The title of this video is “The Power of small change”.
To motivate people, it contains some psychological theory and examples.
“Broken window theory” and example of New York city’s criminal rate are that.

Broken window theory –

The broken windows theory was first introduced by social scientists James Q. Wilson and George L. Kelling, in an article titled "Broken Windows" and which appeared in the March 1982 edition of The Atlantic Monthly. The title comes from the following example:

- Consider a building with a few broken windows. If the windows are not repaired, the tendency is for vandals to break a few more windows. Eventually, they may even break into the building, and if it’s unoccupied, perhaps become squatters or light fires inside.
- Or consider a pavement. Some litter accumulates. Soon, more litter accumulates. Eventually, people even start leaving bags of refuse from take-out restaurants there or even break into cars.

Additional link:  

<table>
<thead>
<tr>
<th>View of each scene</th>
<th>Description</th>
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| Scene #1 | New York city:  
One of the huge cities in the world. |
The foot of 8.7 million people: New York subway.

BUT

Scene #2

In 1970-80s, people always said that

"When you go to New York city,
Do not use subway".

New York city which suffered from 600 thousands of crime.

And the 90% of that crime happened in ‘subway’.
Rudolf Giuliani who was the mayor of NY city, declared to fight with crime.

The thing that done by him was, ‘Paint out the scribbles’, ‘Regulate the free ride’.

Reaction from citizen of this policy, “The mayor was frightened by violent crimes, So he just wants to handle misdemeanor”.

Since then, this absurd policy lasted during next 5 years. Scribbles on the 6,000 different subway was removed.
The crime rate of NY was sharply reduced. The number of yearly murder decreasing from 2200 to 1000.

The regulation of misdemeanor leads to ‘Decreasing murder number’, ‘75% off of crime rate on subway’.

“Small change can make a huge difference”

### The secret of this change.

**Scene #4**

“The broken window theory”

There is a broken window. If the window is not repaired, then it causes a collapsing of whole house.

“100 – 1 = 0”

“0 + 1 = 100”

“The power of small change.”

“Small change can make a huge difference”

**“Small change can make a huge difference.”**

**Scene #5**
In big cities like Chicago, there are more than 200,000 youth with high concentrations of poverty. They are suffering from poverty.

They need school. They need hospital. They need safety.

But

What they really need is your interest.

Scene #7

Please give your attention to them. And please share your interest with your friends through your own network.
This sharing,
This small activity
can change the world.

“0+1 = 100”
“Small change can make a huge difference”

Scene #8

Short introduction of
Tutor/Mentor connection

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