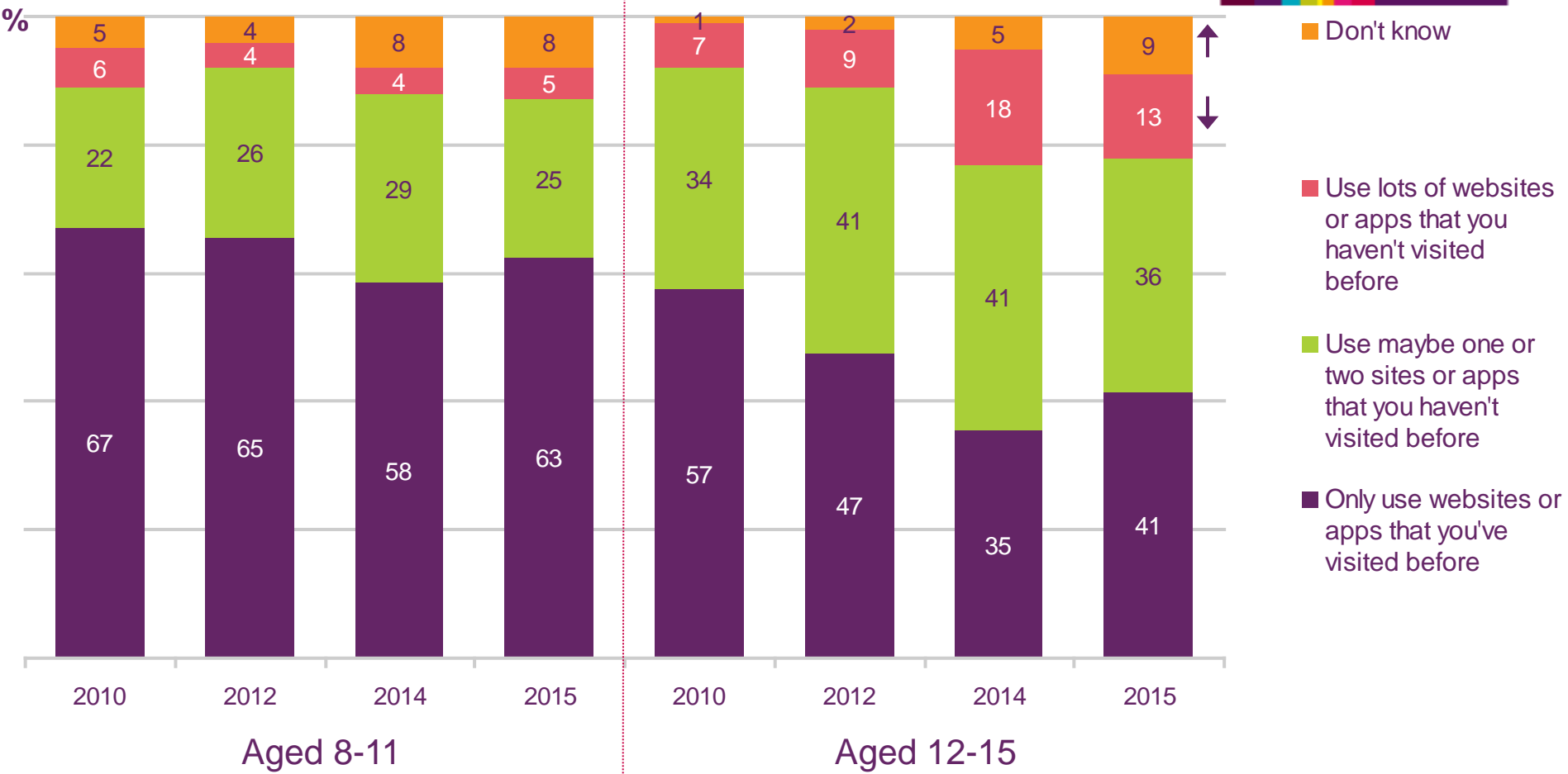


Children's Media Use and Attitudes Report 2015

Section 6 – Knowledge and understanding of media among 8-15s

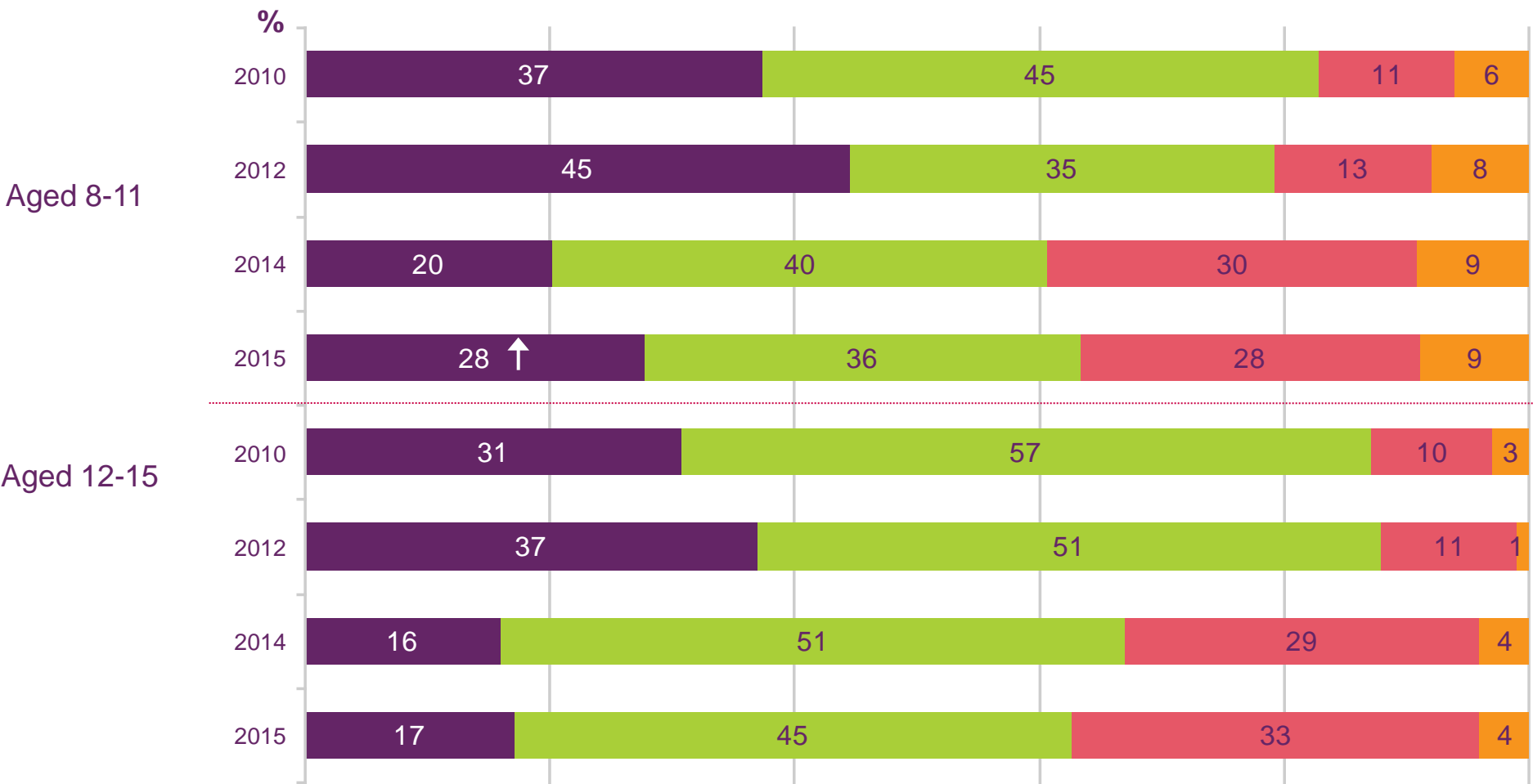
Figure 53: Experience of visiting websites not visited before among those who go online at home (2010,2012) or elsewhere (2014, 2015), by age



QC17 – In most weeks when you go online on any type of computer, a mobile phone, a games player or a media player would you say that you....?
 Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015

Figure 54: Children's belief in the truthfulness in websites used for school/ homework at home (2010, 2012) or elsewhere (2014, 2015), by age

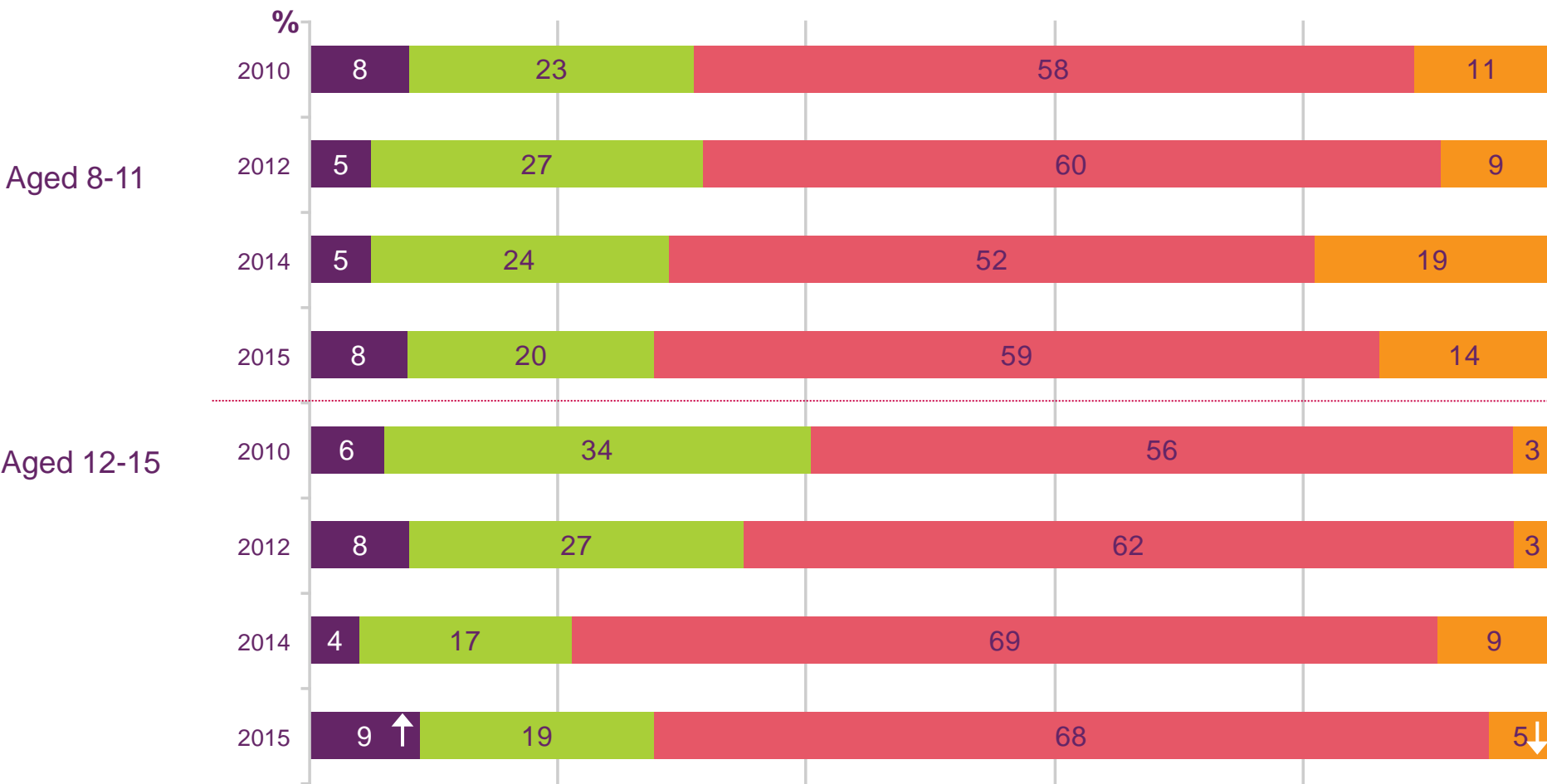
■ All is true
 ■ Most is true
 ■ Some is true
 ■ Don't know



QC15B - When you go online you may visit site or apps you use for school work or homework. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (375 aged 8-11, 447 aged 12-15). Significance testing shows any difference between 2014 and 2015.

Figure 55: Children's belief in the truthfulness in websites used for social media at home (2010, 2012) or elsewhere (2014, 2015), by age

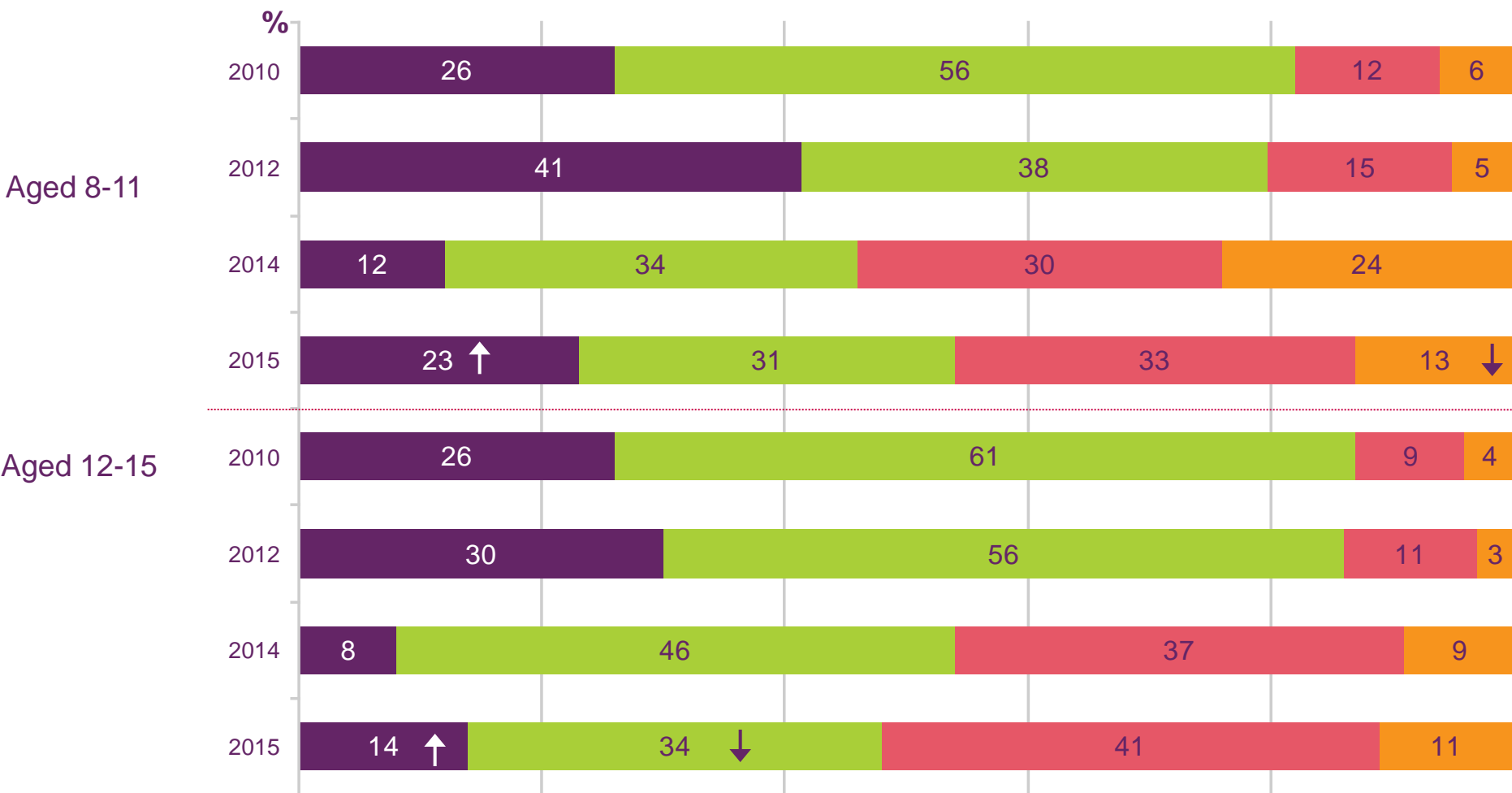
■ All is true
 ■ Most is true
 ■ Some is true
 ■ Don't know



QC15A - When you go online you may visit social media sites or apps like Facebook, Google Plus, SnapChat, Twitter, Tumblr, Whats App or You Tube. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites. Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (228 aged 8-11, 417 aged 12-15). Significance testing shows any difference between 2014 and 2015.

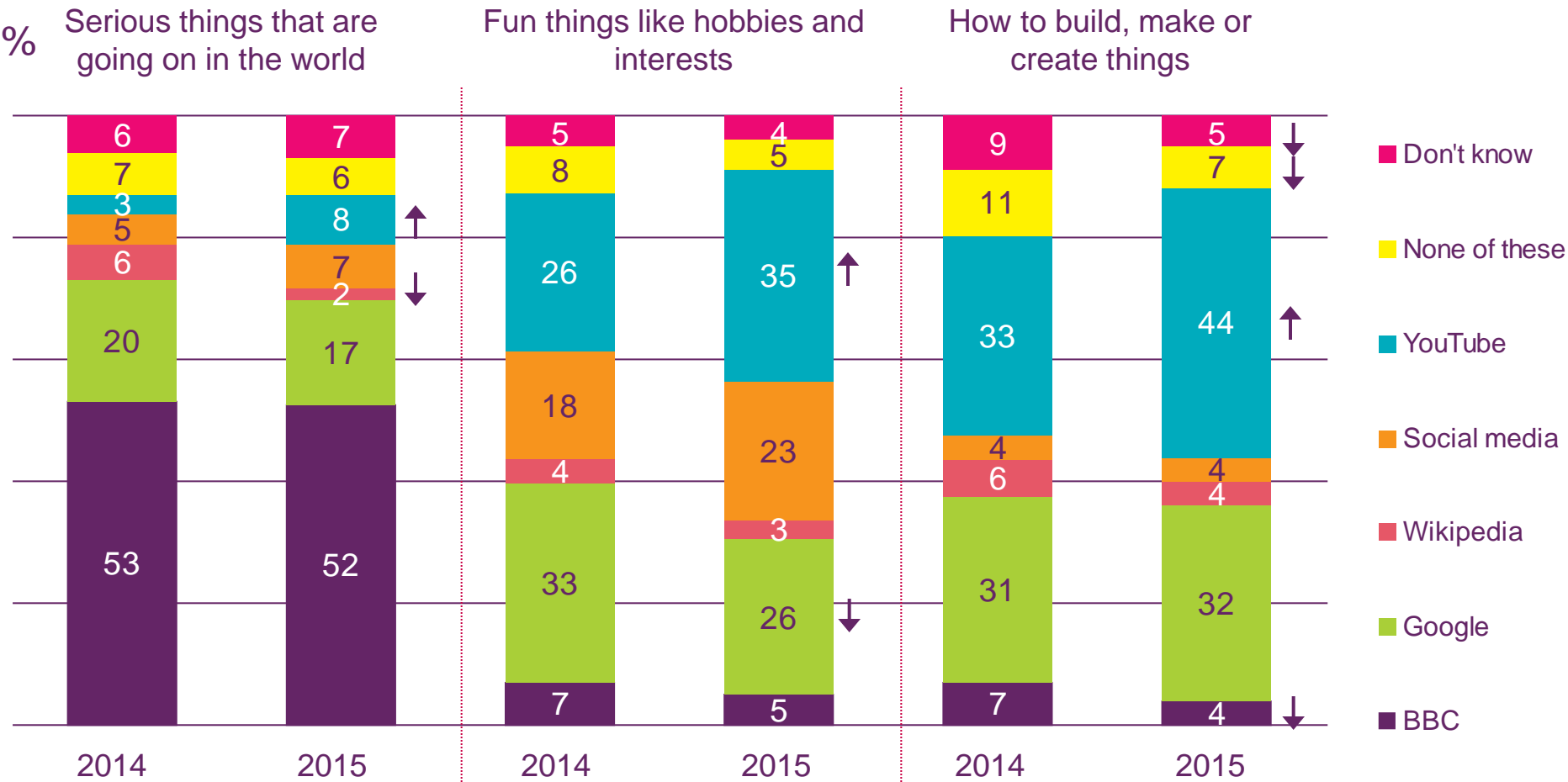
Figure 56: Children's belief in the truthfulness in news websites or apps used at home (2010, 2012) or elsewhere (2014, 2015), by age

■ All is true
 ■ Most is true
 ■ Some is true
 ■ Don't know



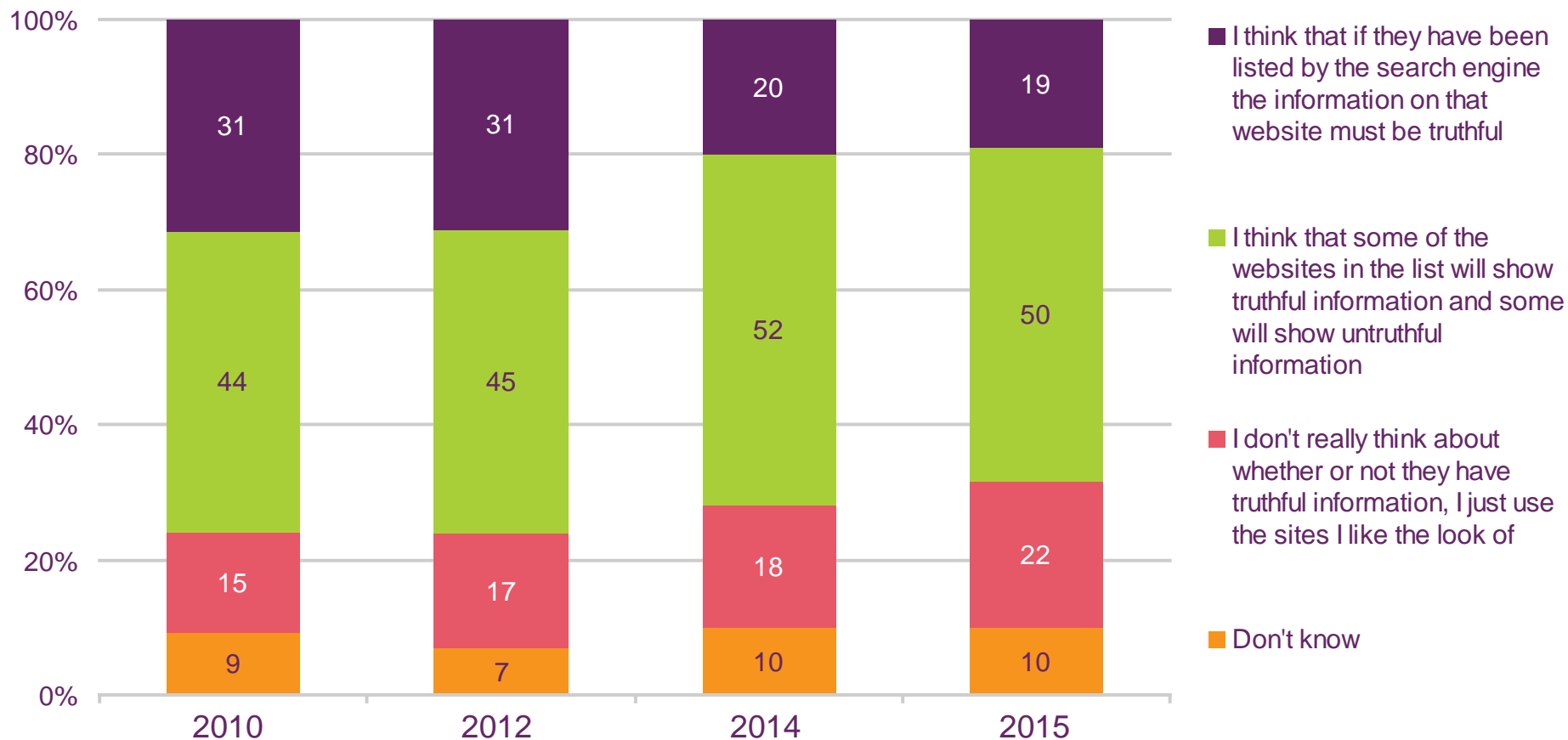
QC15C - When you go online you may visit sites or apps about news and what is going on in the world. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites. Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (267 aged 8-11, 392 aged 12-15). Significance testing shows any difference between 2014 and 2015.

Figure 57: Online sources of accurate and true information for different scenarios among 12-15s: 2014 - 2015



QC52A-C I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about... (prompted responses, single coded)
 Base: Children aged 12-15 who go online at home or elsewhere (475 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

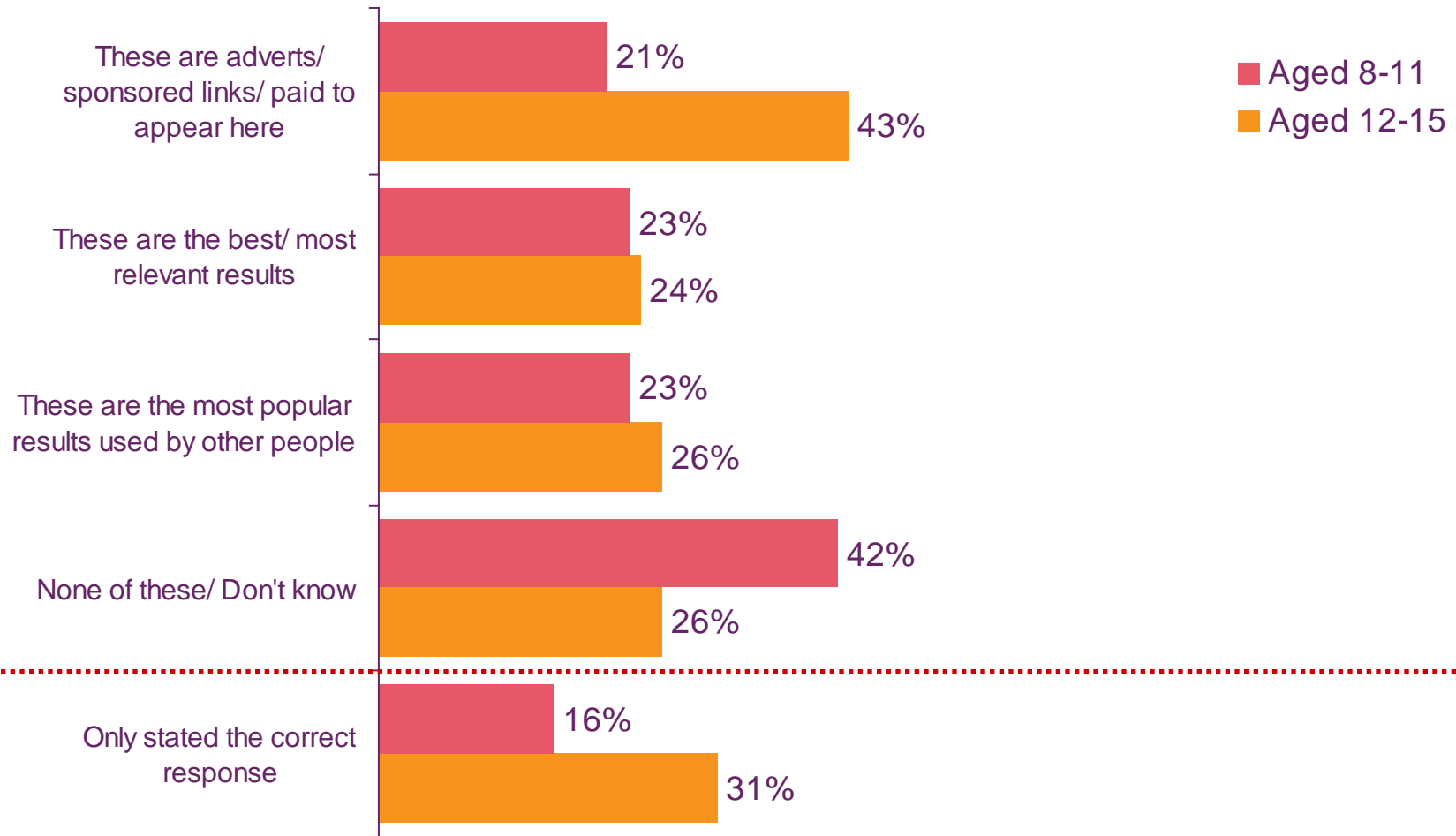
Figure 58: 12-15s' understanding of results listed by search engines among users at home (2010, 2012) or elsewhere (2014,2015)



QC24- Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? (prompted responses, single coded)

Base: Children 12-15 who go online at home or elsewhere who ever use search engines or apps (417). Significance testing shows any change between 2014 and 2015

Figure 59: Understanding of paid-for results returned by Google searches among 8-15s who use search engine websites or apps: 2015



QC26 Here's an image (SHOWCARD OF IMAGE) from a Google search for 'trainers'. Do any of these apply to the first two results that are listed? (Prompted responses, multi-coded)
Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (340 aged 8-11, 417 aged 12-15)

Figure 60: Awareness among 12-15s of personalised advertising : 2015



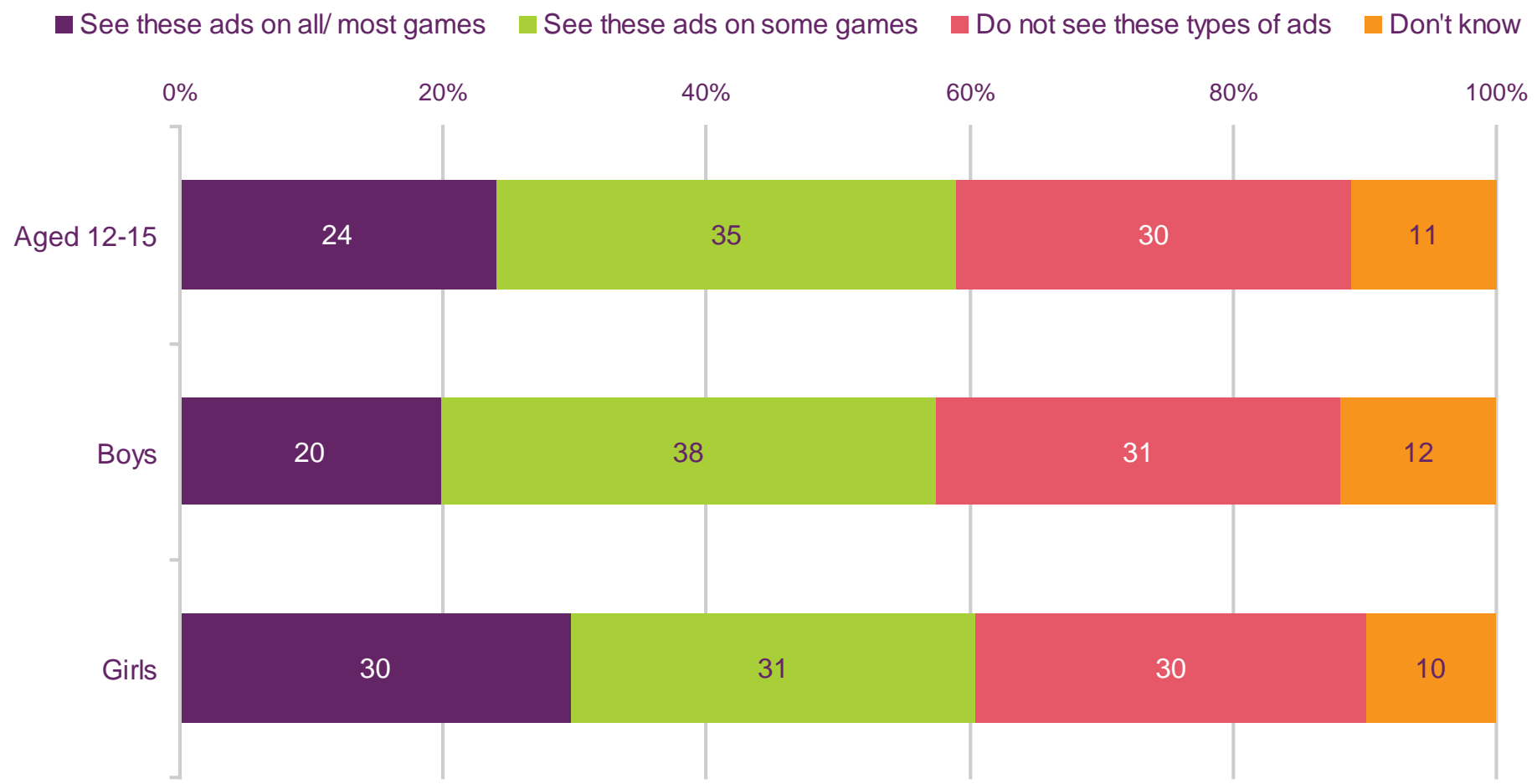
- Some people might see different adverts to the ones that I see
- Everyone will see the same adverts as me
- Don't know



QC32 When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted response, single coded) / QC31 When you go to websites or use apps do you ever see adverts or ads?

Base: Children aged 12-15 who go online at home or elsewhere (475), children aged 12-15 who say they see ads online (368) who don't see ads (107).

Figure 61: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay-to-win': 2015



QC46 – When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to do get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game. Would you say you see these sorts of ads on all games, most games, or just some games that you play? (prompted responses, single coded)

Base: Children aged 12-15 who ever play games at home or elsewhere (385 aged 12-15, 224 boys, 161 girls).

Figure 62: Attitudes among 12-15s to paying money in games to 'level-up': 2015



QC47 – On this card are two statements about paying money in games to make it easier to win the game or make it easier to get further ahead in a game. Which one statement do you feel best fits with how you feel about this? (prompted responses, single coded)

Base: Children aged 12-15 who ever play games at home or elsewhere (385 aged 12-15, 224 boys, 161 girls).

Figure 63: Understanding among 12-15s of potential product endorsement by vloggers: 2015

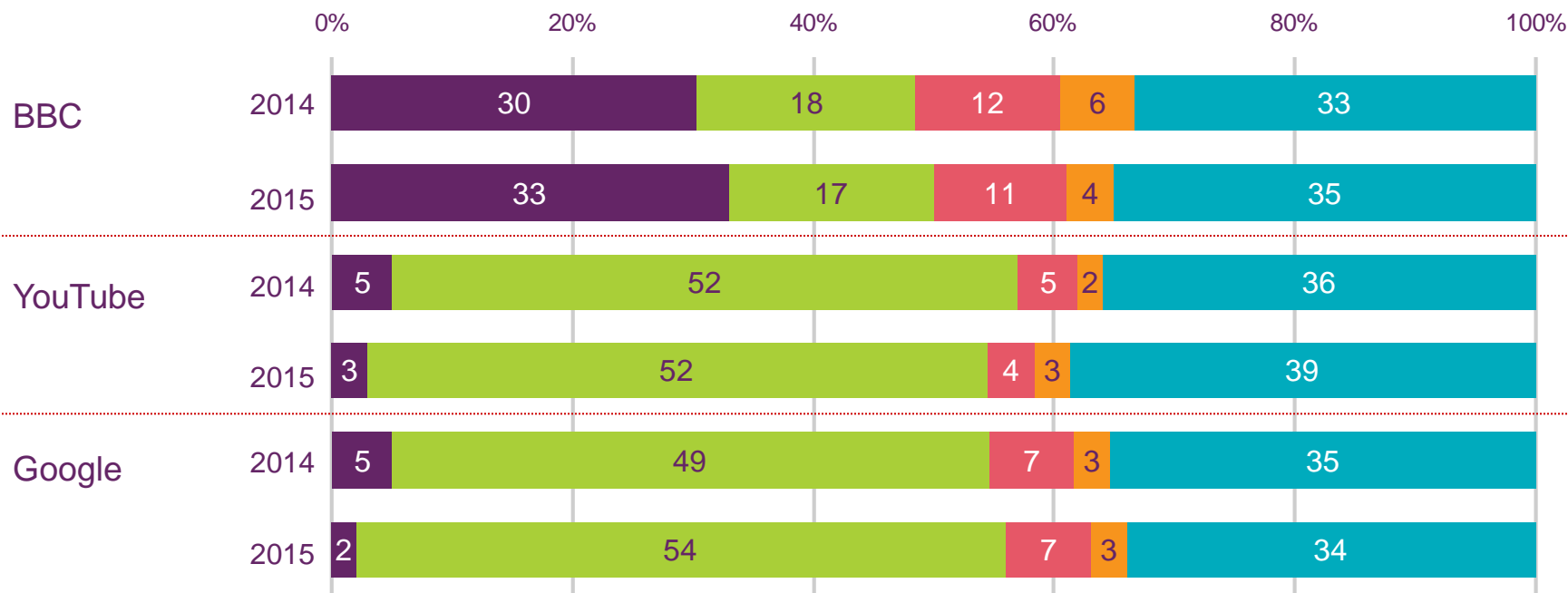


QC33 On sites like YouTube some vloggers (YouTubers with lots of followers) may say good things about a particular company or products or brands. So for example this could be a vlogger discussing Nike clothing, a new game or MAC cosmetics. Which of these apply to why they might say good things about a product or brand? (prompted response, multi coded)
Base: Children aged 12-15 who go online at home or elsewhere (475).

Figure 64: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2014 -2015



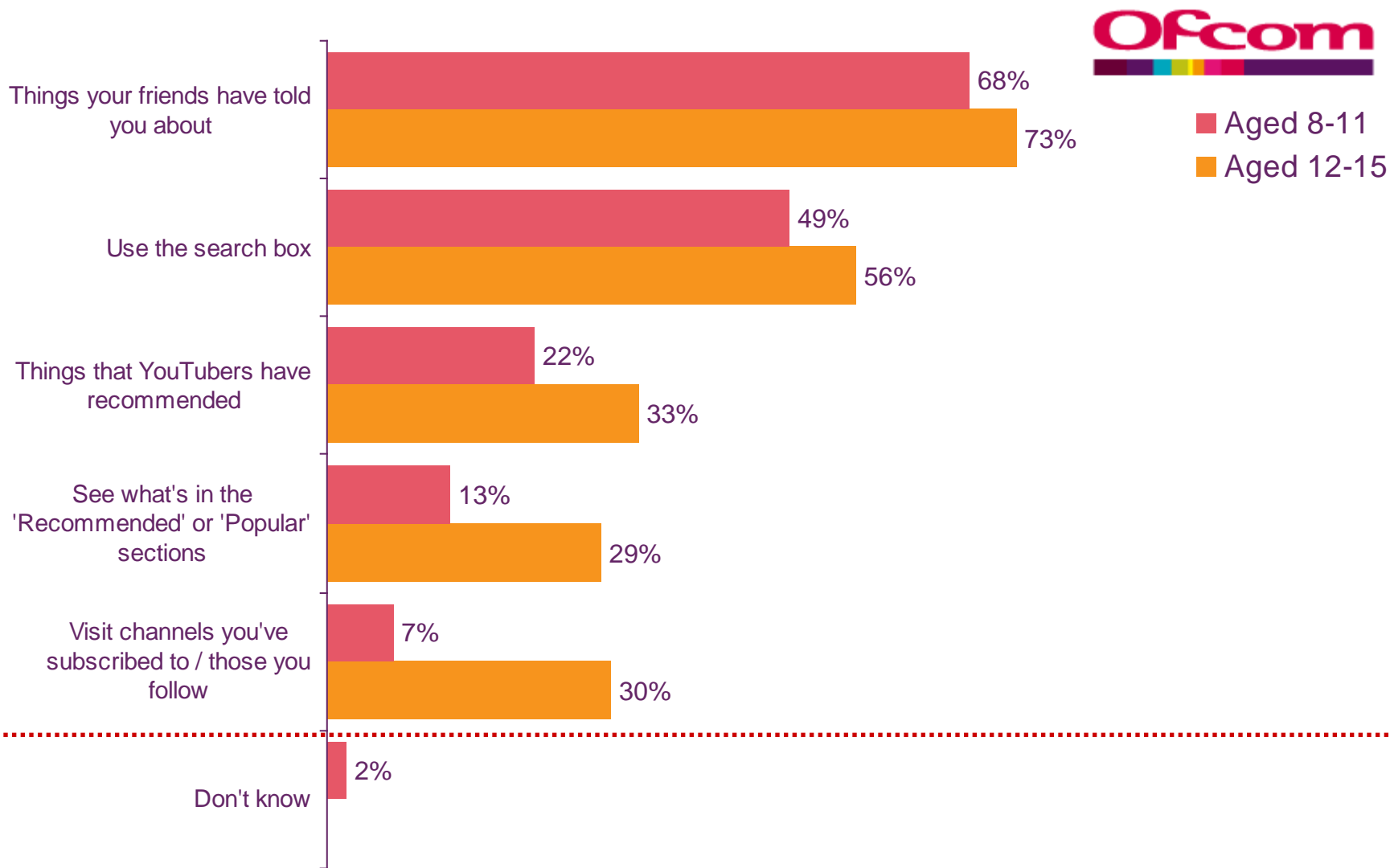
- Every home in the UK must pay some money to [ORGANISATION]
- Companies pay to advertise on [ORGANISATION]
- The government/ council gives [ORGANISATION] money
- Every home can choose to pay some money to be allowed to use the [ORGANISATION] service if they want
- Don't know



QC8/ QC9/ QC25 – Which one of these options best describes where/ the BBC gets money to run its TV and radio channels and its websites?/ Google gets money to run their services?/ YouTube gets money to run their services? (prompted responses, single coded)

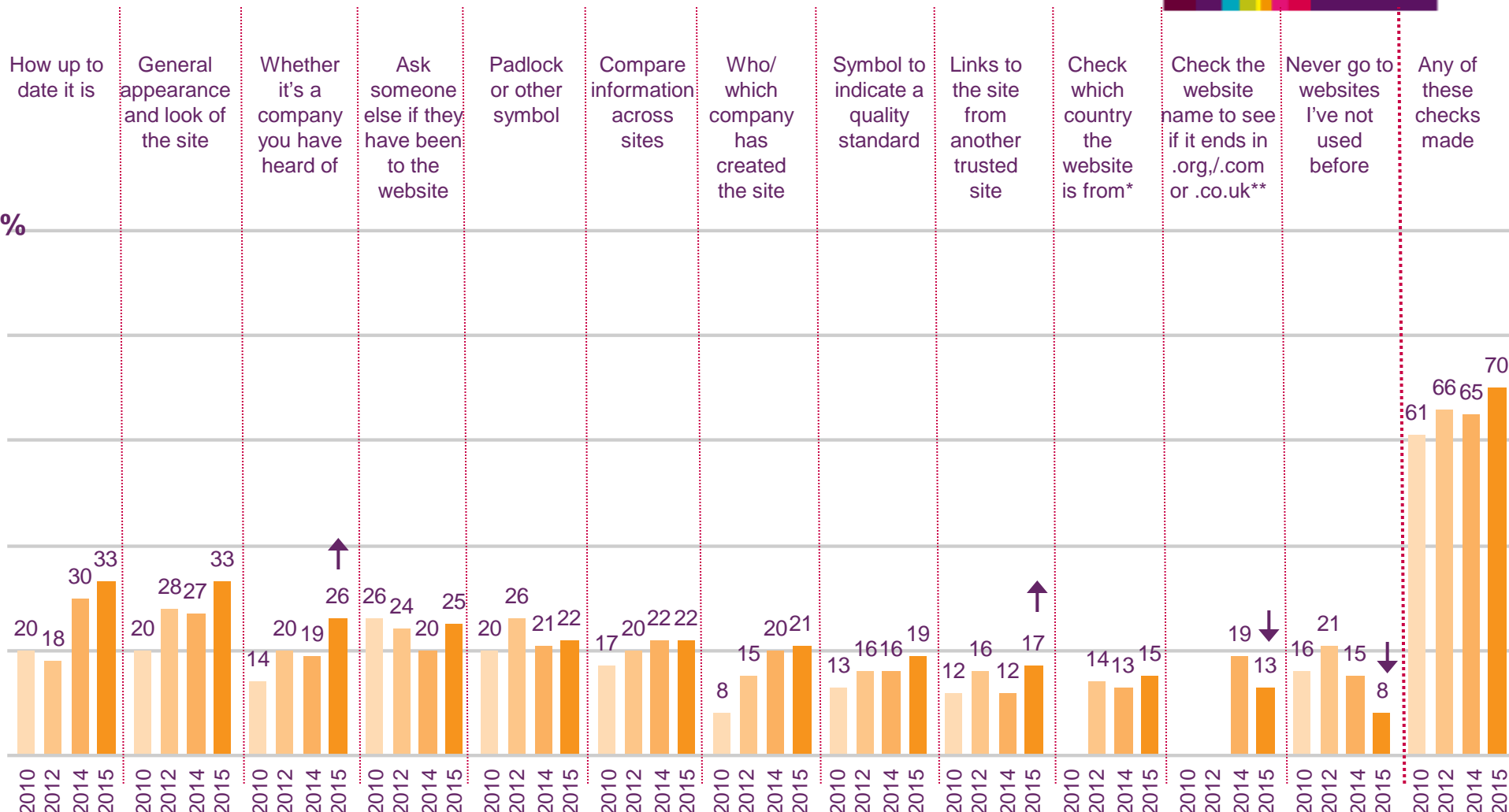
Base: Children aged 12-15 who watch TV at home or elsewhere (481) / Children aged 12-15 who watch YouTube videos (404) / Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps (417). Significance testing shows any change between 2014 and 2015

Figure 65: Ways in which 8-15s find out about things to watch on YouTube, by age: 2015



QC6 Which of these ways do you find things to watch on YouTube? (Prompted responses, multi-coded)
Base: Children aged 8-15 who watch things on YouTube (320 aged 8-11, 4044 aged 12-15 in 2015).

Figure 66: Checks made by 12-15s who go online at home (2010, 2012) or elsewhere (2014, 2015) when visiting websites they haven't visited before



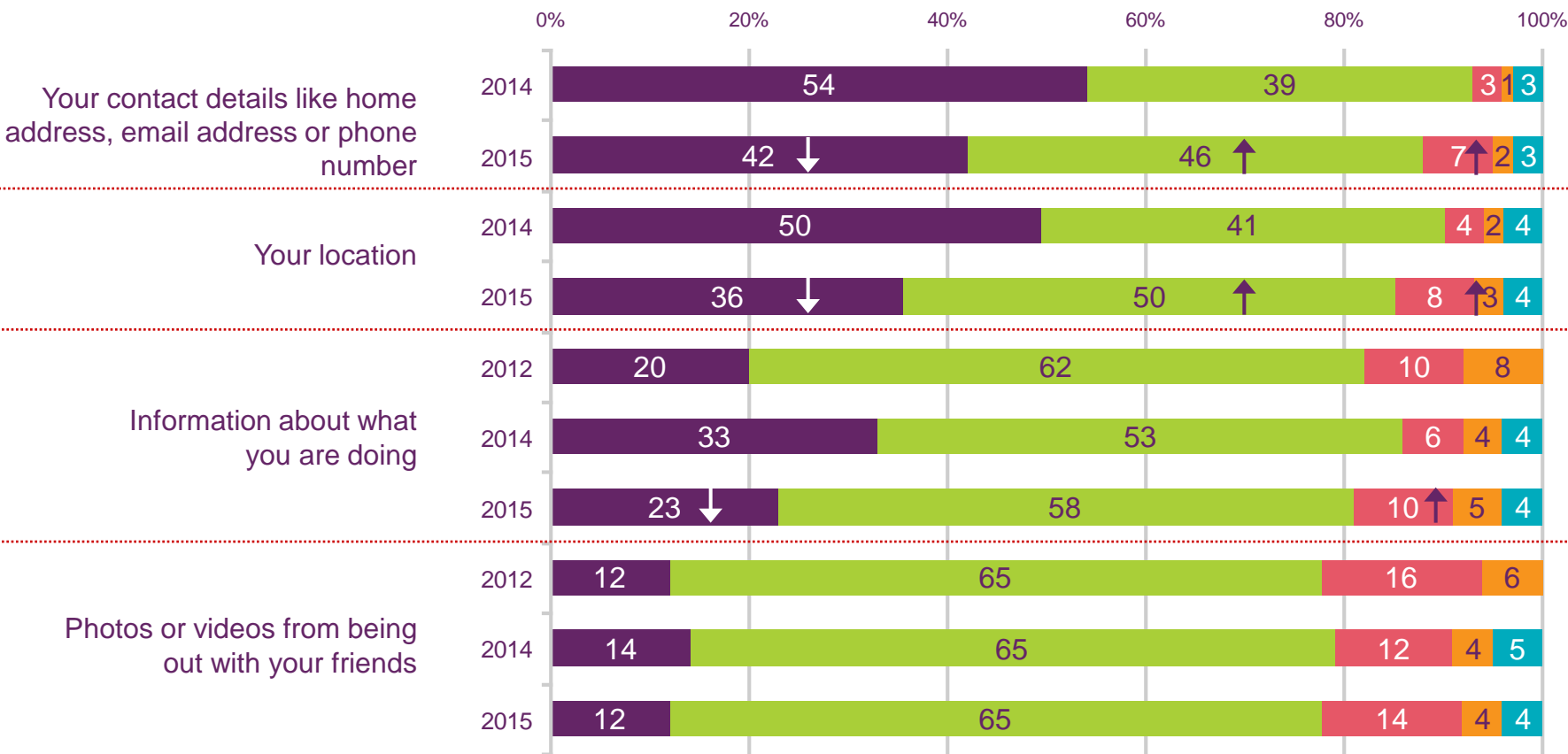
QC18 – Thinking about the websites that you visit that you haven't used before either when you're looking for information online or if you're buying or selling things online. Which, if any of these things would you check? (prompted responses, multi-coded) * This code was added after 2011 **This code was added in 2013

Base: Children aged 12-15 who go online at home or elsewhere (440 aged 12-15 in 2015) - excludes DK responses - Significance testing shows any difference between 2014 and 2015

Figure 67: Personal information that children aged 12-15 are willing to share online: 2012,2014,2015



- Would not want anyone to see this
- Would only want my friends to see this and nobody else
- Would only want my friends/ their friends to see this
- Would be happy for anyone to see this
- Don't know



QC27A-D - I'm going to read out some types of information that people can show online. For each one I'd like you to say which one of the statements on this card best describes how you feel about who could see each type of information (prompted responses, single coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (475 in 2015).