

JN:8651

Survey Name: Ofcom – Parents and Children’s Media Literacy Tracker – Survey 2

Introduction

Thank you for agreeing to take part in our survey today.

We are carrying out research on behalf of Ofcom about children’s use of, and opinions about different sorts of media. We need to know what parents or guardians think too.

The questions in the survey will relate to one particular child in the household. We are interested in your views as a parent and depending on the age of the child selected to take part, we may want to hear from them too. We would like you, the parent, to start the survey first though as we have some questions for you to begin with.

The data that we are collecting is for research purposes only and we rely on your consent to include your responses in our analysis. Your responses will be reported in an aggregated format (anonymised) and your answers will not be attributable to you. You can stop the survey at any point.

The survey is being conducted in accordance with the Market Research Society Code of Conduct, so please be reassured that all answers will be held in the strictest confidence.

Could you confirm you are happy to proceed?

Please select one option

Yes	1	CONTINUE
No	2	CLOSE

To move forward through the questionnaire, please use the '>>' button.

Do not use the forward and back buttons on your browser.

Please click the '>>' button below to start the survey.

Section 1: Screening questions

ASK ALL

QA What is the **total** number of people in the household (please include yourself in this total)?

Please type in below

IF ONE PERSON – CLOSE

ASK ALL

QB And what is the total number of **children** aged under 18 in the household. If **you** are aged under 18, please include yourself in this total.

Please type in below

Type in

IF ZERO CHILDREN – CLOSE

ASK ALL

QC1 Can we please ask the ages of the children aged under 18 in your household?

Please select all that apply

Aged under 1	1	CLOSE IF SINGLE CODED OR IF MULTICODED BUT NOT WITH CODES 4-16
Aged 1	2	CLOSE IF SINGLE CODED OR IF MULTICODED BUT NOT WITH CODES 4-16
Aged 2	3	CLOSE IF SINGLE CODED OR IF MULTICODED BUT NOT WITH CODES 4-16
Aged 3	4	CONTINUE
Aged 4	5	CONTINUE
Aged 5	6	CONTINUE
Aged 6	7	CONTINUE
Aged 7	8	CONTINUE
Aged 8	9	CONTINUE
Aged 9	10	CONTINUE
Aged 10	11	CONTINUE
Aged 11	12	CONTINUE
Aged 12	13	CONTINUE
Aged 13	14	CONTINUE
Aged 14	15	CONTINUE
Aged 15	16	CONTINUE
Aged 16	17	CLOSE IF SINGLE CODED OR IF MULTICODED BUT NOT WITH CODES 4-16
Aged 17	18	CLOSE IF SINGLE CODED OR IF MULTICODED BUT NOT WITH CODES 4-16
Prefer not to say	19	CLOSE

ASK ALL (NB ROWS FILTERED ON RESPONSES AT QC1)

QC2 Can we please ask the gender of these children?

Please enter the number of children by gender for each age group, by typing in the relevant number.

Please enter a response for each row.

If you do not have any children of that gender then please leave it set at zero.

	Male	Female	
Aged under 1	0	0	1
Aged 1	0	0	2
Aged 2	0	0	3
Aged 3	0	0	4
Aged 4	0	0	5
Aged 5	0	0	6
Aged 6	0	0	7
Aged 7	0	0	8
Aged 8	0	0	9
Aged 9	0	0	10
Aged 10	0	0	11
Aged 11	0	0	12
Aged 12	0	0	13
Aged 13	0	0	14
Aged 14	0	0	15
Aged 15	0	0	16
Aged 16	0	0	17
Aged 17	0	0	18
Prefer not to say			19

ASK ALL

QD1 And where do you normally live? By this we mean the place that you live for most of the year.

Please select one option

England	1
Wales	2
Scotland	3
Northern Ireland	4

ASK ALL THAT LIVE IN ENGLAND AT QD (CODE 1)

QD2 What region of England do you live in?

Please select one option

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
London	9

ASK ALL

QE What is your postcode?

This will not be used to contact you or to identify you – it will simply be used to classify where you live, as in an urban or rural area

TYPE IN BELOW:

ALLOW REFUSED

ASK ALL

QF Which one of these options best describes where you live?

Please select one option

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

ASK ALL

QG Which of these best describes the chief income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

Please note - if currently 'on furlough' please respond based on the usual employment status

Please select one option

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm).	1
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government	2
Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5
Housewife/ househusband	6
Unemployed	7
Student	8
Retired <u>and</u> on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

ESTABLISH PERMISSION/CONSENT FROM PARENT AND CHILD (WHERE APPLICABLE) TO BE INTERVIEWED AND COLLECT NAME OF CHILD THEN CONTINUE TO SHOWSCREEN 1

SHOWSCREEN 1 -SHOW ALL PARENTS

START SURVEY

We'd now like you to start the survey.

Please click on the '>>' button below to proceed

ASK ALL PARENTS OF 3-7s – PARENTS OF 8-15S SKIP TO SHOWSCREEN 3

QP23 Please think about any reason <<NAME OF CHILD/ your 3/4/5/6/7 year old>> may have for **going online** – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube, to play games online, to visit a social media site or app, or to do school or homework.

Does <<NAME OF CHILD/ your 3/4/5/6/7/8/9/10/11/12/13/14/15 year old>> ever use any of the **following devices** to go online at home or elsewhere?

Please select all that apply

A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	1	
A laptop/ netbook	2	
A desktop computer (PC or Mac)	3	
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy/)	4	
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	5	
A smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	6	
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	7	
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	8	
Other type of device - (please type in below)	9	
NONE OF THESE/ Child does not go online	10	SKIP TO SHOWSCREEN 2
Don't know	11	SKIP TO SHOWSCREEN 2

ASK ALL PARENTS OF 3-7s WHOSE CHILD GOES ONLINE AT QP23 (CODES 1-9)– OTHERS SKIP TO SHOWSCREEN 2

QP54 Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following?

This could include any time spent learning about this when they are at school

Please select all that apply

Change or edit a photo	1
Make a drawing or picture	2
Make a video	3
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	4
Coding/ learning to code/ writing (computer) code)/ programming	5
Make a website	6
Make an app or game	7
Make their own music	8
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	9
Make an animation/ moving picture or image	10
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	11
Created an emoji of themselves using sites/apps like Snapchat or Bitmoji	12
Written a review about something they've used or somewhere they've been	13
None of these	14
Don't know	15

SHOWSCREEN 2 – SHOW ALL PARENTS OF 3-7S

Moving on now we would like you to think about apps and sites that can be used by your child to watch, post or share videos.

ASK ALL PARENTS OF 3-7s

QP22A Which, if any of these apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> ever watch videos on?

Please select all that apply

Dailymotion	1
Dubsmash	2
Facebook	3
GoNoodle	4
GROM social	5
Imgur	6
Instagram	7
LiveLeak	8
Snapchat	9
TikTok	10
Triller	11
Vimeo	12
YouTube	13
None of these	14

ASK ALL PARENTS OF 3-7s

QP22AA And which, if any of these apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> ever use to post videos online or use to share videos?

Please select all that apply

Dailymotion	1
Dubsmash	2
Facebook	3
GoNoodle	4
GROM social	5
Imgur	6
Instagram	7
LiveLeak	8
Snapchat	9
TikTok	10
Triller	11
Vimeo	12
YouTube	13
None of these	14

ASK ALL PARENTS OF 3-7s THAT WATCH VIDEOS AT QP22A (CODES 1-13) – OTHERS SKIP TO QP22B

QP22C Below is a list of the sorts of videos that <<NAME OF CHILD/ your 3/4/5/6/7 year old>> may have watched on these video sites or apps.

Which, if any, of these types of things do they watch?

Please select all that apply

Funny videos/ jokes/ pranks/ challenges	1
Music videos	2
Vloggers or YouTube influencers (such as Zoella or Dan TDM)	3
'How-to' videos or tutorials about hobbies/ things they are interested in	4
Game tutorials/ walk-throughs/ watching other people play games	5
Sports/ football clips or interviews	6
Film trailers, clips of programmes, 'best-bits' or programme highlights	7
Whole programmes or films	8
Cartoons/ animations/ mini-movies or songs	9
Videos that help with their schoolwork or homework	10
Other types of video– (please type in below)	11
Don't know	12

ASK ALL PARENTS OF 3-7s THAT WATCH VIDEOS ON YOUTUBE AT QP22A (CODE 13) OR POST VIDEOS TO YOUTUBE AT QP22AA (CODE 13) – OTHERS SKIP TO SHOWSCREEN 3

QP22B You said that <<NAME OF CHILD/ your 3/4/5/6/7 year old>> uses the YouTube website or app. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both?

Please select all that apply

Uses YouTube Kids app	1
Uses 'main' YouTube website/ app	2
Don't know	3

SHOWSCREEN 3– SHOW ALL PARENTS OF 3-15S

We'd now like to ask you some questions about your child's use of particular apps or sites, that can be used by your child to share things with their friends, to chat and keep in touch with people.

These sorts of apps or sites are sometimes called social media sites, chat or messaging apps, or live streaming platforms.

ASK ALL PARENTS OF 3-7s – PARENTS OF 8-15S SKIP TO QP46A

QP44A Which, if any, of these social media apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> use?

Please select all that apply

Facebook	1
GoBubble	2
Instagram	3
Momio	4
MySpace	5
Pinterest	6
PopJam	7
Reddit	8
Snapchat	9
Tumblr	10
Twitter	11
Whisper	12
YuBo	13
None of these	14

ASK ALL PARENTS OF 3-7s

QP44B And which, if any, of these chat or messaging apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> use?

Please select all that apply

Discord	1
(Facebook) Messenger	2
(Google) Hangouts	3
HouseParty	4
Kik	5
Line	6
Skype	7
Threads (from Instagram)	8
Viber	9
WeChat	10
WhatsApp	11
None of these	12

ASK ALL PARENTS OF 3-7s

QP44C And which, if any, of these **live streaming** apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> ever use to watch or to post their own live streams?

Live streaming allows you to ‘go live’ by sharing videos in real time with other people rather than sharing recorded videos.

Please select all that apply

Facebook Live	1
Instagram Live	2
Periscope	3
Twitch	4
YouNow	5
YouTube Live	6
None of these	7

ASK ALL PARENTS OF 3-7s

QP44D And finally, which, if any, of these Q and A apps or sites does <<NAME OF CHILD/ your 3/4/5/6/7 year old>> use?

Q and A stands for ‘Question and Answer’

Please select all that apply

Ask.fm	1
Piksa	2
Tellonym	3
YoLo	4
None of these	5

ASK ALL PARENTS OF 3-15s

QP46A As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites. So sites or apps like Instagram, Snapchat, Facebook or TikTok?

Please select one option

Yes – there is a minimum age requirement	1
No – there is not a minimum age requirement	2
Don’t know	3

ASK ALL PARENTS OF 3-15s THAT ARE AWARE OF A MINIMUM AGE REQUIREMENT AT QP46A (CODE1) – OTHERS SKIP TO QP47

QP46B And, for most social media apps or sites what is this age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Please select one option

Age under 10	1
Aged 10	2
Aged 11	3
Aged 12	4
Aged 13	5
Aged 14	6
Aged 15	7
Aged 16	8
Aged 17	9
Aged 18 or over	10
Don't know	11

ASK ALL PARENTS OF 3-15s

QP47 To what extent do you agree or disagree with this statement about social media sites or apps

I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

TRANSITION TO CHILD INTERVIEW FOR PARENTS OF 8-15S – PARENTS OF 3-7S GOTO QP80CONSENT

ASK ALL CHILDREN AGED 8-15

QC0 Today we are asking questions for Ofcom - they are in charge of looking after people who use phones, TV, radios and the internet and are thinking about how people can be kept safe online.

We need to know what **you think**. So, we have some questions that we would like to ask you about the things that you do. There are no right or wrong answers to any of these questions as it is not a test.

By clicking [here](#) it explains things in a bit more detail.

Based on what you have read, are you happy to answer some questions?

Please choose one answer

Yes		1	CONTINUE
No		2	CLOSE

ASK ALL CHILDREN AGED 8-15

START

Thank you for helping us out with this.

We have some questions that we would like to ask you about the things that you do.

There may be some things you haven't heard of or you don't use, but that is fine. If there is any question that you don't understand or you are not sure about it is okay to ask your parent or guardian to help or to answer by saying "Don't know".

Please click the '>>' button to continue

SHOWSCREEN 5 - SHOW ALL 8-15S

So, to start with <<NAME OF CHILD IF PROVIDED>> we have some questions about going online, either at home or somewhere else.

There are lots of different things you might do when you are online like search for information, play games, watch TV, or use social media sites like Instagram, Snapchat or TikTok, or use WhatsApp.

Please click the '>>' button to continue

ASK ALL 8-15S

QC12A Thinking about how you go online.

Do you ever use any of these to go online at home or somewhere else?

You can choose as many as you like, as long as they apply to you.

If you go online on another device that is not in the list, please type in your answer at 'Other type of device' below

A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	1
A laptop/ netbook	2
A desktop computer (PC or Mac)	3
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	4
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	5
A smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	6
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	7
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	8
Other type of device – (please type in your answer below)	9
None of these/ I do not go online	10
Don't know	11

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) – OTHERS SKIP TO QC9A

QC14 When you use things like computers, tablets, or mobile phones, have you ever done any of these things?

This could include any time spent learning about this when you are at school

You can choose as many as you like, as long as they apply to you

Change or edit a photo	1
Make a drawing or picture	2
Make a video	3
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	4
Coding/ learning to code/ writing (computer) code)/ programming	5
Make a website	6
Make an app or game	7
Make your own music	8
Change or edit somebody else’s music (such as cutting, editing or mixing tracks)	9
Make an animation/ moving picture or image	10
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	11
Created an emoji of yourself using sites/ apps like Snapchat or Bitmoji	12
Written a review about something you’ve used or somewhere you’ve been	13
None of these	14
Don’t know	15

SHOWSCREEN 6 - SHOW ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) – OTHERS SKIP TO QC9A

Moving on, we’re now going to ask you some questions <<NAME OF CHILD IF PROVIDED>> about some of the things you might do online.

Please click the '>>' button to continue

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) – OTHERS SKIP TO QC9A

QC15A When you go online do you visit social media sites or apps like Snapchat, Instagram, Facebook, Twitter or YouTube?

Please choose one answer

Yes	1
No	2
Don't know	3

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) – OTHERS SKIP TO QC9A

QC15B When you go online do you visit sites or apps for schoolwork or homework, for instance BBC Bitesize or sites suggested by your teachers?

Please choose one answer

Yes	1
No	2
Don't know	3

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) – OTHERS SKIP TO QC9A

QC15C When you go online do you visit sites or apps about news and what is going on in the world?

For example, BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like HuffPost.

Please choose one answer

Yes	1
No	2
Don't know	3

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) AND THAT VISIT SOCIAL MEDIA SITES (QC15A CODE 1) – OTHERS SKIP TO QC15BB

QC15AA Think about when you go to **social media** sites or apps like Snapchat, Instagram, Facebook, Twitter or YouTube.

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?

Please choose one answer

All is true	1
Most is true	2
Some is true	3
Don't know	4

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) AND THAT VISIT SITES FOR SCHOOLWORK OR HOMEWORK (QC15B CODE 1) – OTHERS SKIP TO QC15CC

QC15BB Think about when you go to sites or apps for **schoolwork or homework**.

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?

Please choose one answer

All is true	1
Most is true	2
Some is true	3
Don't know	4

ASK ALL 8-15S THAT GO ONLINE AT QC12A (CODES 1-9) AND THAT VISIT NEWS SITES (QC15C CODE 1) – OTHERS SKIP TO QC9A

QC15CC Think about when you go online to visit sites or apps about **news and what is going on in the world**.

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?

Please choose one answer

All is true	1
Most is true	2
Some is true	3
Don't know	4

ASK ALL 8-15S

QC9A Moving on now <<NAME OF CHILD IF PROVIDED>> we would like you to think about apps and sites that you can use to watch, post or share videos.

Which, if any of these apps or sites do you ever watch videos on?

You can choose as many as you like, as long as they apply to you

Dailymotion	1
Dubsmash	2
Facebook	3
GoNoodle	4
GROM social	5
Imgur	6
Instagram	7
LiveLeak	8
Snapchat	9
TikTok	10
Triller	11
Vimeo	12
YouTube	13
None of these	14

ASK ALL 8-15S

QC9B And which, if any, of these apps or sites do you ever use to post videos online or use to share videos?

You can choose as many as you like, as long as they apply to you

Dailymotion	1
Dubsmash	2
Facebook	3
GoNoodle	4
GROM social	5
Imgur	6
Instagram	7
LiveLeak	8
Snapchat	9
TikTok	10
Triller	11
Vimeo	12
YouTube	13
None of these	14

ASK ALL 8-15S THAT EVER WATCH CONTENT ON VSPs AT QC9A (CODES 1-13) – OTHERS SKIP TO QC9C

QC10 Here is a list of the sorts of things that you might have watched on these video sites or apps.

Which if any of these do you **watch**?

*You can choose as many as you like, as long as they apply to you
If you watch other types of videos that are not in this list please type in your answer at 'Other types of video' below*

Funny videos/ jokes/ pranks/ challenges	1
Music videos	2
Vloggers or YouTube influencers (such as Zoella or Dan TDM)	3
'How-to' videos or tutorials about hobbies/ things you are interested in	4
Game tutorials/ walk-throughs/ watching other people play games	5
Sports/ football clips or interviews	6
Film trailers, clips of programmes, 'best-bits' or programme highlights	7
Whole programmes or films	8
Cartoons/ animations/ mini-movies or songs	9
Videos that help with my schoolwork or homework	10
Other types of video – (please type in below)	11
Don't know	12

ASK ALL 8-15S THAT EVER WATCH CONTENT ON VSPs AT QC9A (CODES 1-13) OR THAT USE THEM TO SHARE CONTENT AT QC9B (CODES 1-13) – OTHERS SKIP TO SHOWSCREEN 7

QC9C Due to the situation with **COVID** this year, many children have been at home more than usual.

Which **one** of the answers best describes your use of these **video sites or apps** during this time?

Please choose one answer

I'm using them more often	1
I'm using them less often	2
My use has not changed	3
Don't know	4

ASK ALL 8-11s THAT WATCH VIDEOS ON YOUTUBE AT QC9A (CODE 13) OR POST VIDEOS TO YOUTUBE AT QC9B (CODE 13) – OTHERS SKIP TO SHOWSCREEN 7

QC9D You said that you use the YouTube website or app. Do you use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do you use both?

You can choose as many as you like, as long as they apply to you

I use the YouTube Kids app	1
I use the 'main' YouTube website/ app	2
Don't know	3

SHOWSCREEN 7 - SHOW ALL 8-15S

We'd now like to ask you some more questions <<NAME OF CHILD IF PROVIDED>> about your use of particular apps or sites, that can be used to share things with your friends, to chat and keep in touch with people.

These sorts of apps or sites are sometimes called social media sites, chat or messaging apps, or live streaming platforms.

Please click the '>>' button to continue

ASK ALL 8-15S

QC19A Can you please have a look at this list of apps or sites. These are sometimes called social media sites or apps.

Which, if any, of these do you use?

You can choose as many as you like, as long as they apply to you

Facebook	1
GoBubble	2
Instagram	3
Momio	4
MySpace	5
Pinterest	6
PopJam	7
Reddit	8
Snapchat	9
Tumblr	10
Twitter	11
Whisper	12
YuBo	13
None of these	14

ASK ALL 8-15S WHO USE SOCIAL MEDIA APPS OR SITES AT QC19A (CODES 1-13) - OTHERS SKIP TO QC19C

QC19B Due to the situation with **COVID** this year, many children have been at home more than usual.

Which **one** of these answers best describes your use of **social media sites or apps** during this time?

Please choose one answer

I'm using them more often	1
I'm using them less often	2
My use has not changed	3
Don't know	4

ASK ALL 8-15S

QC19C Now can you please look at this different list. These are sometimes called chat or messaging apps or sites.

Which, if any, of these apps or sites do you use?

You can choose as many as you like, as long as they apply to you

Discord	1
Facebook Messenger	2
Google Hangouts	3
HouseParty	4
Kik	5
Line	6
Skype	7
Threads (from Instagram)	8
Viber	9
WeChat	10
WhatsApp	11
None of these	12

**ASK ALL 8-15S WHO USE CHAT OR MESSAGING APPS OR SITES AT QC19C (CODES 1-11)
- OTHERS SKIP TO QC24B**

QC19D Due to the situation with **COVID** this year, many children have been at home more than usual.

Which **one** of the answers best describes your use of **chat or messaging apps or sites** during this time?

Please choose one answer

I'm using them more often	1
I'm using them less often	2
My use has not changed	3
Don't know	4

ASK ALL 8-15S

QC24B We'd now like to ask you a question about **live streaming**.

Live streaming allows you to 'go live' by sharing videos in real time with other people.

This is different to sharing videos on sites like TikTok as you are sharing 'live' rather than recorded videos.

Which **one** of these best describes your experience of using these live streaming services?

Please choose one answer

I've never used live streaming services	1
I've only watched other people's livestreams/ live videos	2
I've 'gone live'/ shared my own videos with others	3
Don't know	4

ASK ALL 8-15S THAT USE LIVE STREAMING SERVICES AT QC24B (CODES 2-3) – OTHERS SKIP TO QC19F

QC19E And now please look at this list of **live streaming** apps or sites. Which, if any, of these apps or sites have you ever used to watch or to post your own live streams?

Live streaming allows you to 'go live' by sharing videos in real time with other people

You can choose as many as you like, as long as they apply to you

Facebook Live	1
Instagram Live	2
Periscope	3
Twitch	4
YouNow	5
YouTube Live	6
None of these	7

ASK ALL 8-15S

QC19F Moving on, which, if any, of these Q and A apps or sites do you use?

Q and A stands for 'Question and Answer'

You can choose as many as you like, as long as they apply to you

Ask.fm	1
Piksa	2
Tellonym	3
YoLo	4
None of these	5

ASK ALL 8-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC22A You're doing great <<NAME OF CHILD IF PROVIDED>>. We're now going to show you some things that other people have said about **social media, chat, messaging or video-sharing apps or sites**.

So, when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok.

Which **one** of the answers best describes what you think?

There is pressure to be popular on these sorts of apps or sites

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC22B We're now going to show you some things that other people have said about **social media, chat, messaging or video-sharing apps or sites**.

So when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok.

Which **one** of the answers best describes what you think?

People are mean or unkind to each other on these sorts of apps or sites

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC22C We're now going to show you some things that other people have said about **social media, chat, messaging or video-sharing apps or sites.**

So when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok

Which **one** of the answers best describes what you think?

Using these sorts of apps or sites makes me feel happy

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC22D We're now going to show you some things that other people have said **social media, chat, messaging or video-sharing apps or sites.**

So when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok

Which **one** of the answers best describes what you think?

Using these sorts of apps or sites helps me feel closer to my friends

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC23 Below is a list of things you may do on **social media or chat and messaging apps or sites**.

So when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok.

Which, if any of them do you ever do?

You can choose as many as you like, as long as they apply to you

See what my friends are doing/ like or comment on their posts or photos	1
Send supportive messages/ comments/ posts to friends if they are having a hard time	2
See what famous people are doing/ follow celebrities/ YouTubers	3
Share/ discuss news stories with others	4
Follow companies or brands I like	5
Sign petitions	6
Support causes or organisations by sharing or commenting on posts	7
None of these	8
Don't know	9

ASK ALL 12-15S WITH A SOCIAL MEDIA PROFILE AT QC19A (CODES 1-13) OR THAT USE CHAT OR MESSAGING APPS AT QC19C (CODES 1-11) – OTHERS SKIP TO QC38D

QC38C We're now going to show you something else that other people have said about the things that get posted online.

Which **one** of the answers best describes what you think?

The photos or videos that other people post online make their life look more interesting than it is

Please choose one answer

Disagree	1
Neither agree nor disagree	2
Agree	3
Don't know	4

ASK ALL 8-15S

QC38D Due to the situation with **COVID** this year, many children have been at home more than usual and may have seen less of their friends or family.

One way that people have kept in touch during this time is by making **video calls** using sites or apps like Zoom, HouseParty, Skype, FaceTime, WhatsApp or Snapchat.

Have you made any video calls during this time?

Please choose one answer

Yes	1
No	2
Don't know	3

ASK ALL 8-15S THAT HAVE USED VIDEO CALLING AT QC38D (CODE 1) – OTHERS SKIP TO QC37

QC38E And who have you had video calls with during this time?

You can choose as many as you like, as long as they apply to you

If it is with other people not in the list please type in your answer at 'Other people' below

My friends	1
My parents	2
My brothers or sisters	3
My grandparents	4
My cousins, aunts or uncles	5
Other members of my family	6
My teachers	7
Other people – please type in below	8
Don't know	9

ASK IF CHILD AGED 12-15 USES INTERNET AT QC12A (CODES 1-9) - OTHERS SKIP TO QC45

QC37 Moving on now to think about watching videos online.

On sites like YouTube some vloggers or influencers with lots of followers like Zoella or Dan TDM might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop.

Why do you think they might say good things about these products or brands?

You can choose as many as you like, as long as they apply to you

If it is for some other reason that is not in the list please type in your answer at 'For some other reason' below

They are being paid by the company or brand to say this	1
They want to share this information with their followers	2
They think these products or brands are cool/ good to use	3
For some other reason – (please type in your answer below)	4
Don't know	5

ASK ALL 8-15S

QC45 We're now going to show you **two** things that other people have said about 'real life', so we mean away from being online.

This might be when people are at school or when they are with their friends.

Which **one** of the answers best describes what you think for each?

QC45A There is pressure to be popular in real life.

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

QC45B People are mean to each other in real life.

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

SHOWSCREEN 8 – SHOW ALL CHILDREN AGED 8-15

That is the end of the survey. Thank you very much for your help <<NAME OF CHILD IF PROVIDED>> we really appreciate it!

Can you please ask your parent or guardian to complete the rest of the questions we have?

PARENT: Please click the '>>' button below

SHOWSCREEN 9 – SHOW ALL PARENTS OF 8-15S

Thanks very much again for letting <<NAME OF CHILD IF PROVIDED/ your child>> answer those questions.

We'd now like to ask you some questions about your child and your household. These questions are used to help us to group the different people we will speak with across the UK as part of this survey when we look at the results.

Click the '>>' button to continue

ASK ALL PARENTS

QP80 CONSENT

At the next question we would like to you to choose from a list of options to describe <<NAME OF CHILD/ your 3/4/5/6/7/8/9/10/11/12/13/14/15 year old>> 's ethnic group or background.

Do we have your permission to ask you this question?

Please select one option

Yes – I will answer this question	1	
No – I would prefer not to answer this question	2	SKIP TO QP83CONSENT

ASK ALL PARENTS THAT HAVE GIVEN CONSENT QP80 CONSENT(CODE1) – OTHERS SKIP TO QP83 CONSENT

QP80 Which of these groups best describes your <<NAME OF CHILD/ your 3/4/5/6/7/8/9/10/11/12/13/14/15 year old>> 's ethnic group or background

Please select one option

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

ASK ALL PARENTS

QP83 CONSENT

Do we have your permission to ask about any health issues that impact <<NAME OF CHILD/ your 3/4/5/6/7/8/9/10/11/12/13/14/15 year old>> 's daily activities?

Please select one option

Yes – I will answer this question	1	
No – I would prefer not to answer this question	2	SKIP TO QP87

ASK ALL PARENTS THAT GIVE CONSENT AT QP83CONSENT (CODE 1) – OTHERS SKIP TO QP87

QP83 Which of these – if any – impact or limit <<NAME OF CHILD/ your 3/4/5/6/7/8/9/10/11/12/13/14/15 year old>> 's daily activities?

Please select all that apply

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Their mental health? Anxiety, depression, or trauma-related conditions, for example	8
Other illnesses/ conditions which impact or limit their daily activities	9
Nothing – no impairments or conditions that impact or limit their daily activities	10
Prefer not to say	11
Don't know	12

ASK ALL PARENTS

QP87 What is your working status?

Please note - if currently 'on furlough' please respond based on your usual employment status

Please select one option

Working full time (30hrs/wk+)	1
Working part time (8-29 hrs/wk)	2
Not working (i.e. under 8hrs/wk) – retired	3
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	4
Not working (i.e. under 8hrs/wk) – student	5
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	6
Prefer not to say	7
Don't know	8

ASK ALL PARENTS

QP88 What is your age, please?

Please enter your age in years _____

TYPE IN AND AUTO CODE AS:

16-17 years	1
18-24 years	2
25-34 years	3
35-44 years	4
45-54 years	5
55-64 years	6
65-74 years	7
75-79 years	8
80 years or over	9

ASK ALL PARENTS

QP89 Which of the following describes how you think of yourself?

Please select one option

Male	1
Female	2
In another way (please type in this term below if you would like to)	3
Prefer not to say	4

ASK ALL PARENTS

QP90 Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Please select all that apply

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings).	6
Universal Credit (and household has no other earnings).	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

ASK ALL PARENTS

QP91 Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Please note - if you or anyone in the household is currently 'on furlough' please respond based on your usual household income

Please select one option

Up to £199 per week / Up to £10,399 per year	1
From £200 to £299 per week / From £10,400 to £15,599 per year	2
From £300 to £499 per week / From £15,600 to £25,999 per year	3
From £500 to £699 per week / From £26,000 to £36,399 per year	4
From £700 to £999 per week / From £36,400 to £51,999 per year	5
£1,000 and above per week / £52,000 and above per year	6
Don't know	7
Prefer not to say	8

ASK ALL PARENTS OF A CHILD AGED 8-15

QP92. How much help did <<NAME OF CHILD/ your 8/9/10/11/12/13/14/15 year old>> receive in completing the questions today?

Please select one option

A lot	1
A little	2
None	3

ALL PARENTS EXIT STATEMENT

Thank you for completing the survey.

That is the end of the survey now, thank you very much for helping us out and for your time and patience. We hope you found it interesting and enjoyable.

The combined findings from everyone who has taken part will be used by Ofcom to put together a picture of how parents and children across the UK as a whole are using and thinking about media. Ofcom will publish a report on this in 2021 which will be available on their website.

Please click the '>>' button to finalise the survey.