



AI platform sheds light on young Singaporeans' parenthood concerns

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A pioneering study using an Artificial Intelligence (AI) interviewing platform has revealed new insights into the attitudes of Singaporean youths towards parenthood.

The report, titled "Young Singaporeans' Attitudes Toward Parenthood: Key Findings and Policy Implications," sheds more light on young Singaporean's hopes, fears, and unique perspectives that shape their family planning decisions.

A total of 230 participants were involved in the study and the survey questions were designed by Professor Gemma Calvert, a neuromarketing pioneer from NTU's Nanyang Business School.

Using an AI interviewing platform developed by US-based tech startup [Listen Labs](#), participants can share their candid opinions

without social pressure or fear of judgment from a human interviewer, resulting in an unprecedented depth of authentic insights.

Key findings from the study indicate that financial concerns are the top barrier to having children, with 70% of respondents citing the high cost of living and the financial demands of raising a family in Singapore.

Work-life balance and mental readiness were also significant concerns, respectively cited by 60% and 40% of respondents, where they had apprehensions about juggling both career ambitions and family responsibilities.

Some insightful themes emerging from the study include how environmental factors like climate change are a concern, with some respondents worried about the survival and future of their children. Others highlighted generational trauma and mental health, as they felt that the emotional and mental health support in Singapore currently is insufficient.

Several respondents were also interested in alternative family structures, such as co-parenting and raising kids with other female friends, reflective of broader societal shifts and the need for policies to support diverse family configurations.

Advantages of using AI technologies in research

Mr. James Breeze, CEO of Research Network, said their innovative use of AI in research has demonstrated how researchers can conduct their studies rapidly, generating actionable findings within weeks, rather than several months with conventional telephone or face-to-face interviews.

"By tapping into AI for rapid data collection and seamlessly connecting with participants, we are speeding up the academic research cycle and market sentiment studies. This newfound agility can empower us to deliver impactful insights to assist academia, industry, and government in addressing rapidly developing societal issues."

Prof Calvert said, "In this pilot study, we have demonstrated that AI-enabled social research is a valuable tool to complement traditional focus group surveys and large-scale, long-term cohort studies. Our approach provides both qualitative and quantitative insights, offering a comprehensive and holistic view of youth attitudes. This method creates a safe space for individuals to share diverse perspectives, which can help shape policies that support family growth,"

Leveraging Research Network's database of participants, responses for this study were collected in two weeks, as compared to the usual nine weeks (46 working days), if the traditional interview process of one hour per participant was used.

The data analysis performed by the AI platform also saves more time, as compared to the few weeks of data crunching that has to be performed manually by researchers.

Prof Calvert said that using such an AI platform may eliminate social desirability bias, typically present in face-to-face interviews, where interviewees subconsciously reply in a manner that they think would be more suitable or preferable by the interviewer.

In contrast, having an AI ask questions using neutral sentences presented as text on a web app, and participants speaking in response, allows for a mirror-like experience where respondents feel more comfortable expressing their true feelings, similar to talking to themselves.

"This AI-driven method unlocks the voices of respondents, particularly younger demographics like Gen Z and Gen Alpha who are more open to technology and AI use, allowing us to capture richer and more accurate data," said Prof Calvert.

"For instance, they may voice out more controversial thoughts or unpopular opinions, similar to how people write in personal diaries and journals. It's also easy to use, like how Star Trek captains speak to the ship's computer when recording their captain's log."

Enhancing the AI platform to detect vocal cues

Moving forward, the joint team seeks to enhance the AI platform by integrating audio analysis to capture vocal cues like tone, speed, and hesitations. This could provide additional neuropsychology insights such as participants' emotional states, offering a more comprehensive understanding of sensitive topics.

Prof Calvert intends to apply this method in bigger cohort studies to understand the population perspectives on various topics, thus gaining unique Asian consumer insights that can be beneficial for businesses and policymakers in the region.

Mr. Breeze added, "We are pioneering a new era of understanding human emotion and beliefs, a paradigm shift in how we conduct research. Our work will deliver genuine research insights about feelings, beliefs and behaviors that governments and industry can use to create policies fostering lasting intrinsic behavior change."

Provided by Nanyang Technological University

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