



# **New Asian Learning Experience Study**

# Methodology

## Online Survey



China

484



Singapore

467



Thailand

464



Indonesia

452



Malaysia

455



Philippines

439



India

416

Seven Countries – China, Singapore, Thailand, Indonesia, Malaysia, Philippines, India

3177 Respondents

Survey data was collected between November to December 2018

45% (1440) Men and 55% (1737) Women

Age bracket

- 25-28: 19% (593)
- 29-33: 36% (1149)
- 34-38: 31% (998)
- 39-42: 14% (437)

90% of respondents had 1 or 2 children

On average, 75% of respondents were from tier 1 cities across all markets

The survey included:

- Goldberg's 50-item Big 5 markers questionnaire
- Cattell Horn Carroll Model of intelligence to determine how parents define learning
- Parents' perceptions of E-learning and P-learning
- Behaviors and attitudes
- Channels and preferred sources of information on learning

# 5 Parental Personality Dimensions



The Big 5 model is applicable across cultures and produces reliable and consistent results and was used to provide a robust and widely accepted psychometric framework

# 9 Learning Definitions

The Cattell Horn Carroll (CHC) model of intelligence is often used in educational assessment as a measure of cognitive abilities



# 10 Learning Activities

As part of the survey, parents were asked how much they valued a range of learning activities



Exposure to New Ideas



Tech-Related Activities



Traveling



Tuitions



Rote Learning



Reading



Academic Activities



Experiential Learning



Cultural Activities like Art, Dance and Music



Play

## Experiential Learning

A method of educating through first-hand experience – where a learner reflects on what he/she has learnt, compares it to prior experiences, and develops and experiments with new ideas

## Rote Learning

A method of educating through memorization by repetition – where a learner is able to quickly recall information the more he/she repeats it



# Parental Mindsets

# Parental Mindsets

## Perceptions of Learning by Parental Mindsets

The New Asian Learning Experience Study identified five distinct parental mindsets and their learning values through surveys. These parental mindsets were developed through segmenting participants by their personality attributes.

The mindsets we identified are:



### 1. The Concerned

Neurotic, Open, Agreeable

23% of respondents



### 2. The Realist

Conscientious, Agreeable

27% of respondents



### 3. The Typical

Conscientious

20% of respondents



### 4. The Overachiever

Conscientious, Agreeable, Open

16% of respondents



### 5. The Detached

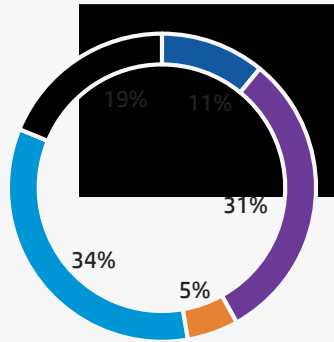
Introverted, Conscientious, Agreeable

14% of respondents

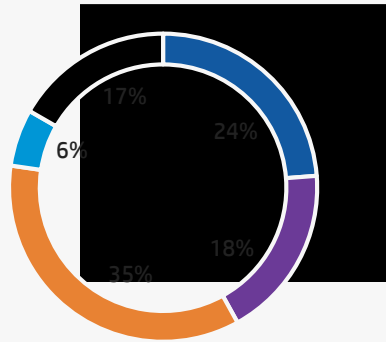
## Key Takeaways

Source: 2019 HP NALE Study. Parental mindsets were determined using a K-means clustering approach on participant responses for the 50 questions covering 5 personality variables and 27 questions covering 9 learning definition variables. Clustering performance was evaluated using Root Mean Square Std. Dev., Root Square, Silhouette Score, Calinski Harabaz Score, and Distances between the clusters (CD)

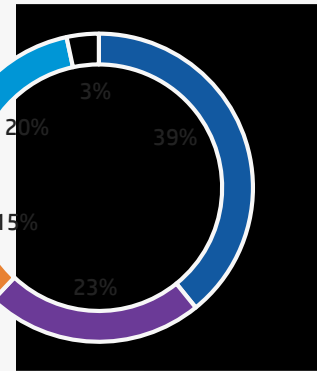
# Country breakdowns of parental mindsets



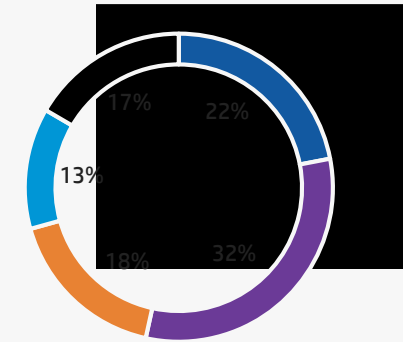
China



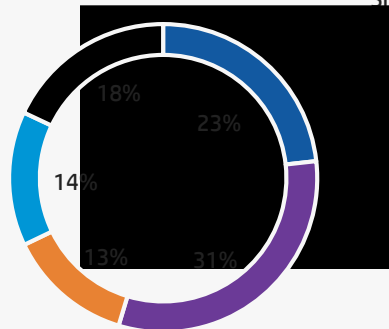
Singapore



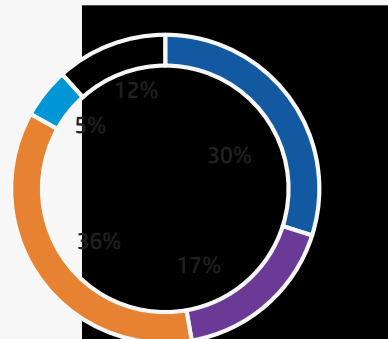
India



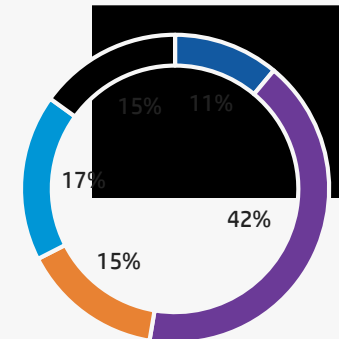
Thailand



Philippines



Malaysia



Indonesia

- █ The Concerned
- █ The Realist
- █ The Typical
- █ The Overachiever
- █ The Detached



# Key Insights

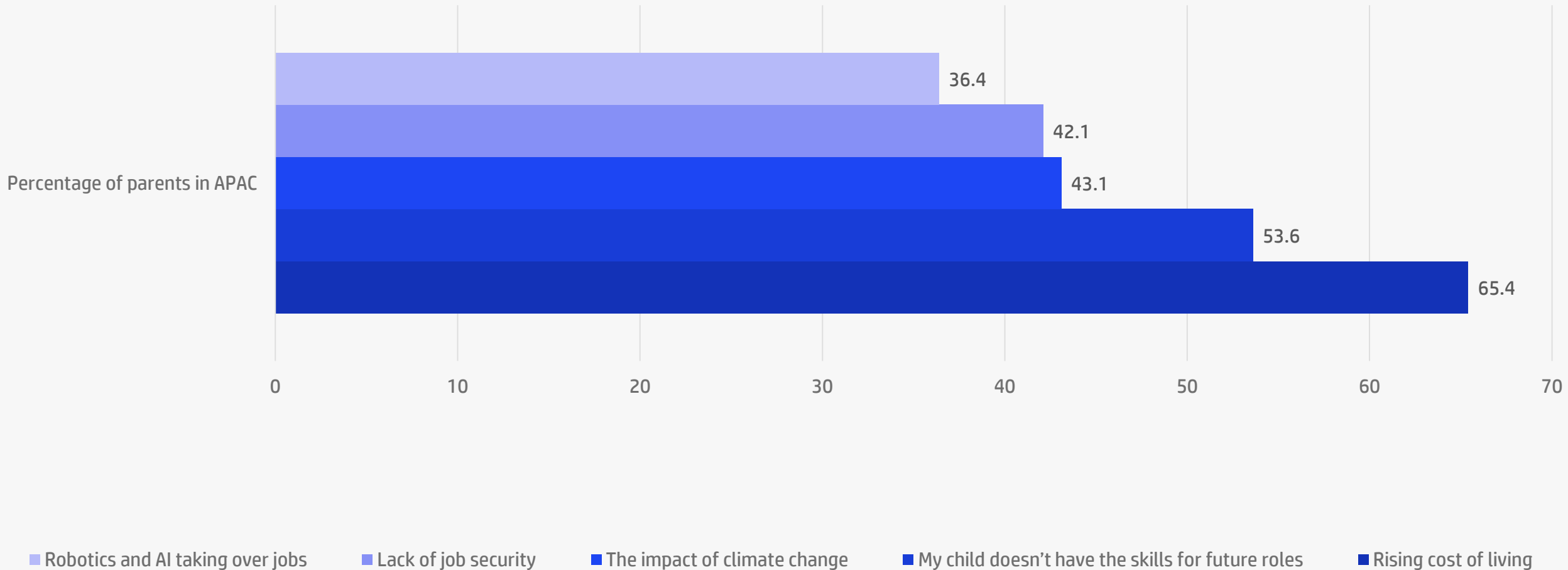


# Future proofing children is greatest concern for all parents

Parents fear for their child's **cost of living, job security** and **having the right skills to be employable** in the future job market



# Parental concerns regarding the future of their children



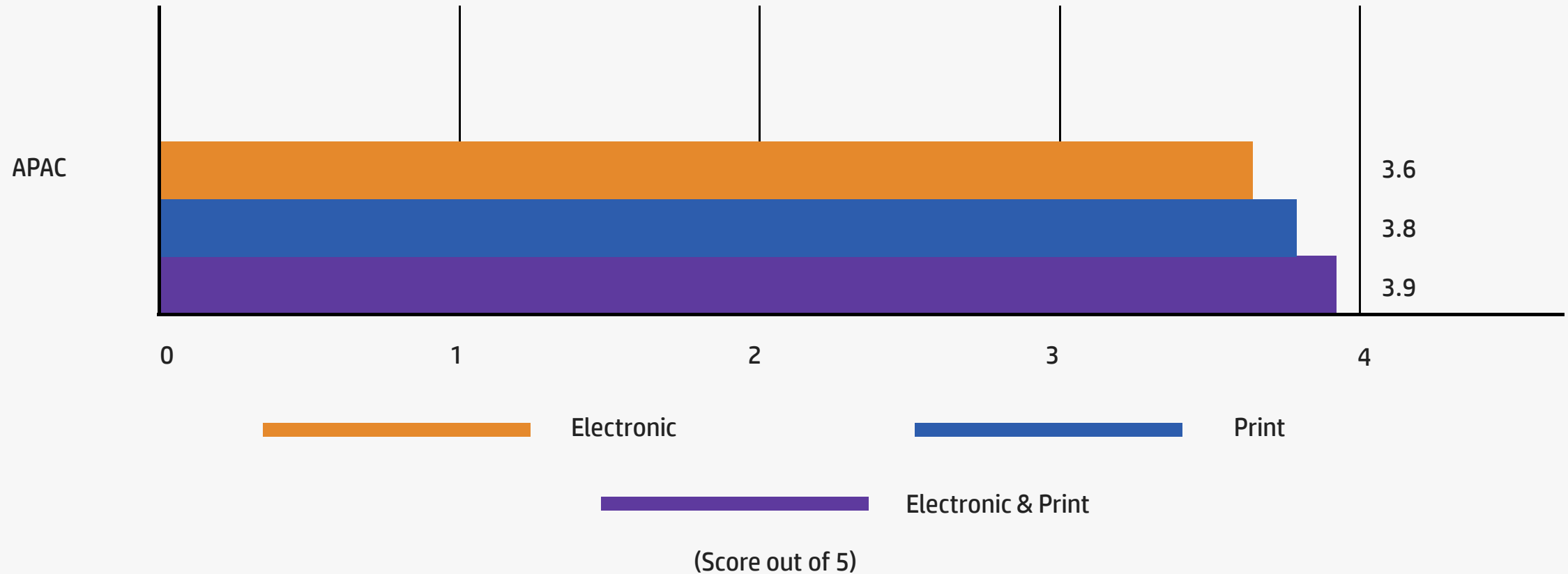
Source: 2019 HP NALE Study. Q15\_15 to Q5\_19 I believe that: [My child prefers to use digital and printed materials to complete learning activities; My child prefers to use only digital devices to complete learning activities; My child's retention is better when learning from printed materials; My child prefers tactile learning; New technologies will have a positive impact on my child's learning]



## **No one is ready for a fully digital learning environment**

Parents are wary of the impact of E-learning but ultimately perceive a mix of E and P as ideal to their child's learning

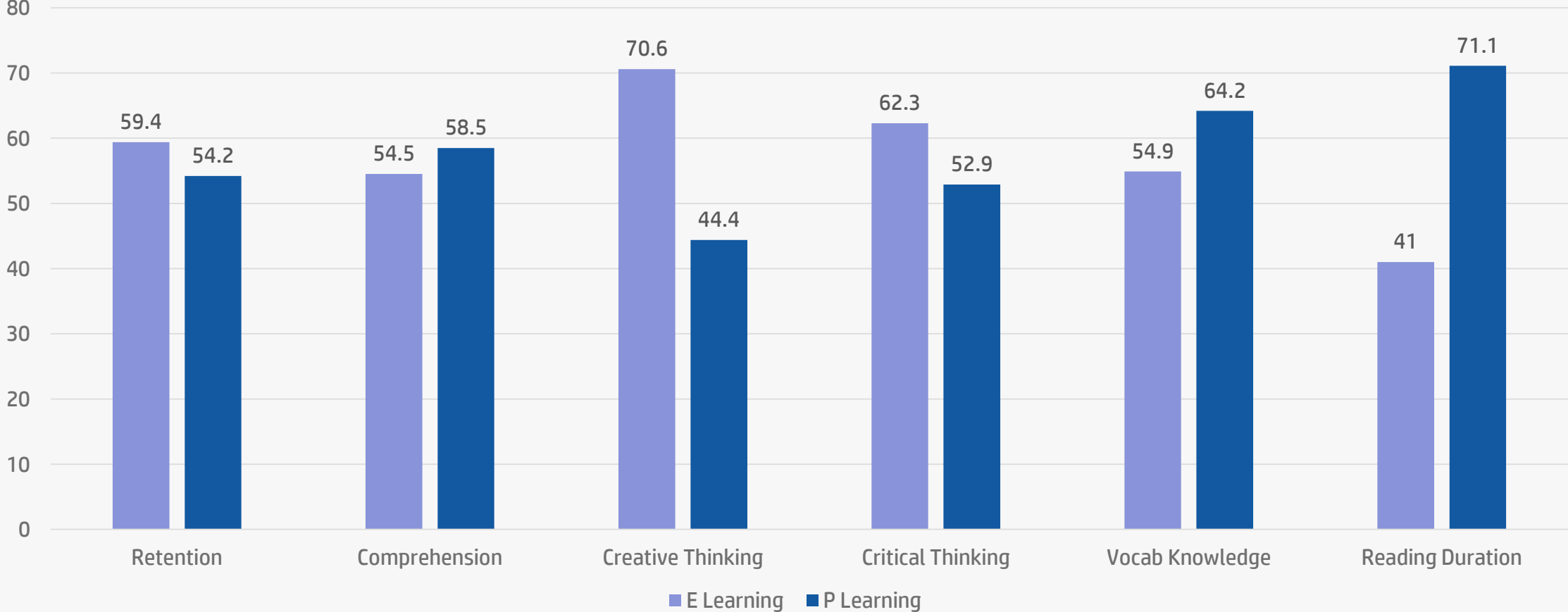
# Modes of learning parents believe will positively impact child



Source: 2019 HP NALE Study. Q15\_15 to Q5\_19 I believe that: [My child prefers to use digital and printed materials to complete learning activities; My child prefers to use only digital devices to complete learning activities; My child's retention is better when learning from printed materials; My child prefers tactile learning; New technologies will have a positive impact on my child's learning]

# Most effective form of learning

Parents in APAC





**The greatest sacrifice parents are making for their children's education is enrolling them in extra tuition**



# Indian parents have the broadest range of sacrifices

**41%**

**Tuition**

**36%**

**Moving family abroad**

**38%**

**Moving Homes**

**37%**

**Borrowing money  
from friends and  
family**

**37%**

**Sending child  
abroad**

**35%**

**Taking loans**

Source: 2019 HP NALE Study. Q42a\_1 to Q42A\_7 I am making the following sacrifices for my child's education: [Borrowing money from family or friends to pay for my child's education; Taking loans to pay for my child's education; Sending my child to school abroad; Living with my child abroad, away from the rest of the family, so my child has access to high quality public schools; Moving homes so my child is in a higher quality school district; Spending any extra income on sending my child to tuitions or other academic activities; Other, specify].



# Appendix



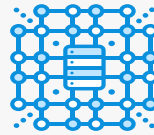
# Model of Learning

- Cattell Horn Carroll (CHC) model of intelligence is a widely-used model in modern psychometrics. It is often used in educational assessment as a measure of cognitive abilities
- Parents have varying definitions of learning and emphasize different types of cognitive abilities in their child's learning journey



**Comprehension Knowledge**

"I have knowledge about many subjects and can communicate and apply this knowledge"



**Quantitative Knowledge**

"I can understand numbers and their applications"



**Short-Term Memory**

"I can remember information and apply it several seconds later"



**Visual Processing**

"I can analyze and remember visual patterns and images"



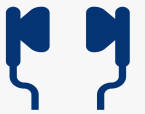
**Processing Speed**

"I can think under pressure without being distracted"



**Fluid Reasoning**

"I can solve unconventional problems in unfamiliar environments"



**Auditory Processing**

"I can recognize different sounds, tones and speech"



**Long-Term Memory**

"I can store information over time and retrieve it later"



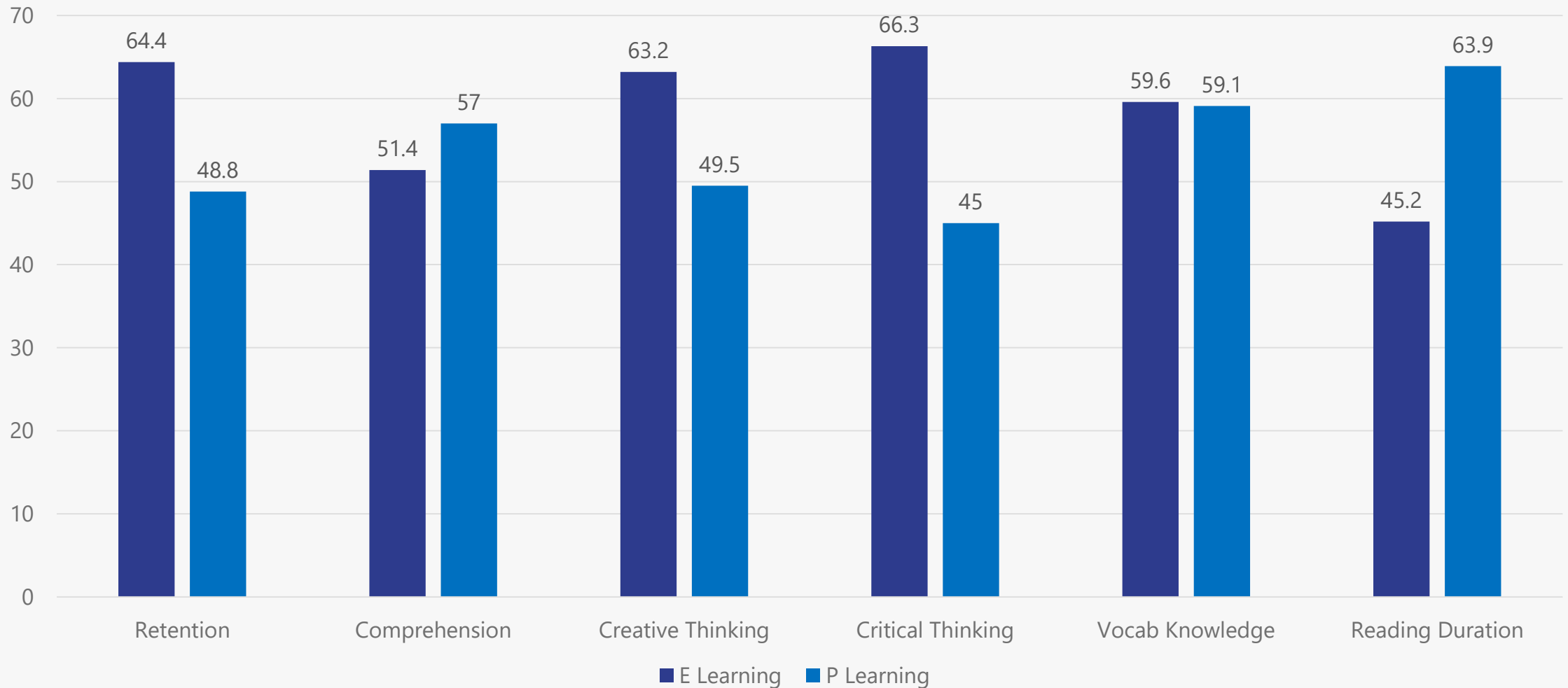
**Reading & Writing Ability**

"I have good reading and writing skills"

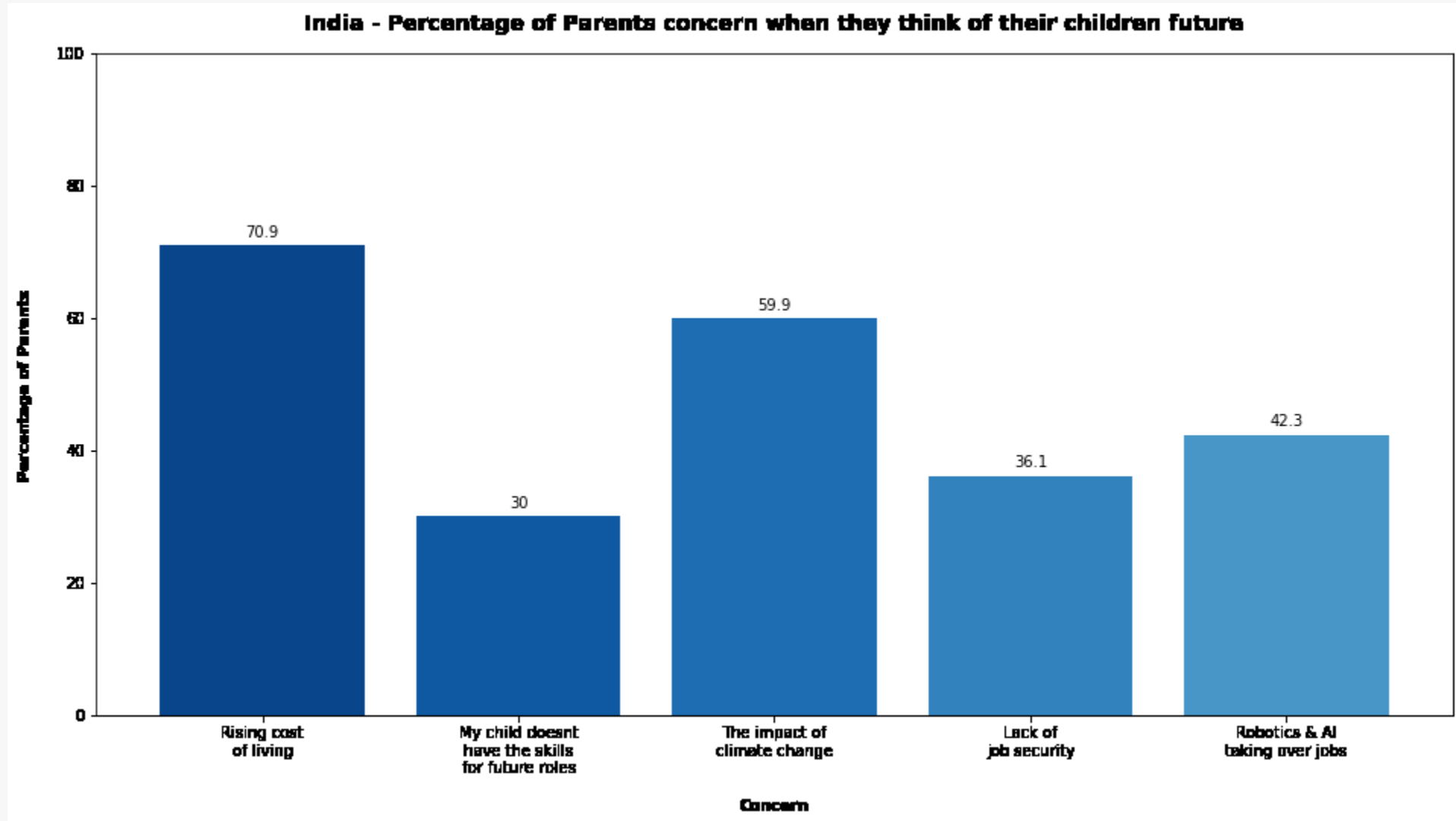
# Most effective form of learning

Digital platforms or printed materials: which according to parents are most effective

Parents in India



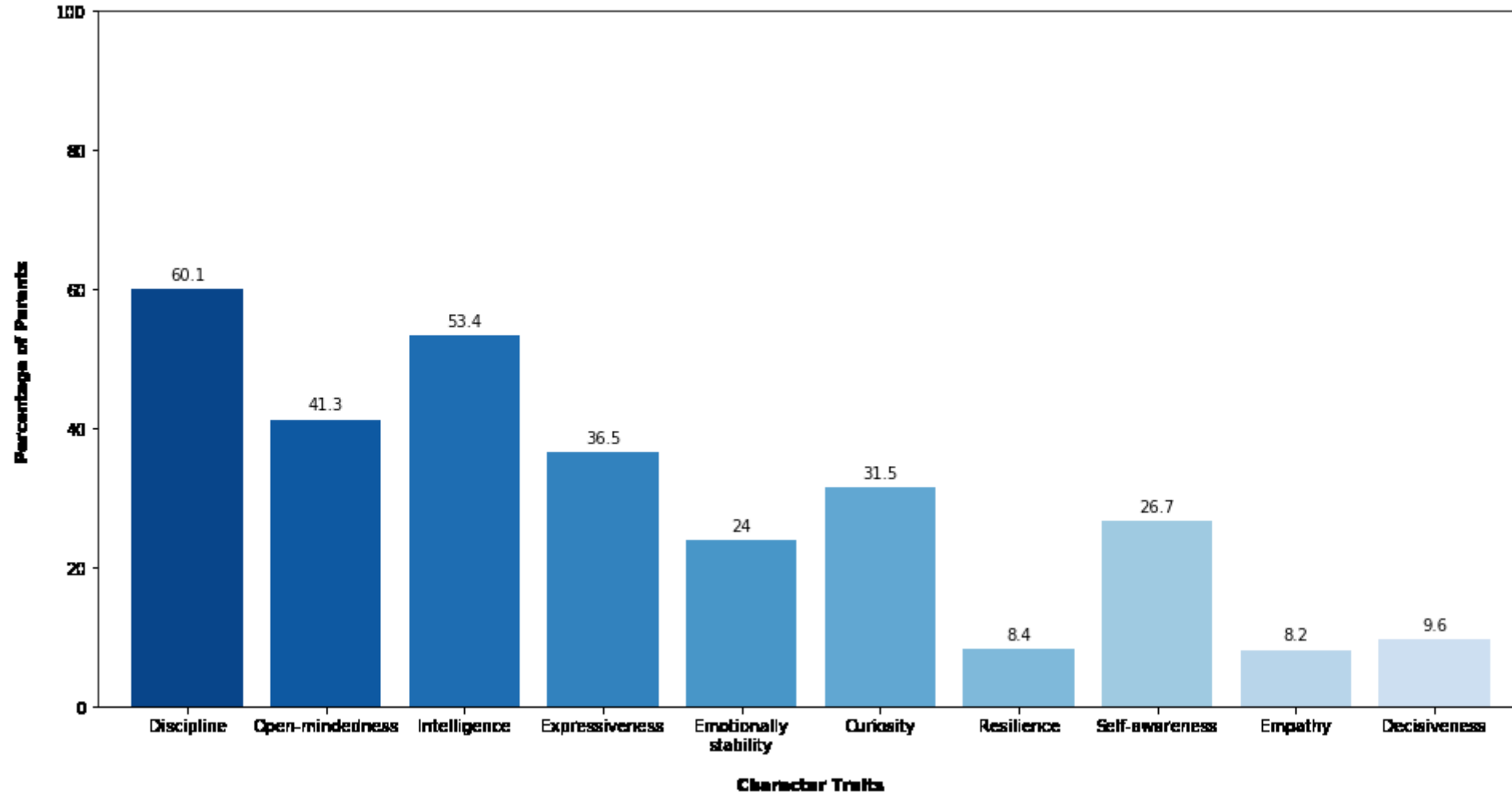
# Parental concerns



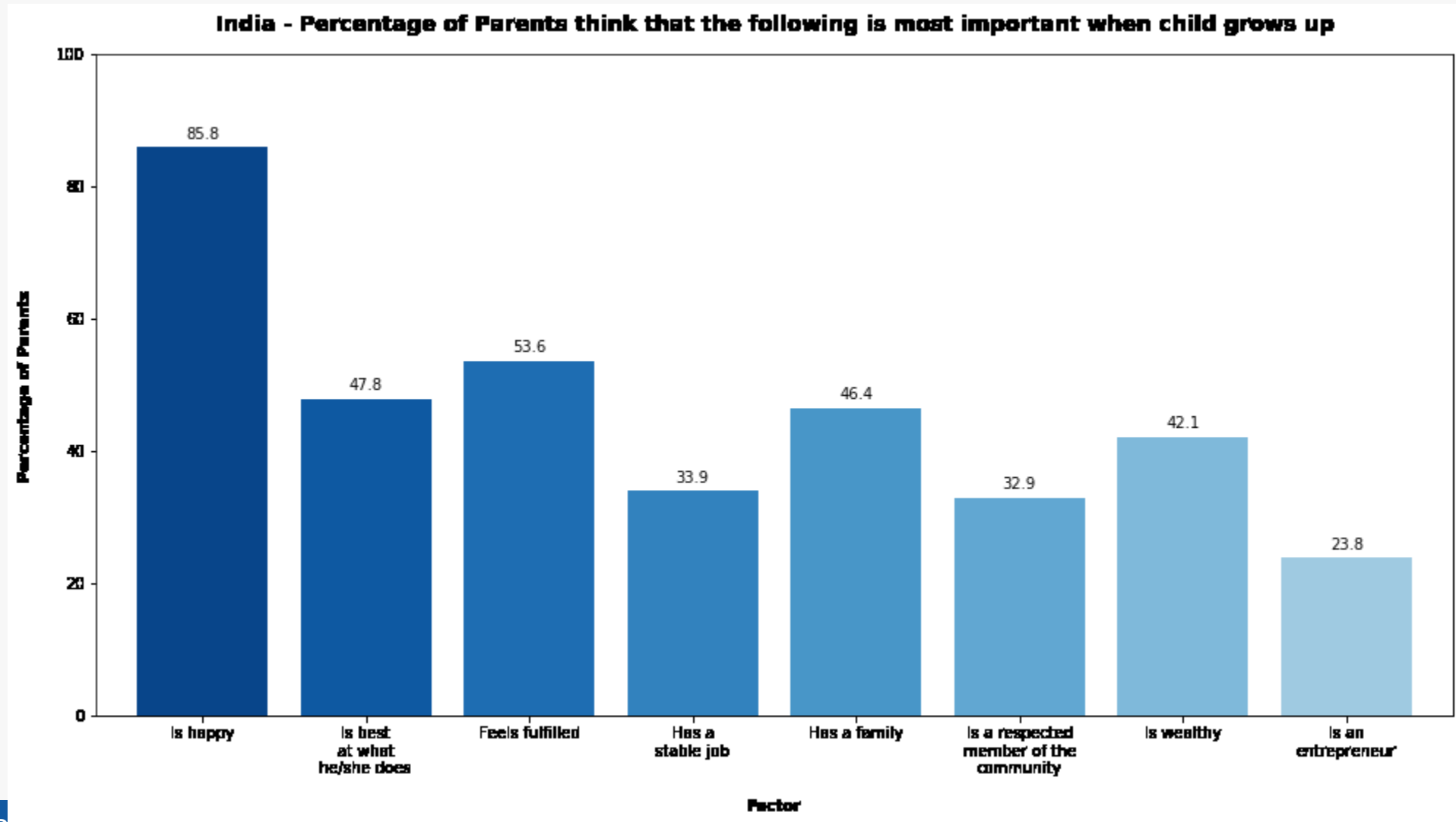
# Character traits parents value



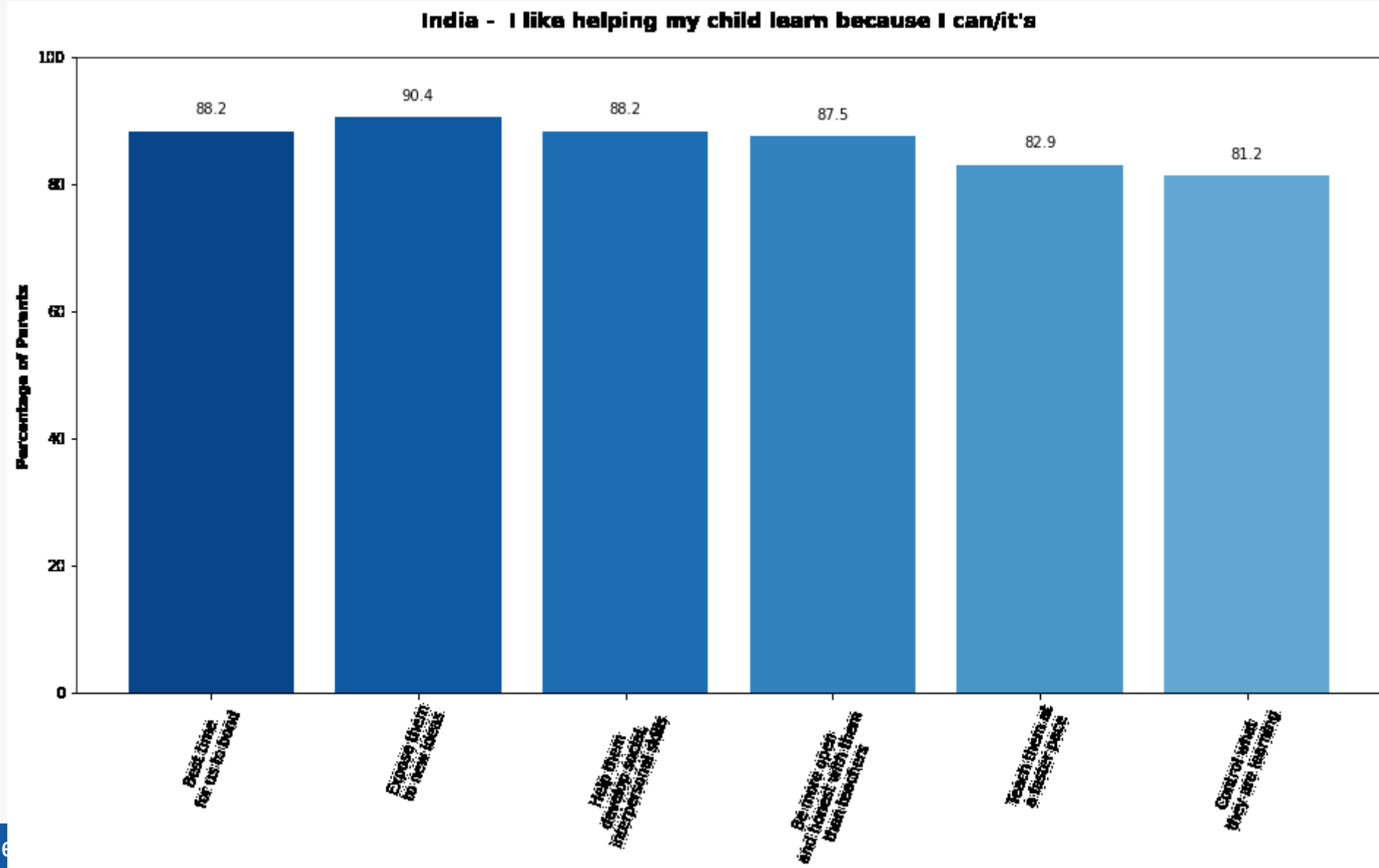
India - Percentage of Parents response on character traits that are most important for children to develop in order to be successful adults



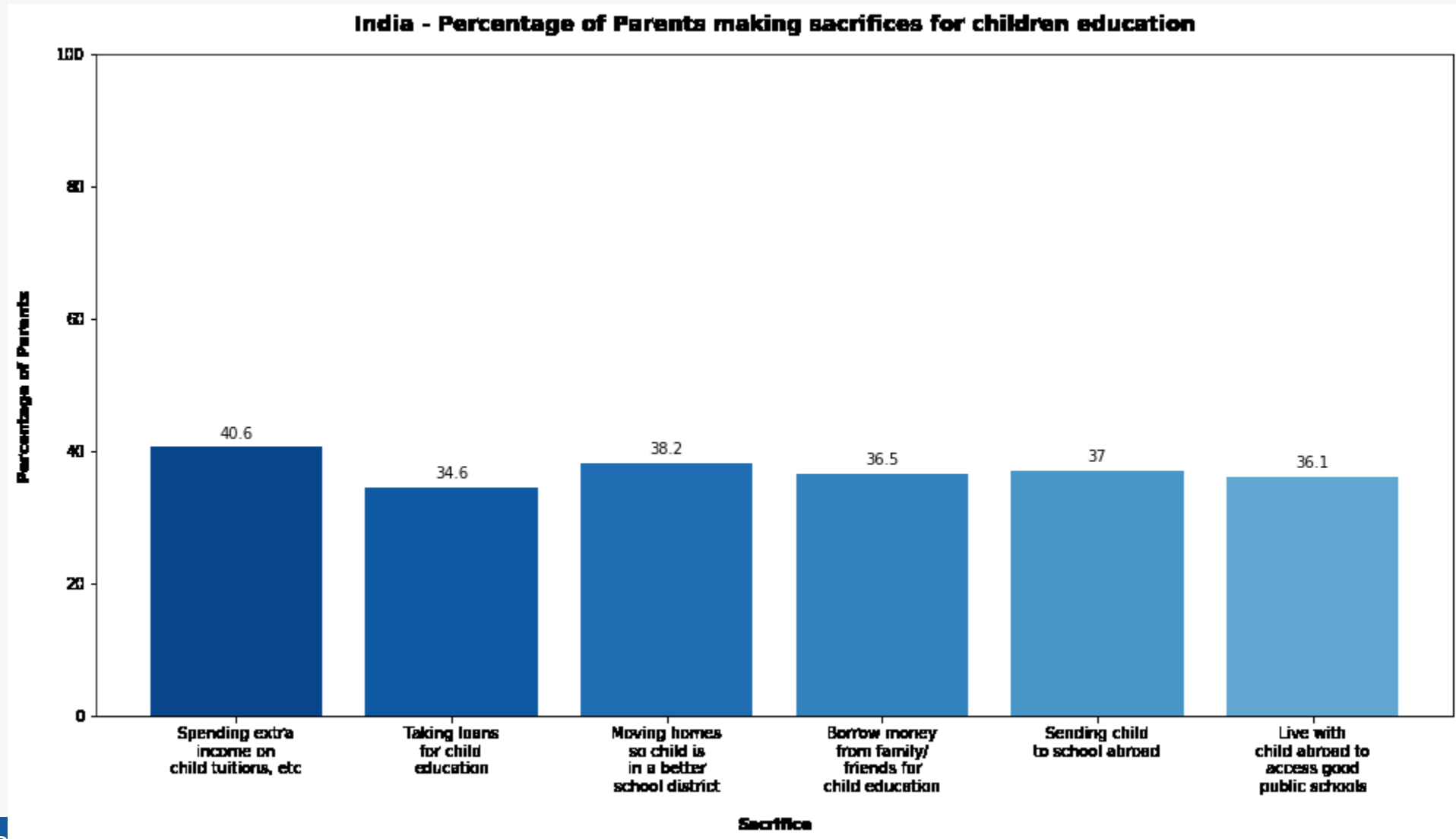
# What is most important when child grows up



# Reasons why parents like helping their child learn



# Sacrifices parents are making for their children





**Thank You**