

MYP Personal Project – The Placebo Effect – Impact of Colors on Mental Health

My learning goal:

I have selected the Placebo effect – Impact of Colors on Mental Health as my personal project topic, because I believe that using the mind alternatively to medicine is an underrated approach, and the knowledge around it is very low. It hurts me to watch my friends and family continue to suffer from mental health issues, especially growing up in a family that has experienced hardships during the war times in Lebanon, watching this build up heavy emotions in them was difficult for me, because I did not know how to help them or alleviate their pain. As time passed, I saw that some of my family members developed some serious health conditions, and from my observations and interpretations of how the illnesses were aroused, I could not help but associate some of the health conditions to the buildup of heavy emotions across the years due to Post Trauma Stress Disorder (PTSD).

Having been exposed to the placebo effect topic through my talks with my mom, who is specialized in healthcare and who is also a health and life coach, I got more intrigued to learn more about what placebo is about, how it works, and the effects it can have on people's lives. Learning how the placebo effect works might allow me to help friends and family, alleviate their pain or even heal them from certain emotional blockages.

Furthermore, there are many instances that occur in our daily lives, either with me personally or the people around me that are explained by the placebo effect, and this intrigues me even more to learn about how this psychological phenomenon can be understood and explained, and what possibly contributes to enhancing it, including colors.

Choosing this topic will raise awareness on the power of the brain, and although there may be a lot of controversy regarding this statement, it could also teach people that you do not always have to rely on medicine to survive. Growing up helping people has always brought joy to me, however when it came to helping people when they struggled with physical and mental health, my first advice to them would be to seek medical care. Deep inside I always believed there was something more into healing that goes beyond the chemicals that go into the human body.

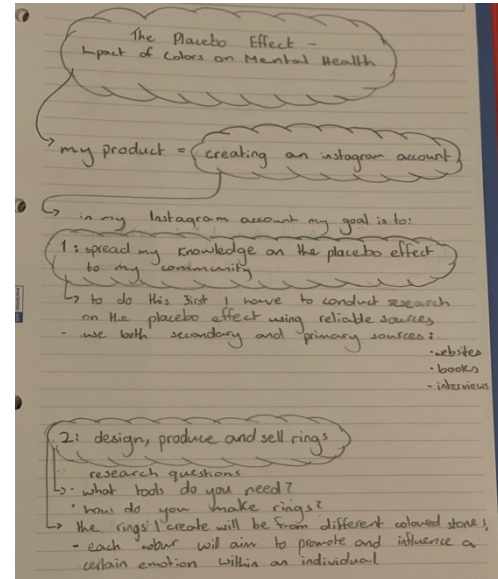
I sought the opportunity of working on the personal project to research more about the mental aspect of the healing journey. My learning goal is “to build further knowledge on the placebo effect and spread this knowledge to my community through social media namely Instagram”.

This is when I decided I want to investigate and learn more about the placebo effect and how colors can stimulate it, then spread the knowledge I gain to my friends and family through creating a local business that spreads awareness on the placebo effect, promotes it in the community I live in, and positively contributes towards causing a positive change in people's lives and in the society at large. All profit made from my business will be donated to the Lebanese Red Cross, because although I was not able to help my family in Lebanon, I might be able to help other families in Lebanon.

My Product:

My product goal is to gain the knowledge and skills to create a local business through an Instagram account where I create and sell rings of different colored stones. Each specific color of ring will specifically promote and influence a certain emotion within an individual. To decide on the colors in relevance to the placebo effect, I will conduct research that evidently shows and proves how colors affect an individual's mental health.

Starting on this project will help enhance the mental health of the people in the community I live in. People buying my rings will have the chance to know what placebo effect it is about, how it works and how it can enhance their own lives. Each customer will be leaving with a colored ring that stimulates a certain set of positive emotions that will surely set the tone for a better state of mind, and thus a better life.



I will further advertise for my business through creating and posting short videos on Tik-Tok. Throughout both the research I will conduct about placebo effect, and the launch of my business, the global context I will be focusing on are Scientific and Technical innovation.

Product Success Criteria:

Specification type	My specification	Reasons	Testing Methods
<u>Research</u>	The research clearly explains in detail what the placebo effect is, how it has been used in health care and how it has been incorporated it into a local ring business. All information recorded will be based on research using a wide variety of reliable sources.	It is essential to conduct my research, so I can achieve my goal of educating my friends and family about the placebo effect.	I will test this method by creating a survey after completing my Instagram platform, to assess whether I was able to teach my friends and family about the placebo effect.
<u>Software – creating the Instagram account</u>	The local ring business is set up on an Instagram platform and includes both information on the placebo effect and the rings being sold.	After my initial research about my chosen topic, It is crucial that my local ring business is set up on an easily accessible platform; Instagram achieves this, and the rings I create and am selling can easily be	I will measure this through conducting a survey to my target market, that will include questions that when answered will assess these factors.

		shared on Instagram. It is important that I include information on the placebo effect, so my product relates to and promotes my topic; achieves my learning goal I set for myself.	
<u>Function – the implications of my rings</u>	In the local ring business, the rings created and sold are made of different colored stones, and each specific color of stone will aim to specifically promote and enhance a certain aspect in an individual's life, and this will be included in the Instagram account.	It is essential for the user to believe in the effect the rings have on emotions for them to achieve the placebo effect.	I will ensure this through completing research on colors and their effect on individuals using a variety of reliable sources to ensure credibility.
<u>Aesthetics</u>	The rings created include colorful stones, and great neat details.	The details and colours used in my rings, will catch the attention and intrigue my customers to purchase them and further believe in them.	I will measure this by asking my family and friends what they think and gaining their feedback throughout the process of making my rings. Furthermore, in a survey I will conduct, there will be a question that references to the aesthetics of my rings, and when this question is answered I can measure my ability to reach this specification.

Product Rubric:

When considering the success criteria of my local ring business, I wanted to ensure that I created it to the best of my abilities. When writing the specifications for my product, I used the knowledge I have previously gained from the units in my Design classes at ISL Qatar to assess my product on.

Product Goal	To gain the knowledge and skills to create a local business through an Instagram account where I create and sell rings of different colored stones.
Level	Description of level
0	The student does not reach a standard described by any of the descriptors below.
1-2	<ol style="list-style-type: none"> 1. I describe what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and uses little to no sources. 2. I present a local ring business. I create rings of low quality consisting of a variety of errors.

	<ol style="list-style-type: none"> 3. I create ineffective social media platforms for my business, displaying little to no evidence of the rings I create. 4. I am not able to advertise and promote my local ring business through an Instagram account. Instagram account includes minimal relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is applied inconsistently. 5. The local business was incomplete and not completed in time. 6. I used little to no in text citations.
3-4	<ol style="list-style-type: none"> 1. I somewhat explain in detail what the placebo effect is, how it has been used in health care and how they have incorporated it into a local ring business. All information recorded is based on research and uses minimal sources. 2. I present a local ring business. I create rings of good quality consisting of a few of errors. 3. I am somewhat able to advertise and promote my local ring business through social media platforms. 4. I create an Instagram account for my business, displaying little evidence of the rings I create. The Instagram account includes a few relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is not applied consistently. 5. The local business was partially completed in time. 6. I used minimal in text citations.
5-6	<ol style="list-style-type: none"> 1. I sufficiently explain in detail what the placebo effect is, how it has been used in health care and how they have incorporated it into a local ring business. All information recorded is based on research and uses a variety of sources. 2. I present a local ring business. I create rings of high quality consisting of little to no errors. 3. I am able to advertise and promote my local ring business through social media platforms to my surrounding community. 4. I create an Instagram account for my business, displaying evidence of the rings I create. The Instagram account platform includes a range of relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is not applied consistently. 5. The local business was substantially completed in time. 6. I use in text citations most of the time.
7-8	<ol style="list-style-type: none"> 1. I clearly explain in detail what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and used a wide variety of sources. 2. I present a local ring business. I consistently create rings of high quality consisting of no errors. 3. I am somewhat able to advertise and promote my local ring business through social media platforms to a variety of local communities. 4. I create an Instagram account for my business, displaying wide evidence of the rings they create. The Instagram account includes a range of relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is applied consistently. 5. The local business was completely completed in time. 6. I consistently use in text citations.

Plan for achieving my product:

I set strict timelines for my project plan. The first of which was the one for the creation of my product, where I set a date by which I had to complete progressive tasks that led to the creation and submission of my product. The first timeline I created was a product specific one, and the second timeline I created included general deadlines referencing to the due dates given to us by our teachers at school. The product specific plan I created was a set of step-by-step actions for the creation of my product. Within my plan I included a ‘to do list’ for every task, for me to easily understand the aim of the task and to ensure I am completing it right. The general timeline I created is a long-term timeline, that I use as a planner that will guide me to manage my time wisely when completing different tasks on time with their deadlines.

Action Plan for achieving the product:

Date	Task	To do	Associated success Criteria	Progress
November 25	Create design ideas of my rings and the different details in them.	Sketch a variety of design ideas of the rings	Aesthetics	I was able to complete this task in time before the next task I had set for myself.
November 26	Decide on final designs for the different rings.	From my design ideas, decide on one to use as my final design for my ring.	Aesthetics	I was able to complete this task in time before the next task I had set for myself.
November 30	Write the information that will be included in explaining the placebo effect and how it relates to my product, and then recognize where they will be included in the selling platform.	From the information I gathered, decide on what I will include on my selling platform, and then divide this information into the different sections on my platform.		I was able to complete the information I had set for myself to complete in this task, however throughout the process of my business I continued to add information using more websites to ensure reliability.
December 1	Buy the necessary tools and equipment for creating rings	Use a variety of reliable sources when investigating my topic to ensure that the information I gather is accurate.	Function	I was able to complete this task in time before the next task I had set for myself.
December 3	Understand how to use the different tools to create rings.	Research and investigate the different techniques used to make rings.	Function	I was able to complete this task in time before the next task I had set for myself.
January 15	Create your selling platform and post your product and the information you recorded.	NA	Software	I was able to complete this task in time before the next task I had set for myself.

January 16-27	Final product due to supervisor	Share my product with my supervisor	Software	I was able to complete this task in time before the next task I had set for myself.
March 9-10	Personal project presentation	Complete your booth so you are able to present.	Aesthetics	I was able to complete my booth in time for my presentation.

Applying skills

Achieving my learning goal – ATL skills: Communication and Research

I was consistently communicating with my mentor about both my research and my product. To communicate with my mentor, I would request we meet, and in our meetings, we would discuss the tasks I was working on, any ideas that had come to my mind, and then to conclude our meeting we would construct a to do list for me to refer to and complete. In addition, I interviewed my mother to learn more about the placebo effect. She specializes in healthcare and who is also a health and life coach. Throughout our interview it was important for me to communicate with her, so I was able to ask her questions and gain her perspective when she answers them.

5 October 2021, 4:28 PM

good afternoon, i am good how are you? can we please schedule a meeting for Thursday?

5 October 2021, 5:36 PM

Hii yes sure

What about first recess at 9:15

great, see you then!

In order to achieve my learning goal (to build further knowledge on the placebo effect and spread this knowledge to my community through social media namely Instagram) I used my research skills to gather information to back up the choices I make in reference to my product. Before conducting my research, I created a research plan which includes questions to investigate, and I briefly gathered potential sources that I could possibly use to gather the information I require.

My research Plan:

Research Questions:

- What is the Placebo effect?
- How can you promote the placebo effect through a local ring business?
- How do the colors chosen in the creating of the rings contribute to the placebo effect?

Complementary Questions:

- The placebo effect:
 - What is the placebo effect?
 - How is the placebo effect incorporated in health care?
 - How is the placebo effect used in medicine?
 - How does a person respond to the placebo effect?
 - What is the controversy regarding the placebo effect?
 - How do colors contribute to enhancing emotions?

Possible sources to use:

Source #3: (Harvard Health Publishing)	An easily understandable introduction on the placebo effect and information on how to give yourself a placebo.
Source #5: (Jones)	This source explains how the color of medicine can influence the patient. I can use this link to further back up my statements on how color can stimulate the placebo effect within an individual.
Source #7: (Saling)	This source introduces the placebo effect; explaining what it is and how it works. Then this source explains how it is used in health care
Source #10: ("The Neuroscience behind the Placebo Effect")	This source includes information on who discovered the placebo effect and its development over the years. Furthermore, it includes information on the neuroscience behind the placebo effect.

My research plan was very useful and beneficial as I was working on gathering the needed information. In my research plan, I outlined the content I had to investigate and the needed information for making my rings that I must know before conducting the process.

Throughout the process of gathering information, I would constantly refer to my research questions in my research plan to help guide me collect the most relevant information to my topic and product. When conducting my research, I used a wide variety of sources to contribute to evidently verifying my research.

To compile the needed research material, I used both primary and secondary sources. My primary research source was my interview with my mother, who is specialized in healthcare and who is also a health and life coach. The secondary sources I used were websites and books that were used to investigate further into the placebo effect, and this was enlightening for me, as these sources constantly hold factual aspects.

However, it was still important for me to evaluate these sources to ensure their reliability. I used the CRAAP evaluation method to ensure that the sources I used are reliable. This method helped me identify the sources that are most credible and reliable for my topic.

CRAAP evaluation method:

CRAAP evaluation of source: https://www.health.harvard.edu/mental-health/the-power-of-the-placebo-effect	
Currency	This article was published on December 31, 2021. This is a recently published article that provides recent evidence to support the statements made.
Relevance	The information in this article does relate to my topic and answer my research questions. This article introduces the placebo effect and further explains the necessary factors required to complete the process of this effect. In the article it is explained how the placebo effect is used in clinical trials to test the effectiveness of this treatment; justifying whether using the placebo effect means failure or success. Furthermore, to conclude the article, it is explained how to give yourself a placebo, through providing specific steps to complete this process. The above information present in this article helps me answer the research questions I have prepared for myself in my research plan above. The intended audience of this article are people passionate about learning about the placebo effect and the steps to complete the process of this effect.

Authority	This article is published by Harvard Health, associated with the Harvard Medical School. Harvard Medical School is a globally credible university that for over two hundred years has continued to provide a trusted source of medical education in the world. Heidi Godman is the executive editor of the Harvard Health Letter. Heidi Godman was an award-winning television news anchor and medical reporter for 25 years; justifying her experience and qualification for this job.
Accuracy	The information in this article is continually supported by evidence, for example in the article, a study published by PLOS Biology is referred to as evidence when explaining what goes on in the brain during the Placebo Effect. In addition, throughout this article the information present is written in an unbiased matter, free of emotion, where the author considers both the negative and positive implications of the placebo effect.
Purpose	The purpose of the information present in this article is to educate people about what the placebo effect is, how it is used in clinical trials, and how a person can utilize this effect themselves.

Using the CRAAP evaluation method throughout my research plan allowed me to verify the reliability of the sources I was using. I wrote all my research on a separate single document to organize my information where I could easily identify the questions, I had written for myself to answer, and then below these questions I would be able to identify my ability to answer them.

Evidence of the information gathered:

In 1799, a physician named John Hygarth had reported one of the first situations of the placebo effect. At the time, there was a treatment used for joint pain: the application of metal rods to the body that were thought to draw out pain because of their electromagnetic properties. However, Hygarth was skeptical about this treatment, so he tested the effectiveness of this treatment through making a pair of placebos (in this situation they were wooden rods), thus, why therefore these rods will not work. Miraculously Hygarth found that the patients received equal benefit from both the metal rods and the placebos. Hygarth concluded from his research that imagination could be powerful for healing ("The Neuroscience behind the Placebo Effect").

The mind is a powerful healing tool when given the chance. Your brain can convince your body a fake treatment. Scientists have discovered that the placebo effect has been found to be just as useful as medical treatments ("The Neuroscience behind the Placebo Effect").

"The placebo effect is more than positive thinking — believing a treatment or procedure will work. It's about creating a stronger connection between the brain and body and how they work together," says Professor Ted Kaptchuk of Harvard-affiliated Beth Israel Deaconess Medical Center, whose research focuses on the placebo effect. A placebo is anything that seems to be 'real' but isn't (Saling).

In medicine What is Placebo:

Placebo is anything that seems to be a 'real' medical treatment but is not. It could take the form of a pill, shot or some other type of 'fake' treatment (Saling).

The placebo effect: an unexplained phenomenon where drugs, treatments and therapies that are not supposed to have an effect and are often fake miraculously make people feel better.

Doctors have used the placebo effect since the 1700s when they realized the power of fake drugs to improve a patient's symptoms. These fake drugs were used when there were no actual drugs available, or when a person imagined they were not well.

Due to the placebo effect patients have experienced relief from a range of aspects, including heart problems, asthma and sever pain.

Some researchers believe that instead of the placebo effect being real, it is confused with other factors. For example, patients trying to please doctors by falsely reporting improvements. Other researchers think that if a person believes a fake treatment is real, their expectations and hope of recovery do trigger physiological factors that improve their symptoms. Placebos are shown to be capable of causing a measurable change in blood pressure, heart rate and the releasing of pain reducing chemicals within the body, such as endorphins. (Explaining why that in some studies patients often say placebos ease their discomfort). Placebos might also reduce stress hormones, such as adrenaline, which can slow the harmful effects of an ailment (Saling).

Should we celebrate the placebo effect and its miracles?

Placebo has proven to help patients, however while doing so it can also negatively contribute to their lives, for example If somebody believes a fake treatment has cured them, they might miss out on drugs or therapies that are proven to work; plus, the positive effects of the placebo effect may fade over time and have proven to. Placebo also disrupts chemical results (TED-Ed).

How my product links to the placebo effect – research to justify

When thinking negatively, your brain triggers this as a threat, and this sends signals to the cells within your body to then release stress hormones.

Although I might not achieve the placebo effect in medicine, I can still promote it through creating a product that will spread the placebo throughout the community that I live in.

Some patients relate the strength of medicine pills (drugs) based on their color, and this has seen to influence the effectiveness of these drugs. The preconceived expectations patients have before taking medication can influence the effectiveness the medication can have on the patients; this is called the placebo effect, where a physical or physiological effect occurs to an individual due to a placebo (no active ingredient) (Jones).

Although there is very little scientific research and evidence that colored based therapies can cure diseases, the psychological aspect of color has been recognized globally as an important psychological factor in interior design and architecture. Colors can possibly contribute to developing a change in emotion, mood and stress.

According to an article written by Layla McCay, a UD/MH director, she states that the following colors influence people in the following ways: the color purple develops problem solving, orange promotes optimism, green promotes decisiveness, calmness and reduces stress, red promotes courage, pink promotes creativity, blue promotes motivation and yellow promotes energy (McCay).

The neuroscience behind the Placebo Effect:

Experiments using brain imaging have suggested that the brain does have a real response to the expectations of the outcomes of placebos, which can influence the body.

Placebo treatments prompt real responses in the brain. Believing a treatment will work can trigger the release of neurotransmitters, hormone production and an immune response.

The medical treatment of the placebo effect: where a patient receives mock treatment and somehow begins to experience relief (“The Neuroscience behind the Placebo Effect”).

After centuries of mystery, new neuroscience research has begun to investigate and uncover how the placebo effect works:

For example, several volunteer tests subjects had received two different lotions on each arm and were told that one of the lotions is a highly effective pain reliever whilst the other was not. However, they are the same cream and do not hold pain fighting properties. Then a very mild painful stimulus was applied to each arm and scientists then used scientific technology to image the patients' brains to see how their brains respond to this pain ("The Neuroscience behind the Placebo Effect").

From this experiment it was shown that some of the regions within the brain – like the prefrontal cortex – light up more when the patient receives the placebo. The prefrontal cortex is responsible for high-level thinking that can incorporate clues surrounding the placebo, for example a doctor's office or a doctor wearing a coat. Then the prefrontal cortex can connect to other regions in the brain responsible to produce neurochemicals, which can include opioids: this chemical has a strong calming and an anti-pain effect ("The Neuroscience behind the Placebo Effect").

Applying skills to create my product - ATL skills: Research, Time management, Critical and Creative thinking

I thought that the process of creating rings was an easy one; however, soon after I started working on the design and production of the rings, I came to the realization that it was not a very smooth endeavor. To make sure I stay focused and on track with my research and project, I created the research plan below:

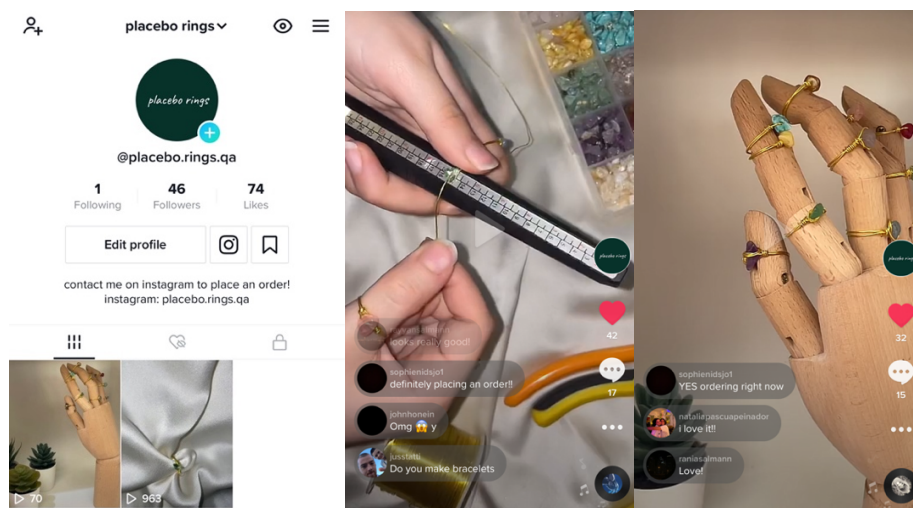
Research Questions: How do you create rings?	
<ul style="list-style-type: none"> • The local ring business: <ul style="list-style-type: none"> - How can you promote the placebo effect through a local ring business? - How do the colors chosen in the creating of the rings contribute to the placebo effect? - How do you create rings? - What tools do you need to create rings? - Where can I purchase the tools to create rings? - Who is my target market? - Are these rings harmful to the user? - Where will the profit from the ring business go to? • How much do I sell each ring for? 	
Possible sources to use:	
Source #5: (Jones)	This source explains how the colors of pills can affect how efficient a patient believes a pill is.
Source #6: (McCay)	This source explains how colors can influence an individual's emotions based on interior design. I can use this source to provide evidence on how colors influence an individual's emotions.
Source #9: (TED-Ed)	This YouTube video explains the tools needed in creating the rings, and a step-by-step tutorial in creating the rings,

After completing my research, I was able to use my critical thinking skills to first understand my chosen topic (The Placebo Effect), I was also able to use evidence to support the relation of my topic to my chosen product, for example I used a variety of sources to justify why I had chosen the different colors for my rings, this was an inquiry process where I had to reflect upon and make decisions that are relevant to my research.

After completing my research on designing and production of rings, I learnt that it was not easy to create rings, and rather a difficult process that required me to purchase specific tools and learn certain skills that do require a lot of patience and practice.

I found that the time needed to complete each ring was more than expected, and this was a key factor of concern for me because I was skeptical about whether I would be able to complete all my ring orders on time. From this, I learnt the importance of managing my time wisely throughout the different tasks I set for myself, that relate to my business, to ensure that I deliver the rings to my customers on time.

Throughout the process of creating my product, it was essential for me to induce creativity to ensure that I have completed it to the best of my abilities. It was important for me to think creatively throughout the process of creating and advertising my product. I would consistently write my ideas down in my process journal to refer to when taking on these ideas. I was able to achieve all my ideas; for instance, creating an Instagram platform for my business, and then advertising for my business through publicly posted short videos (Tik Toks).

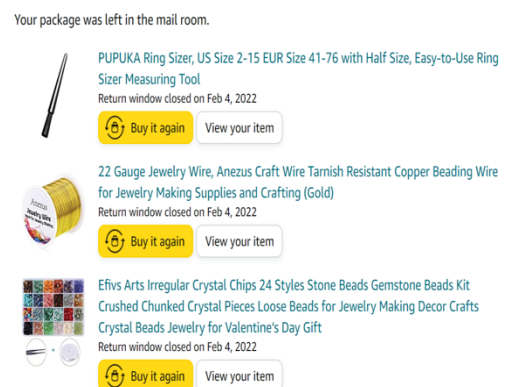


Reflecting: The impact of my product on my learning

My learning goal is “to build further knowledge on the placebo effect and spread this knowledge to my community through social media namely Instagram.” Throughout the long-term process of the personal project whilst aiming to achieve my learning goal, I encountered a variety of problems in both my research and my product.

In the process of conducting my research, through both my primary and secondary research, I learnt a lot of information regarding the placebo effect, I learnt about when it was discovered, what it is, how it works (the neuroscience behind it) how it is used in health care, and how colors can stimulate it. Although once I began the research of my topic, I found it difficult to identify reliable and credible sources that evidently support my findings. However, once I did find those, I was able to easily pursue my research following my research plan to guide me.

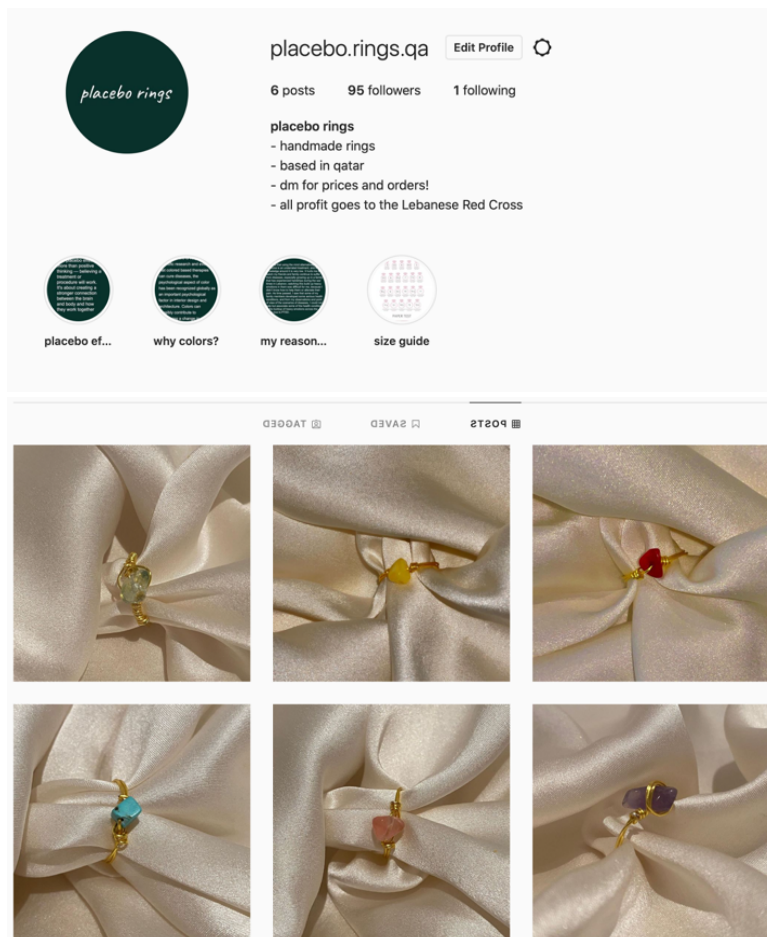
After completing my research in reference to the placebo effect, I combined science with art to produce my rings. Following that, I began the research needed to create the rings, this included the tools and skill I needed, and soon I realized that the tools I needed



I was unable to purchase locally, so instead I had to ship these tools from the US.

After collecting the tools, I began watching tutorials on how to create rings, then I began experimenting and practicing this process. Once I perfected the skills that include the steps needed in creating rings, I combined the research into my Instagram account, and I was able to launch my business to the local community I live in, achieving my learning and product goals. Opening my business allowed me to help my community and positively contribute to their lives. This taught me that I can achieve any goal I set for myself, but only if I put in the love, passion, patience and determination in doing so.

Product evaluation



My final product was a local ring business through Instagram, a social media platform where I aim to promote and sell the rings I create. The rings I create are made from six different colored stones and crystals, and each specific color of ring will specifically promote and enhance a certain aspect in an individual's life. The Instagram account I created includes the reasons behind my chosen topic and information relevant to the research I conducted on the Placebo Effect. I purposefully posted this information to educate people in an indirect way about the placebo effect through an aesthetically pleasing technique.

While working on my product I ensured to have my criteria handy to ensure that I cover all the underlying strands, and to further ensure that I do cover them to the best of my abilities. I did this by evaluating the different tasks I had completed against my criteria to assess whether I was able to achieve high grades. The Instagram account that I created provides an easily accessible platform for my friends and family to learn about the Placebo effect, thus, evidently achieving my goal. I used my global context Scientific and Technical innovation as

inspiration to incorporate the scientific aspect (the placebo effect) and the technical aspect (the creating of rings) to create a local business through Instagram.

Assessing my product to my product success criteria:

Areas of Strength	Product Success Criteria	Areas of Development
My research includes information on what the placebo effect is, and further answers the questions I had present in my research plan. All of my research is supported with reliable and credible sources and using the CRAAP test I have ensured this.	Research The research clearly explains in detail what the placebo effect is, how it has been used in health care and how it has been incorporated it into a local ring business. All information recorded will be based on research using a wide variety of reliable sources.	
	Software – creating the Instagram account The local ring business is set up on an Instagram platform and includes both information on the placebo effect and the rings being sold.	I was unable to advertise and promote my business to a large audience, because of my lack of knowledge in the marketing field.
I conducted a survey to assess whether or not my users believe in the power of the placebo effect through my rings and based on the statistics I have gathered 100% of my consumers believe they do.	Function – the implications of my rings In the local ring business, the rings created and sold are made of different colored stones, and each specific color of stone will aim to specifically promote and enhance a certain aspect in an individual's life, and this will be included in the Instagram account.	
The details and colours I used in my rings have catch the attention and have intrigued my customers to purchase them and further believe in them. In my survey regarding my product this was also further proven.	Aesthetics The rings created include colorful stones, and great neat details.	

Product self-evaluation:

Product Goal	To gain the knowledge and skills to create a local business through an Instagram account where I create and sell rings of different colored stones.
Level	Description of level
0	The student does not reach a standard described by any of the descriptors below.

1-2	<ol style="list-style-type: none"> 1. I describe what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and uses little to no sources. 2. I present a local ring business. I create rings of low quality consisting of a variety of errors. 3. The student creates ineffective social media platforms for their business, displaying little to no evidence of the rings they create. 4. I am not able to advertise and promote my local ring business through an Instagram account. The Instagram account includes minimal relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is applied inconsistently. 5. The local business was incomplete and not completed in time. 6. I used little to no in text citations. 	
3-4	<ol style="list-style-type: none"> 1. The student somewhat explains in detail what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and uses minimal sources. 2. I present a local ring business. I create rings of good quality consisting of a few of errors. 3. I am somewhat able to advertise and promote their local ring business through social media platforms. 4. I create an Instagram account for my business, displaying little evidence of the rings I create. The social Instagram account includes a few relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is not applied consistently. 5. The local business was partially completed in time. 6. used minimal in text citations. 	
5-6	<ol style="list-style-type: none"> 1. I sufficiently explains in detail what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and uses a variety of sources. 2. I present a local ring business. I create rings of high quality consisting of little to no errors. 3. I am able to advertise and promote their local ring business through social media platforms to my surrounding community. 4. I create an Instagram account for my business, displaying evidence of the rings I create. The Instagram account includes a range of relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is not applied consistently. 5. The local business was substantially completed in time. 6. I use in text citations most of the time. 	✓
7-8	<ol style="list-style-type: none"> 1. I clearly explain in detail what the placebo effect is, how it has been used in health care and how I have incorporated it into a local ring business. All information recorded is based on research and uses a wide variety of sources. 2. I present a local ring business. I consistently create rings of high quality consisting of no errors. 	✓ ✓

	<p>3. I am somewhat able to advertise and promote my local ring business through social media platforms to a variety of local communities.</p> <p>4. I create an Instagram account for my business, displaying wide evidence of the rings they create. The Instagram account includes a range of relevant and appropriate terminology to demonstrate a developed understanding of the topic. Terminology is applied consistently.</p> <p>5. The local business was completely completed in time.</p> <p>6. I consistently use in text citations</p>	<p>✓</p> <p>✓</p> <p>✓</p>
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After completing the self-evaluation above, I can say that my project was successful because I was able to meet almost all the strands of my rubric for the highest level of 7-8, this evidently proves the value of my product when evaluating it against my rubric.

I believe that for my skill level, I did perform very well when advertising for my product in my community; however, I still believe there is room for improvement, specifically in terms of creating a business. In reference to strand 3, I did not achieve the highest level because I was not able to share my product with the larger community, instead I was only able to share it with my close social network. I did not have enough experience to advertise and promote my business to a large audience, because of my lack of knowledge in the marketing field. To improve my business and my ability to advertise my product, my goal is to gather information about starting and growing a business, so I am then able to grow my business at a larger scale.

Product evaluation: excerpt from my survey

I sent out a survey to the people that had purchased my product, addressing all strands of my criteria. The purpose of the survey was to assess my consumers’ opinions on my final evaluation. Results of the survey showed that all my customers learnt about the placebo effect, and the rings they had purchased did help them.

1. From my social media platforms were you able to educate yourself about the Placebo effect?



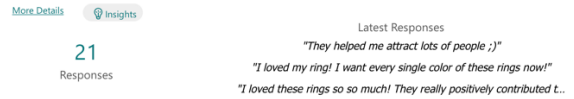
2. After purchasing my rings, did they promote the placebo effect within your lifestyle?



3. Were my rings aesthetically appealing?



4. How do you feel about my rings?



12 respondents (57%) answered rings for this question.



5. Would you advise others to purchase the rings?



This project gave me the opportunity to work on and improve my ATL skills, these skills include communication, research, time management, critical and creative thinking. Before this project I was aware of these skills and my ability to utilize them, with the problems I would face throughout my project this allowed me to further develop these skills and doing this has proven to overcome my problems and achieve my goals. This has made me more aware of my perseverance, strength and determination.