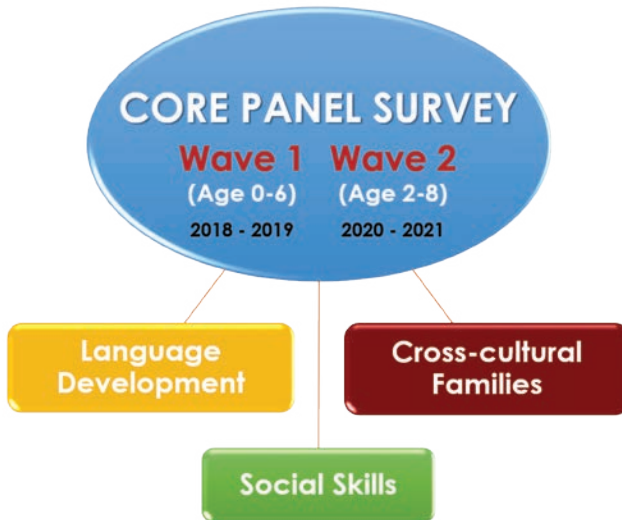


OUR STUDY DESIGN



BENEFITS OF THE STUDY

- ✓ Learn more about how children develop and factors that promote or impede healthy and holistic child development
- ✓ Contribute to the knowledge pool on Singapore children's early development
- ✓ Help policy makers and practitioners to address challenges for children in Singapore in order to reach their full potential
- ✓ Monetary incentive and token gifts for participants of the study
- ✓ Participants will receive reports about Singapore children's early development

Singapore Longitudinal EARly Development Study (SG LEADS)

Centre for Family and Population Research
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National University of Singapore

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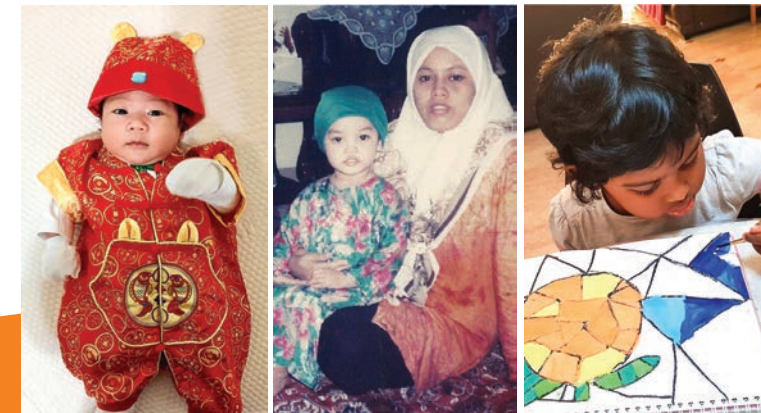
Centre for Family and Population Research

Singapore Longitudinal EARly Development Study (SG LEADS)



Singapore Longitudinal EARly Development Study

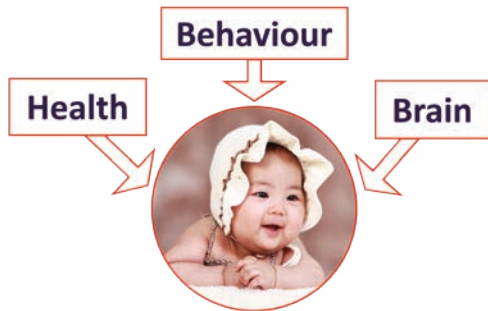
Funded by The Ministry of Education Social Science Research Thematic Grant (MOE2016 – SSRTG – 044)



WHAT DO WE STUDY?

SG LEADS is a 4-year study that aims to:

- (a) Learn about Singapore children's early childhood development



- (b) Understand how environment influences children's development



WHO WILL BE IN THE STUDY?

- ✓ 5,000 children (below 7 years old) and their primary caregivers
- ✓ Our sample is selected randomly from a population list to represent Singapore resident households that have children under 7 years old

ALL data and personal information collected from participants will be kept **STRICTLY CONFIDENTIAL**.

WHAT QUESTIONS DO WE ANSWER?

- ✓ How do family relationships and resources shape children's development?
- ✓ How does living in families that use multiple languages affect children's development?
- ✓ How does growing up with parents from different cultural backgrounds affect children's development?
- ✓ When do children begin to develop social skills? Can we teach children cooperation?
- ✓ How do TV, Internet, cell phones or other media use influence child development?
- ✓ How do parents' attitudes and behaviours on savings for children impact children's development?

HOW DO WE COLLECT DATA?

- ✓ In-home surveys and child assessments
- ✓ In-depth interviews
- ✓ Lab observations in NUS



WHO ARE WE?

SG LEADS is housed in the NUS Centre for Family and Population Research (CFPR). Our team consists of 8 NUS, SUTD & HKBU faculty members from multiple disciplines.

Principal Investigator (PI):

Professor Wei-Jun Jean Yeung
Founding Director of CFPR
Provost's Chair Professor
(Sociology, Asia Research Institute, NUS)



Co-PIs:

Psychology, NUS

Assistant Professor DING Xiaopan
Associate Professor Ryan HONG
Associate Professor Leher SINGH

Geography, NUS

Associate Professor Shirlena HUANG
Provost's Chair Professor Brenda YEOH

Communications and Media, SUTD

Professor LIM Sun Sun (Head of Humanities)

Collaborator:

Management, HKBU

Assistant Professor YU Rongjun

