

# Children's Media Lives



## *Wave 9: Discussion guides*

### **Project Objectives**

The overarching goal of this project is to be able to provide Ofcom with ethnographic insight into how children of different ages and living in a range of different situations are using digital media. This involves:

- Understanding and tracking the media lives of our respondents over time, identifying new and emerging trends, and potentially risky online behaviours.
- What new digital behaviours (and offline behaviours) they are adopting for socialising, relaxation, education and other activities.
- What new digital spaces they are exploring – and whether they are encountering increased risk or pressure.
- Evaluating their level of media literacy and self-awareness about what they consume online.
- How their digital activities fit into their wider life, including their hopes for the future.

**The guides are designed to be used flexibly.** Researchers will allow respondents to guide the conversation, responding to interviewee's comments and following up areas which seem interesting and most relevant to the research objectives. We see the questions in this guide as **tools** for us to open conversations about these challenging subjects, rather than as questions we can objectively answer.

Given the age of some respondents, **we don't expect them to be able to have the self-reflection or ability to give clear answers to all of these questions.**

# Initial interview

## Guide Overview (Total time 1hr30 – 2hr)

*RR researchers will have recapped on what we know about respondents from previous waves, and make sure to prompt around these areas to explore what has changed / remained consistent*

Section	Detail	Additional data capture
<b>Introduction and life updates</b> <i>15 mins</i>	<ul style="list-style-type: none"> <li>• Check-in and introduction</li> <li>• Their current routine</li> <li>• Digital access and devices</li> <li>• Reflections on schooling</li> <li>• Family dynamics</li> <li>• Friends and social life</li> <li>• Hopes for the future</li> </ul>	List of devices  Weekly routine data capture  Social network map
<b>Content, Preferences, and behaviours</b> <i>20 mins</i>	<ul style="list-style-type: none"> <li>• Viewing routine and screentime</li> <li>• Length of time watching content</li> <li>• Content &amp; platform preferences</li> <li>• Representation &amp; relatability</li> </ul>	
<b>Social media &amp; gaming</b> <i>35 mins</i>	<ul style="list-style-type: none"> <li>• Social media habits, including more niche platforms</li> <li>• Online identity</li> <li>• Gaming routine, attitudes and behaviours</li> <li>• Exploring knowledge and experiences around worrying content and interactions using age-appropriate stimulus</li> <li>• Additional focus on body image / importance of 'look'</li> <li>• Additional probes around goals / self-promotion and monetisation</li> <li>• Social media interactions</li> <li>• Online friends</li> <li>• Potential for online harms, such as unsolicited contact from strangers/adults, and 'nasty' interactions online</li> <li>• Additional probes around the importance of gaming to friendships</li> </ul>	Social media platforms  Key social media features  Gaming flashcards
<b>Media literacy, engagement with the news &amp; critical thinking</b> <i>30 minutes</i>	<ul style="list-style-type: none"> <li>• News habits &amp; attitudes:</li> <li>• Wider media reflections</li> <li>• Sources &amp; critical thinking:</li> <li>• How platforms work</li> <li>• Advertising</li> <li>• Online safety</li> <li>• School education around media literacy</li> </ul>	News topics  News providers  Current/recent news stories

<b>Online health and wellbeing / final reflections</b> <i>5 mins</i>	<ul style="list-style-type: none"> <li>Positives /negatives of being online</li> <li>Recap on hopes for the future</li> <li>What would be an 'ideal' internet? What would they change in their current online activities?</li> </ul>	
<b>Parents</b> <i>10 mins</i>	<ul style="list-style-type: none"> <li>Updates to family life</li> <li>Education &amp; schooling</li> <li>Online activities / online safety</li> <li>Reflections on responsibility for positive online experiences</li> <li>How do they see an 'ideal' internet?</li> </ul>	
<b>Diary task setup</b> <i>2 mins</i>	<ul style="list-style-type: none"> <li>Researcher to explain different components of tracking tasks to parent and child, and ensure capture of key behaviours</li> </ul>	
<b>Consent, social media tracking and close</b>	<ul style="list-style-type: none"> <li>Researcher to go through consent forms and social media tracking with respondent and parent / responsible adult</li> </ul>	

## Introduction and life updates (15 mins)

Researchers to prompt respondents to:

- Use a mic
- Do the call in the quiet room
- Use a laptop / desktop

**Researchers to pin respondents on zoom and record the call**

### Lead question: How have you been since we last spoke?

- What's the biggest thing that's happened to you since the summer?
- How's school / college / work?
- How's your family?
  - Has anything new happened since our last interview?

### Lead question: Can you tell me about what you're up to at the moment?

- Can you talk me through a typical weekday?
- How have you been spending most of your time?
- [If relevant] Where does school fit into your day?
- Can you talk me through a typical weekend day?
- What sort of hobbies are you doing at the moment?
- Have you tried anything new recently?
- How do you feel about your routine at the moment?
- What's your favourite part of it?
- Is there anything you don't enjoy or find frustrating about your routine?
  - Why is this?

DATA CAPTURE:  
Weekly routine

- Is there anything that you'd like to change about your routine?
- How might you go about doing this?

Observation Point (throughout): What is their general wellbeing like? Seeming positive? Happy or Sad?

**Lead question: What has been on your mind recently?**

- How are you finding school / college / at the moment? *[May not be relevant for all, e.g. respondents in work]*
- What is going well?
- Are you finding anything difficult?
- What are the big things that are coming up this year?
  - PROBE: Exams, moving between classes, competitions
- How are you feeling about this?

**Lead question: How are you spending time with your family at the moment?**

- What kind of things are you doing together?
  - PROBE: Going out, watching TV, meals, sports, chores
- How well is everyone getting on at the moment?
  - PROBE: Any clashes?
- How do you stay in touch with family when you're not together?
  - PROMPT: Calls, Social Media, Facetime

**Lead question: Can you tell me about your friends?**

- Who are you closest friends with at the moment?
- How do you spend time with your friends?
- Are you doing anything new together?
  - PROMPT: Using new ways to communicate, playing new games together, new areas of interest
- How often do you speak to them?
- How much do you speak to them online compared to in person?
- To what extent has your friendship circle changed in the last few months/ years?
  - PROBE: Becoming less close to certain people / making new friends
- Why do you think this has happened?
- Have you made any friends online in the last year?
  - Are these people you did not know before?
  - How did you meet them?
  - Probe: gaming, social media, etc

DATA CAPTURE:  
Social Network Map

**Lead question: What are you looking forward to at the moment?**

- How are you feeling about the coming year?
- What are you feeling positive about?
- What are you feeling negative about?
- Is there anything you're trying to achieve at the moment?
- How is this going?
- What is helping you achieve this goal?
- Is there anything that stops you or makes it more difficult to achieve this goal?

**Lead question: What technology do you use?**

- Do you share these with anyone else?
  - If so, who?
- When did you get it?
- Who got it for you?
- How often do you use it?
- What do you like / dislike about it?
- What's your favourite device at the moment?
  - Why?
- Are you able to use all of your devices as you would like to?
  - PROBE: Necessary internet connection, privacy, shared access to devices

DATA CAPTURE:

Device audit

## Content, preferences and behaviours (20 mins)

### Overview of screentime

*Researcher to use this to inform subsequent sections*

**Lead question: What are your favourite activities at the moment?**

- How often do you do these activities?
- How do they fit into your routine?

**Lead question: What about your favourite online activities at the moment?**

- PROBE: gaming, social media, watching shows/TV, app, reading, streaming
- How often do you do these activities?
- How do they fit into your routine?
- Are you doing anything / looking at anything new recently that you weren't before?
  - PROMPT: reading, seeing more news, posting more etc.

### Content & platform preferences

**Lead question: What do you usually watch things on at the moment?**

PROBE: Different sources, including Netflix, Live TV, YouTube, Social Media, streaming platforms (*Respondent may see this as their primary place to watch things*)

*Researcher to repeat for main platforms mentioned:*

- What do you like about this platform?
- What do you dislike?
- What makes that platform different or more fun than others?

STIMULUS:

Platforms

**Lead question: What are you watching at the moment?**

- What do you like about this content?
  - Who makes this content?
  - Do you watch anything else from that creator? Why?
- Do you think the content you see is different or similar to your friends?
- Do you and your friends talk about what you watch?
- Do you ever do anything else while watching this?
- Do you ever use multiple screens when you are watching TV/gaming/on YouTube?
- Have you changed the content you like to view recently?
- How do you think what you watch now compares to a year ago?
  - Why do you think there is a difference between before and now?

**Lead question: How long do you spend watching content?**

- PROBE: short form (TV, Reels etc), long form (films etc)
- When do you tend to watch things?
- How does this compare to your friends?
- How do you feel about how much you watch content?

**Lead question: Do you ever watch content specifically to learn about new things?**

- PROBE: exercise videos, gaming hacks, news and politics
- Which online content creators do you like the best for learning about new things?
- What is it about their content that you like the most?
  - How often do you trust what they are saying?
  - How do you know if what they are saying is true?
- Do your friends watch similar content?

**Lead question: Do you ever listen to content?**

- PROBE: songs, radio show, music
- What device do you use to listen?
  - PROBE: smart speaker, phone, laptop, desktop, radio
- What platform do you use?
- Do you ever use the radio?
  - Where?
  - Probe: at home, in the car
  - How do you choose what to listen to on the radio?
  - Is this something you like to do by yourself with your family and/or friends?
  - What do you think about the radio compared to other devices?
- Do you have a smart speaker? Do you use this?
  - What do you use it for?
  - How do you choose what to listen to on the smart speaker?
  - Have you come across something that you didn't want to listen to?
  - What happened?

**Representation & relatability****Lead question: What do you think of the types of people who appear in the content you watch?**

- PROMPT: Characters in shows, or Content creators (e.g. YouTubers, Streamers)
- How similar do you think these people are to you?
  - PROBE: People their age, living in the same area of the country, doing the same sorts of things,
- How do you feel about this?
  - PROBE: Is it important to be able to relate to people?

**Lead question: Who are your favourite content creators?**

- PROBE: TV, social media (vloggers, people on Instagram, YouTubers, gamers, streamers)
- What do you like about them?

STIMULUS:

Content creators

- What kind of content do you think creators should put online?
- Are there any types of content that you don't want to see?
  - Why?
- Have you ever encountered them before?
- How did it make you feel? What do you think makes a content creator popular?
  - PROBE: The way they look, should they promote causes, give political opinions?
  - What kind of content do you want more creators to make?
  - If you were a content creator, what would you do?

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## Social media & gaming (35 mins)

### Social media habits:

**Lead question: What social media platforms do you use the most?**

- PROMPT: use stimulus showing different social media platforms, including more niche / unregulated ones

*Repeat for key platforms mentioned:*

- What do you usually use it for?
  - PROMPT: Catching up with friends, finding out about the world, passing time
- How long do you spend on it?
- When do you use it throughout the day?
- What do you like about it?
- What do you dislike?
  - PROMPT: Online drama
- Do you have any social media accounts that you have but don't use as much?
  - PROMPT: Facebook, Triller etc
- Why?
- When you do use it, how long do you spend?
- When you do use it, what kinds of things do you use?
- Why do you like using the other platforms more?

STIMULUS:  
Social Media Platforms

**Lead question: What features do you use the most on this platform?** *Repeat for key platforms mentioned*

- PROMPT: Likes, comments, filters, group chats
- What do you use these for?
- Do your friends also use these?
- What do you like or dislike about these features?
- Is there anything you wish the platform could do but doesn't?

STIMULUS:  
Social Media Features

**Lead question: What sorts of people do you follow?**

- What sorts of people do you follow?
  - PROMPT: Friends, organisations, celebrities
- What are your favourite accounts that you follow?
- Why do you like these?
- Are there any people that your friends follow but you don't want to?
  - Why?

**Lead question: What sort of content do you see?**

- PROMPT: Selfies, news, memes, funny videos, lifestyle images
- What do you like about these?

*Researcher to probe around more niche platforms (if mentioned)*

**Lead question: How did you hear about these platforms?**

- How did you first see these platforms?
  - PROBE: saw it elsewhere online, saw it on other social media, found out through friends, or directed from another site / link.
  - *If through other social media/elsewhere online/via a link:* What sort of thing did you first see on the platform?
  - Did you need an account to see the content?
    - *If no account:* What things are you able to see without an account?
    - What things can't you see if you don't have an account?
- Who uses these platforms?
  - Do your friends use them?
- What sort of things do you use them for?
- What sort of content do you see?
- What do you like about them?
- What do you dislike about them?
- Who else uses these platforms online?

**Lead question: Are there any trends on social media which are popular at the moment?**

- PROBE across different platforms: social justice issues, TikTok trends
- Where do you see these trends?
  - PROBE: Videos, pictures, captions, in people's bios
- What do you think of this?
- Have you joined in the trend?
- If so, why?
- Do you remember something that was trending a while ago but you've not seen much of now?
- Why do you think trends come and go?

**Lead question: What do you think makes someone popular online?**

- What does their content usually look like?
- Can you give me an example of someone who is popular online?
- What makes someone your age popular online?

**Lead question: How do you feel about how people look online?**

- How do the people that you see online tend to look?
  - Can you think of an example?
- Who do you think looks good? Who doesn't?
  - Why do you say so?
- How does this make you feel?
- Does it make you do anything differently?
- Do you think there are any positive / negative consequences of this?

## Online identity

**Lead question: What would you say your online profiles say about you?**

- How many profiles / accounts do you have on different platforms?
  - Probe around different platforms i.e.: Instagram – do they have a Finsta? Or a 'dump' account on Tik Tok?



- Can you show me something that you have posted recently?
  - Why did you post this?
- What are the key things that you think about when posting or sharing something on social media?
  - PROMPT with key considerations when sharing / posting something
  - Which is most / least important of these?
- What do you want other people to think when they see your profile?
- What is something you would not want people to see about you on social media?
- Do you take inspiration from anything/anyone when making your profile?

**STIMULUS:**

Considerations when  
posting / sharing  
something online

**Lead question: Do you have any goals on social media?**

- PROBE: Becoming popular / making new friends / expressing yourself / making money
- How are you working towards this?
- Is this something your friends are also interested in?
- Why do you want to achieve this goal?

**Lead question: How do you feel about how many followers you have online?**

- How many do you have?
- Do you have a goal of how many you would like to have?
- What is a really good amount of followers to have?
- Do you think it's important to have enough followers?
  - Why? Why not?

**Lead question: What sort of content do you like or comment on online?**

- How often do you comment on your friends' posts?
- Why do you do this?

**Lead question: How many likes or comments do you usually get on your posts?**

- What do the comments usually say?
- How does getting comments or likes make you feel?
- What is a good number of likes to get on a post?
- Do you ever worry about how many likes your post will get?
- How do you feel about likes not being shown?

**Online interaction and concerns****Lead question: Who do you tend to speak with on online?**

- [Researcher to ask about social media, search, gaming etc]
- PROBE: Known friends, new online friends, strangers
- Are you part of any online communities?
  - PROBE: Discord, reddit, Facebook groups, dating apps
- What types of people are in these communities?
- What do you talk about?
- Do you ever speak to people you don't know on social media?
  - What platforms does this happen on most?
- Who tends to start the conversation?
- What do you talk about?
- How does it make you feel?
- Do you ever get contacted by people you don't know who you don't want to speak to?
  - What platforms does this happen on most?
- What do say?
- How often does it happen?
- What do you in this situation?

**Lead question: Have you ever seen people being nasty, mean or unkind to each other on social media?**

- PROBE: Unpleasant / cruel messages/ posts, links to websites / pages that are negative, criticise others, trolling?
- Can you tell me about it?
- How did you/ your friends deal with it?
- Do you think people are more mean online or offline?
  - Why?
- When someone says 'online safety' what do you think that means?
- When someone says 'online harms' what do you think that means?

**Lead question: Have you seen anything online recently that worried you?**

*Researcher to prompt respondent with age-appropriate stimulus of harmful content they may have experienced online.*

*If they have experienced harmful content listed in stimulus:*

- What did you see?
- When did this happen?
- What platform was this on?
- How did this make you feel?
  - PROBE: Negative emotions
- Is this something that other people you know have also seen?
- What do they think of it?
- What did you do when you saw this?
  - PROMPT: Ignored it, reported it, told your parents / friends
  - Why did you do this?
- Are there particular platforms where you more regularly see things that worry you?

STIMULUS: Potential harmful content they may have seen – stimulus to be age-appropriate, e.g. self harm and unrealistic body images for 13+ respondents

*If they have not experienced harmful content listed, researcher to prompt with age-appropriate content – e.g. for 13+ Self harm and unrealistic body ideals:*

- Has anyone you know seen anything online that worried them?
- What do you know about this?
- What platform was this on?

**Lead question: what do you do when you see something that worries you or that you don't think is right?**

- Would you speak to someone about it?
  - If not, why?
- What kind of person would you trust to talk about your concern with?
  - Do you know of any organisations you could speak to or report content to?
- What would be an example of the sort of thing that would worry you online?

## Online privacy

**Lead question: What do you understand by the term 'online privacy'?**

- Do you think being private is important?
- What are the risks around not being private online?
  - PROBE: Scams, Identity fraud, advertisements, damage to your reputation

**Lead question: How private are your social media accounts?**

- When you first created the account, did you set it to public or private?
  - Why?
- What are your accounts set to now?
  - Probe – If change, why is this?

- How does this compare to your friends?

## Gaming routine, attitudes and behaviours

**Lead question: What games are you currently playing or streaming?**

STIMULUS:  
Gaming Prompts

- Can you tell me about them?
- How do they work?
- What do you like about them?
- What do you dislike about them?
- How often do you play games?
- How much time do you spend gaming vs. other things?
  - PROBE: social media, spending time family/friends, other hobbies, etc.
- Who do you play with?
  - PROBE: Alone, friends, strangers
- Why do you like playing with these people?
- Do you have any gaming friends you've never met?
  - How do you keep in touch with them?
  - Probe: games, chat function, other platforms
- Have you ever had any strange interactions with people online whilst gaming?
  - If so, what happened?
  - How did you react?
  - Did you do anything about it?
  - How did this make you feel about gaming?
- How does your gaming compare with your friends?
- How does gaming make you feel?
  - PROBE: Escapism, Fantasy, Teamwork, Fast paced, Competition, Frustration
- What do you like most about gaming?
- How does gaming compare with other online usage?
  - Is there anything you prefer about gaming compared to other online platforms?
  - Is there anything you prefer about gaming compared to other activities/hobbies?
- Are there any times where you have feel frustrated when gaming?
  - If so, when?
  - Why?

**Lead question: Do you like gaming with your friends / family?**

- How often do you play with your friends?
- Do you play the same sorts of games?
- Do you prefer gaming alone or with friends? Why?
- How much do you talk to your friends whilst gaming?
- How important is gaming in your friendships?

**Lead question: How has the way you game changed?**

- Do you have any new devices or ways of playing them?

## Media Literacy (30 mins)

### News habits & attitudes

**Lead question: How do you learn about what goes on around the world, in the UK, or closer to home?**

- PROBE: news, social media, parents, school, books
- How do you hear about what's happening?
  - What kind of news is it? PROBE: local, national, global
- What kinds of stories do you see/hear about?
  - PROBE: sports, current affairs, politics, climate change, celebrities
  - Do you want to hear about these things?
  - How interesting do you find them?
  - Are they in the background?
  - Do you search for these stories?
    - If not, how do you come across them?

STIMULUS:

News topics prompts

*NB researcher to observe the range of stories they are exposed to*

- Where do you see these? (platforms, channels, websites, apps)
- Who do you see them with?
  - PROBE: family, friends?
- How much do you talk about current affairs with family and friends?
- How would you define news? What counts as news?
  - Probe: politics, social media drama, celebrities etc
  - Why do you think [xxx] counts as news?
  - What about [something else]?
- Do you ever look for certain types of news?
  - If so, what? How?
- Where did you find out about these sources?
- What do you think of them?
  - PROBE: interest, fun, trustworthiness, age-appropriate, biased
- Can you think of a news story that you've seen recently?
- What was this?
- Where was this?
- What did you do when you saw this?
  - PROBE: Read up in detail, shared it, talked to friends and family about it
- Have you seen a piece of news recently that has worried you?
  - What was it? Where was it?
  - Why did it worry you?
  - What did you do afterwards?

STIMULUS:

News articles prompts

**Lead question: What do you think about following the news in general?**

- PROBE: Importance, Enjoyment, Relevance
- What are the advantages of following the news?
- What about the disadvantages?
- How similar is this attitude to your friends/family?
- How has this changed over the last few months?
  - PROBE: willingness to engage, time spent engaging, who engaging with, types of story think are important, sources
- Do you ever talk to your friends and family about things happening in the news?

## Sources & critical thinking

**Lead question: Do you ever see/hear something that is untrue/exaggerated online?**

- How reliable do you think the online sources you look at are in general?
- Why do you say that?
- What makes you trust a piece of content?
  - What about it makes it trustworthy?
- How common is it that something might be false in these places?
- What kind of things make you distrust something online?
- Have you ever seen something that you thought was untrue/exaggerated?
  - If so, what was it? How did you react to it?
  - Why did you think it was untrue/exaggerated?
  - Why do you think someone would share it if it is untrue?
- What are the signs that something might be untrue/exaggerated?
- If you saw something and you weren't sure if it was true, how would you work it out?
  - PROBE: asking, googling, fact checking specific elements, checking dates, pictures

STIMULUS:  
News sources

**Lead question: Do you ever see/hear something that is untrue/exaggerated on other forms of media?**

- PROBE: social media, gaming, internet more generally, radio, tv, newspapers
- *Researcher to repeat appropriate questions above concerning critical thinking about platforms mentioned*

## How platforms work

**Lead question: Can you show me a few platforms you like using online?**

- *Researcher to be taken through a couple of the respondents' favourite platforms*

**Lead question: How do you choose what to watch or read or play online?**

- What makes you want to engage with certain content?
  - PROBE: aesthetics, length, topic, person, etc.
- Why do you click or watch some things but not others?
  - Does this change across different platforms?
- What things tend to put you off engaging with something?

**Lead question: Where might you hear about things you're interested in online?**

- PROMPT: friends, other online users, adverts, family, trends, links from other platforms.
- Which of these is most influential on what you engage with?
- Why?
- What sort of things do your friends like online?
- How similar is the content you engage with to that of your friends / siblings?
- How much do you discuss what you each see online?

**Lead question: Why do you think you're seeing the content that you're seeing?**

- How much do you look for content when you go online?
  - PROBE: actively searching vs. passively consuming
  - (If actively searching) What motivates you to look for it?
- Do you feel that you sometimes see things that you don't search for?
  - What kind of things?
  - Why do you think this is?
- Do you generally like the content you see online?
- How varied do you think the content is that you see online?

- Are there things you'd like to be seeing more of?
  - Why do you think you're not seeing it now?
- Are there things you'd like to see less?
  - Why do you want to see less of it?

## Advertising and online purchasing:

### Awareness of sponsored search results

#### **Lead Question: What do you think about the results on this Google page?**

- Can you describe the page?
- Why do you think it is showing you these results?
- Why do you think there are there pictures on the side?
- If you googled this, which result would you click on and why?

#### STIMULUS:

Screenshot of shoes –  
google search page

#### **Lead question: How often do you see adverts?**

- Where do you see these?
  - PROBE: online, Social media, TV, apps, games, vlogs, elsewhere
- What kinds of adverts do you see?
  - Brands, styles, formats, age-appropriateness
- How do you feel about these adverts?
  - Like/dislike them? Read/ ignore?
  - How much do you notice them?
- What are the signs that something is an advert?
  - NB researcher to probe around sponsored content from influencers
- Can you show me an example?
- What can you tell me about sponsorship/ sponsored content?
- How often do you see sponsored content?
- What do you think about it when you see it?

#### STIMULUS:

Advertisements

#### **Lead question: Have you ever bought something online?**

- If so what? How?
- Why did you buy it?
- Did you ask for permission/check this with anyone else first?
- How did you know the person who was selling you something was trustworthy?

#### **Lead question: What can you tell me about reviews for products online?**

- How often do you look at these?
- How useful do you think they are?
- Have you ever bought something or not bought something based on reviews?
  - Why?
  - What about the review persuaded you?

#### **Lead question: What can you tell me about reviews and ratings for content online?**

- How often do you look at these?
- How useful do you think they are?

## Online Safety

**Lead question: How often do you talk about your online life with your parents?**

- Do you ever have to teach them how to use things or do certain things?
- Do you wish your parents knew more about being online?
  - Why?
- What about other people you know? What about your siblings?
- How much do you think they know about what you get up to online?
- Do you ever go on any platforms that you think they would prefer you not to?
  - How have you done this? (probe around parental control tools)
- Are you aware of any controls that your parents/guardians have set up around what you can do online?
- If so, what?
- Why do you think some parents have controls around what children can do online?
  - What are the good things about this?
  - What are the bad things?
- How much do you think your parents understand about online platforms/activity?
- If you had an issue online, do you think your parents would be able to solve it?
  - Why do you think this?

**Lead question: What do you know about online safety?**

- Who do you trust to talk to about online safety?
- Do your parents talk to you about online safety?
- What sort of things do they say?
- What do you think of this, do you find it useful?
- What have you learnt at school about online safety?
- How often do they talk about it?
- What sort of things do you learn about?
  - PROMPT with topics mentioned above
- How do you feel about this?
  - PROBE: is it up to date, do you find it relevant?
  - Do you wish you were told more about online safety?

## Educational reflections

**Lead question: Does school ever teach you about how things work online?**

(If yes)

- What sort of topics do you they teach you about?
- How often do they teach about these things?
- How well do you think they understand the online world?
- How well do you think they teach you about online activities?

(If no)

- Would you want them to teach you about online activities/media?
- Where else do you learn about these things?

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## Online health and wellbeing / final reflections (5 mins)

**Lead question: What is the best thing about doing stuff online/ being online?**

- What do you like doing the most?
  - Why do you like this?
- How much do you enjoy spending time online?
- What things have you learnt about being online?
- What things do you think it allows people to do that you can't do otherwise?

**Lead question: Do you think spending time online has any negative impacts?**

- PROMPT: Impact on other friendships / other hobbies, self-esteem
- Does anything worry you about your online life?

**Lead question: How much time do you think people your age usually spend online?**

- How do you feel about the amount of time you spend online?
- Do you think this is similar to other people your age?
- How do you feel about your online and offline balance?
- Are there any differences in how you act online and offline?
- What would your day look like without being online?
- Is there anything you'd like to be doing more of online?
  - What about less?

**Lead question: How much time do you think your parents/guardians spend online?**

- Do you think this is similar to other people your age?
- How do you feel about the amount of time your parents spend online?
  - Why do you say this?
- Do you ever wish that your parents/guardians spent less time online?
  - Why do you say this?

**Note to researcher:**

This question will be asked in interview 2 if not asked in interview 1 (it will be added to DG2 to make sure this happens)

**Lead question: If you could change anything about the internet, what would you change?**

- What would you change about social media?
- Why do you say this?
- What would you change about how you watch things?
- Why do you say this?
- What would you change about the games you play?
- Why do you say this?

## Overall reflections

**Lead question: What would you say the best things in your life are at the moment?**

- What are you excited about at the moment?
- What do you worry about at the moment?

**Lead question: What are you most looking forward to in the future?**

- What goals or ambitions do you have?

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## Parent interview (10 mins)

### Updates to family life:

**Lead question: How is family life at the moment?**

- Have there been any changes to your home/family/work?



**Lead question: How has XX been doing?**

- What are XX's newest interests?
- What are they doing with the majority of their time?

**Education & schooling:****Lead question: How is XX doing at school / college?**

- How much of XX's schooling is happening remotely/online?
- How well is this working?
- How are they doing academically?
- How are they doing socially?
- Have there been any significant changes for them since last year?

**Online activity:****Lead question: How do you feel about your child's online life at the moment?**

- Have you noticed any changes in their behaviour?
- How do you think the way that your child uses technology compares to other children?

**Lead question: Do you have any worries about your child being online at the moment?**

- Have you changed any rules around their use of technology?

**Lead question: How much do you feel you understand about your child's activity on social media?**

- PROMPT: different platforms, types of content they engage with, things they do on those platforms, people they talk to, etc.

**Lead question: How much do you feel you understand about your child's gaming activity?**

- PROMPT: different platforms, different games, things they do on those platforms/games, people they talk to, etc.

**Lead question: Where do you learn about online safety?**

- PROMPT: Through school, online resources, other parents
- How useful do you find this information?
- Have you ever researched something about online safety?
  - What was it?
- What do you think makes a good online safety resource?
- Has your child ever spoken to you about being safe online?
- How confident do you feel about your children's online activities?

**Lead question: Whose responsibility do you think it is to make sure your child has a safe and positive experience online?**

- How much responsibility do you think you should have?
- How much responsibility should social media platforms / tech organisations have?
- Have you seen anything in the news about the role of these organisation in keeping children safe online?
- Do you think anything about their online activity has changed since we last spoke?

**Lead question: If you could change anything about the internet, what would you change?**

- What would you change about platforms/games that your child uses?
- Why do you say this?

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## **Diary task set up (2 mins)**

*Researcher to walk respondent and parent through the diary task, explaining the different activities, and ensuring they capture key behaviours of interest.*

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## **Close, consent and social media tracking**

*Researcher to talk parent and respondent through consent forms, remind them about the safeguarding process, and explain social media tracking.*

*Researcher to thank respondents and close interview.*

# Follow up interview

## Objectives for the follow up guide

- Encourage respondents to reflect on their behaviour captured during the tracking phase (diaries, screen record and social media tracking)
- Explore and gather more data on emerging themes from analysis
- Gather overall reflections on positives and negatives of media usage and online life
- Explore aspects of media literacy after initial testing for all other areas that are relevant to content the respondent sees
- Ask the respondent questions that are pertinent to their own activity and the things we have learned specific to them from the diary tasks and screen record / social media tracking

## Guide Overview (Total time ~ 1hr)

Section	Objective
<b>Catch up</b> <i>2 mins</i>	<ul style="list-style-type: none"> <li>• Make the respondent feel at ease</li> <li>• See what has happened since interview I               <ul style="list-style-type: none"> <li>○ Has anything changed at home or at school?</li> </ul> </li> </ul>
<b>Media Literacy Scenarios</b> <i>15 mins</i>	<ul style="list-style-type: none"> <li>• Showing Ofcom's Media Literacy scenarios to test the child's awareness of adverts and critical thinking around online information and social media profiles</li> <li>• Researcher to test four different stimulus materials relating to awareness of sponsored search results and social media content, as well judgment of social media profiles and online information / misinformation</li> </ul>
<b>Diary task and screentime review</b> <i>5-10mins</i>	<ul style="list-style-type: none"> <li>• Get their overall reflections on the diary task               <ul style="list-style-type: none"> <li>○ Is there anything that may have surprised them about their activity?</li> <li>○ Was there anything unusual during that week?</li> </ul> </li> <li>• Gather their reflections on screen time               <ul style="list-style-type: none"> <li>○ How did this compare to what they expected?</li> <li>○ Was there anything unusual during that week?</li> <li>○ Reflections on screentime makeup (i.e.: TV, online, gaming)</li> </ul> </li> </ul>
<b>Social Media tracking review</b> <i>5-10 mins</i>	<ul style="list-style-type: none"> <li>• Encouraging respondents to reflect on their behaviour seen during social media tracking               <ul style="list-style-type: none"> <li>○ What were their reasons for posting what they posted?</li> <li>○ What thoughts go into how they present their profile?</li> <li>○ Was there anything they thought about posting but didn't? Why?</li> </ul> </li> </ul>
<b>Reviewing screen record</b> <i>10 mins</i>	<ul style="list-style-type: none"> <li>• Reviewing their screen record with them and asking follow-up questions based on the <u>specific content</u> they viewed               <ul style="list-style-type: none"> <li>○ Researcher to probe around what content the respondent saw, their views on sponsored ads, any specific features they engaged with most, what they think about various different accounts they follow, etc.</li> <li>○ Researcher to probe around how they feel about what they view and if anything in particular makes them feel uncomfortable or weird</li> </ul> </li> </ul>

<b>Asking about themes and content seen across the sample</b> <i>15 mins</i>	<ul style="list-style-type: none"><li>• Discussion of key types of content and media we saw across the sample.<ul style="list-style-type: none"><li>○ Researcher to ask respondent if they have seen or engaged with certain types of content and probe further about key areas of interest which have emerged through analysis.</li></ul></li></ul>
<b>Analysis themes specific to this individual / demonstrating key behaviours</b> <i>10 mins</i>	<ul style="list-style-type: none"><li>• Deep dive into <u>certain behaviours</u> the researcher has seen in screen record and social media tracking<ul style="list-style-type: none"><li>○ Researcher to have selected some behaviours to explore further (e.g. use of Discord, specific editing app)</li><li>○ Researcher will ask respondent to screenshare and show them what they do when exhibiting these behaviours</li></ul></li></ul>
<b>Online health and wellbeing</b> <i>5 mins</i>	<ul style="list-style-type: none"><li>• Going over how they portray themselves online and how they feel about being online. Researcher to probe around:<ul style="list-style-type: none"><li>○ Their perception of their usage / engagement with online activities and how these have changed</li><li>○ Online safety concerns</li><li>○ Social aspects of using devices</li><li>○ Any changes they might have experienced since last year</li></ul></li></ul>

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## Catchup (2 mins)

**Lead Question: How you been since the last interview?**

- Has anything exciting or new happened?
  - At home?
  - At school?

*Researcher to follow up on anything they said would be happening between the interviews*

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## Media Literacy Scenarios (15 mins)

**Researcher to refer to stimulus throughout this section**

**[Suitable for all respondents]**

Awareness of sponsored search results

**Lead Question: What do you think about the results on this Google page?**

- Can you describe the page?
- Why do you think it is showing you these results?
- Why do you think there are there pictures on the side?
- If you googled this, which result would you click on and why?

**[Suitable for respondents 12+]**

Judgement of social media profiles

**Lead Question: What do you think of this social media profile?**

- Is there anything you think that's a bit different or strange about it?
- Would you follow this page?
  - Why?
- What do you think about the ratio of posts to followers / following?
- What do you think about the bio?
- Do you think this account is real? Why?

Awareness of influencers / paid partnerships

**Lead Question: What do you think of these posts?**

- What do you like about them?
- How similar are these posts to ones that you might see on your own social media feed?
- What do you think about the products in the posts?
- Why do you think the person wants to say good things about the product?
- How much do you trust their opinion on the products? Why?

Judging information online [NHS]

**Lead Question: What do you think of the information on this social media post?**

- Do you think this is trustworthy?
- Do you think it's genuine?

- What makes it trustworthy / untrustworthy?
  - Probe: verification, number of likes, logo, professional design etc.
- Is there anything on these images that make you doubt your opinion?

### [Suitable for respondents 16+]

#### Confidence in identifying scams

#### **Lead Question: What do you think of this email?**

- Do you think this is trustworthy?
- Do you think it's genuine?
- What makes it trustworthy / untrustworthy?
  - Probe: verification, number of likes, logo, professional design etc.
- If you received this email, what would you do?

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## Diary task and screentime review (5-10 mins)

*Objectives: Get their overall reflections on the diary task and gather their reflections on screen time*

#### **Lead Question: How did you find doing the diary task?**

- Was there anything that surprised you when you doing it?
  - PROMPT: Time spent doing certain things
  - How did you feel about this?

*Researcher to ask respondent to share their screen and **access their screentime for the diary period.***

- How do you feel about the amount of time you spent online for those 6 days?
  - Was this what you expected?
  - How do you feel about the split between how much time you spent on different online activities? (Probe: gaming, on the phone, radio, watching TV)
  - Was there anything unusual or different during this period?
  - Were you surprised by anything?

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## Social media tracking review (5-10 mins)

*Objective: Encouraging respondents to reflect on their behaviour seen during social media tracking*

*Researcher to share screen to prompt respondent with specific content seen in social media tracking*

#### **Lead Question: Tell me about [posts / stories seen during social media tracking]**

- Why did you decide to post this?
- Did anyone inspire you to make this post?
  - Do you ever feel pressured to make certain posts?
- How did you decide on a caption / editing the photo / the dance performed?
- How did you feel about the reception the post received?
  - PROMPT: Bio, profile picture, number of posts

**Lead Question: What do you normally think about or consider before posting something?**

- Has there been a time recently when you wanted to post something but then decided against it?
- Can you describe the photo / video / piece of content?
- Why did you decide not to post it?

**Lead Question: Tell me about your profile**

- How did you decide to make your profile like this?
  - PROMPT: Bio, profile picture, number of posts, pinned stories
- Did anything inspire you to do this?
  - Who / what?
- What do you think your profile says about you?

**Lead Question: Tell me about this person you follow?**

- What type of content do they post?
- Do you remember the first time you encountered their account?
- Why did you decide to follow them?
- How much do you engage with their content?

*Researcher to prompt respondent to reflect if their behaviour differs from what stated in interview /*

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## Reviewing social media screen record (10 mins)

*Objective: Reviewing their screen record with them and asking follow up questions based on their behaviour*

*Researcher to share screen to prompt respondent with specific content seen in social media screen record tasks, e.g. posts from friends, ads, news stories*

- What did you think of this content at the time?
  - What did you like / dislike about it?
  - How did seeing this piece of content make you feel? [ Probe: weirded out, uncomfortable, funny, confused, interested]
- What did you think about the person / organisation who posted it?
- How does this compare to what their friends see/ do?

*Researcher to repeat for sponsored content / ads*

- What did you think of this bit of content?
- Where did it come from?
  - What do you think about that?
- How do you feel seeing this bit of content?
- Do you want to see more or less of it? Why?

*Researcher to prompt respondents with features they used, e.g. likes, friend requests, snap streaks*

- Can you tell me about why you used this feature?
  - When and where did you learn how to use this feature?
  - How has this feature (or the way you use it) changed over time?
- What do you like / dislike about it?

*Researcher to repeat for different favourite accounts shown*

- How long have you followed this account?
  - Where did you first hear about them?

- What do you like about this account?
  - PROBE: Funny, educational, aspirational
- Do your friends follow this kind of account?

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## Asking about themes and content seen across the sample (15 mins)

Objective: To gather more data about trends and types of online content seen in the first round interviews

**Lead question: Have you ever seen any of the following types of things online?**

- Transition videos
- Videos of mini things
- Online debates
- Videos or pictures about mental health
- Online challenges
- Pictures or videos raising awareness about something
- Self-help advice
- Information on social and political issues
- Content related to your hobbies or passions
- Fan fiction content

### Stimulus:

Flashcards showing the types of content

*Focus in on 2 or 3 trends or types of content (underlined above) which the respondent says they have seen.*

**Lead question: Tell me a bit more about XX kind of content that you see.**

- How common do you think it is for people to make and share content like this?
- What kind of content creators are making these kinds of content?
  - Who do you think follows content creators like this?
  - Do you follow anyone specifically because of the content they share related to XX?
- How frequently will you see things like this?
  - How do you come across content like this?
  - How do you feel when you see content like this?
- Have you learned anything new from the things you have seen?
- How much does what you see influence your life and actions offline?
- Have you ever searched for more content like this? How? Why?

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## Analysis themes specific to this individual / demonstrating key behaviours (10 mins)

*Researcher to have selected some behaviours to explore further and ask them about these*

**Lead Question: Can you tell me about XX?**

- Where did you first hear about this?
- Can you talk me through how it works?
- What do you think of this?

*Researcher to have selected some behaviours to explore further (e.g. use of Discord, specific editing app) and ask the respondent to screenshare and explain what they are doing:*



**Lead Question: Can you tell me about what you're doing?**

- What do you like about this?
- Is there anything you dislike?

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**Online health and wellbeing (5 mins)**

*Objective: Collecting Final reflections on how they feel about being online*

**Lead Question: How do you think people tend to treat each other online?**

- PROBE: Is this different to offline?
- How do you feel about the way people behave online?
- Do you ever feel pressure to behave in different ways when you are online?

**Lead Question: How much time do you think people your age usually spend online?**

- How do you feel about the amount of time you spend online?
- Do you think that spending time online impacts the rest of your life?
  - In what way?
- Changing friendships / impact on other hobbies
- What do you think about this?

**Lead Question: Do people your age ever do things to limit the time they spend online?**

- Have you ever thought about this?
  - Why / why not?
- What do you think the benefits of this would be?
- Have you heard of things like digital detoxes?
  - What do you think about it?

**Lead Question: How safe do you feel online compared to last year?**

- What about 3 years ago?
- Why do you say this?

**Lead Question: If you could change anything about the internet, what would you change?**

- What would you change about social media?
  - Why do you say this?
- What would you change about where you watch things?
  - Why do you say this?
- What would you change about the games you play?
  - Why do you say this?