

EVENT EXPLANATION + DETAILS

The following is a breakdown of the event—this is not a set script, so please feel free to deviate as you see fit in order to suit the participants and atmosphere.

Step 1: Set Up

1. Reserve the Big Red Barn for the event (about two hours) and purchase drink tickets. Order pizza for the night of the party, and make sure to secure napkins, silverware, plates. Make sure to include a snack option that can people with dietary restrictions can enjoy.
2. Reserve an ID scanner for the event
3. Obtain the project supplies. This can vary from event to event, and quantities will vary based on number of expected participants, so no numbers have been provided here.
 - Scissors
 - Tape (both clear and masking)
 - Glue (both liquid and stick)
 - Cardboard
 - Paper
 - Coloring utensils (markers, colored pencils, etc.)
 - Pens and pencils
 - Rulers
 - Craft supplies such as pipe cleaners, paper towel rolls, balloons, string, etc.
4. Set up a central table with all of the supplies. Set up a separate table with the surveys and pens. Set up a third table for the food.

Step 2: Student Arrival and Beginning the Event

1. Scan each student ID to ensure they are graduate students at Cornell and that they are 21. Each individual stating that they are coming to the event should receive a drink ticket.
2. Ask each student what event they are attending. Each group should be asked to stand together at the beginning of the event.
3. Create teams so that each individual intending to be at the leadership seminar to be chosen as a group leader. This person will be the group leader. (Groups can vary in size as you see fit. Ideally the groups contain more than three people but less than seven.)
4. Ask people to go with their teams to go get food/drinks if interested.
5. Loose outline for the event script after the majority of people have come back from getting their food. **Please do not read this section out loud as it is written. Instead, pick the points you want to mention and fit them into the event explanation to match the tone of the rest of the evening.**
 - (Ask people to raise their hand so everyone can see who came for what.) Talk about the three different advertisements and how this event is going to fulfill all of the components: Students that came for the leadership event will have the chance to lead

their groups in the activity. Those who came for a study will be able to participate in my informal experiment. Finally, those who came to the mixer will have had the chance to meet and talk with other people.

- Studies have shown that the rate of people reporting that they are lonely is on the rise (Chatterjee, 2018; Twenge, 2019). Loneliness has been linked to depression, which is often used a partial indicator of mental health (Clark et al., 2017). Other consequences of loneliness include physical mental health outcomes that are not as well known. For example, those who are lonely have weaker immune systems, higher blood pressure, and an increased chance of premature death (Holt-Lunstad et al, 2015)
 - There are many ways to help yourself or others that are lonely. As an example, creating groups of social support has been identified as a successful strategy to combat loneliness (Masi et al., 2011; Rokach & Brock, 1998). Social support and social participation are both social determinants of positive health outcomes (Schultz & Northridge, 2004), and can have long-term implications on health as well as contribute to increasing social capital (Rogers et al., 2013). In this way, you can mitigate the negative physical and mental health consequences of loneliness (Brown et al., 2009; Holt-Lunstad et al., 2015) while encouraging positive consequences of social connection and support. As a strategy, you can reach out to individuals to spend time with them intentionally, building social networks. Another way to do enhance social interaction is through place attachment and belonging: find public places that you like and go to them repeatedly—in this way you will build a relationship with the space and the people there (Hauge, 2007). If you are really interested, the voting brochures will have more strategies and ideas for increasing social interaction and social support.
 - We have selected one strategy--creating a display piece that fosters social interaction. The idea is for your team to come up with something to bring people who are next to your project together. This can be anything you can think of—a product, or something people add to/take away from your installation, etc. Be as creative as you'd like, using the materials provided here. These will be installed at BRB and everyone coming through the space will be able to vote on their favorite. You can come and check to see how many votes your project has and encourage them to vote for yours.
 - You will have 45 minutes to make your project—the assigned leader will be your spokesperson and coordinate your project and materials, but everyone will help build it.
6. Ask if anyone has any questions. Tell each team to find a table to work on and then tell them to start.

Step 3: Projects

1. Give students roughly 45 minutes to create their installations. During this time, students should share supplies and create projects at their own group tables.
2. After the projects have been completed, each group should explain their completed work, describing how it relates to the topic. Install the projects inside of the Big Red Barn in pre-approved places. Make sure to get all contact information so that you can distribute the drink ticket for each team member for the winning group.

3. Explain the voting process: students can vote for their favorite projects over the next week. (Voting ballots will be available at the project table that will be set up on the main floor of the Barn space.) Tell teams that they can opt to either pick up their project after a week or have it get thrown away.

Step 4: Survey

1. After the projects are installed, ask everyone to take the survey individually, stressing that surveys are anonymous.
2. Collect surveys and thank participants for coming to the event.
3. Not on the day of but in the near future: analyze survey results in order to inform the next event.

Step 5: Contest

1. Set up sign and brochures either on the night of the event or shortly after. (Print “Voting Poster” and “Voting Brochures” in advance, making sure to cut each page into two separate brochures and then perforate the brochures on the dotted line. Instructions have been provided in the “Voting Brochure Instructions” document.) Set out see-through containers marked with the project name or picture as containers for voting.
2. Leave them up for a week but check periodically to see if people are voting and/or engaging with the projects as was intended. If the event has been broadcast on social media, send out reminders for voting.
3. Count votes after the week has ended. Send out a notification to the winning team (and on social media). Notify teams to pick up their projects and clean up the spaces that were used for the installation.

*Although this event doesn't track it, it would be interesting to keep an eye out for those same participants coming back and using the Barn. Although place attachment is an important component in encouraging social interaction and support, **this event does not explicitly outline place attachment (Scannell & Gifford, 2010). Instead, it uses it as a theoretical foundation and creates an agenda of repeated positive interactions with the space in order to implicitly promote place attachment** (people initially have a fun experience at BRB and have to come back in order to vote for their project as well as invite others). Further events could include a measure in the survey for place attachment to the Barn.*

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Chapter 5 in: JF Helliwell, R. Layard & JD Sachs (Eds.) *World Happiness Report 2019*.

INTERESTED IN PARTICIPATING IN AN EXPERIMENT ON ADVERTISING?

BIG RED BARN

Wed. April 22 5:30-7:30

FREE DRINK & PIZZA



Image courtesy of Unsplash

Email rab549@cornell.edu with any questions. Pizza & a drink ticket will be provided for participants

BUILD YOUR LEADERSHIP SKILLS



Come to our event + work on building your leadership skills
Big Red Barn Greenhouse on April 22nd, 5:30-7:30
FREE PIZZA AND DRINK TICKET PROVIDED

Pizza + 1 drink ticket provided for participants. Email rab549@cornell.edu with any questions. Visit our facebook event page for more details.

Have a Drink +
Build Something
+ Meet New
People @ Grad
Student Mixer



We will have Pizza + a Drink Ticket

Wed. April 22, 5:30-7:30pm @ BRB Main Space

QUICK EVENT OVERVIEW

My tool is an event that focuses on creating meaningful connections and place attachment in order to help college students at Cornell combat loneliness. My clients (Graduate School and Big Red Barn) are really interested in creating an event that could be repeated annually that could 1) See what the best ways to encourage students from different disciplines to come to an event 2) Have a team-based event where students who don't normally interact spend time working with each other and 3) Create an opportunity for both leadership and competition. There are several documents involved within this event, so information will be spread throughout these documents.

Event: A group-based activity that brings people together in order to help them make connections and combat loneliness. An analysis of literature addressing interventions to combat loneliness has found that researchers have been successful in several strategies of interventions, but the one I have selected due to feasibility and my available resources is increasing opportunities for social interaction (Masi, Chen, & Cacioppo, 2010). Since place attachment plays a role in creating positive social outcomes (Ujang, Kozlowski, & Maulan, 2018), this event also aims to create attachment to the Big Red Barn by encouraging repeated interactions within the space.

Materials: Printed materials will be made for the different components of the event.

3 different advertising poster types—these are meant to draw in different crowds and are an experiment on how different groups are attracted to different event types. All posters will offer free pizza as an incentive to attend.

1. Poster will advertise an experiment that you can attend at the Big Red Barn. It will advertise an opportunity to participate in research on advertising being conducted by a Cornell graduate student.
2. Poster will advertise a leadership event for graduate students. They will be encouraged to come and practice leadership skills.

3. Poster will advertise a mixer for graduate students to come and meet new people. It will talk about people from all colleges being invited to attend.

There will also be a survey that they fill out that will look at loneliness and their reason for coming to the event. It will include questions about their feelings in the event and if it was successful in creating meaningful social exchanges with people that they didn't usually spend time with.

Lastly, there will be little flyers set up next to the voting booth about information on loneliness and combatting social isolation. These will include the majority of my sources on the impacts on health and wellness, as well as studies that have included interventions.

Activity: Students will be divided into groups and told to make an installation out of paper, colored pencils, scissors, tape, and other materials that will prompt social interaction in the Big Red Barn. They will be told that these installations will be in the Barn for a week and students who visit will get the chance to vote for it. The winning team will get a drink ticket per person for the BRB. The voting area will have brochures about loneliness and opportunities for social interaction and be visible enough that (hopefully) people who participated in the event will come back to see how it is going. Students that came for the leadership event will have the chance to lead their groups in the activity. Those who came for a study will be able to participate in my informal experiment. Finally, those who came to the mixer will have had the chance to meet and talk with other people.

All of this information will get catalogued and given to the health fellow at the Big Red Barn in order to repeat the event annually.

References

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LONELINESS

ON A COLLEGE CAMPUS

- Loneliness has been on the rise, with Gen Z and Millennials having the highest rates of loneliness. More than 60% of Americans reporting being lonely.
- Loneliness is associated with many negative mental health outcomes such as depression, thereby having big implications on life satisfaction. One study found that in the US, a diagnosis of a mental illness such as anxiety or depression has a bigger impact on life satisfaction than income or employment.
- Loneliness has even been associated with physical outcomes such as higher blood pressure and increased likelihood of premature mortality. While there are many determinants of health that we cannot change (the built environment, social inequalities),

WE CAN DO SOMETHING ABOUT LONELINESS AT CORNELL!



- Some effective ways to decrease loneliness is to increase your activities, social interaction, and social support. Ideas and resources are listed on the back!

Tear at perforation below + use it to vote for your favorite project!

YOU CAN VOTE ONCE A DAY +
INVITE FRIENDS TO AS WELL!

- **Enjoy TGIF** at the Big Red Barn. Reach out to someone to come with you.
- **Become a “regular”** of a public space you enjoy, be it BRB or the gym or a coffee shop. Increased use of the space makes you more likely to interact with others there.
- **Put down your phone.** Studies have found that you might be missing out on in-person interactions if you are spending lots of time on your phone in public places.
- **Volunteer** for a cause you believe in--this will help connect you to people who share your interests, increasing the likelihood of friendship.
- Try to **connect virtually** with people groups that share your interests.

RESOURCES + IDEAS

AT CORNELL + BEYOND

Get involved with an organization or student community, such as the GPSA, a committee of the GPSA, a department-based group, etc. You can find groups on the Cornell website.

Join in Weekly Walks with a Dean. Even if you don't make friends, this activity provides an opportunity for physical activity in nature which has positive effects on both mental and physical health, and allows you to recover from mental fatigue.

If you aren't lonely, **reach out to others to provide support.** Making connections will have positive impacts on your life even if you aren't lonely.

The Graduate School Website has more resources available for you!

VOTING TICKET

SURVEY DETAILS:

This survey is provided in order to try to gauge the baseline loneliness levels of individuals in attendance as well as understand the effectiveness of the event.

- The first portion of the survey (demarcated by the red lines) is information regarding graduate students and their levels of connection within and outside of their departments.
- The second portion of the survey is the short version of the UCLA Loneliness Scale (Russell, 1996). This scale is meant to assess the loneliness levels of the individuals who are here, to see if there is a link between acquaintances, friendships, and loneliness. Survey questions 7 and 10 must be reverse coded, with higher total scores on questions 5-13 indicating higher levels of loneliness.
- The third portion of the survey, questions 13-18, are about the event itself. This will provide information as to which event drew the most people, if individuals did indeed connect with others, and if they perceived the event to be successful.

This information will be helpful in understanding the extent of loneliness among graduate students, the amount of connection they have to other students, and if strategies used within this event were successful. All of this information can be used when planning this event again or when determining activities and goals for others.

Reference

Russell, D. W. (1996). UCLA Loneliness Scale (Version 3): Reliability, validity, and factor structure. *Journal of personality assessment*, 66(1), 20-40.

POST-EVENT SURVEY

Thanks for coming to our event! Please answer the following questions. This survey is anonymous.

1. How many students do you know inside your department?

0 1-3 4-6 7-9 10+

2. How many of those would you consider your friend?

0 1-3 4-6 7-9 10+

3. How many students do you know outside of your department?

0 1-3 4-6 7-9 10+

4. How many of those would you consider your friend?

0 1-3 4-6 7-9 10+

Please indicate how often each of the statements below is descriptive of you (Russell, 1996.)

5. How often do you feel that you lack companionship?

Never Rarely Sometimes Always

6. How often do you feel that there is no one you can turn to?

Never Rarely Sometimes Always

7. How often do you feel outgoing and friendly?

Never Rarely Sometimes Always

8. How often do you feel left out?

Never Rarely Sometimes Always

9. How often do you feel isolated from others?

Never Rarely Sometimes Always

10. How often do you feel that you can find companionship when you want it?

Never Rarely Sometimes Always

11. How often do you feel shy?

Never Rarely Sometimes Always

12. How often do you feel that people are around you but not with you?

Never Rarely Sometimes Always

13. What event were you coming to today?

Grad Mixer Leadership Building Event Advertising Experiment

14. Did you meet anyone new at this event?

No Yes (If Yes, how many new people____)

15. Did you receive or give your contact information to anyone at this event for further communication?

No Yes (If Yes, how many people _____)

16. Do you think this is a good way to connect with new people?

No Yes

17. Would you come to another event similar to this one?

No Yes

18. Have you been to the Big Red Barn before?

No Yes (If Yes, how many times: 1-5 6-10 11+)

Do you have any other comments?

PRINT "VOTING BROCHURES" TO BE DOUBLE-SIDED

LONELINESS ON A COLLEGE CAMPUS

- Loneliness has been on the rise, with Gen Z and Millennials having the highest rates of loneliness.¹ More than 60% of Americans reporting being lonely.²
- Loneliness is associated with many negative mental health outcomes such as depression,³ thereby having big implications on life satisfaction. One study found that in the US, a diagnosis of a mental illness such as anxiety or depression has a bigger impact on life satisfaction than income or employment.⁴
- Loneliness has even been associated with physical outcomes such as higher blood pressure and increased likelihood of premature mortality.⁵ While there are many determinants of health that we cannot change (the built environment, social inequalities),⁶

WE CAN DO SOMETHING ABOUT LONELINESS AT CORNELL!



- Some effective ways to decrease loneliness is to increase your activities,⁷ social interaction, and social support.⁸ Ideas and resources are listed on the back!

Tear at perforation below + use it to vote for your favorite project!

PERFORATE HERE

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- Put down your phone.** Studies have found that you might be missing out on in-person interactions if you are spending lots of time on your phone in public places.²
- Volunteer** for a cause you believe in—this will help connect you to people who share your interests, increasing the likelihood of friendship.³
- Try to **connect virtually** with people groups that share your interests.⁴

RESOURCES + IDEAS AT CORNELL + BEYOND

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Join in Weekly Walks with a Dean. Even if you don't make friends, this activity provides an opportunity for physical activity⁵ in nature which has positive effects on both mental and physical health,⁶ and allows you to recover from mental fatigue.⁷

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CUT HERE

VOTING TICKET

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VOTING TICKET

VOTE FOR YOUR FAVORITE PROJECT!

image courtesy of Unsplash



Decide on your favorite installation (there are several located around BRB) and drop a voting slip into the corresponding jar! You can vote until April 29th! The winning team will get a prize.