



Quantitative Strategy Case Study Interview



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For GovTech DSAID



Section 2

Scenario of choice

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In 2018, the Ministry of Culture, Community & Youth (MCCY) announced a target to double Singapore's volunteerism rate from 35% in 2016 to 70% by 2024. While this is considered reachable, especially with COVID-19 inspiring more people to step up to volunteer, more can be done to encourage volunteerism in all forms.

The National Council of Social Services (NCSS) is designing a new series of volunteer outreach campaigns to target people of different age groups and has asked your team to advise on 1) which age group(s) to prioritize; and 2) how to reach them effectively. The goal is to maximize long-term impact, and the available data is a recent survey on Singaporeans' moral foundations.

NCSS is also open to consider running an additional survey to collect more first-hand data, based on your preliminary findings. In your recommendations, please include a section on what to cover in the new survey, such as the specific profile(s) to target, possible questions to ask, etc.

VOLUNTEER

Ministry of Culture,
Community &
Youth (MCCY)'s
ambitious target to
double Singapore's
volunteerism rate
to **70%** by 2024!



Volunteers voice



Ms Michelle Chew, a member of the International Federation of Red Cross and Red Crescent Societies (IFRC):
“What I would really like to emphasise is that volunteerism can come in a lot of forms, and the way forward might really be **digital volunteering** because we are living in a world which is increasingly without borders,” she said, adding that organisations also need to **transform to keep up with the times**.

Ms Jishna from East Youths said “the team is ramping up **marketing efforts** on different platforms, in the hopes of drawing a new crowd.

For instance, beyond using **Instagram to target students**, they have started using professional networking platform **LinkedIn to reach working adults in their 20s to 30s**.”

Ms Charis Chan, director of global engagement for the Singapore Red Cross, said “The challenge that we see among **volunteers** is that they want to give, but we need to **train** them. We want to make them go on the ground (only) when they are **equipped with the relevant skills**”

“We need such **(long-term) volunteers** because **seniors** (we help) are humans who have been abandoned, neglected and or isolated. “It is **harder to regain** their **trust** and build a relationship, such as breaking the ice and opening up to the volunteers quickly,” said chairman of Lions Befrienders Anthony Tay.

“I don’t want to be a senior, I want to be a befriender!”, says 89-year old befriender, Mdm Teow, one of 50 above 70 years aged volunteers at Lion Befrienders

[Source1](#): CNA article on Rising Volunteerism in Singapore

[Source2](#): CNA article on Manpower Crunches faced by Singapore Charities

[Source3](#): CNA article on Elderly befriender volunteer

Reality based context

More can be done..

Positive shift

- **Increased motivation from COVID-19:** More stepping up to volunteer
- **New attractive programmes:** Initiatives to encourage volunteering, Digital volunteering, Marketing efforts tailored to demographics, skills equipment
- **Diverse Volunteer Pool:**
 - a. Youth (>50% volunteer pool): Impactful, inspiring, and creative
 - b. Mid-40s: Skilled, and experienced
 - c. Mid-50s and above: Early retirees trading time for healthy living

Challenges

- **Aging population:** Urgency to address needs of aging demographic
- **Manpower crunch:** Charitable organisations short on staff but beneficiaries increase
- **Training needs:** Volunteers may need proper training to be effective
- **Engaging Long-term Volunteers:** Building trust and relationships, especially with isolated seniors.



[Source1:](#) CNA article on Rising Volunteerism in Singapore



[Source2:](#) CNA article on Manpower Crunches faced by Singapore Charities

Data on Moral Foundations Theory

Source:

<https://beta.data.gov.sg/collections/395/view>

- Data is said to use a modified version of Jonathan Haidt's Moral Foundation Theory (MFT) to determine the predominant moral foundation of different Singaporean segments.
- MFT is a **social psychological theory** intended to **explain the origins and variations in human moral reasoning**. The theory proposes that there are several universal **moral foundations that underlie our ethical thinking and behavior**.

Types of moral foundations:

1. **Care/Harm:**
 - Sensitivities to others' suffering and the virtues of caring and compassion.
2. **Fairness/Cheating:**
 - Concerns issues of justice, rights, and equality.
3. **Loyalty/Betrayal:**
 - Commitments we have to groups, whether family, community, or nation.
4. **Authority/Subversion:**
 - Focuses on respect for tradition and legitimate authority.
5. **Sanctity/Degradation:**
 - Deals with purity, sanctity, and avoiding contamination.
6. **Liberty/Oppression:**
 - About the feelings of resentment people feel toward those who dominate and restrict their liberty.

Cleaning

- Dataset has 2,007 responses across various demographics, and no missing values.
- There are a number of columns with “-” values or non-variance, making them less meaningful for analysis.
- After applying below strategies: 1,546 rows & 85 columns

Findings	Strategy
<ul style="list-style-type: none"> 15 columns: ~40% and above non-meaningful data mainly around respondent's children and education 1 column on country: Single variance, not meaningful as all respondents are from Singapore 	Exclude columns from analysis
1 column on monthly household income: ~25% non-meaningful data	Impute: Mode to fill as a rough gauge with most frequent value
10 columns on occupation, personal income: ~10-12% non-meaningful data	Filter rows to keep only meaningful data

Columns with greater than 0% non-meaningful data:	
Column	Percentage Non-Meaningful
postgradsch	95.615346
levelsch	89.187843
unisch	72.247135
q20_q213	67.862481
q20_q212	67.862481
q20_q211	67.862481
q20_q214	67.862481
ban_education4	67.862481
ban_education1	67.862481
ban_education2	67.862481
ban_education3	67.862481
ban_age_youngest	38.614848
noofchildren	38.614848
childage	38.614848
ban_no_ofchildren	38.614848
ban_mhi	24.663677
ban_personal_inc	12.107623
ban_occupation_role2	11.509716
ban_occupation_role6	11.509716
ban_occupation_role1	11.509716
ban_occupation_role3	11.509716
ban_occupation_role4	11.509716
ban_occupation_role8	11.509716
ban_occupation_role5	11.509716
ban_occupation_role7	11.509716
occupation2	10.812157

~40% and above unavailable data

Impute Mode

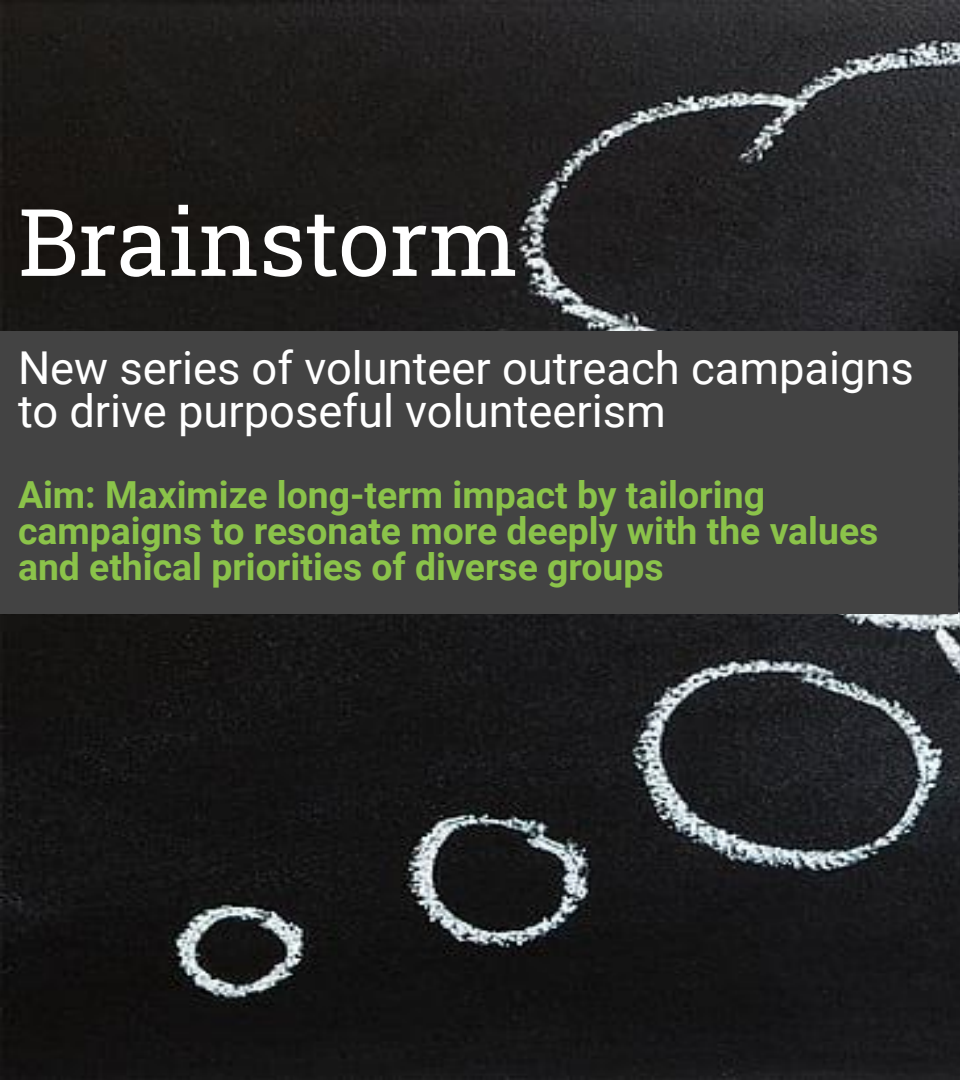
Filter rows

Columns with no variance:

Column	Percentage Non-Variance
country	100.0

Data Analysis

Brainstorm



New series of volunteer outreach campaigns to drive purposeful volunteerism

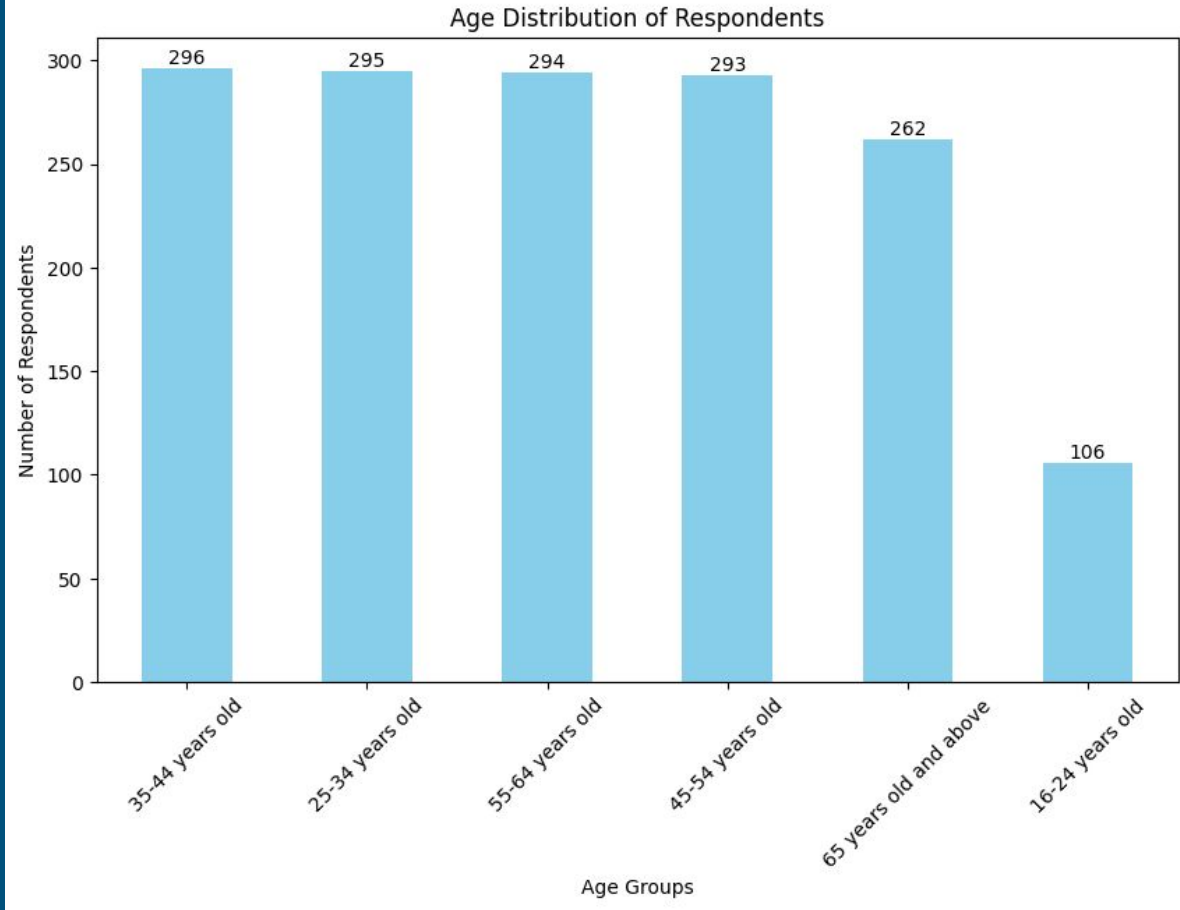
Aim: Maximize long-term impact by tailoring campaigns to resonate more deeply with the values and ethical priorities of diverse groups

Burning Questions:

1. **What:** Profile (s)
 2. **How:** Effective outreach
-

Respondents age group

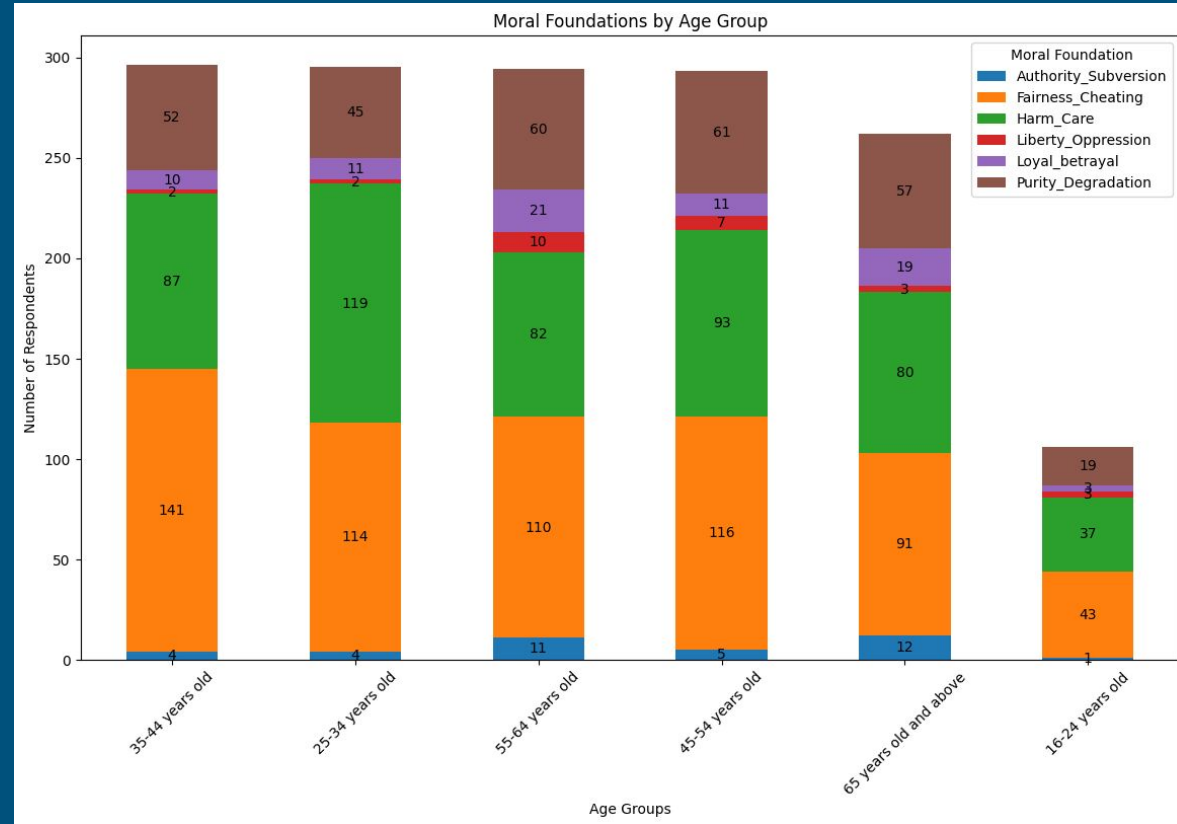
- Mix of responses across wide range of age groups from 16 to above 65
- 16-24 years respondents <10% sample size



Moral foundations by age groups

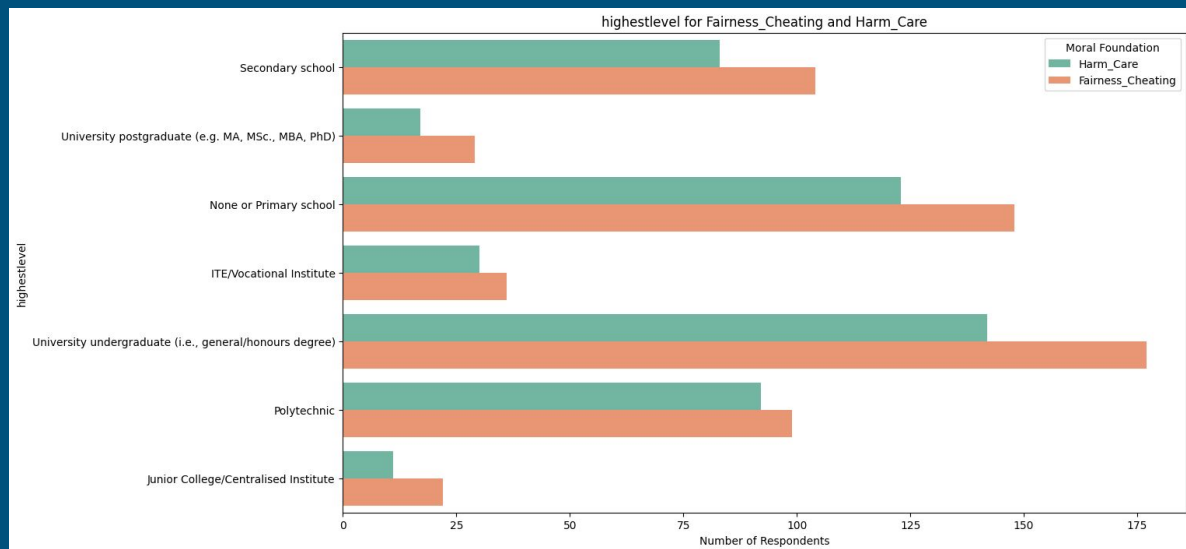
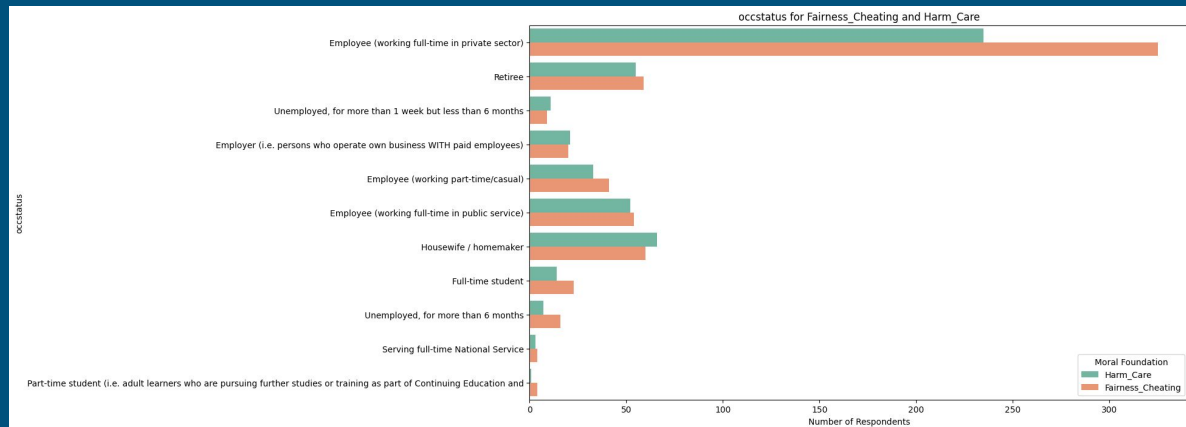
Goal: Analyze how the different age groups align with the various moral foundations based on MFT

- Predominant 2 moral foundations (~ 72%) resonating across all age groups:
 - Fairness_Cheating:** Concerns issues of justice, rights, and equality
 - Harm_Care:** Sensitivities to others' suffering and the virtues of caring and compassion



Demographic insights: Fairness_Cheating & Harm_Care (1 of)

- Respondents mostly employed full-time in private sector.
- Most have schooling education.

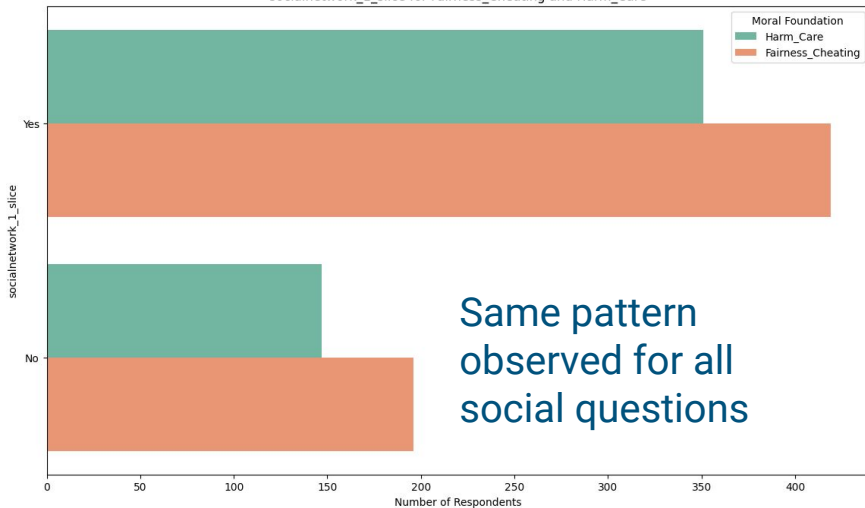


Demographic insights:

Fairness_Cheating & Harm_Care (2 of)

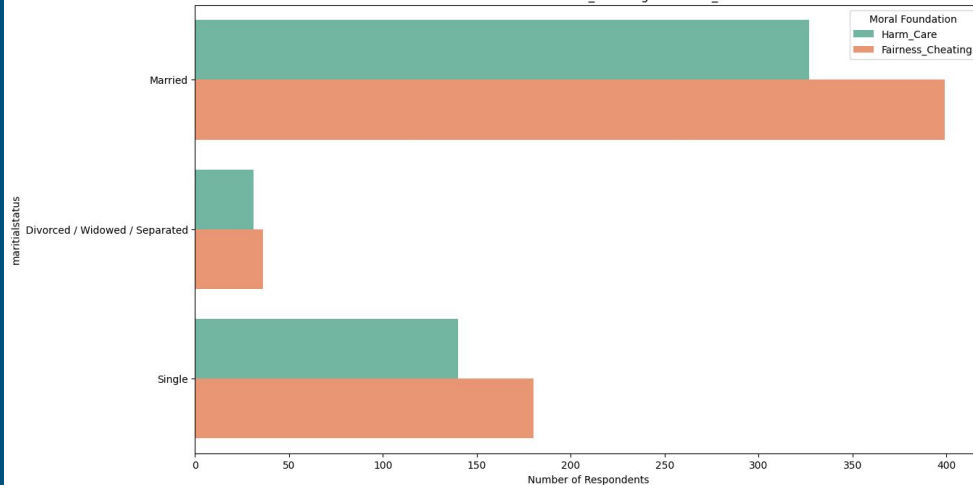
- Respondents are mostly married with children.
- Majority responded having close friends from different ethnicity, educational background, nationality, religion and income group.

socialnetwork_1_slice for Fairness_Cheating and Harm_Care

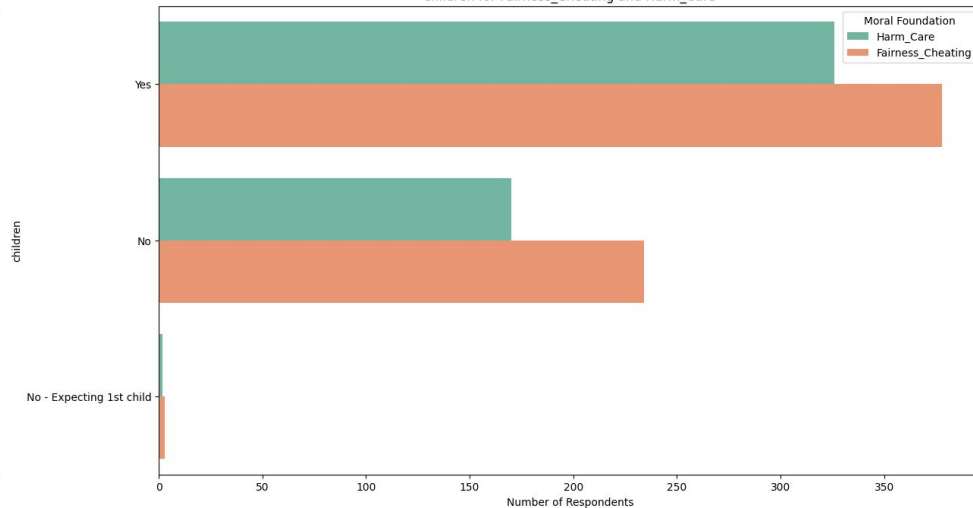


Same pattern
observed for all
social questions

maritalstatus for Fairness_Cheating and Harm_Care



children for Fairness_Cheating and Harm_Care



Recommendations

Addressing burning questions

#1 What: Profile (s)

Targeted profile:

1. 16-24 years old - send new questionnaire due to small sample size on current data
2. Married with children - plan family based volunteering activities
3. Diversify different ethnicities, nationalities, religion, income group and educational background settings for each volunteering activity



#2 How: Effective outreach

1. Marketing branding to share upcoming campaigns on social media platforms to appeal to diverse audience - newspaper & digital advertisements with QR code. Physical outreach in family venues such as parks.
2. Design and brand volunteering activities around Moral Foundations of:
 - a. Care/Harm: programs that involve direct support to vulnerable populations
 - b. Fairness/Cheating: programs around advocacy or legal aid volunteering

Proposed new survey questionnaire

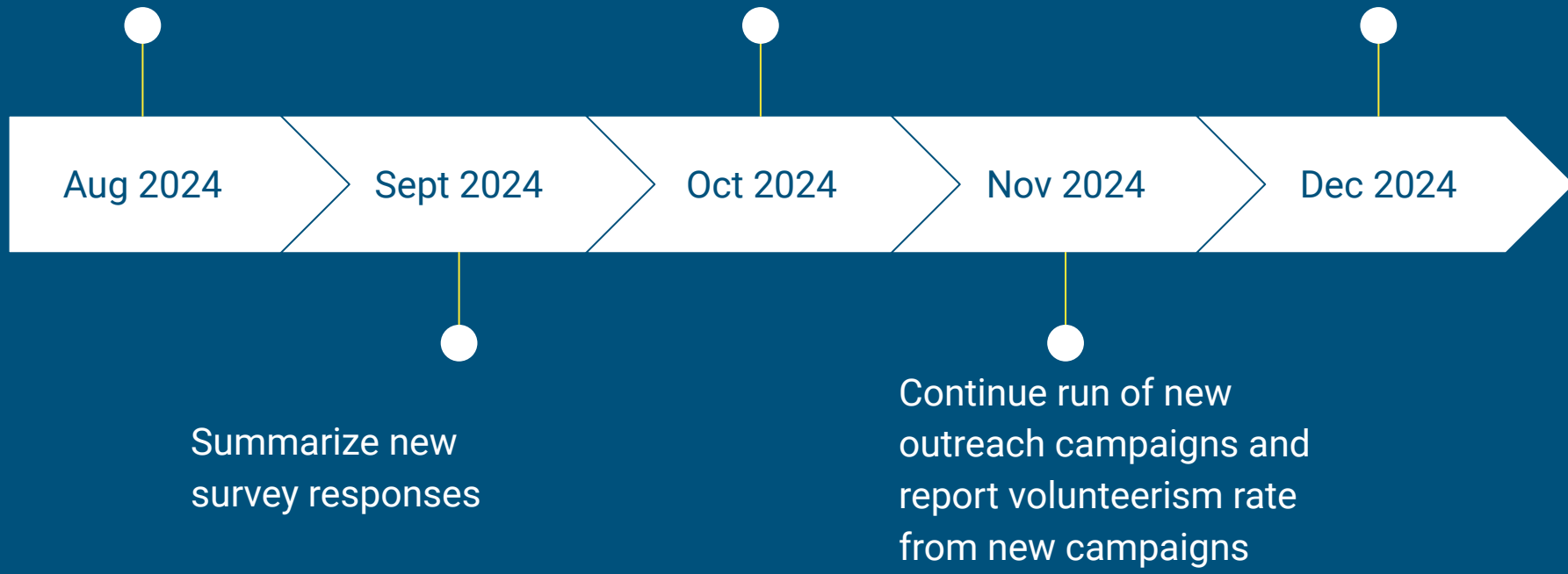
1. Have you ever participated in any volunteer activities? (Yes/No)
 - If Yes, please specify the type of volunteer activities you participated in
2. How frequently do you volunteer? (Weekly, Monthly, Daily, Yearly, Rarely, Never)
3. Would you be more willing to participate in family-based volunteering activities? (Yes/No)
 - If Yes, please specify the type of volunteer activities you and your family would be most enthusiastic about
4. How would you prefer to be contacted about volunteering activities? (Email, mobile, social Media, others - please indicate)
5. What motivates you to volunteer? (Giving back to community, social connections, personal goals, others - please indicate)
6. What are some barriers for you to volunteer? (Time constraints, family commitments, work commitments, personal health issues, transport issues, others - please indicate)


Timeline

Publish new survey
questionnaire

Kick-off new outreach
campaigns

Share outreach outcomes
and celebrate on 5th Dec,
International Volunteer Day





Future work

- Further demographic analysis expanding to more fields on the predominant moral foundations
 - Expand moral foundations analysis to include 3rd predominant value: “Purity_Degradation”
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Questions?





Thank
You