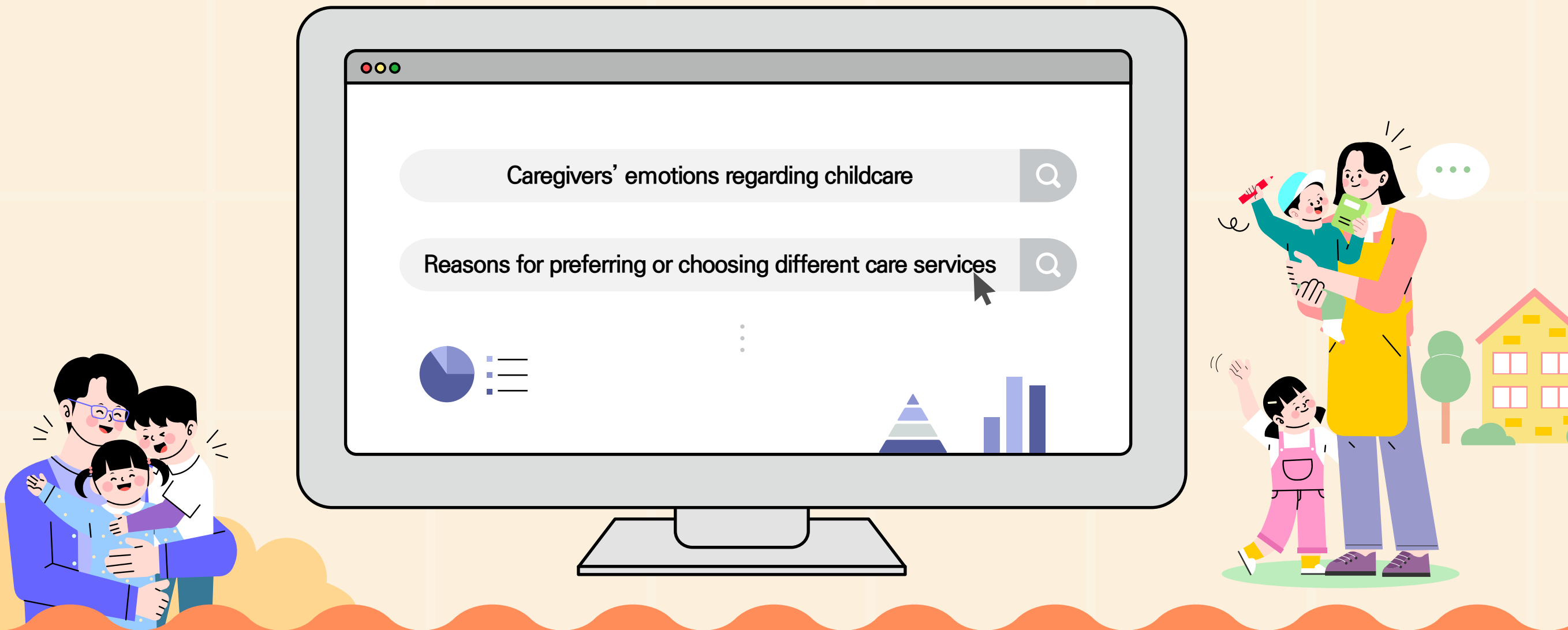


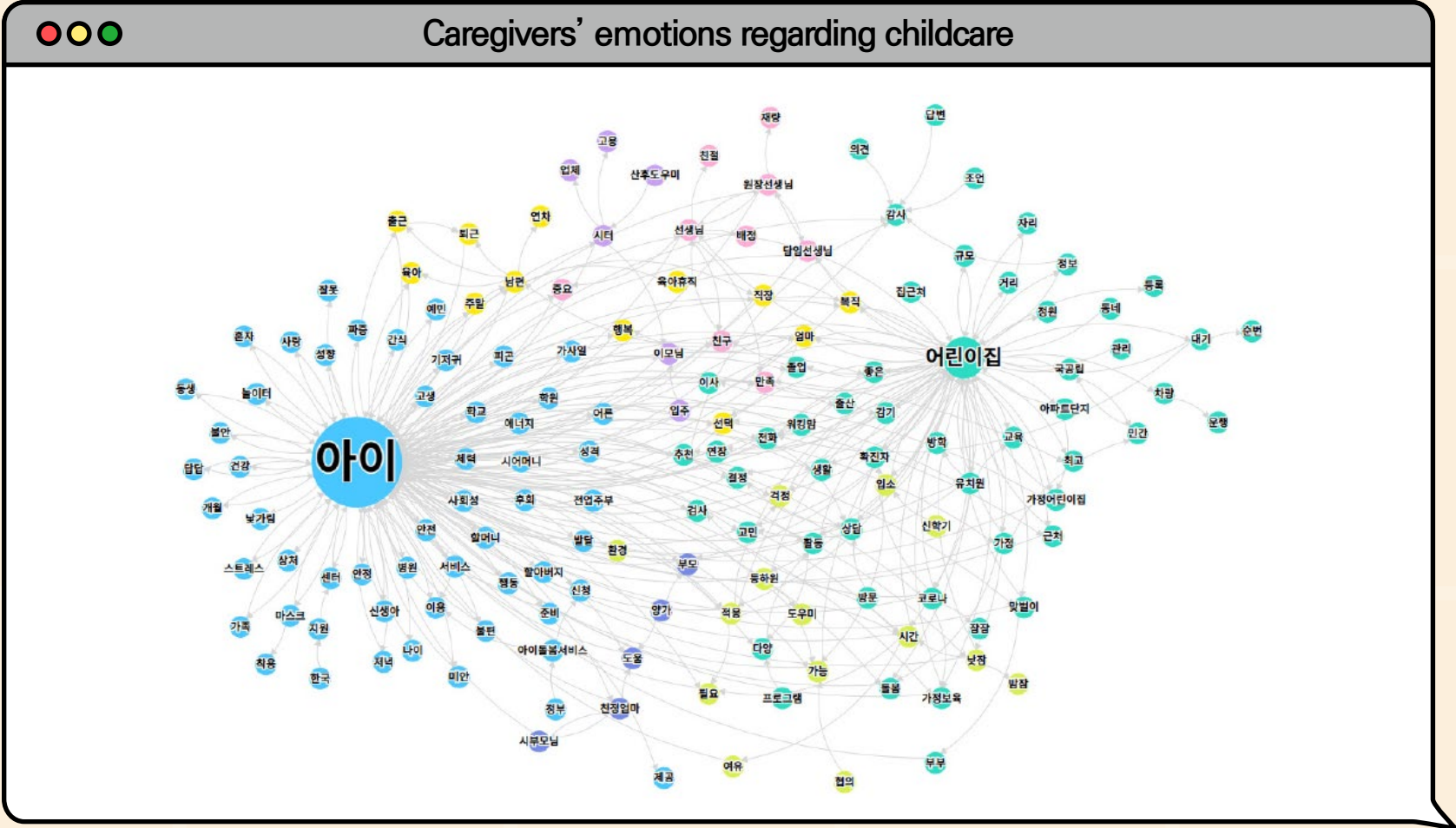
# How to Address the Absence of Care



We identified the current status and perception on the use of private childcare services, by using social big data from online communities.

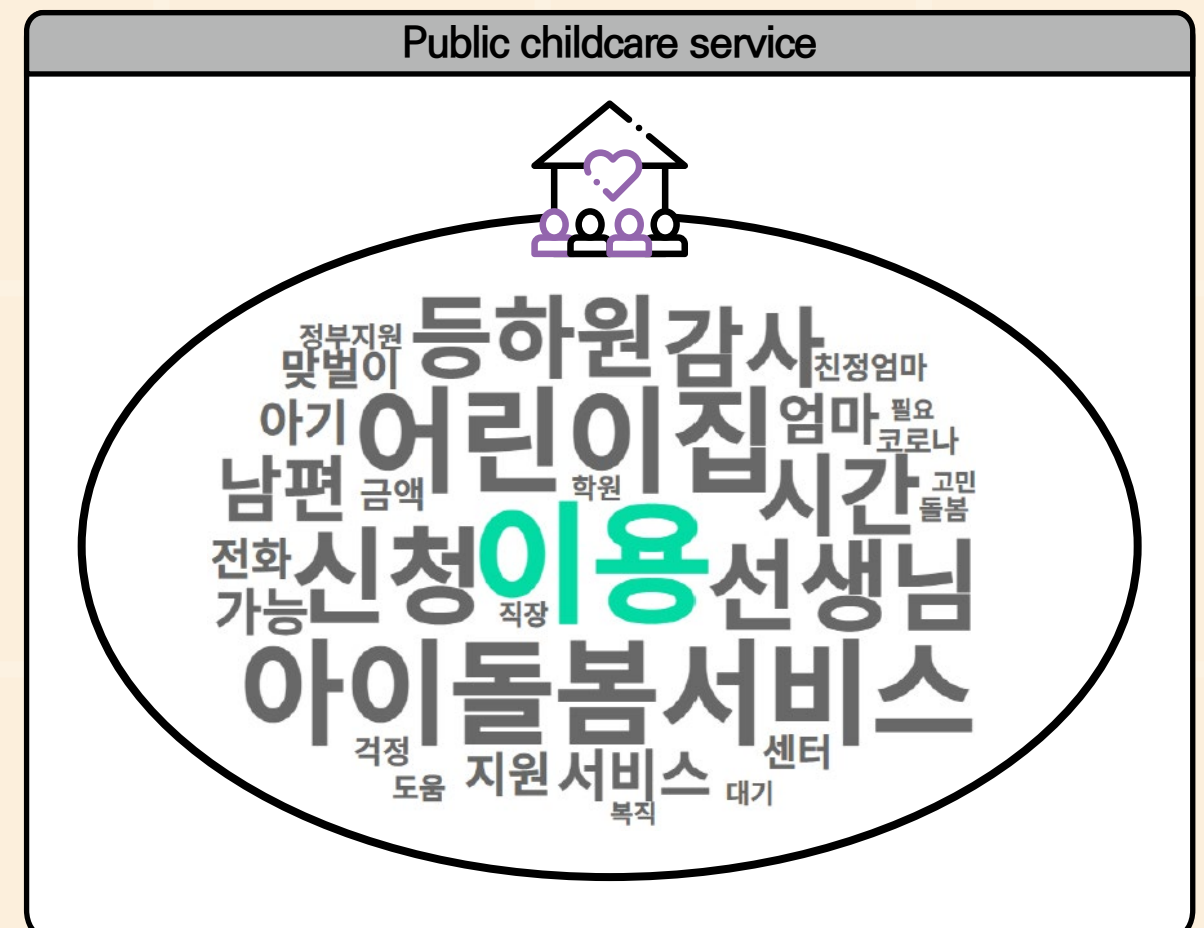
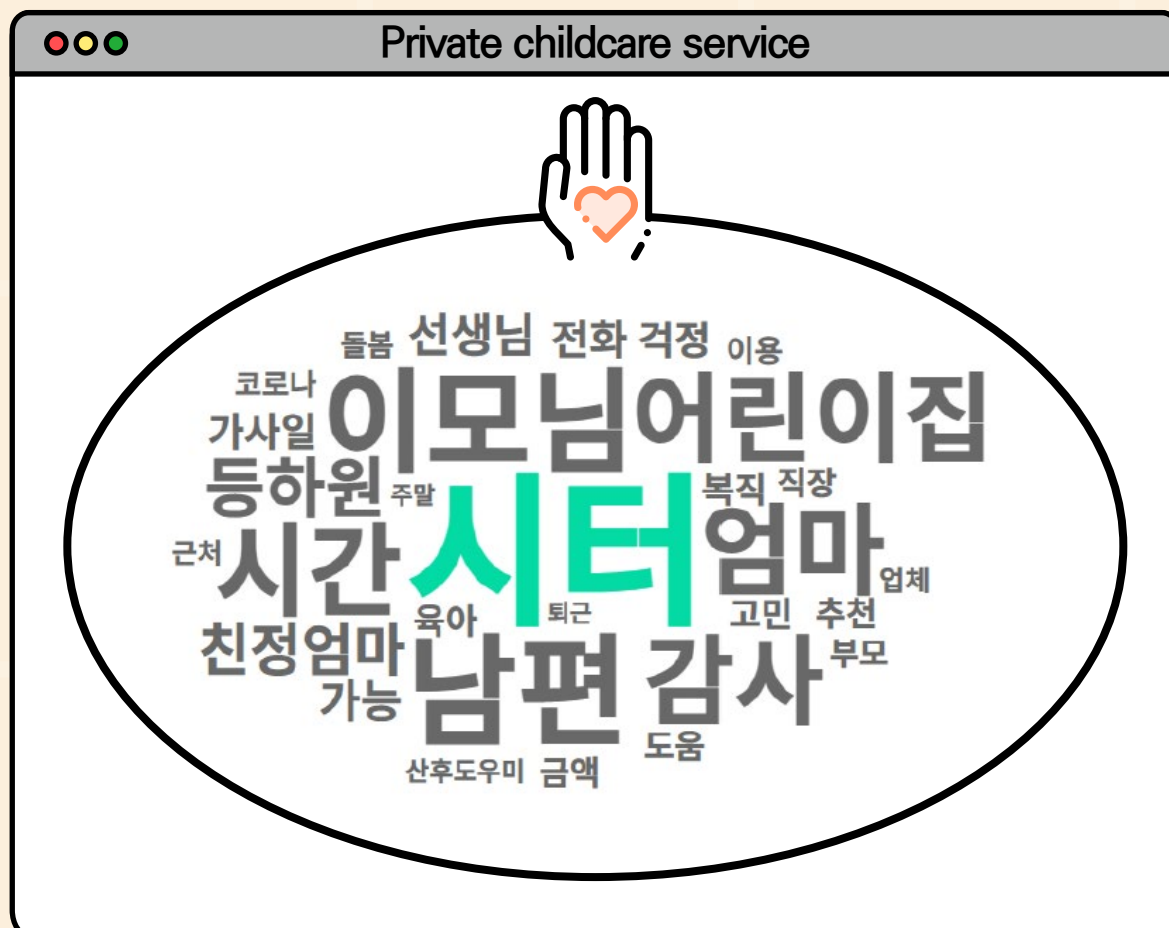
The online community data analysis shows how caregivers feel regarding the childcare, why they prefer or choose different care services, and where their main interest is regarding childcare.

# Caregivers' emotions regarding childcare



The online community posts show that mothers feel complicated emotions including 'worries' and 'anxiety' over their children's 'shyness' and 'social skills.'

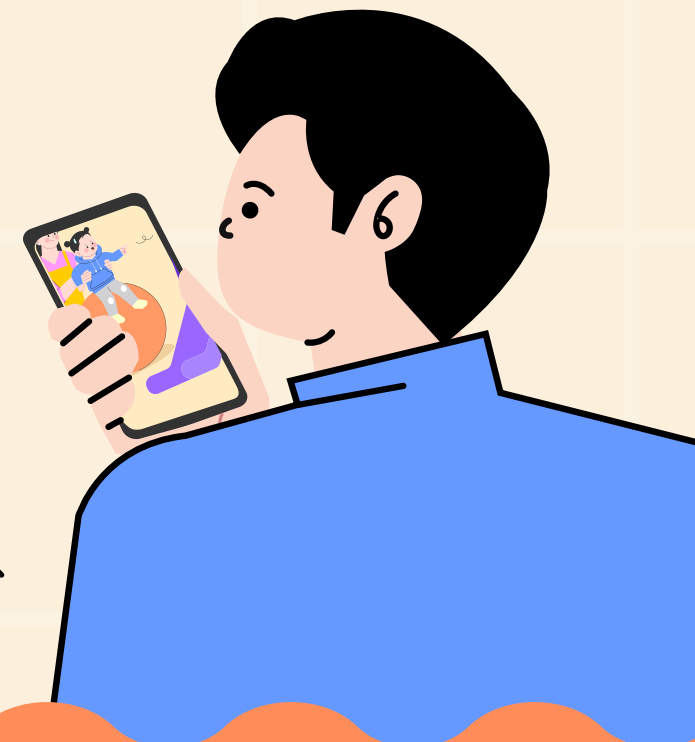
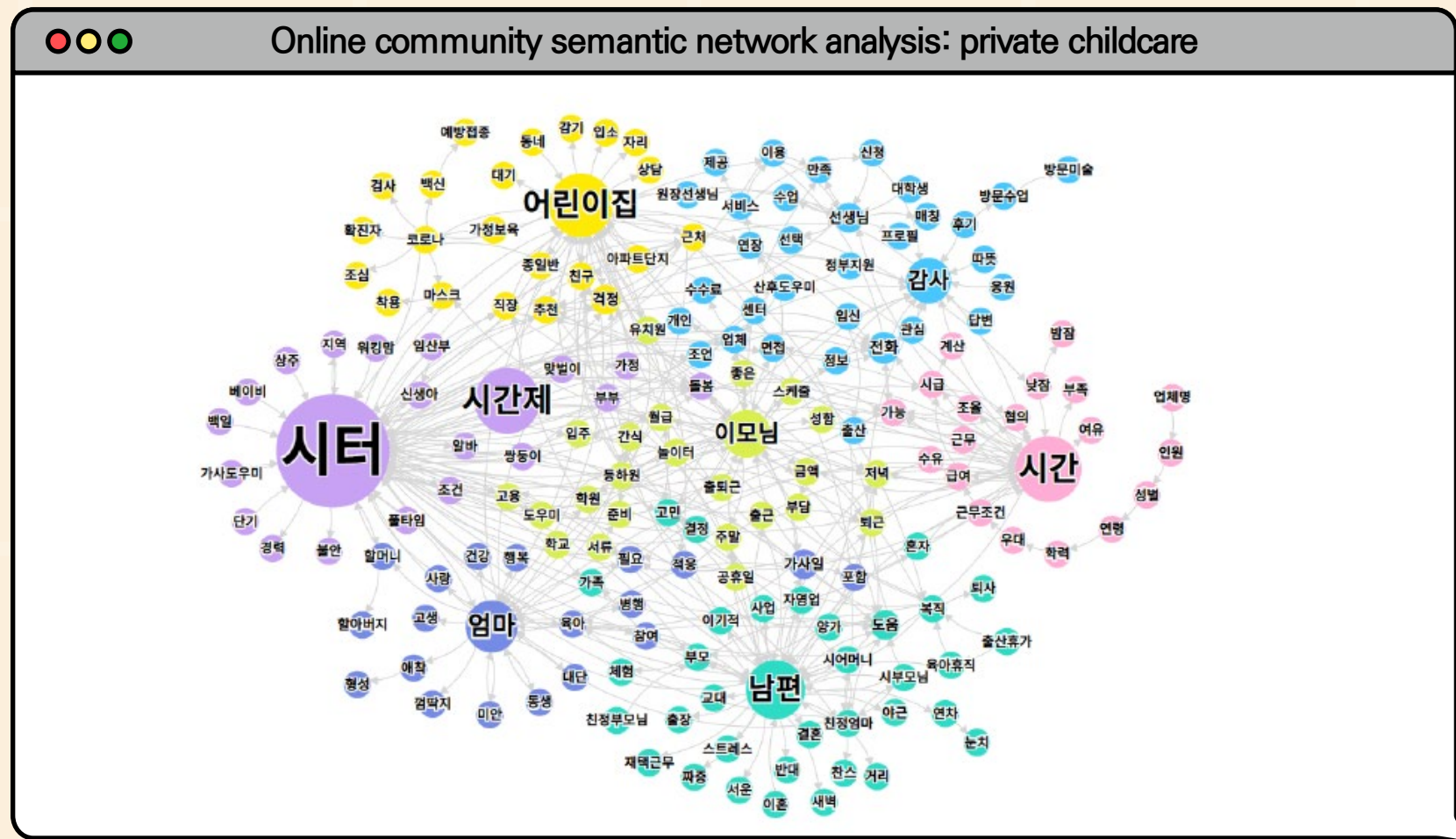
# Reasons for choosing a childcare service



The main inquiries about private childcare service were about seeking a good 'baby sitter' and a 'childcare helper' who can provide care for the time slots wanted by the users.

The key inquiries about public childcare service were about asking how to apply for the public childcare service and seeking feedback from the existing public childcare service users.

# Main considerations for private childcare services



When using private childcare services, users mainly considered the possibility for the users to select time slots for the childcare service, the flexibility in terms of the way the childcare service is provided, the availability of a customized care service, and the safety issues of their children.





# Policy tasks

**1**

**Reflect the diversified demands of users in the public care service.**

**2**

**Seek ways for quality management and institutionalization of private care.**

**3**

**Establish interconnected care support system between private care and public care.**

In order to address the absence of different types of care, private care service which has so far been provided in an individual and informal manner needs to be institutionalized and formalized in the official care support system so that the quality of both public and private care services can be improved.

## Exploring Policy Demand and Issues of Private Childcare Services based on Social Big Data<sup>1)</sup>

Cho Sun M, Associate Research Fellow (Center for Gender-Sensitive Data, KWDI)

- This study is aimed at identifying the key perception and current status of private childcare services and exploring policy demand and issues of private childcare services, by utilizing the social big data from online communities.
- Considering the increasing diversity in work and life experiences, it is difficult for the public care system alone to meet the caregivers' diversified demands for care. A good quality care support system across both public and private care sectors is required to address the absence of different types of care.
  - During COVID-19 crisis, many of the face-to-face care facilities were shut down, which caused an absence of care at a rapid pace. It showed that public care services provide less flexibility and more constraints in terms of choosing and using the service. This is why caregivers have had constraints in meeting their diverse work-life needs and responding to urgent care situations.
  - The private care services, which have been provided in an individual and informal manner, need to be institutionalized/formalized in the official care support system so that the quality of overall care services can be improved.
  - It is necessary to identify different types of policy demand and preference for private care and public care systems, and establish a care support system combining the mutual strengths of public/private care systems.
- Since social big data shows the perception and experience of policy demanders in a straightforward way, social big data can be used as the basic data for policy research and development. We analyzed the opinions of private childcare service users and demanders, based on the following four research questions

<sup>1)</sup> This Brief is based on the revision/summary of the in-depth analysis report titled 'Exploring Policy Demand and Issues of Private Childcare Services based on Social Big Data,' which was planned and prepared jointly by the Center for Gender-Sensitive Data and the Center for Gender Equality Strategy of the Korean Women's Development Institute.

For more details, please refer to the Korean Women's Development Institute Website - Publications & Issues - KWDI Brief.