

OFCOM – Children’s Media Lives

Year 6

Sample Specification and Screener

PROJECT OVERVIEW

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 everyday life.

We are also interested in how children feel about the different risks associated with using the Internet and things that may concern them. We will be asking children broadly about what they like to watch, and do online, and asking them if they have ever felt uncomfortable or experienced negative instances.

These questions will be open and non-pressurising: we will not be having conversations about any concern that is not raised by the child themselves. We will not be showing them any inappropriate imagery.

We have been commissioned to carry out this work by Ofcom, the communications regulator, and we’re speaking with 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.

METHODOLOGICAL DETAIL

Research to be conducted in-home.

Research participants must:

- Be happy to participate in the project (in-home depth interview)
- Be happy for the duration of the interview to be **filmed**
- Be given an information sheet about the project (RR to provide information sheet for recruitment partner to send to participant) – we would like the recruitment partner to confirm in writing that these information sheets have been sent to each participant
- Be happy to participate in the research in the future, which runs every year

Core elements:

In-home depth interview

An approximately 2 hour in-home visit to better understand the respondent’s media consumption and behaviours. The entirety of the interview will be **filmed**, but this will not be made public.

The researcher will also use this visit to capture visual data (photography and 360 shots).
Incentive: £50

SAMPLE SPECIFICATION

- 3 respondents
- Respondents should be engaging with online content in some way

Highest priority - stricter quotas		
Criteria	Options	Quotas
Household Income	Lower (<20,000)	At least 1 respondent
	Lower medium income (<£30,000)	Spread
	Medium higher (>£30,000)	
Age bracket of child	Age 8-9 (young children)	3 respondents
Ethnicity	Asian British	At least 1 respondent
	BAME	Spread
	British	
Location	Scotland	1 respondent
	North England	2 respondents
Gender	Male	2 respondents
	Female	1 respondent

Screener

DEMOGRAPHIC SPECIFICATION

Q1. What is your child's gender?

- Male *2 respondents
- Female *1 respondent
- Does not identify as either

Q2. How old is your child?

- 0-7 *screen out
- 8-9 *3 respondents
- 10+ *Screen out

Q3. Which of the following best describes your child's ethnicity?

***Minimum 1 x Asian British, otherwise aim for spread**

White

- White – British/ English/ Welsh/ Scottish/ Northern Irish
- White – Irish
- Any other white background

Black/African/Caribbean/Black British

- Black – Caribbean or Caribbean British
- Black – African or African British
- Any other Black/African/Caribbean/ Black British background

Asian/Asian British

- Asian – Indian or Indian British
- Asian – Pakistani or Pakistani British
- Asian – Bangladeshi or Bangladeshi British
- Asian – Chinese or Chinese British
- Any other Asian background

Mixed/Multiple Ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background

Other ethnic background

- Arab or Arab British
- Any other group or background, please specify
- Not sure
- Prefer not to say

Q4. Which region do you live in?

England:

- London ***screen out**
- South East ***screen out**
- South West ***screen out**
- North East ***1/2 remaining respondents**
- North West ***1/2 remaining respondents**
- Midlands ***1/2 remaining respondents**
- Northern Ireland ***screen out**
- Scotland ***1 respondent must be from Scotland**
- Wales ***screen out**

Q5. How would you describe the area in which you live?

***Aim for spread**

- Rural
- Suburban
- Urban

Q6. Which of the following best describes your child's current living arrangement?

***Aim for spread – range of family types**

- Living with two parents
 - Living with a single parent
 - Living with a different caregiver e.g. grandparents
- Other, please specify _____

Q7. Which of the following best describes your child?

***Aim for spread**

- An only child
- Has older sibling(s)
Please specify number _____
Please specify age of each older sibling _____
- Has younger sibling(s)
Please specify number _____
Please specify age of each younger sibling _____
- Twin

Q8. Which of the following ranges best describes your total annual household income before taxes?

- Less than £20,000 ***Min 1 respondent**
- £20,000 - £29,999 ***spread**
- £30,000 - £49,999 ***spread**
- £50,000 + ***spread**

Q9. [If employed] What is your occupation?

***Record only**

(Write in): _____

Qualifications: _____

Q10. What is the occupation of your household's chief income earner [if different]?

***Record only**

(Write in): _____

Qualifications: _____

MEDIA HABITS AND BEHAVIOURS

Q11. Which of the following devices, if any, does your child own and use regularly?

***Record only**

Device usage	Frequency of use			
	Once or twice a week	More than three times a week	On a daily basis	More than 3 times a day
Smartphone				
Tablet				
TV				
Laptop				
Playstation / Xbox / other games console				
Voice recognition products e.g. Amazon Echo, smart speakers				

Q12. Which smartphone does your child own (or use regularly)? Please specify model

***Record only**

Google phone (e.g. Pixel)

iPhone

Samsung phone

Other Android phone – **please specify**

Other phone – **please specify**

Q13. Does your child have a social media account for any of the following platforms?

***Record only**

Instagram

Facebook

Twitter

Snapchat

TikTok / Music.ly

Other, please specify _____