

### **Project Summary for IAL Website**

The following information is for publication on the IAL website. Please be reminded not to include any confidential information.

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| <b>Project Title:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Identifying the motivational tipping point for lifelong learning: One size does not fit all</b>                                                                                                                                                                                                |
| <b>Project Number:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | GA19-04                                                                                                                                                                                                                                                                                           |
| <b>Year of Approval:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 2021                                                                                                                                                                                                                                                                                              |
| <b>Funding Source:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | WDARF                                                                                                                                                                                                                                                                                             |
| <b>Objectives and intended outcomes of the project:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Using an applied model, supported by real-world data, we aim to identify the motivational tipping point of individuals in taking up lifelong learning. Once motivational tipping points are identified, we will recommend programme that may help to increase participation in lifelong learning. |
| <b>Project Team</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                   |
| <b>Principal Investigator:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Dr Cheong Kang Hao                                                                                                                                                                                                                                                                                |
| <b>Summary of Project (up to 300 words)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                   |
| <p>The first phase of this project involves an applied model supported by real-world data to be collected. Studies in the field of opinion dynamics have largely been theoretical. This project broadly aims to apply an opinion dynamics model in the context of adult education. Specifically, it aims to apply an opinion dynamics model to explore motivation and structural factors for taking up lifelong learning courses in Singapore. The model will be calibrated based on survey data collected from Singaporean adults.</p> <p>The second phase of this project looks into suitable programme that may help to engender and sustain a lifelong self-directed learning culture. After determining these motivational tipping points, one or more programme will be recommended to increase motivation to participate in lifelong learning.</p>                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                   |
| <b>Summary of Project Findings, Deliverables and Impacts (up to 500 words)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                   |
| <p>This project examined factors influencing individuals' interest in lifelong learning, aiming to identify strategies to enhance participation across diverse groups. Recognizing that a one-size-fits-all approach may not be effective, the study explored how motivational and demographic factors shape learning engagement in Singapore.</p> <p>Using large-scale surveys and analytical tools, the research team applied social behavior and opinion dynamics models to understand how attitudes toward learning evolve. This enabled the identification of distinct learner profiles and their receptiveness to lifelong learning opportunities. For instance, the study found that motivation and awareness levels vary across demographics. Individuals from lower socioeconomic backgrounds benefit from peer recommendations, while those from higher socioeconomic groups may require better access to targeted information. Communication channels such as word-of-mouth, social media, and traditional media remain important in promoting learning programs. Course relevance and financial incentives were key motivators for enrollment.</p> |                                                                                                                                                                                                                                                                                                   |

The research offers practical insights for designing more inclusive and targeted learning interventions and demonstrates the value of applying data science to education policy. It also lays a foundation for future studies on how personal, social, and structural factors shape learning behavior, while opening pathways for collaboration and policy innovation to build a resilient, future-ready learning ecosystem.