

Online survey with children aged 12-15 – June 2017

Establish with parent

- Whether a parent or guardian of a child in the household
- Age and gender of child
- Region/ nation
- Household socio-economic group
- Urbanity
- Child's ethnic group/ background

When a qualifying child aged 12-15 in the household, available to take part in the research

INTRO: Thank you for helping us out. We want to find out about some of the things you do online. There are no right and no wrong answers to any of these questions as it is not a test.

There may be some things that you haven't heard of or don't use but that is fine. If there are any questions you are not sure about it is okay to answer by saying 'Don't know'.

The questions should take up to 15 minutes to complete. In the top right hand corner of the screen it will show you how far through the survey you are.

Please click on the "continue" button to start!

ASK ALL CHILDREN AGED 12-15 - SCREEN SHOWING 14 LOGOS – MULTICODE

Q1) Here are some companies that you may have heard of.

Can you please pick those ones that you know.

Just click on the picture for those you know.

Please select all that apply

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these

ASK ALL – LOGOS DISPLAYED BASED ON THOSE AWARE OF AT Q1 - MULTICODE

Q2a) Can you please pick those that you ever use to watch TV programmes, films, videos or clips
To pick the ones you use just click on the picture.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these

ASK ALL – LOGOS DISPLAYED BASED ON THOSE THEY USE AT Q2A

Q2b) Please now sort these into two groups based on how often you watch TV programmes, films, videos or clips on them.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV

Can you click on each picture and drag it onto one of these two groups that best describes how frequently you use them to watch things.

1. I sometimes watch things on these
2. I often watch things on these

ASK ALL – LOGOS DISPLAYED BASED ON THOSE AWARE OF AT Q1

Q3) Please sort each of these into groups that describe who you think the programmes, films, videos or clips are aimed at.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV

Again, please just drag each picture into one of these groups

- Aimed at people younger than me
- Aimed at people my age
- Aimed at people older than me
- Aimed at everyone
- Not sure who these are aimed at

ASK ALL – LOGOS DISPLAYED BASED ON THOSE THEY SAY THEY USE AT Q2A - SINGLE CODE

Q4) Which **one** of these would you miss the most if you couldn't watch it anymore?

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these
16. Don't know

ASK ALL - MULTICODE

Q5) Here are some reasons why you might choose to watch something. Click on each reason if you think it is **important** to you when choosing something to watch:

- A. Makes you laugh
- B. Makes you think
- C. Helps you to learn about or find out new things
- D. Inspires you to try something new or different
- E. Relaxes you or helps you take time out
- F. Gives you something to talk about with friends
- G. Gives you something to talk about with family
- H. Shocks or scares you
- I. None of these are important to me

ASK ALL – SINGLE CODE PER ROW

Q6) How **important** is it to watch things that....

		Important	Neither/ don't know	Not important
A.	include people your age	1	2	3
B.	include people that look like you	1	2	3
C.	include people that live in the same part of the country as you	1	2	3
D.	include people doing the same sorts of things that you and your friends do	1	2	3

ASK IF Q5A RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q7) Which **one** of these would **you choose first** to watch something that **makes you laugh**?

Please just click on the picture

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5B RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q8) Which **one** of these would **you choose first** to watch something **that makes you think**?

Please just click on the picture

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5C RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q9) Which **one** of these would **you choose first** to watch something that **helps you to learn about or find out about new things?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5D RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q10) Which **one** of these would **you choose first** to watch something that **inspires you to try something new or different?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5E RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q11) Which **one** of these would **you choose first** to watch something that **relaxes you or helps you to take time out?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5F RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q12) Which **one** of these would **you choose first** to watch something that **gives you something to talk about with your friends?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5G RATED AS IMPORTANT - LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q13) Which **one** of these would **you choose first** to watch something that **gives you something to talk about with your family?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q5H RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q14) Which **one** of these would **you choose first** to watch something that **shocks or scares you?**

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. Don't know

ASK IF Q6A RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q15) You think it is important for the things you watch to include people your age.

Which **one** of these **is the best** at including people your age?

Please just click on the picture.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these
16. Don't know

ASK IF Q6B RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q16) You think it is important for the things you watch to include people that look like you.

Which **one** of these **is the best** at including people that look like you?

Please just click on the picture.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these
16. Don't know

ASK IF Q6C RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A - SINGLE CODE

Q17) You think it is important for the things you watch to **include people that live in the same part of the country as you.**

Which **one** of these **is the best** at including people that live in the same part of the country as you?

Please just click on the picture.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these
16. Don't know

ASK IF Q6D RATED AS IMPORTANT – LOGOS DISPLAYED BASED ON THOSE THEY EVER WATCH AT Q2A – SINGLE CODE

Q18) You think it is important for the things you watch to **include people doing the same sorts of things that you and your friends do.**

Which **one** of these **is the best** at including people doing the same sorts of things that you and your friends do?

Please just click on the picture.

1. Disney channel
2. Netflix
3. Nickelodeon
4. Channel 4
5. BBC3
6. CBBC
7. CITV
8. Amazon Prime
9. Sky Kids
10. YouTube
11. E4
12. BBC1/ BBC2
13. CHANNEL 5
14. ITV / STV/ UTV
15. None of these
16. Don't know

Intro: We would now like to ask you some questions about a different topic. Please click on the “continue” button to proceed.

ASK ALL – SINGLE CODE

Q19) How interested are you in reading, watching, listening to or following news?

Would you say you are...

1. Very interested
2. Quite interested
3. Not very interested
4. Not at all interested
5. Don't know

ASK ALL – MULTICODE

Q20a) Here are some different types of news. Which, if any, of these are you interested in?

Please just click on those that apply

1. Sports/ sports personalities
2. Music news / singers/ musicians
3. Celebrities/ Famous people/ actors/ reality TV stars
4. Politics or current affairs
5. Local news or events - near where you live
6. Serious things going on in your country/ in the UK/ national news
7. Serious things going on in other countries/ world events/ international news
8. Animals or the environment
9. Fashion and beauty
10. Science and technology
11. Weather
12. None of these / Don't follow news about any of these
13. Don't know

ASK ALL THAT SELECT MORE THAN THREE TYPES OF NEWS AT Q20A – RESPONSE LIST BASED ON THOSE SELECTED AT Q20A - MULTICODE

Q20b) And which of these are the **three** that you are most interested in?

Please click on the three out of those shown below that you are most interested in.

1. Sports/ sports personalities
2. Music news / singers/ musicians
3. Celebrities/ Famous people/ actors/ reality TV stars
4. Politics or current affairs
5. Local news or events - near where you live
6. Serious things going on in your country/ in the UK/ national news
7. Serious things going on in other countries/ world events/ international news
8. Animals or the environment
9. Fashion and beauty
10. Science and technology
11. Weather

ASK ALL THAT SAY THEY ARE INTERESTED IN THE NEWS AT Q19 (CODES 1-2) OR ANY CODED AT Q20A (CODES 1-11) – SINGLE CODE

Q21) Sometimes, you might find out about the news because people around you are watching, listening or talking about it or because you come across it online. Sometimes you might **actively want to look for it**, for instance by:

- watching news on TV, listening to it on the radio or reading the paper,
- going online to news websites or apps, signing up to news alerts or reading news stories or updates on social media.

Do you actively look for news?

1. Yes
2. No
3. Don't know

ASK ALL THAT SAY THEY ARE INTERESTED IN THE NEWS AT Q19 (CODES 1-2) OR ANY CODED AT Q20A (CODES 1-11) – SINGLE CODE

Q22) Thinking about all the different types of news you said you are interested in, how often do you look for information or get the latest updates about any of these types of news?

1. Every day
2. Most days in a week
3. Weekly
4. Monthly
5. Less often
6. Never

ASK ALL THAT SAY THEY ARE INTERESTED IN THE NEWS AT Q19 (CODES 1-2) OR ANY CODED AT Q20A (CODES 1-11) – MULTICODE

Q23) Here is a list of different ways you can find out about or get updates on news stories.

Which of these ways do you ever use?

1. Reading paper copies of newspapers
2. Reading paper copies of magazines
3. On the radio (this might be hearing news in the car, or at home)
4. On TV
5. Talking with friends and family
6. Through social media sites** – e.g. Facebook/ Twitter/ Snapchat, YouTube etc.
7. Through search engines, e.g. Google or Bing
8. Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, BuzzFeed etc.
9. Something else – Please type in
10. Don't know

** For example, this might be something that appears in your news feed, or a link to a story that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media.

ASK ALL THAT SELECT MORE THAN THREE AT Q23 -RESPONSE LIST BASED ON THOSE SELECTED AT Q23 – AUTOPUNCH IF UP TO THREE SELECTED

Q24) And which of these are the **three** you use most to get updates on news stories?

Please click on three out of those shown below that you use the most.

1. Reading paper copies of newspapers
2. Reading paper copies of magazines
3. On the radio (this might be hearing news in the car, or at home)
4. On TV
5. Talking with friends and family
6. Through social media sites** – e.g. Facebook/ Twitter/ Snapchat, YouTube etc.
7. Through search engines, e.g. Google or Bing
8. Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, BuzzFeed etc.
9. Something else - Please type in
10. Don't know

ASK FOR EACH OF THE TOP THREE SOURCES MENTIONED AT Q24 – SINGLE CODE PER SOURCE

Q25) Which one of these answers best describes news that you read or see?

(IF NOMINATED AT Q24) I think news in **newspapers**....

(IF NOMINATED AT Q24) I think news in **magazines**...

(IF NOMINATED AT Q24) I think news **on the radio**....

(IF NOMINATED AT Q24) I think news **on TV**....

(IF NOMINATED AT Q24) I think news my **friends or family tell me about**....

(IF NOMINATED AT Q24) I think news on **social media sites or apps**...

(IF NOMINATED AT Q24) I think news **through search engines**...

(IF NOMINATED AT Q24) I think news that I see online on **news or other types of websites or apps**..

1. is **always** reported truthfully
2. is **mostly** reported truthfully
3. is **sometimes** reported truthfully
4. is **never** reported truthfully
5. Don't know

ASK OF ALL WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS UPDATES AT Q23 (CODE 6) – SINGLE CODE

Q26) When you read or see a news story on social media sites or apps**, how often, if at all do you think about whether the story is actually true?

*** For example, this might be something that appears in your news feed, or a link to a story that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

1. I always think about this
2. I often think about this
3. I sometimes think about this
4. I never think about this
5. Don't know

ASK OF ALL WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS UPDATES AT Q23 (CODE 6) – SINGLE CODE

Q27) How easy or difficult is it to tell whether a news story on social media is true?

1. Very difficult
2. Quite difficult
3. Neither difficult or easy
4. Quite easy
5. Very easy
6. Don't know

ASK OF ALL WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS UPDATES AT Q23 (CODE 6) – MULTICODE

Q28) When you read or see a news story on social media sites or apps** which if any of these things would you ever do if you wanted to check the story?

** For example, this might be something that appears in your news feed, or a link to a story that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

1. Check if was by an organisation I had heard of
 2. Check if it was by an organisation I thought was trustworthy
 3. Look at how professional the story looks, e.g. are there spelling mistakes, do the images or videos look high quality?
 4. Think about the what the story is about to see how likely is it to be true
 5. Check to see if the same story appears anywhere else
 6. Think about whether the person who shared it was someone I trusted
 7. Look at the comments/ what people have said about the story
 8. Check to see if it is by someone who was there when it happened/ saw it for themselves
- OR
9. I wouldn't make any of these checks
 10. Don't know

ASK OF ALL WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS UPDATES AT Q23 (CODE 6) – MULTICODE

Q29) Which **one** of these social media sites or apps would you say is the **main** one you use to find out about or get updates on news stories?

1. Facebook or Facebook Messenger
2. Google+ (inc. Google Hangouts)
3. Instagram
4. Pinterest
5. Snapchat
6. Tumblr
7. Twitter
8. WhatsApp
9. YouTube
10. Something else – please type in
11. Don't know

ASK ALL – SINGLE CODE

Q30) Have you ever heard of "fake news"?

1. Yes
2. No
3. Don't know

ASK ALL THAT HAVE EVER HEARD OF FAKE NEWS AT Q30 (CODE 1) – SINGLE CODE

Q31) Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers.

They are written deliberately to mislead people. Is this what you thought "fake news" is?

1. Yes
2. No
3. Don't know

ASK ALL THAT HAVE EVER HEARD OF FAKE NEWS AT Q30 (CODE 1) – SINGLE CODE

Q32) Have you ever seen anything **online or on social media** that you thought was a "fake news" story?

1. Yes
2. No
3. Don't know

ASK ALL THAT HAVE EVER HEARD OF FAKE NEWS AT Q30 (CODE 1) – MULTICODE

Q33) If you did see a story on social media or online that you thought was “fake news” what, if anything would you do about it?

Please choose as many of these that you think you might do.

1. I would report it to the social media site/ website
2. I would tell a friend
3. I would tell a teacher
4. I would tell my parents or other member of my family
5. I would share it with people and tell them about how it’s not true
6. I would leave a comment saying I thought it was fake news
7. Something else – Please type in

OR

8. Would probably not do anything about it / would ignore it
9. Don’t know

THANK AND CLOSE