

Terms of Reference (TOR)
Survey on Screen Usage Habits of children aged 0-6 in HCMC

Background

The increasing prevalence of screen devices in modern society has raised concerns about their impact on child development, particularly for children aged 0-6. This survey aims to assess screen time habits of children under 6 years old in Ho Chi Minh City, focusing on low-income families to understand parents' knowledge about the effects of screen usage on child development, and their overall childcare parenting skills. PE&D is currently searching for a research team to conduct this survey in HCMC.

Objectives

1. To investigate the screen time patterns and common programs that children aged 0-6 regularly use in Ho Chi Minh City.
2. To assess parents' knowledge and awareness of the potential impacts of screen usage on child development.
3. To identify correlations between screen time, parental knowledge, and childcare parenting skills.
4. To provide recommendations based on the findings to support parents and caregivers in optimizing child development.

Scope of Work

- **Survey Development:**
 - Develop a structured questionnaire covering the following:
 - Children's age, gender, and socio-economic background
 - Types of screen devices used (TV, smartphone, tablet, etc.)
 - Daily screen time duration and frequency
 - Content consumed (educational, entertainment, etc.)
 - Parents' perception of their child's screen time (e.g., behavior of their child)
 - Parents' knowledge about the impact of screen usage on child development

- Parents' childcare practices (e.g., play, reading, communication, discipline)
 - Parents' education level, occupation, and family structure
 - Parents' expectations on childcare parenting education
- **Sampling and Data Collection:**
 - Define the target population (parents of children aged 0-6 in Ho Chi Minh City in low-income families)
 - Determine the sample size and sampling methodology (e.g., random sampling, selected sampling)
 - Survey using various methods (online/face-to-face interview, telephone, visits...)
 - Ensure data quality and confidentiality.
 - **Data Analysis:**
 - Analyze the collected data using appropriate statistical methods
 - Identify patterns, trends, and correlations between variables
 - Generate descriptive statistics and inferential analysis
 - **Report Writing:**
 - Prepare a comprehensive report summarizing the findings
 - Present clear and actionable recommendations for parents, caregivers, and policymakers

Deliverables

- Detailed survey questionnaire
- Data collection
- Data analysis
- Final report with findings, conclusions, and recommendations
- Workshop to share findings to reach relevant stakeholders

Timeline: November - December 2024

Required expertise and qualifications of the survey team:

- Master's degree or higher in relevant fields (e.g., child development, psychology, sociology, education)
- Specialize in research studies
- Professional in Early Childhood Development
- Strong analytical and problem-solving skills
- Excellent communication and interpersonal skills

Application:

The deadline for application is 02/11/2024. To apply, please submit your resume and a proposal outlining your methodology, timeline, and proposed budget to email <quynh.huong.nguyen@planete-eed.org>.