

A Study on Young Children's Educational Toys in Taiwan

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BACKGROUND OF THE STUDY

With the low birth rate in Taiwan recent years, several families have commonly only one child. Parents are more willing to spend their money and put more effort on their children's education. The purpose of this paper is to investigate the industrial market of children's educational toys in Taiwan from eight industrial companies.

METHODOLOGY

Data Collection

The researcher collected the data from eight children's industrial companies by phone interviewing. Semi-structured interviews were used to collect the data.

Interview Questions

1. Does your company design or produce your own educational toys? If yes, what are your beliefs in designing educational toys for young children?
2. What are the essential functions and educational purposes an educational toy should have?

Data Analysis

The researcher translated the interview into words, and then identified, coded, and categorized the data acquired through the interviews.

Participants of this study

Eight different early childhood industrial companies from Taiwan are the participants in the study. Eight companies include:

- Berlin Children ALL BRAIN SEARCHING (ABS) Learning Institute
- Toy Club Taiwan
- FasTracKids in Taiwan Friendship Global Company
- GENIUS TOY TAIWAN CO., LTD
- Aichi Books Co., Ltd
- Acme Books Co., Ltd
- Kuangyu Cultural Enterprise Co., Ltd.

FINDINGS FROM THE INTERVIEW QUESTIONS

Does your company design or produce your own educational toys?

- three companies design and produce their own educational toys
- two companies obtain their educational companies from the commercial agents
- one company obtain their educational companies from the wholesales agents
- one company import their educational companies directly from Europe and the United States
- one company cooperates with children toy company

If yes, what are your beliefs in designing educational toys for young children?

- based on teachers curriculum, children and parents needs
- safety and co-ordination training
- based on early childhood theories
- provides play & learning both functions
- providing educational toys for teaching

What are the essential functions and purposes of an educational toy?

- cultivate children's interest in learning
- fun
- co-ordination training
- cognitive function training
- OCCI training - order, concentration, courtesy and independence
- providing educational toys for thematic teaching
- diverse choices