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## The needs and expectations of stakeholders: A Case Study of the Play and Learn for the Young Learners' Brain Development Workshop Project

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The research aimed to investigate the needs and expectations of stakeholders involved in organizing a “Play and Learn to Development of Children’s Brains” workshop project. The stakeholders were categorized into three groups: participants, sponsors, and supervisors of participants. The study utilized survey questionnaires and in-depth interviews as research tools. Statistical analysis of the data included averaging, standard deviation, and percentage calculations. Key findings from the research include demographic information of the respondents, with 62.5% male, 31.25% female, and 6.25% unspecified gender. A significant portion (25%) of respondents fell within the age range of 25-30 years, predominantly holding bachelor’s degrees, with the largest percentage (37.5%) being teachers. Regarding the needs and expectations of stakeholders, the survey identified high-level needs in terms of location, equipment and facilities (mean = 4.83, SD = 0.47), speakers (mean = 4.79, SD = 0.56), knowledge acquisition (mean = 4.97, SD = 0.13), activity planning (mean = 4.90, SD = 0.25) and overall expectations for successful organization (mean = 4.87, SD = 0.36). Interviews with sponsors revealed their expectation that funding or product support would contribute to achieving project objectives with the additional hope that participants would become familiar with and prefer their products in the future. Supervisors of participants emphasized their expectation that staff would apply workshop knowledge to enhance teaching, research and child development activities. Overall, the research highlighted critical insights into stakeholder needs and expectations, providing valuable guidance for organizing future educational workshops aimed at children’s brain development.

Keywords: Needs and Expectations, Play and Learn Workshop, Brain Development

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