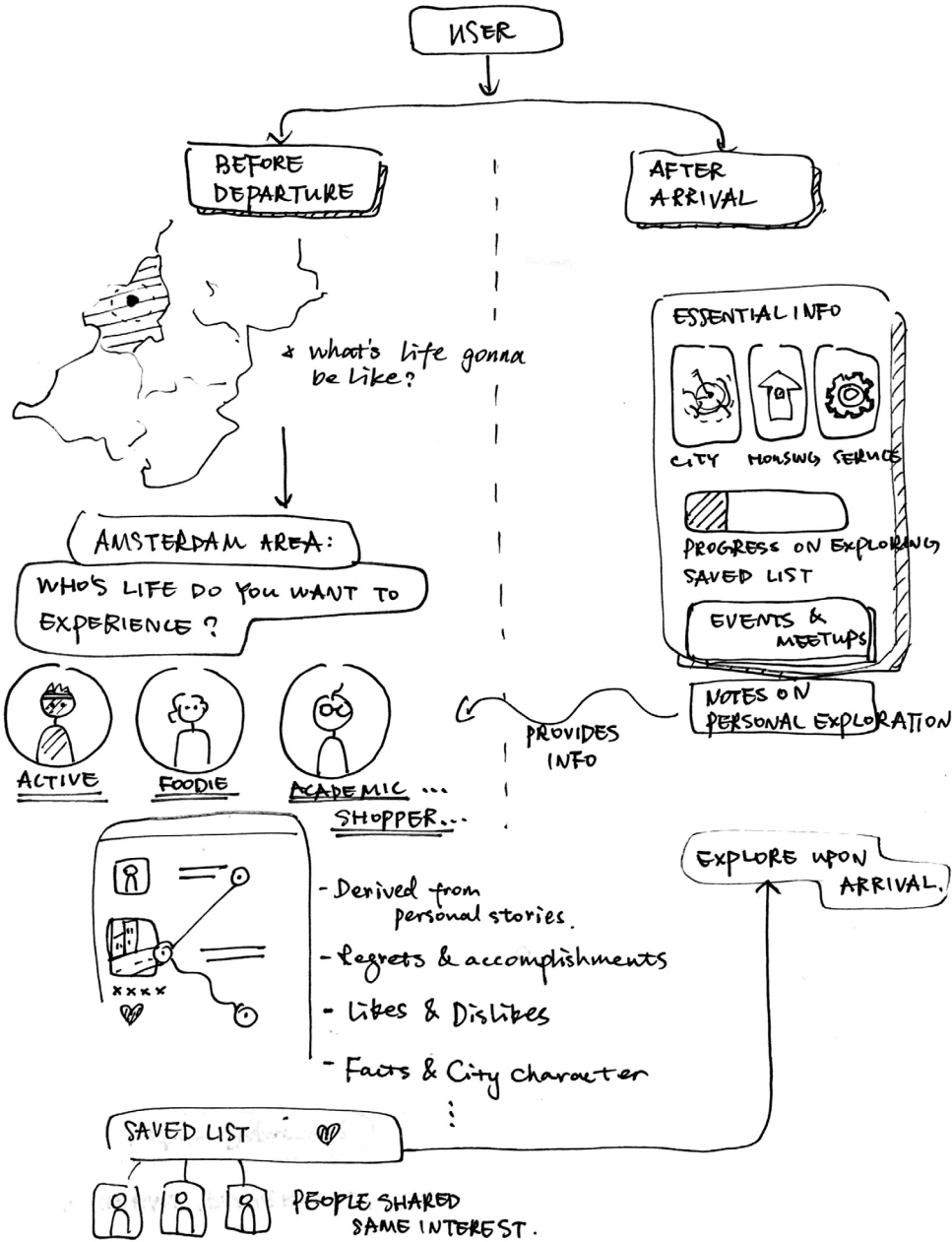
WEEKENDY CONTACT x

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0 0 0 0

1. URBAN PLAYGROUND?

(IDEA A)

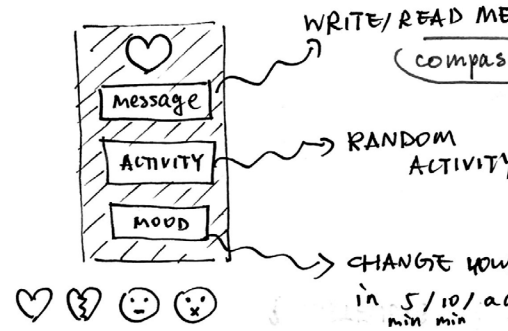


(IDEA A)

IMPROVE MOOD

SELF AWARENESS?

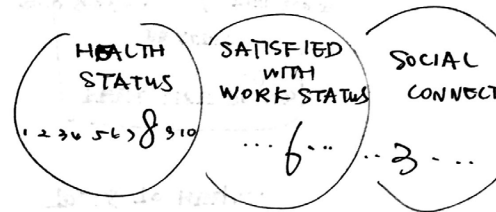
TO: CHILL/BOOST/SMILE...



WALK THROUGH LONELINESS

(IDEA C)

KNOW YOUR LIFE STATUS...

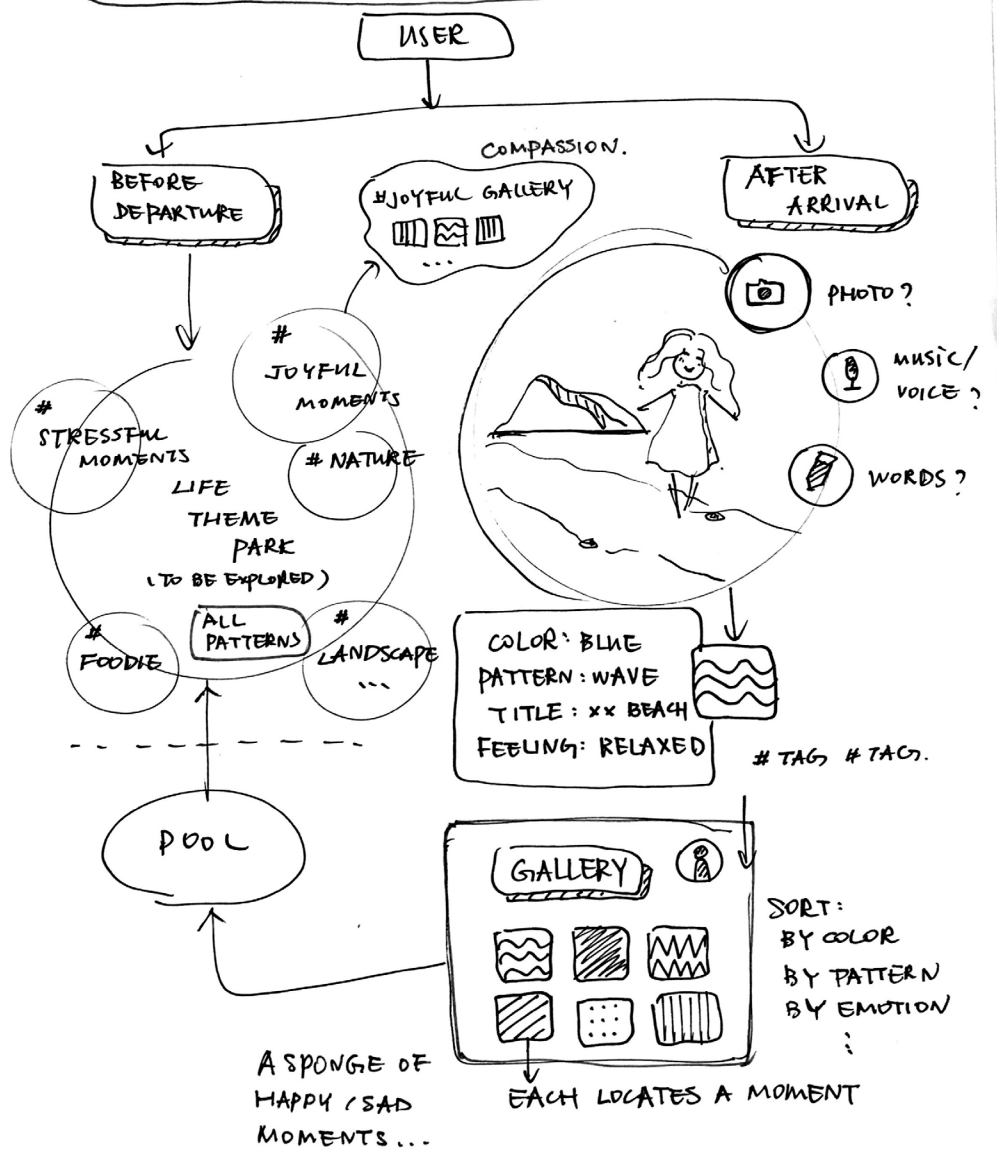


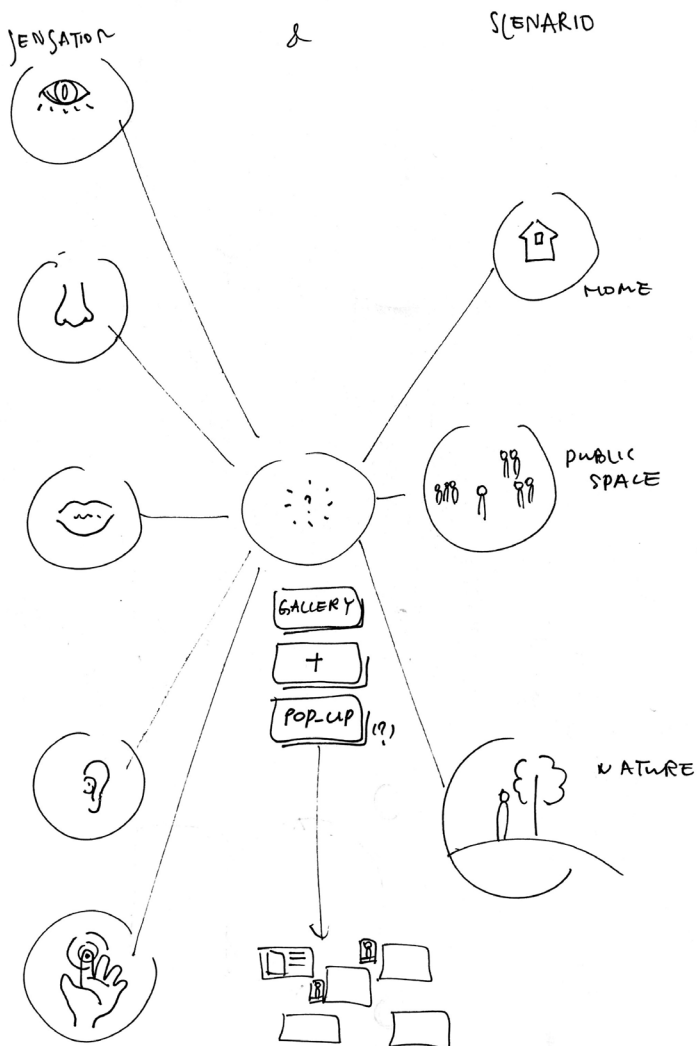
→ SPECIFIC AREA TO WORK ON... TIPS/SUGGESTIONS...

# URBAN PLAYGROUND

(IDEA B.) "EXPERIENCE THEME PARK"

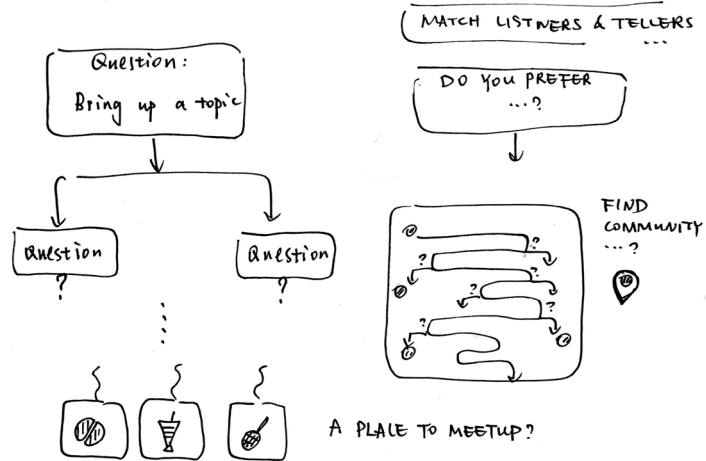
DO FEELINGS HAVE A SHAPE/PATTERN?



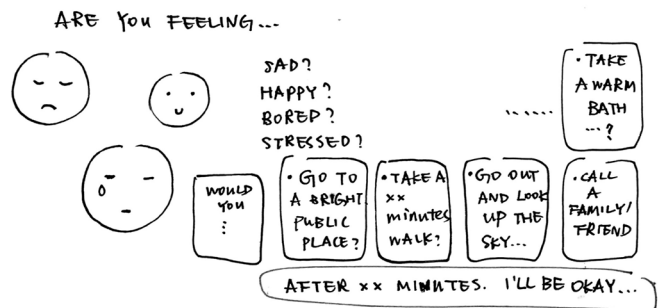


LONGELINESS ☂

(IDEA A) MEET UP AT THE CORNER ... ?



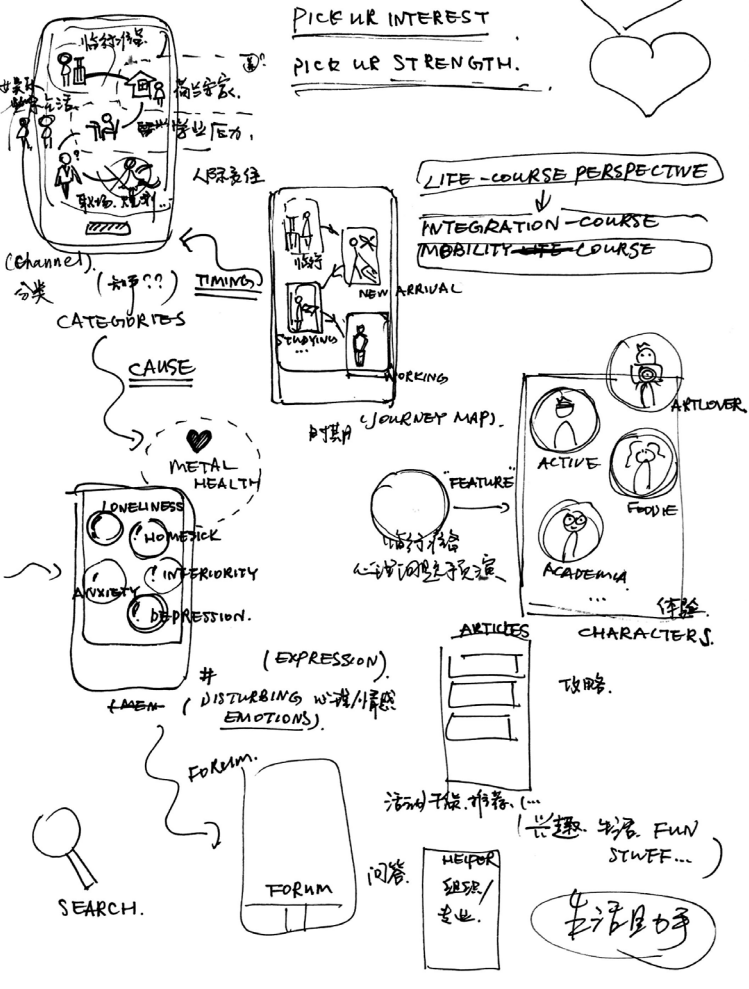
(IDEA B) A 'SPONGE' OF COMFORT ... ?



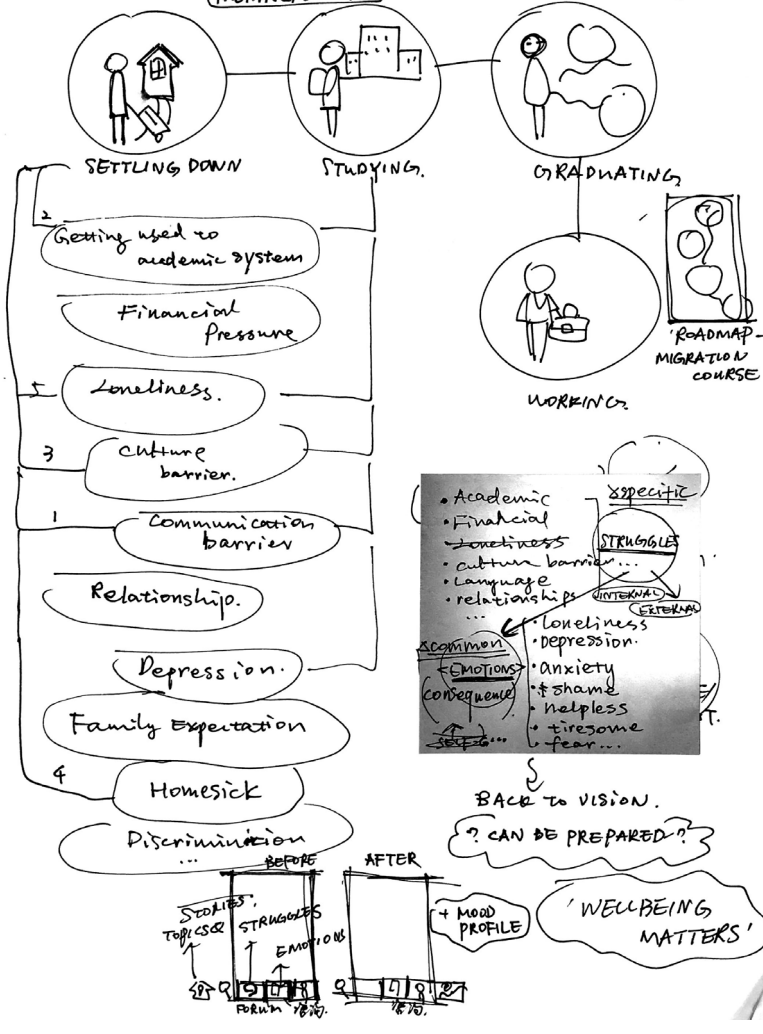


1-1

[B] 生活问题的答案... MIMO-CONSOLING



1-3 Back to vision. (PREPARATION) + (SOLUTION) + ~~POST-SUPPORT~~ (ACHIEVEMENT)



## Appendix G. Meeting Notes

### Green Light Meeting 6th Nov 2019

DFT Matthijs, Pieter, Thijs, Yue

#### Concept 1:

1. The concept is: A tool to give emotional help to establish inner balance, and make decisions for yourself.
2. Recommendation: Chinese-speaking therapist. Add filter...?

#### Concept2:

1. The concept: help you feel a bit confidence / To accept it and deal with it / Deconstruction the feeling and teach people how to deal with it / sensory of self-esteem
2. Find true essence, sharing or not
3. Another form other than digital platform, podcast....
4. Consider further product development
5. Not solving - learn to cope with it
6. Emphasize the contrast between two concepts

#### Report

- ~~1. Add likely behaviour to designed world and designed behaviour~~
- ~~2. Add paragraph of choosing 2 cells~~
3. Add emotional aspect, more guided

#### Presentation:

1. How it's meaningful for user?
2. The process from vision to concept and how it would help. Explain the logic from goal to product, how it meet user needs
3. Start from framework, dimensions give insight, explicitities in 12 situations, explain 4, chose only two, then present the concept
4. Always present design goal(statement), not only characteristics
5. When there are frameworks(concept2) explain the framework: in depth-explanation of a cell in the framework

## Meeting 30th Oct 2019

### DFT Matthijs

1. VraagApp - how should we deal...
  2. Psymate - capture the feeling
  3. Caretaker instead of parents
  4. Topics: tolerant - groundbreaking topics that normally people don't talk about (discrimination, sexuality, ...)
  5. User test for functions
  6. Graphic Design: Not too white. Clarity+friendly and humanity. Maybe with gradient, more touching. Not too dull or lose the sensitivity
- 
1. Sensation +Scene - storytelling site
  2. Images as a database - dictionary of loneliness
  3. Umbrella is the framework of what you are longing for...

## Meeting 16th Oct 2019

### AMS

#### Pieter

1. Something new to like?
2. A reminder of old intention?
3. A film?

#### Matthijs

1. Concept A: Rethink how the analogy works? Rethink the 'categories'
2. Concept B: Keep it small...
3. Features of Design: What is it? What does it do? The stakeholders? What technologies?
4. After green light: working prototype and user test...
5. It's important to have a choice to go into 'the play area' and go out.

#### Melody

1. 心灵伙伴?资源+平台:文章 视频 forum 外国朋友 ...
2. 留学生活?交友?solution?预约?community?
3. Research: data support
4. Branding 简单清晰 / 搜索功能
5. Business Plan - 小程序生态圈 - 付费下载?付费服务?卖周边?书籍?商城?
6. 投资/合作: NGO?医院/诊所?

## Meeting 10th Oct 2019

AMS Yue

### Statements & Concepts

1. Meetup Event - expand their social circle...
  2. Join CHN and NL.\\ **Everyone has their special talents, can we join them or give them a chance to ..express?**
  3. Loneliness Gallery / Tree hole
  4. How to keep people using our platform and secure our users? - Gamification Method...
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## Meeting 1st Oct 2019

AMS Matthijs

### Statements & Concepts

5. **Product** (Product - attractive? Infinite? ...) ---- **User**
6. Statement - Goal + Phenomenon (psychological principle...)
7. Phenomenon: inside brain
8. Make the statement more subtle, in-depth, more words, more profound
9. Analogy: The relationship between my end-user and my 'design' I'm going to develop is like ' \_\_\_\_\_ ' ' \_\_\_\_\_ '
10. Character: to assess the product, see if it has enough features. If not, add another feature.
11. **Vision - Statement - Analogy - Characteristics - Idea...**(on **FRI**)
12. Idea: Before coming? On the trip?

### Place attachment:

13. Low literacy - language (distant from constructs?)
14. Restore internal balance / Delicate imbalance
15. Emphasis a special cell...
16. Hiking - specific with the analogy(confronted with overwhelming views?)

### Swimming

17. Analogy: the first step before learning to swim...
18. Character: fresh? Strange? Promising? (turn something strange or a strangeland into somewhere familiar...)

### **Loneliness**

19. Using this cell to understand the process...
20. Analogy: specifically the umbrella instead of a shelter, with which walk through the loneliness...
21. Confront the negative feeling and release it in a practical way...
22. Characteristics: Protective, Pragmatic...

## Mid-Term Meeting 5th Sep 2019

DFT Matthijs & Pieter

### Framework

- *About growing up in a place you don't know.*

Hyperconditions - Possibility of situations you are in - And the behaviors to pop up

12 Struggles - To be taken care of

Dig into the positive side - ? - More explicit

**The framework** - apply on the transformation phase, but maybe also about **preparing beforehand**(Before leaving...)

**Cells** - Go Back to Clusters (to find the conditions) - Generate concept

E.g. D2 - What can we offer to people? - Leave an open door

The reason to leave - maybe are the stuff people make up, and there are reasons hiding below

Specific research - go to Pieter?

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## Meeting 9th Aug 2019

DFT Pieter

Context Structure:

Clusters: **Add personal journey**

**Rich Personas - Narratives - Evolve in the Future**

Story of 'the nephew':

How Chinese People are going to picture the industry?

Topic: Chinese People coming to Europe... - Expectations, Failure mode, Relax..?

- Gender Matters (Male/Female/Mother/Family...)
- Non-academic immigrants? (Work.Indonesia.Refugees.Tourists..)
- Escape from tradition/ Prison: A Breakfree - Reminder - Cannot break free from marriage
  - Independence and struggles going on
- Students who stay and go back - different personas

## Meeting 10th July 2019

AMS Matthijs

Collecting Factors:

1. Context: Netherlands society in 10 years (**Economic** changes, **attitudes**, people's **behaviors** change in 10 years..?) — **Future society related to Immigrants**
2. Facts: - Must be Accurate. More words are preferred comparing to too little - mark source immediately
3. Include both obvious(numbers...) and **original** facts.
4. Identity is only part of research - ask Pieter for literature
5. Sources: Literature, Report, (SCP, Reken Kamer, WRR, PBL Planbureau voor...), Interview
6. Interview: Ask what will influence immigrants' behavior and attitude in 10 years. How do they want to grow in the industry in 10 years? and the reason behind it.
7. Development - like economics going down.. Describing phenomenon
8. Trend - People's change in behavior
9. State: Regional (stays the same)
10. Principle: Global (stays the same)





