

Adults' Media Lives 2019 – Discussion Guide (final)

General media usage

What, if anything, has changed in your household since last time we spoke and what impact that has had on you?

What new media technology have you acquired in the last 12 months? What were the reasons for getting this new 'stuff'? Were they upgrades/replacement, or new items?

What factors influenced your choice of product/service? [PROBE ON THE ROLE OF INTRINSIC (E.G. FEATURES, PRICE) VS EXTRINSIC FACTORS (REVIEWS, PESTER POWER)]

Which media are you using more than last year, and which are you using less? Why is this? [PROBE ON POSSIBLE INCREASED USE OF SMARTPHONE FOR GOING ONLINE – AND SPECIFICALLY THE DEGREE TO WHICH THEY MAY OR MAY NOT BE SUPPLANTING PCS/ LAPTOPS. PROBE ALSO ON REASONS FOR WHY THEY ARE USING CERTAIN MEDIA LESS.]

Challenges and frustrations

Do you have any frustrations with technology, or services? What would you like to do, but can't? Why not?

Do you ever feel like you (or other members of your family) **use media technology too much?** Which devices in particular? What kind of negative impact does this have on your life, or family life? [PROBE AS RELEVANT ON LOSS OF QUALITY TIME/ANTI-SOCIAL BEHAVIOUR/ETC.]

Media as a learning resource

There are now lots of opportunities to use websites, forums and discussion groups, television, radio and apps to educate yourself about all different types of subject (everything from art history to computer programming to plumbing).

What, if any, experience of this do you have? [PROBE FOR DETAILS, AND SPECIFICALLY FOR THE REASONS FOR ANY RELUCTANCE TO USE ONLINE AS A LEARNING RESOURCE]

Where do/would you go to look for this kind of learning resource? [PROBE ON AWARENESS OF SPECIFIC SITES/SERVICES E.G. UDEMY, SKILLSHARE, KHAN ACADEMY, HIGHBROW, GOOGLE, YOUTUBE]

How do you decide whether the information or advice that you're viewing can be trusted or not?

How do you feel that your skills and/or knowledge have improved since using online courses/services?

Customer Experience

AUDIT: WHO PROVIDES THEIR TV/LANDLINE/BROADBAND/MOBILE – INCLUDING BUNDLES?

Have you had any problems with your TV/phone/broadband/mobile service in the past year (either in terms of technical issues or customer service)? [PROBE FOR DETAILS] What impact did not having access to [SERVICE] have on you? Did it make you consider switching supplier?

Have you switched TV, telephone, broadband or mobile provider in the past year?

If so...

What prompted you to switch?

What was the experience of switching like?

How did you decide on which supplier to go with? Did you shop around for deals (online or otherwise)? Did you ask friends/family/other people for advice?

How easy was it to compare the different providers? And how did you do this?

Did you use a price comparison website? If so, did you realise that the most prominent results might have paid to be featured prominently?

If not...

Did you consider switching? Why (not)?

Did you investigate other suppliers? How and how far did you get?

Why did you decide to stick with your current supplier?

How do you receive your bills (i.e. online, email, paper)? Has this changed in the past year?

If you receive your bills online, what prompted you to change to this method?

Do you look at, or check, your bills (mobile, TV, etc.)? How often? Has this changed in the past year?

Television

Overview

How do you watch television now? What changes, if any, have you made to your TV services over the past 12 months, and why? *PROBE ON CONSUMPTION OF LINEAR VS ON-DEMAND TV, USE OF IPLAYER AND SIMILAR CATCH-UP SERVICES, AND ROLE OF DIFFERENT DEVICES, ESPECIALLY WATCHING ON SMARTPHONES AND TABLETS.*

Has the way in which you choose what to watch changed? [PROBE FOR ROLE OF EPG, PRINTED GUIDES, RECOMMENDATIONS, PEER PRESSURE, ETC.] How do you know when a new series or box set of a favourite programme is available?

More and more often we receive (personalised) recommendations for what to watch from apps like Netflix or iPlayer, e-mails, etc.

Do you receive these recommendations? Are you happy to receive them, or do they annoy you?

How often do you follow these recommendations? How satisfied with them are you, and are they getting more useful as time goes by?

On-demand (OTT) or streaming services

Do you currently have a subscription to an on-demand online film/video service, such as Netflix, Amazon Prime Video or NOW TV? (This could be either through an internet-connected TV set or on a mobile phone/tablet/PC). Are these household subscriptions (for the family) or personal ones?

How do you tend to watch these services (laptop/mobile/tablet/smart TV/etc.)?

Has the amount of time you spend watching services like Netflix, Amazon Prime Video and NOW TV – or the way in which you watch them – changed?

What are you watching on these services? [PROBE FOR VIEWING OF ORIGINAL OTT CONTENT SUCH AS *THE GRAND TOUR*, *STRANGER THINGS*, *THE CROWN*, *SNEAKY PETE*, ETC.]

What other TV viewing (if any) has been replaced by these services? Do you still watch regular TV channels like BBC, ITV, Sky, etc. “live” (i.e. at the time of broadcast/scheduled times) as much as you did before?

Has the way that you watch BBC, ITV, etc. changed as a result of using services like Netflix? For example, are you now more likely to watch programmes on those channels on demand, as a box set or on a device other than a TV set? [PROBE FOR EXAMPLES/ DETAILS]

In what ways do you prefer these services to regular TV? How are they less good? Are there any aspects of regular TV that you still love?

Do these services offer good value for money? Do certain ones offer better value than others?

Have you changed your regular TV package (such as Sky) as a result of using streaming services? Would you consider doing so?

Would you consider getting rid of your TV set?

PSB Content

How much do you watch the traditional ‘public service’ channels like BBC One to Four, ITV1, Channel Four and Five these days (or programmes from those channels on the iPlayer, ITV Hub etc.)?

What programmes do you watch on these channels and why? [PROBE ON E.G. FORCE OF HABIT/ROUTINE, ACCOMPANIMENT TO DAILY LIFE, SHARED VIEWING EXPERIENCES, DIFFERENCE TO PROGRAMMES AVAILABLE ELSEWHERE]

How do you find out/choose what to watch on these channels?

How much of your viewing to these channels is via catch-up services like the iPlayer or ITV Hub – whether it is on-demand or live streaming of programmes?

How many high quality programmes would you say are on BBC One to Four, ITV1, Channel Four and Five nowadays? [PROBE FOR EXAMPLES]

In the context of TV programmes what does “high quality” mean to you?

Is it important to you that these channels continue to broadcast programmes like this?

How much would it bother you if the BBC didn’t exist any more? Has your view on this changed in the last year (and why)? What would you miss? [PROBE FOR DETAILS] What about ITV/Channel 4/Channel 5?

Radio and other audio content

How are you listening to radio and/or other audio content these days? And how has this changed? [PROBE FOR ONLINE AND ON-DEMAND LISTENING, MUSIC STREAMING (E.G. SPOTIFY) USE OF PODCASTS, LISTENING VIA DAB, DTV AND MOBILE DEVICES.]

Where and when do you most often listen [to the radio]? Do you actively listen or is it more background noise? Has this changed over the last year?

[WHERE RELEVANT] **What still motivates you specifically to listen to the radio, when there are other options available like streaming music services and podcasts?**

Do you have a paid subscription to a music service like Spotify or Apple Music?

Does having a podcast app, or a music app (e.g. Spotify) affect how much you listen to the radio? Are you happy with the content on radio, or prefer to choose your own listening?

Internet

Overview

Has the way you access the internet changed over the past 12 months? How did this come about? Has it changed the way you use the internet?

What do you use the internet (most) for? What would you say your favourite activities are when online? Has this changed over time?

Thinking about all the different websites and online services that you use (e.g. Google, Amazon, Facebook, YouTube, Twitter, Netflix, BBC online, Skype), which would you say are the (up to) three most important to you? Has this changed at all in the last 12 months?

[FOR EACH ONE] Why are they so important, and what do you mostly use them for?

Would you say you are using more or fewer websites and online services these days? Why is that?

What new things are you doing online that you weren't 12 months ago? Who or what has inspired you to do/try them?

[LIMITED/NEW USERS OF INTERNET] **What is stopping you from using the internet more, or doing more things online?** Have you tried to overcome these challenges, either by yourself or by seeking help or advice from others?

Proactive use of the internet

What was the last thing you posted (or shared) online? What prompted you to do so?

Do you post (or share content) more or less than you did last year? Why?

Social media

How has your use of social media (Facebook, Twitter, Instagram, LinkedIn, etc.) evolved over the past year? Which are you using, which ones are you using more or less, and why?

How often do you look at social media? Do you look at certain ones more than others? Why is this?

What is the role of each? How do they fit together (if at all)?

Messaging apps

Do you use any of the instant messaging apps (e.g. WhatsApp, Facebook Messenger, Snapchat)? Has your usage of them changed in the past year?

Have you found that your use of texts has decreased as a result? Do you send mainly images or text on these apps?

Which is your primary way of messaging people (or do you use different ones for different people?)

Have you experienced any issues with unpleasant or inappropriate messages being sent through these apps?

Online etiquette

When you're communicating/posting/sharing online now, do you behave any differently to the way you would in the 'real' world? Why is this? How does your behaviour differ between (e.g.) e-mail, social media, and posting on a public forum?

Do you always post under your own name, or are there circumstances in which you're posting your thoughts online under an alias? Do you act differently depending on whether you are posting under your own name or under an alias?

What are the pros and cons of being able to be post anonymously? [IF THEY FOCUS ON NEGATIVES, PROBE TO SEE IF THERE ARE ANY POSITIVES]

User-generated content

Do you ever watch 'user-generated' videos (e.g. on YouTube), for example vlogs, 'how-to' videos, product reviews and 'un-boxing' videos? How often do you watch these? Has this changed since last year?

How has this impacted the time you spend consuming other kinds of media? Do you watch these videos instead of (for example) watching TV, reading books/magazines, or something else?

Have you ever created this kind of video? [PROBE FOR DETAILS] If not, what's stopping you?

Trust and the internet

How much do you trust what you see and hear over the internet? More or less than last time we spoke? Why?

Have you encountered any issues to do with the reliability of information you have found online in the last year? [PROBE FOR DETAILS.] What, if any, lessons did you learn?

eDemocracy

Have you used the internet to access information about (local) government and public services (e.g. refuse collections, schools, NHS Direct), and/or to contact (local) government in the past year? [PROBE FOR GOOD AND BAD EXPERIENCES.] Has this changed since last year?

Harmful/hateful and inappropriate online content

People sometimes talk about “harmful or hateful material” online. What do you think that means? [PROBE FOR DETAILS]

Do you ever see harmful or hateful material or bullying online (either aimed at yourself or someone else)?

[IF YES] Was it aimed at a particular group or type of person (e.g. religious, sexuality, disability, gender)?

What, if anything, did you do about it (e.g. ignore it / report it / respond to it / make a comment / unfriend that person, etc.)? Why?

Did it put you off visiting that site/platform again?

[IF NO] Would you know what to do if you were to see hateful content online (e.g. ignore it / report it / respond to it / make a comment / unfriend that person, etc.)?

Are there any other forms of online content you would consider to be “inappropriate”? [PROBE FOR DETAILS]

Do you (or members of your family) ever see content (that you didn't mean to access) online that might be described as “inappropriate” in terms of sexual or violent material or bad language [OR ANY OTHER FORMS OF INAPPROPRIATE CONTENT DESCRIBED BY RESPONDENT]?

[IF YES] What do you do when you see it (e.g. ignore it / report it /block it)?

Does it worry you that the content has appeared on your device when you didn't choose it?

Do you view it as an invasion of your privacy, or do you just accept it as part and parcel of the internet?

[IF NO] Would you know what to do if you were to see inappropriate content online (e.g. ignore it / report it /block it)?

Regulation of the internet

To what extent are you aware of any regulation of content which appears on the internet (in the way that – for example – content is regulated on TV for taste and decency, honesty and factual accuracy)? [PROBE FOR AWARENESS/EXPERIENCE OF ANY INTERVENTIONS ON THE PART OF PLATFORMS AND INTERMEDIARIES – E.G. FACEBOOK, YOUTUBE – AND/OR OTHER ORGANISATIONS – E.G. ISPs, GOVERNMENT, OFCOM.]

Would it be a good thing if there was more regulation of content which appears on the internet?

What do you think the benefits of this would be? Might there be some downsides?

Which bits of the internet should and shouldn't be regulated? What kind of rules do you think should be in place (assuming they could be enforced)?

Who do you think would be capable of enforcing such rules?

To what extent should content creators (the people and organisations who publish websites, post articles on social media, upload videos to YouTube, etc.) **be free to publish what they like online, or do they have a responsibility to adhere to certain standards?**

Does this differ at all depending on whether the content creator is an individual or an organisation?

Could or should internet companies like YouTube and Facebook have any responsibility for the content which users post on their platforms? [PROBE FOR DETAILS]

To what extent should the responsibility fall to the consumer to protect him/herself and his/her family online?

Are there sufficient and appropriate tools available for them to do so?

Should we feel a duty to help protect others by reporting content we come across which we consider to be inappropriate?

Privacy and Security

Personal data: trust

What concerns, if any, do you have about giving your personal data to websites or apps?

Have you had any bad experiences as a result of giving your personal information to (e.g.) a website?

Are you more reluctant to share certain types of personal data (e.g. phone number) than others (e.g. email address)?

Does your attitude/approach to sharing your personal data vary depending on what type of site you are visiting (e.g. shopping sites vs banks vs government sites)? Do you (for example) give real data to some, but false data to others? If so, how do you decide?

How much information do you make public on your social media profiles?

Use and control of personal data

Do you feel you have a good understanding of who your personal data is being used by, and what for?

Does this give you any cause for concern?

If you wanted to change or delete your personal data from a website or mailing list, would you know how to do so?

When was the last time you unsubscribed to a mailing list or deleted your account from a website?

Were you aware of new legislation (GDPR) coming into force in May of this year which required many businesses to get fresh consent from people to being on their mailing lists?

How did you respond to such requests?

Cookies and cookie notifications

Do you know what a “cookie” is?

Have you noticed an increase in the number of cookie alerts appearing on websites that you visit?

When you see a cookie alert on a website do you just click on “accept” or do you sometimes edit your cookie preferences? (If so, when and why?)

Have you noticed that some websites offer you a one-click option to disable all cookies. Is this a good idea? Does this make any difference to how you respond?

Targeted online advertising

How do you feel about websites tracking your browsing behaviour so that they can target more relevant content and advertising at you?

Are you aware of social media sites such as Facebook and Instagram serving up targeted advertising to you based on other content you view and respond to? Is this a good or a bad thing?

Were you aware that you agreed to this when you accepted Facebook/Instagram's terms and conditions when you registered for the site?

Does this give you any concerns about what else you may have inadvertently agreed to when ticking "I agree"?

Facebook data breach (follow up for those who participated in Skype interviews)

When sent us your video message earlier in the year in reaction to data breaches at Facebook, you said that... [COMPLETE AS RELEVANT].

Is this still how you feel? If not, what has changed?

Are you using Facebook the same, less or more than you did before?

Privacy and security: general

Do you have any other particular concerns about the security of your information online at the moment?

Do you always feel safe when you are online? If not, when and why not?

Mobile

Overview

What kind of mobile phone do you have? What do you use it for?

Have you changed your phone in the last year? How did you choose the new one? PROBE ON FEATURES VS COST VS OTHER FACTORS. IF NOT A 'TOP-OF-THE-RANGE' HANDSET, WHY NOT?

Have you changed network (or package) in the past year? How did you choose your network/package?

Has the way in which you use your phone changed in the past year? [PROBE ON CHANGES IN THE RESPECTIVE USE OF CALLS/TEXTS/INTERNET, AND THE USE OF SMARTPHONES FOR CONSUMING AUDIO AND VIDEO CONTENT.]

Mobile internet data use

How closely do you monitor your data usage these days? How? Has this changed in the past year?

What steps (if any) do you now take to minimise your data usage (e.g. stop apps from updating in the background, switch off mobile data and use wi-fi where possible)?

Have you experienced problems with your data allowance running out in the past year? How did you react to this? **Have you had any unexpected data charges?** [PROBE FOR DETAILS]

News

How are you accessing news these days? How has this changed at all in the past year? How about compared to five years ago?

To what extent do you actively seek out news, as opposed to it being served up to you within the media you're already consuming? [PROBE FOR BOTH ONLINE AND OFFLINE E.G. TV NEWS]

Which are your go-to 'brands' for news now? Does this vary for different kinds of news, and/or the different ways you access news (i.e. would you choose a different brand for news online compared to on TV/radio)?

Do you use any of the newspaper websites/apps (e.g. Mail Online, Guardian, Sun, Telegraph, etc.)? Are these the same newspapers that you read in paper format?

Do you have different expectations of different news brands? So would you judge [BRAND A] by different standards to [BRAND B], or do you judge them all by the same standards? And what are those standards?

How much do you look at sources of news which are not the mainstream brands like the BBC or the national newspapers (e.g. **Huffington Post, Vice, Russia Today, Al Jazeera**)? Are you more aware of these than you were a year ago?

Why do (don't) you look at these sources? Is it as a replacement for the mainstream news sources, or as an alternative view?

Do you use social media like Twitter or Facebook for news? *PROBE: IF SO, WHICH TYPES OF NEWS IN PARTICULAR (SPORTS ETC.)?*

Do you specifically go to Facebook/Twitter for news, or do you happen to come across news there when you are looking for other things (e.g. friends' status updates, etc.)?

Are the social media platforms themselves (e.g Facebook, Twitter) **the source of the news you see, or does the news come from other sources?** How closely do you look at the source?

Do you read news articles that appear in your news feed in full, do you just skim the headlines (or look at the pictures) or a mix of both? [PROBE FOR DETAILS]

Do you ever read the comments below the article? Do you ever comment yourself? [PROBE FOR DETAILS]

Do you 'like' or follow any news brands, or do you get the news links from other people's posts?

Do you trust any, some or all of the news you see on social media? [PROBE FOR DETAILS.]

Are you more or less trusting of the major news brands these days? Why?

Is trust more important when it comes to certain type of news than it is for others? Do you go to different sources for news about things where trust is more important?

There has been a lot of talk about “fake news” in the past year or so. **Have you seen anything you would consider to be “fake news”?** If so, how did it make you feel and how did you react?

Do you ever try to check the accuracy of the news you see or hear (e.g. by looking at alternative sources)? [PROBE FOR DETAILS]