

ECA - BWG 1

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Annual survey - Output



Context

With the constant evolution of technology, it is not possible to provide a one-stop shop solution to the challenges parents face as they manage their children's relationship with technology.

By constantly investigating the evolution of this relationship, the annual survey is expected to provide key information on the needs and concerns of families as they navigate this issue.

The annual survey is a medium to long-term output. The team suggested it will start from 2022 and continue systematically in the future.

Vision and Objectives

The Tech for Humanity team launched an annual survey focused on attitudes, behaviours, needs, and concerns linked to technological devices, the internet, gaming and social media use in Abu Dhabi families. It focused on the use of tech and its effect on the interaction between parents and children.

Once the full results are available, a short report will be provided addressing families, public opinion, policy makers and industry, to show the main picture emerging.

Audience

The primary target audience of this output is policy makers: the Government, The ECA, and the relevant Ministries involved in the design, development and implementation of policies and initiatives aimed to support the wellbeing of families in Abu Dhabi.

The secondary target group is composed of all the actors populating the ecosystem where children grow – educators, tech and media companies, and organizations supporting families.

Solution

We will distribute an annual survey to all families, addressing policy and decision-makers, educators and the general public.

The survey will focus on the attitudes, needs, and concerns linked to the use of technological devices, the internet, gaming and social media.

Survey questionnaires will be distributed yearly to all families, along with two annual reports; one addressing policy and decision makers and one addressing the public opinion and educators.

In the short term, this will help in designing the activities of the near future. In the medium-long term, conducting such a monitoring exercise periodically (annually or every two years) will support ECA and the Abu Dhabi Government in the design of evidence-based policy actions and initiatives to enhance the meaningful use of technology in Abu Dhabi families and by Abu Dhabi children.

Monitoring children's and families' use of technologies will facilitate the envisioning of future evolution of learning and living in Abu Dhabi and in the UAE. Results of the annual monitoring should be published in the local press in a user-friendly way and discussed by local media to help the population become aware and engage in the process of change.

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Thank you

