

# Children's Media Lives

## Sample Specification

### SAMPLE SPECIFICATION

- 18 x children and young people who fall into the following age ranges

CATEGORY	AGE RANGE	NUMBER OF RESPONDENTS
A	8 - 11	9 individuals
B	12 - 15	9 individuals

- The research is looking to include 18 children and young people in a **broad range of different situations**, across three main variables:
  - Household make-up / family situation
  - Device access and competition for device time
  - Attitudes and perceptions of digital competence and online 'savviness'

### OVERALL SAMPLE CHARACTERISTICS

All respondents must be able to go online at home (including broadband connection and device access).

All child and young people respondents must be confident and happy talking to adults.

**Gender & Age:** At least one boy and one girl of every age within the age range.

**Geography:** Broad spread across England with the inclusion of the other three nations of the UK (Scotland, Wales and Northern Ireland)

- To include a mix of urban and rural locations

**Vulnerable groups:** Overarching sample to include two respondents with learning difficulties / disabilities:

- 1 x dyslexia / other learning difficulty
- 1 x mild learning disability

### HOUSEHOLD MAKE-UP

**Social-economic status:** Overarching sample to include a spread of the following social economic indicators across all three age categories:

- Social grade (mix of AB, C1, C2DE)
- Household income (broad range)
- Housing tenure (mix of social housing, private rented, home owners)
- Ethnicity / religion to be broadly representative of the UK population. To include at least three BME respondents

**Family set-up:** Overarching sample to include a range of different household types and sizes across all three categories, including:

- Two parents, two children
- Large family (5+ people)
- Single parent
- Only child
- Mixed siblings – step / half siblings / foster children living in the home (either full-time or part-time)
- ‘Two families’ – divorced/separated parents with child’s time spent between two households

## DEVICE ACCESS

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**Mobile phone ownership:**

- To include at least 9 respondents with their own smartphone (expected to be aged 11+)
- To include at least 4 respondents with a mobile phone that isn’t a smart phone (across the sample)
- To include at least 3 respondents with no mobile phone – including 1 respondent aged 14+ (across the sample)

**Tablet ownership:** To include at least 6 households that have a tablet computer within the house. To include at least 4 households that do not own a tablet computer.

**Device competition:** To include at least 3 households that share 1 or 2 devices for going online (inc. shared smartphones, tablets, laptop/PC or games console) and where children frequently compete or argue to access to these devices.

**Online usage:** A broad spread of online usage (on tablets, smartphones, laptops, PCs and games consoles) across the sample, including:

- At least 4 respondents who go online less than once a week, across the age range, including at least 1 respondent aged 13+
- At least 4 respondents who go online 1-3 times weekly, across the age range, including at least 1 respondent aged 13+
- At least 4 respondents who go online every day, across the age range, including at least 1 respondent aged under 11

**TV access:** Mix of access to freeview, satellite and cable TV at home [record only]

## ATTITUDES (INC. DRAFT STATEMENTS)

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**Parental attitude statements:** Spread of attitudes across the sample

**Parental perceptions of child’s media use:** Parents understanding of child/ren’s media common behaviours. [aim for a spread of different activities]

- Please choose the top 3 activities from the following list that your child does most often when not at school?
  - *Listening to music*
  - *Sport*
  - *Art*
  - *Homework*
  - *Watching TV*
  - *Playing / learning music*

- *Drama*
  - *Using social networks (such as Facebook, Twitter or Snapchat)*
  - *Watching YouTube*
  - *Playing with toys with siblings*
  - *Socialising with friends*
  - *Shopping (online or offline)*
  - *Watching movies (DVD, Netflix or other)*
  - *Reading books*
  - *Digitally communicating with friends*
  - *Reading comics*
  - *Playing computer / video games*
- **Parental confidence:** Parents assessment of their own online competence.
    - How confident do you feel about going online for everyday tasks and activities?
      - *Very confident*
      - *Quite confident*
      - *Neither confident nor unconfident*
      - *Not very confident*
      - *Not at all confident*
- **Parental rules:** Parents approach to setting rules and monitoring their child's media usage (TV, online, mobile, gaming).
    - Which if any of the following measures do you have in place relating the use of the digital media (PC/laptop, tablet, mobile phone, gaming, TV) at home by your child?
      - Rules about the kinds of things they can look at or do when they are using the TV/laptop/tablet/mobile/games console
      - Rules about when and/or for how long they are allowed to use the their mobile TV/laptop/tablet/mobile/games console
      - Using technical controls, like parental controls on the PC or laptop, pin protection on the TV service or games console, adjusting the settings on the smart phone etc
      - Making sure they are always supervised when they are going online
      - Regularly talk to my child about staying safe online