



REVEALING REALITY

# Children's Digital Media Use during the Coronavirus lockdown

## THANK YOU

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Thank you for taking the time to participate in this project for Ofcom! This sheet will provide you with information about the project and your involvement. If you need any additional information, please do not hesitate to get in touch with our researchers.

## ABOUT THE PROJECT

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This project is about understanding the ways in which children and young people use a range of media (going online, watching TV, gaming etc.) and how they use technology in the context of the UK Coronavirus lockdown.

We will be asking your child broadly about their use of technology during the Coronavirus lockdown, and how this has changed compared to life pre-lockdown. For example, we would like to know what they've been doing online, what they've been watching, their experiences of online learning and keeping in touch with friends and family outside of their home.

We understand that these are difficult and unpredictable times, that may be confusing or worrying for children and their families. As such, we will make sure that we keep questions relaxed, open and child-led. This means, we will only discuss topics or ideas with which the children are already familiar or which it would be reasonable to expect them to learn of through their lessons, mainstream news or contact with family and friends. If the child seems distressed at any point during the interview, we will take a break and tell you immediately, and agree on the best way forward. We will not be showing them any inappropriate imagery.

In brief, we have been commissioned to carry out this research by Ofcom, the communications regulator, and we're speaking with 14 children (and their parents) across the UK.

The Communications Act 2003 places a responsibility on Ofcom to promote, and to carry out research into, media literacy and this research contributes to Ofcom's work in this area.

The research will result in a slide pack of key findings and illustrative video clips (montages), which may be used by Ofcom when presenting the research to internal and external parties, or in written Ofcom reports and publications published on Ofcom's website.

## WHO ARE WE

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Revealing Reality is a research company based in London. We specialise in spending extended periods of time with people to understand what life is really like. All of our researchers have up-to-date Disclosure and Barring Service ("DBS") checks<sup>1</sup> and have done a lot of work with children and young people.

If you have any further questions about the research, feel free to get in touch with:

Anna Waldie, Senior Researcher

E: [anna.waldie@revealingreality.co.uk](mailto:anna.waldie@revealingreality.co.uk)

## WHAT WILL HAPPEN?

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Revealing Reality researcher will talk to you and your child on a video call for about 1.5 hours. With your consent, we will record this interview. We will also take notes during the interview, to capture answers more fully.

We will ask your child how their life has changed during the Coronavirus lockdown, and what is new in terms of their media behaviours. As noted earlier, this could include what they are doing on social media, what they are watching, or how they are engaging with education at the moment.

We will also ask your child to take some photos for us to show us some more information about their media use or showing us how they use technology. This may include screen-shots of your child's phone screen, if they choose to share this with us.

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<sup>1</sup> DBS checks (formerly known as CRB checks) are checks carried out by the UK Government's Disclosure and Barring Service to help employers make safer recruitment decisions and also to maintain the adults' and children's Barred Lists and makes considered decisions as to whether an individual should be included on one or both of these lists and barred from engaging in regulated activity.

After the video call, there is an additional but optional activity for you and your child. We will ask you to consent to having a researcher observe your child's activities on social media for a 1-2 week period. Having these additional insights into what respondent might be posting beyond what is shared in the interviews can help build up a richer data set and a potentially more nuanced set of findings about the child's media behaviour.

As noted earlier, the information we collect will be used to prepare a report and video clips, this material may include footage of your child, screen grabs and photos, but these will not include the name of your child (we will use a fake name), account names or other contact information.

### **HOW WILL THE RESEARCH DATA (INFORMATION, WORKSHEETS, VIDEOS AND PHOTOS) BE USED?**

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Revealing Reality is carrying out this work for Ofcom. In brief, this means that we will collect the information Ofcom asks us to collect from a set of individuals and for a specific purpose. We will not share the information with third parties or use it for non-specified purposes. Ofcom will use the information we give them for purposes you have consented to, but you may withdraw your consent at any time – this would mean that the information gets deleted.

As part of this research, we will gather and process video footage, photographs and screen grabs and social media tracking data on Ofcom's behalf. As this research forms part of Ofcom's wider research into young people's online usage and habits, we will need to keep the information we collect, including the full video footage, so that we can revisit the material if Ofcom asks to do so. For instance, Ofcom might ask us in the future to prepare a video clip to show how online habits have changed over the years.

Your information will be kept secure, password protected and handled with care. Revealing Reality will keep your information for the duration of the contract with Ofcom, so we can keep it for ten years or more. Upon termination or expiry of the contract with Ofcom, the information will be destroyed or deleted upon request from Ofcom. In any case, your information will not be kept longer than necessary.

We will use the information collected to prepare a slide pack with key findings, a short report of these findings and video clips on children's media use during the Coronavirus lockdown. These slide pack and video clips may be used by Ofcom in its internal and external communication about children's media use (e.g. the

material can be used in a presentation (face-to-face or virtually), or in a report they write and publish on their website). Again, your child's name and other contact detail will be removed.

To emphasise the key point you need to know about your and your child's photographs and video recordings:

- As part of our delivery of this research to Ofcom, Revealing Reality will be handing over information about you and your child including demographic data, but not your names, address or contact information. The delivery will include stories and information, such as your child's answers, video clips and photos you and your child have shared with us – these materials will be included in the slide pack, report and video montages we deliver to Ofcom. Any information about you and your child, including any footage or photographs that are passed to Ofcom as part of a delivery of research findings will be shared using pseudonyms.
- With your explicit consent, the short video clips we prepare using the video recording of you and your child, and any photographs and screen grabs you and your child may share with us, may subsequently be shared by Ofcom as part of presentations given by the Ofcom team to other people working for Ofcom and other professionals interested in children's media use, including professionals from government, academia, research agencies, the voluntary sector and industry. These Ofcom presentations might be delivered in person (i.e. face-to-face with the audience) or by virtual means (i.e. the presentation is delivered online). In these instances, Ofcom will handle the material with care, explicitly asking the audience not to film the video clips, though the latter might be difficult to implement in a virtual setting. However, when showing the video clips, we will restrict the audience's ability to record the session. That said, there is a risk that your photographs and film clips may appear in the public domain. We want to ensure you understand this before you decide whether or not to give your consent.
- You are welcome to get in touch with Anna (contact details provided) to review the photos and video clips before we send these to Ofcom. You can withdraw your consent for future use of some/all of your photographs and video clips at any time, including after you have reviewed them. If you withdraw your consent, the material will be deleted. Otherwise, we will assume you are happy for these photographs and video clips to be shared.
- The research is entirely voluntary – if at any stage you feel uncomfortable, please do tell the researcher that you think the session should end. You

can also withdraw consent for future use of your photographs and video clips at any time during or after the session.

- To enable this research, Revealing Reality will store all personal data in relation to organising the fieldwork confidentially and securely and this will not be passed to any external agency. The purpose of storing this data is to enable us to contact you again to ascertain your interest in participating in this research project in future years. To reassure you, we would like to note that we are registered with the Information Commissioner, and are required to maintain secure and protected systems to protect your information.
- Revealing Reality's data protection policies state that personal information from respondents is deleted from our systems once it is no longer necessary to use it; and as noted above, your personal information will only be kept for as long as Ofcom requires it for the purposes of delivering this research.
- Ofcom will store the selection of your video clips and photographs that we pass to it securely. As this is a longitudinal study, Ofcom may store the data it receives for 10 years or more. However, the data will not be stored for longer than is necessary.
- Revealing Reality and Ofcom act in accordance with their respective obligations under data protection legislation. For the purposes of the information we collect as part of this research, Revealing Reality is the data processor and Ofcom is the data controller. Revealing Reality's privacy policies are available on our website <https://www.revealingreality.co.uk> and further information on how Ofcom handles your personal information and your rights, including the right to withdraw your consent for Ofcom to use your personal information, is set out in Ofcom's Privacy Statement, which can be viewed at <https://www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement>.

## LINKS

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For further information, help, and support, please see:

<https://www.saferinternet.org.uk/advice-centre/parents-and-carers/parental-controls-offered-your-home-internet-provider>

<https://www.net-aware.org.uk/>

<http://www.childnet.com/parents-and-carers>

[www.internetmatters.org](http://www.internetmatters.org)

<https://parentzone.org.uk/advice/parent-guides>

<https://www.saferinternet.org.uk/>



Ofcom is the communications regulator in the UK. They regulate the TV, radio and video-on-demand sectors, fixed line telecoms, mobiles, postal services, plus the airwaves over which wireless devices operate. Ofcom ensure that people in the UK get the best from their communications services and are protected from scams and sharp practices, while ensuring that competition can thrive.

If you have any further questions about Ofcom or how they might handle your data, feel free to get in touch with:

Jessica Rees, Senior Market Research Manager

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