

G:LAB Edition 1

By Indochina Research

We are excited to celebrate the printing of our first edition of research into Cambodian Youth behaviour, G:LAB. With over 60% of the Cambodian population under the age of 30, our research taps into this emerging sector, uncovering insights into influencers of youth of today.

As one of the only pure research projects about youth in Cambodia - G:LAB analysed insights across Youth and Technology, International Influences and Civic Engagement/ Crime topics – providing customized insights into consumer behaviours of youth aged 15-24 years old.

G:LAB's research is delivered exclusively to its sponsors. We not only provided them with newly printed final report, but a preliminary report, a one-on-one meeting, and a workshop bringing Youth and stakeholders together. This edition's sponsors were AMK Cambodia, The Asia Foundation, Cellcard, DW Akademie, and Sabay Digital Corp.

Reaching beyond the scope of traditional research, G:LAB tapped into this youth sector through an innovative interactive process. Working directly with youth representatives known as **Trend Scouts**, helped to demystify Generation Y's thinking and provide an intimate glimpse into Youth culture: their thoughts, feelings and aspirations.

By facilitating and stimulating dialogue with Youth, we have compiled detailed data, which will help professionals understand the industry as it stands today and adapt their strategies to support this rapidly growing market.



Through over 80 video diaries, multiple focus groups and traditional research we examined some of their thought patterns.

Key highlights include:

Youth and Technology: Technology now provides opportunities for young people to stay in touch with a much larger social network, changing the nature of social relationships. With the introduction of more technology in Cambodia, we uncovered trends in

usage and predictions of potential pitfalls in the future.

International Influences: How can we connect with this key audience? Our Trend Scouts went on a mission to see who, what and how foreign influence is shaping Cambodian youth culture.

Civic Engagement and Crime: Living in a developing country, Cambodian youth are in a unique position to help shape their future. Inextricably linked, civic engagement and crime are two identifiers of political stability and economic development. G:LAB identified changes in levels and methods of civic engagement over the past year.

We also facilitated dialogue with those embroiled in criminal activities to understand conditions for criminal behaviour and develop a comprehensive picture of the Cambodian context. Finally we discussed with youth what safety means to them.



Interactive dialogue is a key feature of our G:LAB process. From incorporating dialogue between researchers and youth themselves, to uncovering insights from criminals, we've accessed multiple layers of Cambodian society to provide a multidimensional analysis of youth behaviour. This core value is carried through to our relationships with

stakeholders as shown in our December workshop.

In December 2014, following analysis of our three topics, we organised a full-day interactive workshop bringing together stakeholders and youth to exchange ideas. A chance for mutual learning, representatives from our sponsors, including CEO's and Country Managers, met and discussed with youth about our key findings. Highlights of the day included engagement with the data, stimulating dialogue between clients and youth, and incorporating feedback to expand on our topics and shape the research direction for the future.

Direction for future

Throughout this process we uncovered some key questions that are central towards understanding future opportunities and preferences of youth: Who has power to make decisions? What is youth's relationship towards money? And finally, how do Youth identify themselves in contemporary Cambodia? These issues shall be explored further in upcoming Edition 2 of G:LAB (June 2015).

SPONSORED BY:

