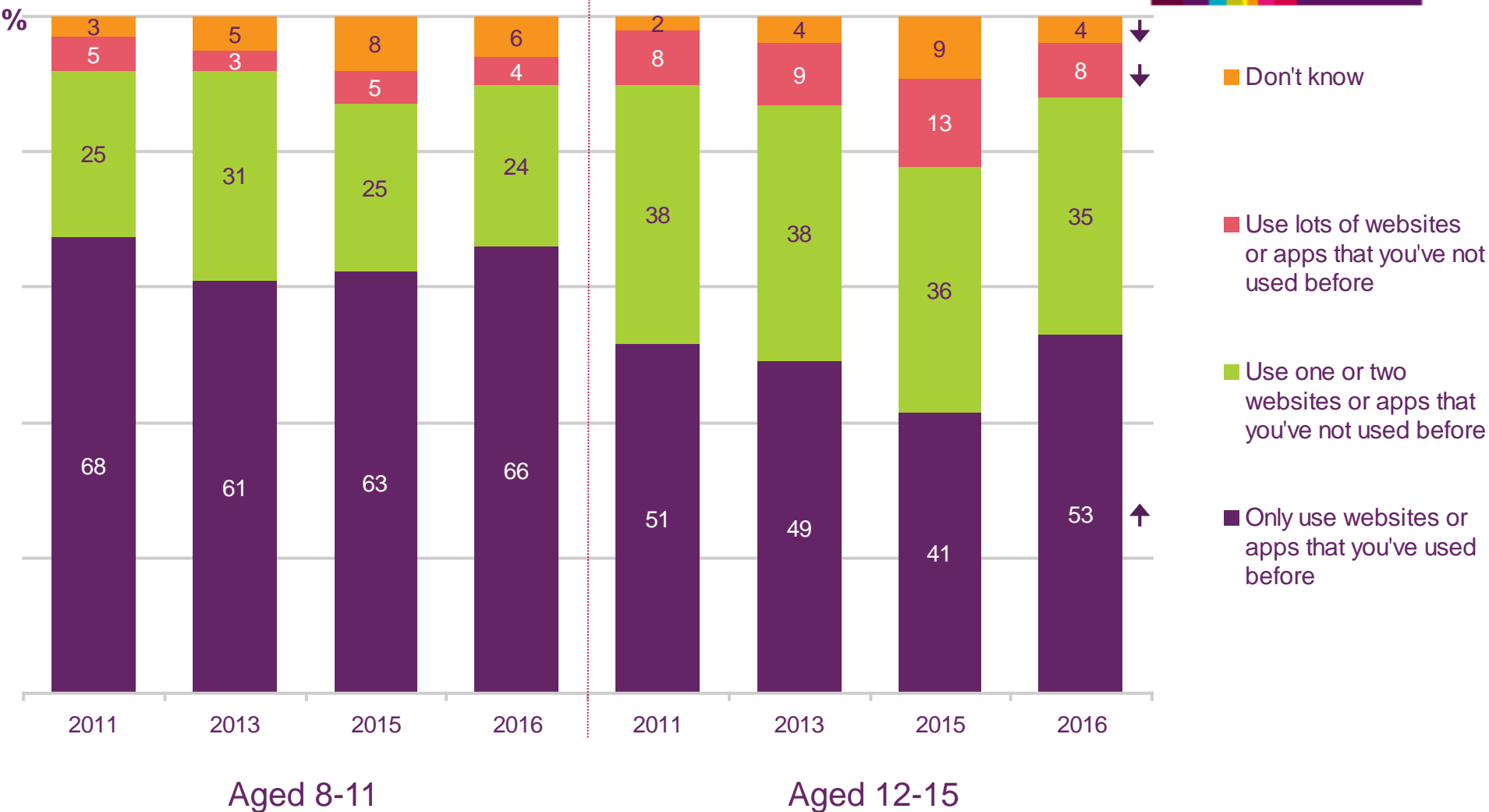


# Children's Media Use and Attitudes Report 2016

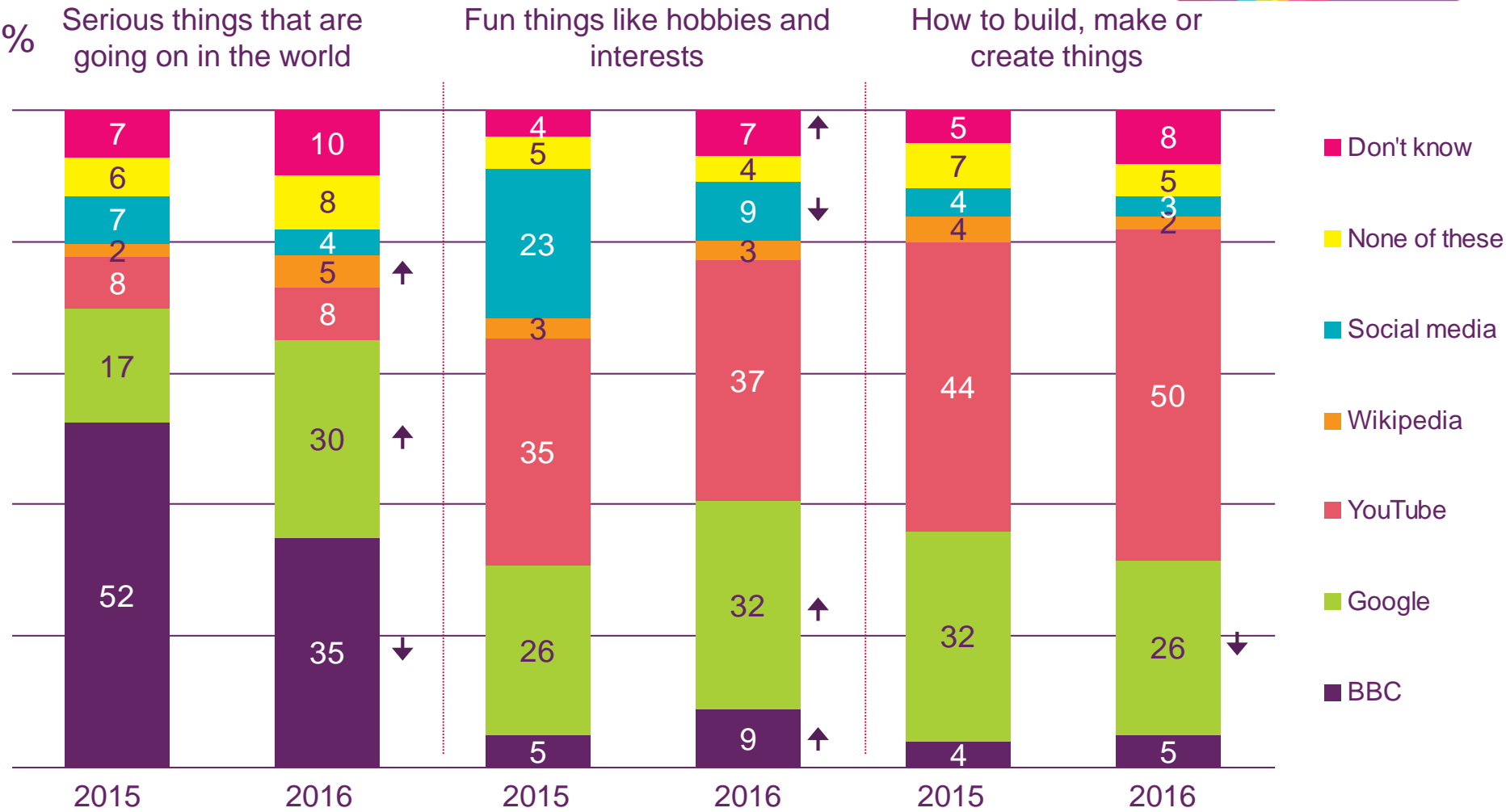
## Section 6 – Knowledge and understanding of media among 8-15s

Figure 48: Experience of visiting websites not used before, among those who go online at home (2011, 2013) or elsewhere (2015, 2016), by age



QC17 – Thinking about all the things you use to go online, in a normal week would you say that you...(prompted responses, single coded?)  
 Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 49: Online sources of accurate and true information for different scenarios among 12-15s: 2015, 2016

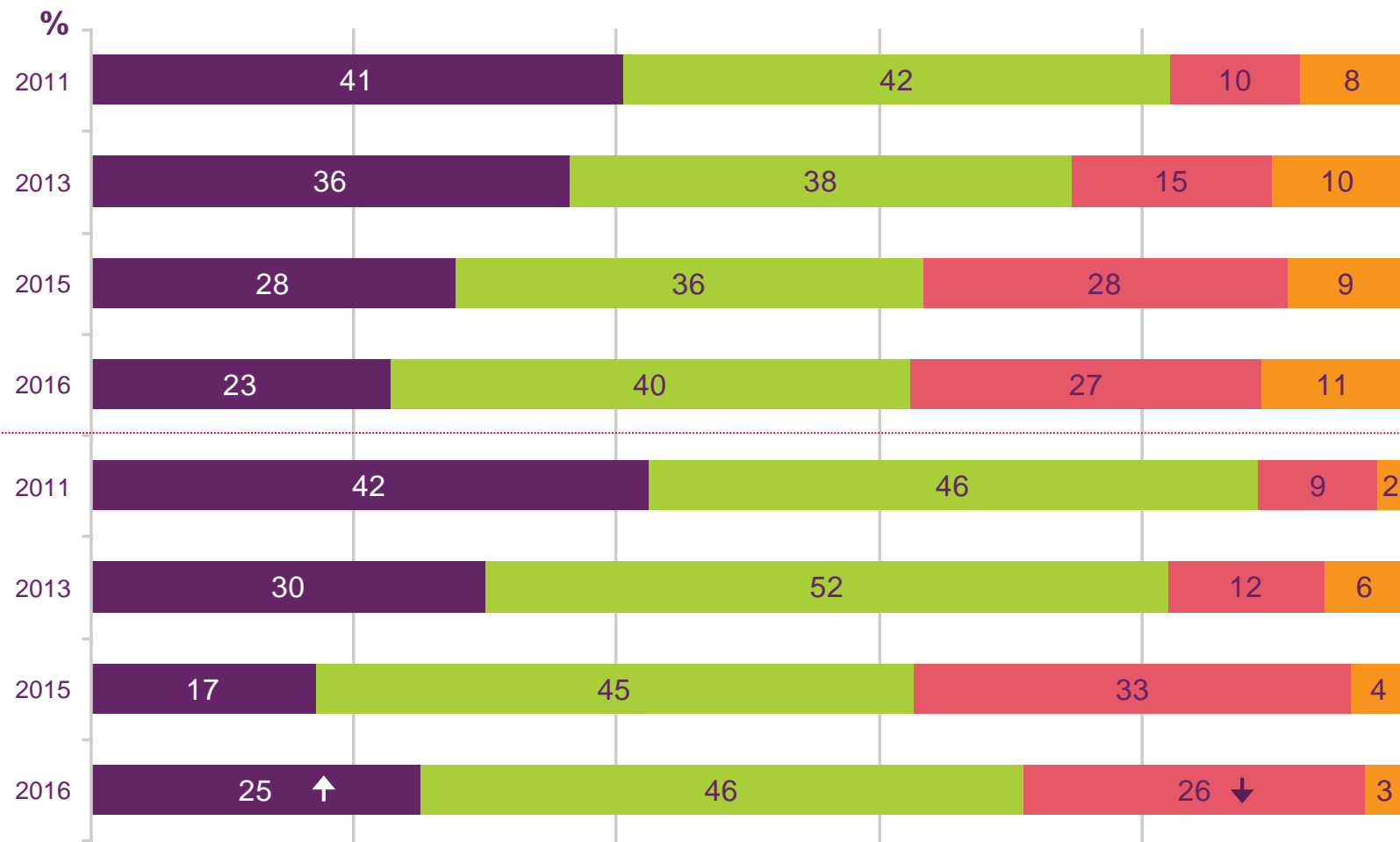


QC52A-C I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about... (prompted responses, single coded)  
 Base: Children aged 12-15 who go online (463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

# Figure 50: Children's belief in the truthfulness in websites used for school/ homework at home (2011, 2013) or elsewhere (2015, 2016), by age



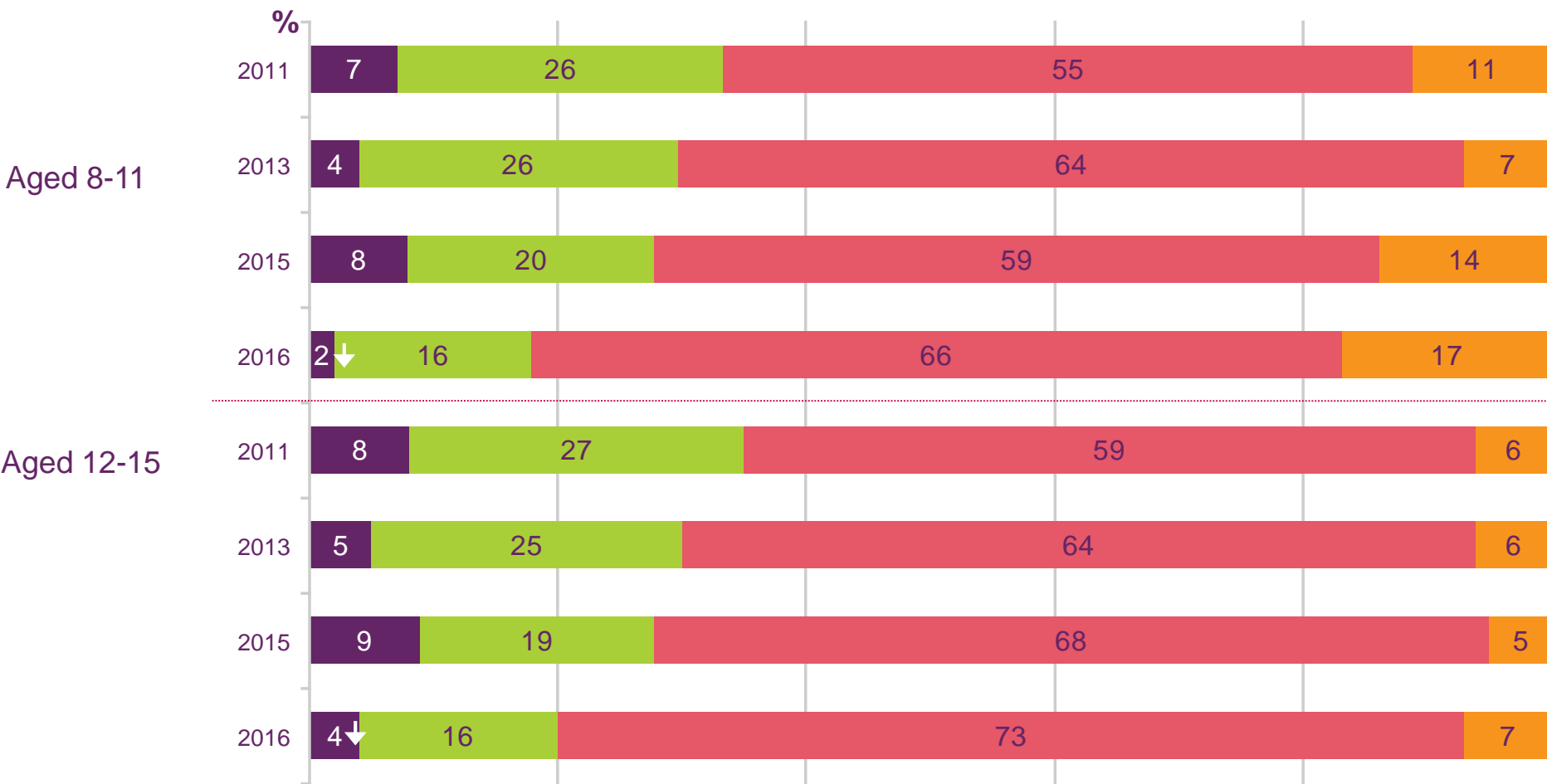
■ All is true  
 ■ Most is true  
 ■ Some is true  
 ■ Don't know



QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? 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 in 2016 to include specific examples of the sorts of websites/ apps they might use.  
 Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (370 aged 8-11, 423 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 51: Children's belief in the truthfulness in websites used for social media at home (2011, 2013) or elsewhere (2015, 2016), by age

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



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

Base: Children aged 8-15 who go online and who say they visit social media sites or apps (239 aged 8-11, 401 aged 12-15). Significance testing shows any change between 2015 and 2016.

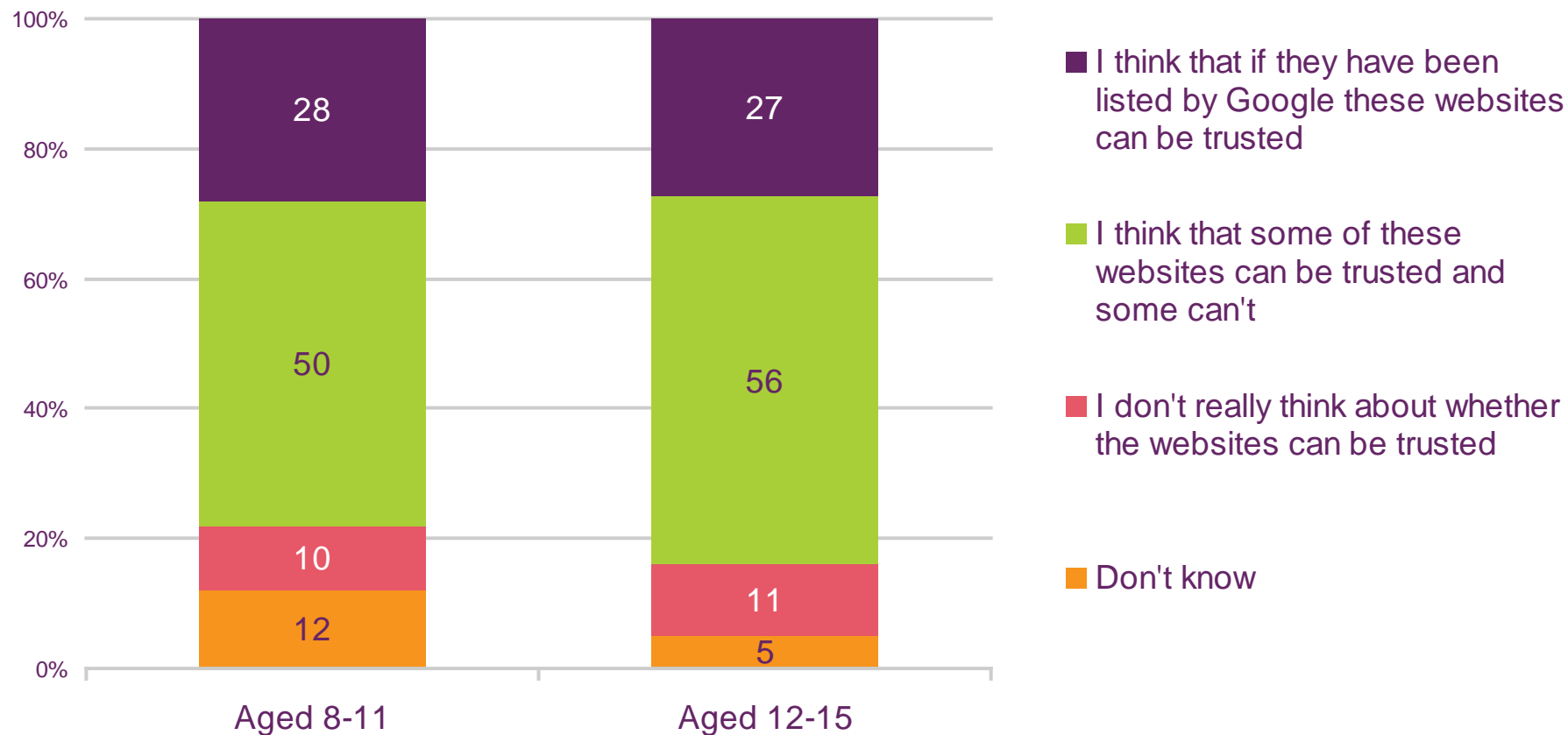
# Figure 52: Children's belief in the truthfulness in news websites or apps used at home (2011, 2013) or elsewhere (2015, 2016), by age

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



QC15C - When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like BuzzFeed? 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 in 2016 to include specific examples of the sorts of websites/ apps they might use. Base: Children aged 8-15 who go online and who say they visit sites or apps about news and what is going on in the world (256 aged 8-11, 333 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 53: 8-15s' understanding of whether results listed by search engines can be trusted: 2016



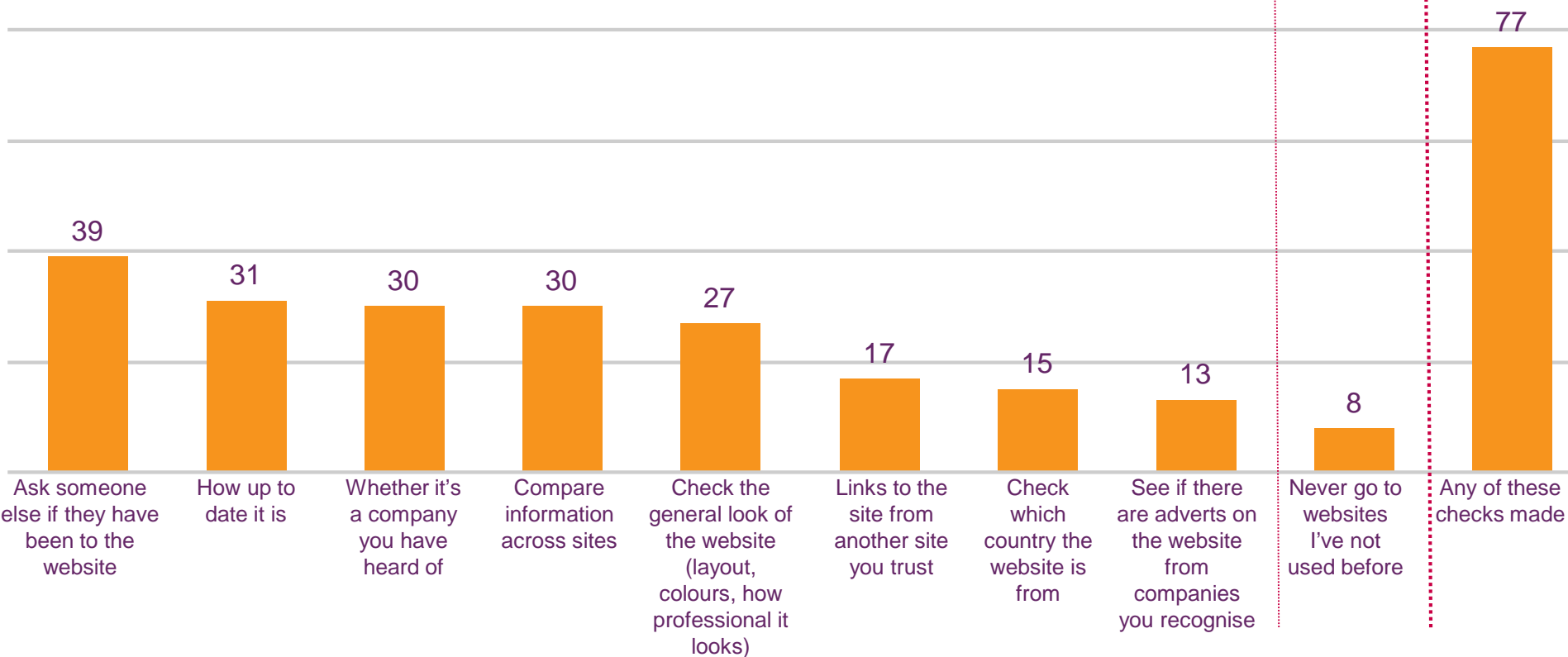
QC24– When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (prompted responses, single coded)

Base: Children aged 8-15 who go online and use search engine websites or apps (339 age 8-11, 409 aged 12-15)

Figure 54: Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2016



%

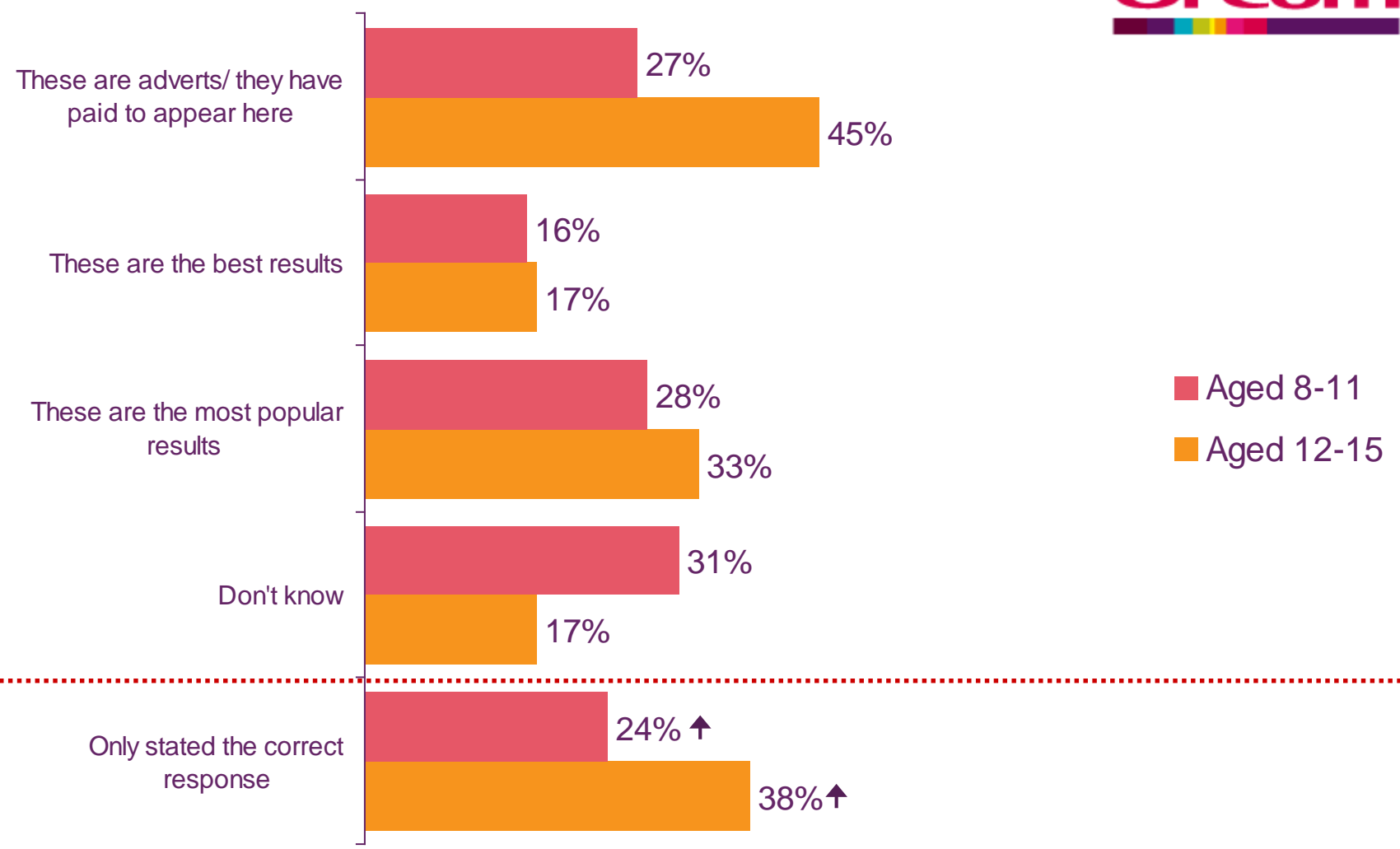


QC27 – If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check (prompted responses, multi-coded)

Base: Children aged 12-15 who go online (463 aged 12-15 in 2016) - excludes DK responses



Figure 55: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2016



QC26 This is a picture (SHOWCARD OF IMAGE) from a Google search for ' children's trainers'. Do you know why the three results at the top of the page have been listed first? (Prompted responses, multi-coded). Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (339 aged 8-11, 409 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 56: Awareness among 12-15s of personalised advertising: 2015, 2016



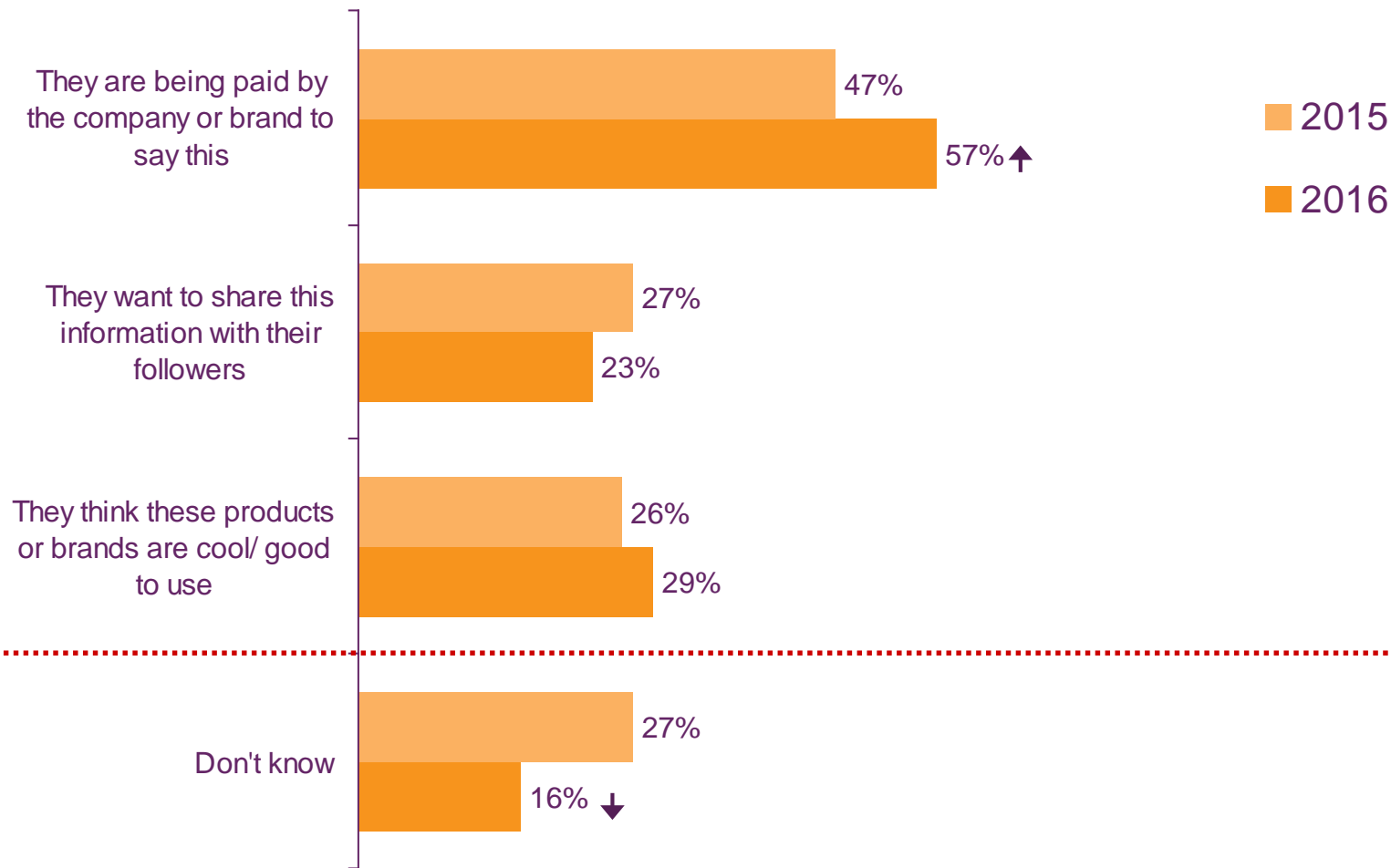
- Some people might see different adverts to the ones that I see
- Everyone will see the same adverts as me
- Don't know



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 (463), children aged 12-15 who say they see ads online (378). Significance testing shows any change between 2015 and 2016.

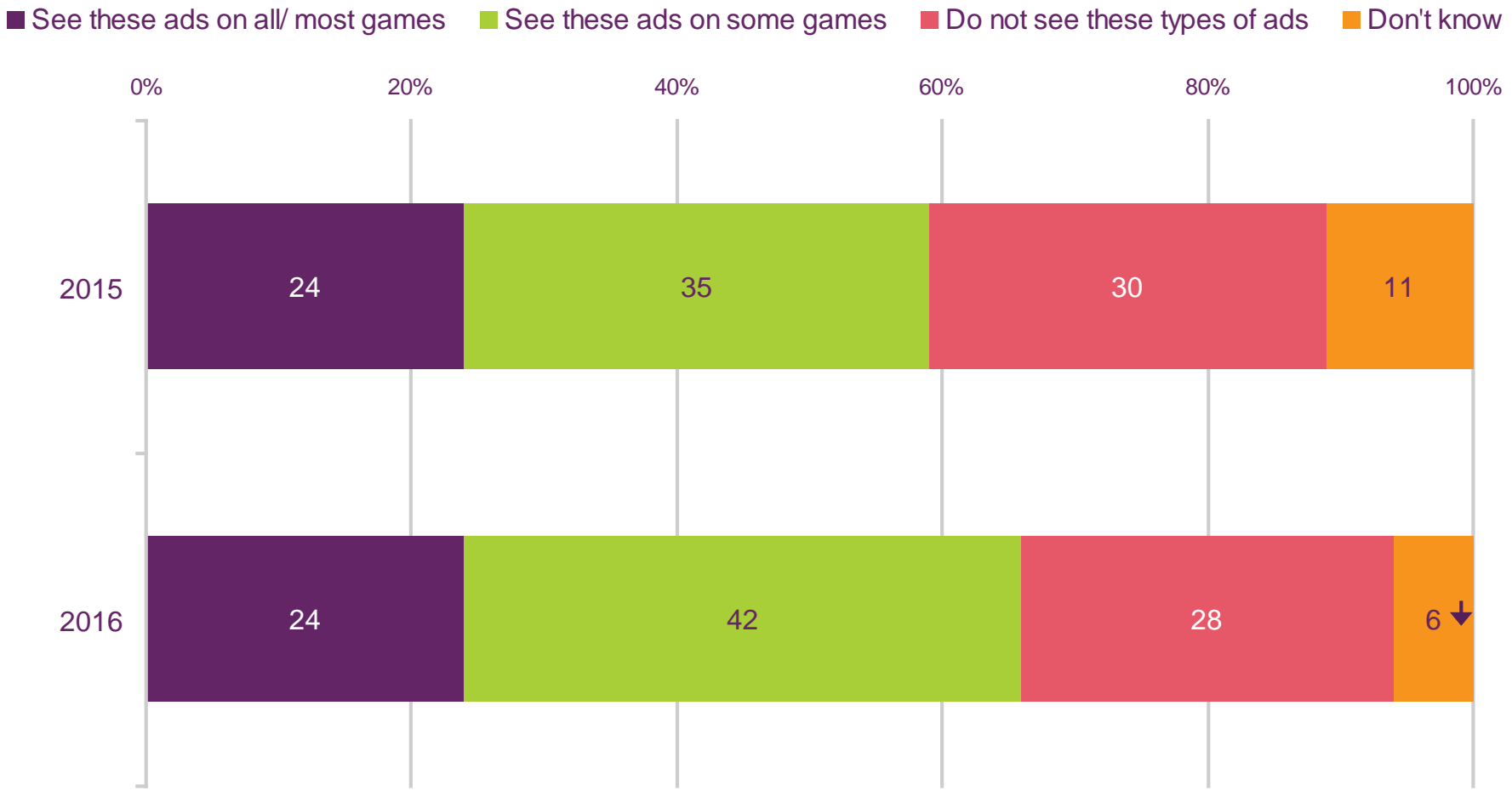
Figure 57: Understanding among 12-15s of potential product endorsement by vloggers: 2015, 2016



QC33 On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie 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? (prompted response, multi-coded)

Base: Children aged 12-15 who go online (463 in 2016). Significance testing shows any change between 2015 and 2016.

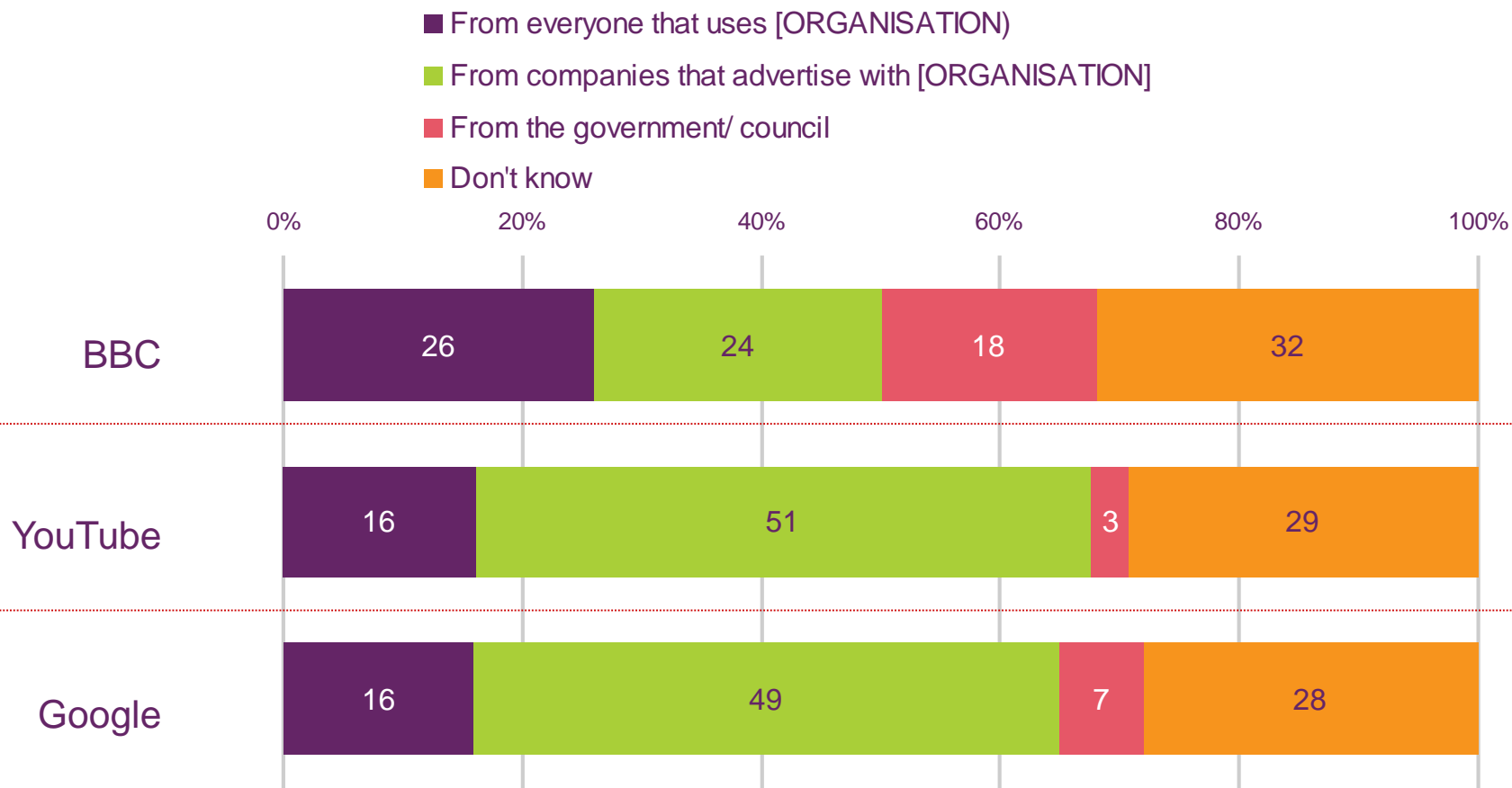
Figure 58: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay-to-win': 2015, 2016



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 (370 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 59: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2016



QC5/ QC9/ QC25 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)  
 Base: Children aged 12-15 who watch TV at home or elsewhere (469)/ Children aged 12-15 who use the YouTube website or app (409) / Children aged 12-15 who go online and use search engine websites or apps (409).