

Singapore: AI Platform Uncovers Youth Attitudes on Parenthood

Alita Sharon, December 12, 2024

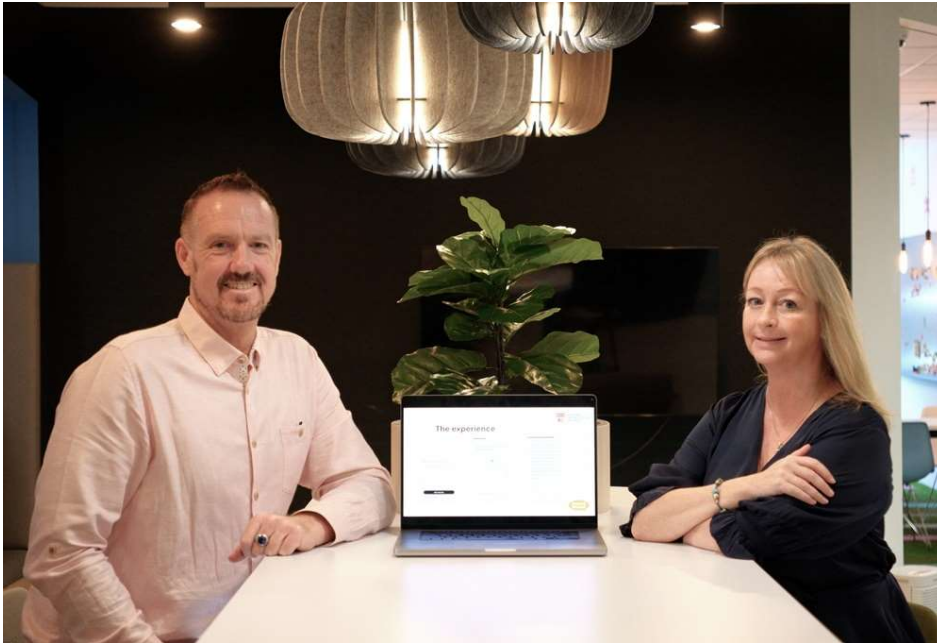


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A pioneering study conducted by Nanyang Technological University, Singapore (NTU Singapore) and market research firm Research Network has used an AI-powered interviewing platform to reveal the hopes, fears, and considerations that shape young Singaporeans' views on parenthood.

The report, “Young Singaporeans’ Attitudes Toward Parenthood: Key Findings and Policy Implications”, offers a deeper understanding of the societal and economic challenges influencing family planning decisions.

At the heart of this research is the AI platform developed by a US-based tech startup. Designed to eliminate social pressure and interviewer biases, the platform creates a neutral and judgment-free environment where participants can openly share their opinions. This innovative approach enabled the study to gather authentic, unfiltered responses from 230 participants in a fraction of the time traditional methods would require.

The AI-powered interviewing platform represents a leap forward in social research, offering several technological and methodological advantages.

Traditional interviews, conducted face-to-face or via phone, typically take months to complete. Leveraging Research Network’s participant database, this study completed data collection within two weeks – five times faster than conventional methods.

Read more here: <https://opengovasia.com/2024/12/12/singapore-ai-platform-uncovers-youth-attitudes-on-parenthood/>