

Growing Together with Our Children

NURTURING LOVE AND CARE BETWEEN CHILDREN AND INFANTS

Objective

We invite kids (4-10) to explore how they interact with infant siblings/family. Insights will shape a child-friendly childcare app, fostering love in parent-child bonds.

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Recruitment

Mothers with kids (4-10) targeted via social media and networks.

Ethical Issues:

- Informed Consent: Ensure understanding of risks and benefits.
- Voluntary Participation: No pressure or coercion.
- Privacy: Protect personal data.

Strategies:

- Consent Process: Clear explanation and written consent.
- Voluntary: Stress voluntary participation, no consequences.
- Privacy: Assure confidentiality and anonymization.



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DateCollection

Ethical Issues:

- Privacy: Sensitive data collection.
- Respect: Participant comfort.

Strategies:

- Security: Encrypt and secure data.
- Recording Consent: Explicit approval, review transcriptions.
- Comfort: Comfortable interviews, pause option.



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Analysis

A 4-member team to analyze transcripts, ensuring unbiased insights.

Ethical Issues:

- Data Handling: Prevent breaches.
- Objectivity: Unbiased analysis.

Strategies:

- Data Access: Authorized access, confidentiality agreements.
- Anonymization: Remove identifiers.
- Consistency: Train for unbiased analysis.



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Dissemination

Research findings shared with leadership and in marketing.

Ethical Issues:

- Consent: Marketing material usage consent.
- Accuracy: Accurate representation.

Strategies:

- Quotation Consent: Use quotes with permission.
- Accurate: Faithful findings representation.



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Ethics,TimeLine,Outcomes

- Ethics: We'll adhere rigorously to ethical norms, ensuring informed consent, privacy, and comfort. Each phase will have tailored measures, including clear consent processes, privacy safeguards, and the right to withdraw.

• Timeline:

- - Recruitment & Prep: Week 1
- - Data Collection: Weeks 2-3
- - Analysis: Weeks 4-5
- - Results & Reporting: Week 6

- Outcomes: In-depth insights into mother-child interaction, guiding product development, enhancing the company's motherhood-supportive product offerings.



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Make Communication a Priority

Join Us in Nurturing Love and Care in Parent-Child Relationships www.kindrednestresearch.com website demo

Click the form below to participate in our program
<https://forms.gle/47E6zKPzFvLzcaXK8>

