Singapore Longitudinal EArly Development Study (SG LEADS)

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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
**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

**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-Pls:**
**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

**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.**