



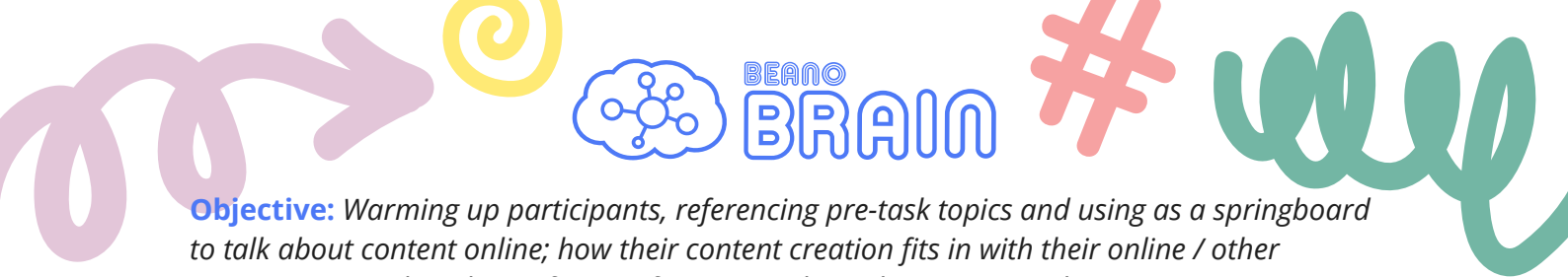
Project Lizard Discussion Guide (Creators)

GUIDE OVERVIEW

Depth Interviews: 15 x pre-tasked 60-minute interviews

Section	Duration	Time Lapsed
<p>A. Introduction: <i>Warming up participants, referencing pre-task topics and using as a springboard to talk about content online; how their content creation fits in with their online / other interests. Reminding them of core information about the project, and setting expectations.</i></p>	10 mins	[10 mins]
<p>B. Setting the Scene: Livestreaming Behaviours <i>Setting the scene by painting a picture of their livestream creating behaviours (including features and functions they engage with) and exploring foundational vocabulary to use for remainder of conversation.</i></p>	10 mins	[20 mins]
<p>C. Motivations & Attitudes to Livestreaming <i>Understanding the role livestreaming plays compared to other content and what prompts them to create.</i></p>	10 mins	[30 mins]
<p>D. Livestreaming Experiences <i>Understanding the positive and negative experiences livestream creators have had. Exploring impact of 'liveness' of experiences on harm intensity/risk level when creating livestreams. Understanding their awareness of the risks as creators.</i></p>	20 mins	[50 mins]
<p>E. Reflecting on the Emotional Impact <i>Going beyond the specific examples to reflect on the emotions associated with creating livestreams at a general level, and its impact on children's lives within and beyond the creation itself.</i></p>	5 mins	[55 mins]
<p>F. Wrap-Up <i>Closing the conversation in a positive way and briefly discussing how kids would like to see the space evolve in future, as a creator.</i></p>	5 mins	[60 mins]

A - Introduction [5 mins]



Objective: Warming up participants, referencing pre-task topics and using as a springboard to talk about content online; how their content creation fits in with their online / other interests. Reminding them of core information about the project, and setting expectations.

Moderator to introduce self

- Hello, nice to meet you, my name is XXXX
- Thanks for being a part of our project & the work you've done so far
- I'm going to be chatting to you and asking you questions today – but first of all I've got some important things to share and check with you

Flag that the session will be recorded, but will be confidential / only accessible to those directly involved in project

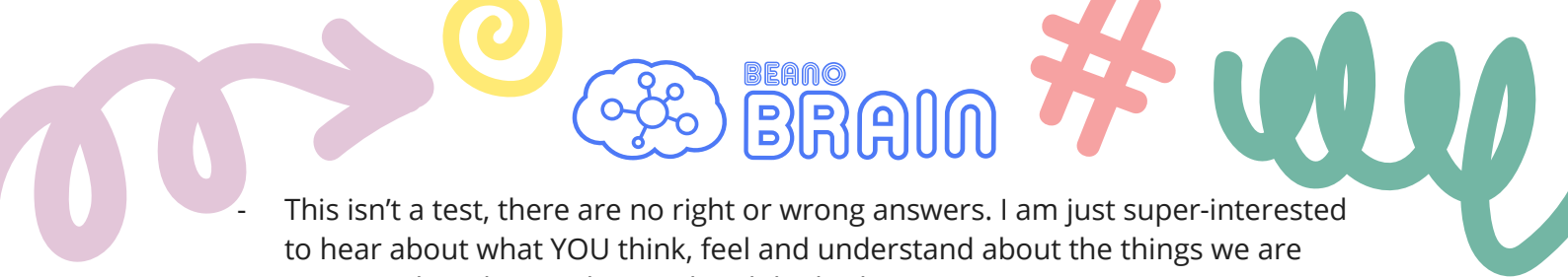
- I am going to record our chat today so that I can remember everything you've said – is that OK with you?
- The video recordings will be stored securely in line with GDPR guidelines.
- The exact details of this can be found in your consent forms, along with a research contact details should you have any questions afterwards.

Explain Beano Brain is a market research agency, independent from our client (who we are running the research for).

- I work for a company called Beano Brain. Beano Brain is an insight agency – a group of researchers that help companies understand what different people think about different topics. It's my job to find out what kids and adults feel about a whole range of things and get your real opinions.
- For this research, we (Beano Brain) are partnering with Ofcom, who is the UK's regulator for communication services(which includes the internet). This means it is like a referee for the internet in the UK. It sets rules about how websites and apps should keep children safe online.
- **Check understanding and freely given consent:**
- Today I'm going to be asking you about your online creating behaviour / what you create online including livestreaming – do you know what I mean when I say that?
 - o *Moderator to check understanding & clarify if needed*
- I want you to know that it's your choice to take part, so can you tell me if you are happy to chat with me about those things today?
 - o *Confirm they are happy, if not suspend interview*

Lay out ground rules:

- I'd like us to agree on some things if that's OK?
- I will listen very carefully to everything you tell me. Can you please be honest when you answer my questions?



- This isn't a test, there are no right or wrong answers. I am just super-interested to hear about what YOU think, feel and understand about the things we are going to chat about – the good and the bad.
- If you don't understand something or if anything I ask makes you feel uncomfortable, please tell me. We can pause/stop the interview at any time.
- We want to hear from you only today but if you'd like a parent or guardian to be with you or near you, that's absolutely fine.
- I will answer any questions you may have for me.

Flag presence of observer colleagues (if applicable)

- There are people that I work with that will be watching and listening to our conversation today. They won't be taking part, they are just interested in what you have to say. Is that OK with you?

[MODERATOR TO GET VERBAL CONSENT FROM CHILD AND ONLY AFTER THAT LET OBSERVERS INTO THE SESSION]

Ok, let's start! First, I'd like to chat about the online world project you completed for us – how did you find doing it?

- Thinking about your moodboard / images you sent, how would you sum up how you spend your time online? The sort of content you like to watch?
 - o What have you spent time watching lately? Has that always been the case?
- What platforms / apps play the biggest role in your online world? Why those?
- How long would you say you spend overall online, in the average day? Week?
 - o How much of that time is spent creating content and how much time is spent viewing content?

Note for moderators: Listen out for organic mentions of livestreamed content within their general online worlds.

B - Setting the scene: Livestreaming behaviours [15 mins]

Objective: *Setting the scene by painting a picture of their livestream creating behaviours (including features and functions they engage with) and exploring foundational vocabulary to use for remainder of conversation.*

- For the rest of the conversation, we're going to specifically focus on you as a livestream creator. Can you tell me **how livestreaming fits into your wider online world?**
 - o Moderator to refer back to the previous section's discussion on their online world
 - o Do you remember roughly when you started creating livestream content? What made you start?



- How did you start (e.g. did you start by creating other types of content or start by creating livestreams)
- Do you want to become an influencer/ do this professionally, or is it just for fun (or something else?)
- **Do you call it livestreaming**, or do you call it something else?
 - Tell me about any other language you use to talk about livestreaming, other livestreamers, livestreamed content you create or any of the things you can use/ do when creating livestreamed content?
 - How about different features and functions? By features and functions, I mean anything that you can do whilst creating a livestream - for example, liking, commenting, gifting. What would you call these features / functions?
 - What about non-livestreamed content you might create – e.g. do you call it non-live / regular / recorded content, or something else?
 - *Moderator to adopt any vocab shared for the remainder of chat*
- Paint me a picture of your **last livestream-creating moment on your most-used platform**
 - *When this was, where they were, volume of people viewing, what the content was you created, platform created on, device, features/ functions used?*
 - [Moderator to prompt on all the stages involved as a creator – from start, to finish]*
- **Tell me about the livestreamed content** you create (*Moderator to prompt, based on their responses to screener Qs i.e. types of content created etc.,*)
 - Any genres in particular?
 - What platforms do you create livestreamed content on? (*Refer to screener responses*)
 - What features & functions do you use as a creator? Any that you are aware of, but do not use? Why not?
 - *Moderator to take note of anything livestream-specific vs overall online world – i.e. how do livestream genres created tally up to overall genres created?*
- **How often** would you say you create livestreams? How long do you tend to spend creating livestreams in one go? (*Refer to screener response re how often they create*)
 - How much of your time online is spent creating livestreams? (*Moderator to refer back to earlier discussion re how much time they spend online overall*)
 - When do you tend to create livestreams – any particular moments across the day / week?
- **Paint me a picture of your livestream creating setup(s)...** Any places in particular you tend to create livestreams? Is anyone else ever around when you're creating these?
 - How does this compare to when you're creating non-livestreamed content?

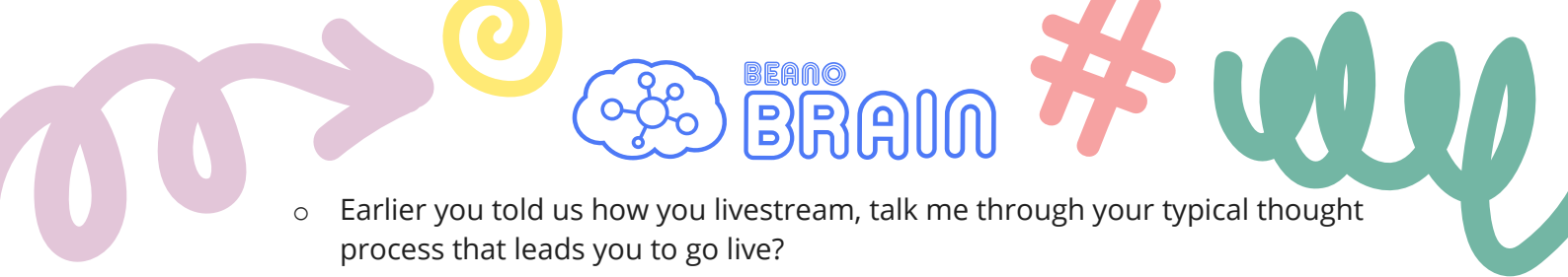


- Are there any restrictions on what you can and can't do on livestreams as a creator? (e.g. *interacting with viewers, any functions/features*)
 - [If yes] Why are those things restricted for you? – *Allow spontaneous response and then prompt around their age/parental settings, etc*
 - Are there any differences between platforms?
- How many followers/ subscribers do you have as a creator?
 - Do you want to increase the number of followers/ subscribers you have? Why/ why not?
 - [If yes]: How would you go about increasing your following/ subscribers? What would you do first? (would they tell their friends, create posts online to share profile etc.,)
 - What sorts of people follow you / like to watch your livestreams?
 - What sort of content do they like to see from you?

C - Motivations for & attitudes to creating livestreams [10 mins]

Objective: *Understanding the role livestreaming plays compared to other content and what prompts them to create.*

- Now I want to compare the role of creating livestream content specifically, compared to the non-live content you might create... remind me of some of your favourite non-live content? (*prompt: examples from pre-task*)
- Now I want you to think back to your livestream creating – what's the difference for you? What's the point of creating livestreams vs non-live/recorded?
 - *Moderator to explore the pros and cons of each*
 - If you had to pick, what would you say you prefer overall? Why?
 - As a creator, do you ever upload content you've livestreamed for people to watch non-live – (as a recording)? Or even recorded content to show during a livestream?
 - If you have not, would you ever do this as a creator? Why/why not?
 - How is it different to creating 'regular' content that wasn't ever a livestream?
 - How is it different to creating livestreamed content 'in the moment'?
- Tell me about your favourite thing about creating livestreams?
 - How about your least favourite thing? How, if at all, does that change / influence your livestream creator behaviour (does it make you want to stop?)
- Thinking about the moments when you create livestreams – how does it actually happen?



- Earlier you told us how you livestream, talk me through your typical thought process that leads you to go live?
- Before you create the live stream (of your choosing), do you let your followers/ subscribers know it's going to happen/ anything about it?
 - i.e. what do you think your followers/ subscribers know about your channel/ topic? What gives them an idea of what the livestream will be about? (i.e description of the content)
- What content do you like to create as a livestreamer? Why is that? *(Refer to screener responses re content genre(s))*
 - From your pre-task, you also mentioned that you watch XYZ content – do you ever create this live? Why not?
 - Any other types of content you think work better as regular content (recorded) vs created live? Why?
- Earlier, you said you like to create livestreaming content on [INSERT PLATFORM] – why that one?

[Moderator to reference key information about platforms, in terms of user age and probe if relevant around that, ie if they are younger than age guidance for platform or individual functionalities]

- Are there any specific functions/ things that this platform does well? How does it improve your experience as a creator, do you think?
- What can you do on the platform whilst creating? *[prompt around specific examples / times they have used those functions / features]*
- Thinking about all the platforms you use to create livestreams, are there any other features and functions you use, e.g. comments, gifts, etc. *(Refer to screener responses)*
 - What platforms do you use these on? Why do you use them?
 - How would your experience of creating livestreams be different if you couldn't use these features / functionalities? Would you still enjoy it the same or not? Why/ Why not?
 - Any features and functions you know about on any of these platforms but that you don't use? Why not?

if time permits, and not organically mentioned – high-level prompts on rewards:

- Are you aware of anything that you can get whilst you're livestreaming? (for example, contributing to wishlists, or points that you can use or even money) and is this a motivation to livestream in the first place.
Moderator to refer to what they are aware of e.g. money, rewards, wishlists etc.



- As a creator, on a livestream, do you ever receive any of these? (is this a motivation to livestream in the first place?)
- (If applicable) Have you ever been sent rewards from your viewers? If yes:
 - What type of reward have you received?
 - Do you know why they sent you those rewards?
 - Do many people send you rewards?
 - What type of rewards are you sent most?
- (if applicable) Have you ever specifically asked for rewards whilst on a livestream? If yes:
 - When did you do this?
 - What did you ask for?
 - Did you have to do anything for this reward?
 - Which types of rewards do you prefer to receive?
- (if applicable) Where do you find out about what's offered?
- (if applicable): Have you ever linked your game accounts, as a creator to the livestream to get rewards? Are your parents aware your accounts are linked?
- (if applicable) Can you trade rewards with other creators/ streamers, and have you had people trade rewards with you?
- Are you aware of platforms giving creators money for livestreaming? If yes:
 - Do you receive this, or would you like to receive this?
 - Does this have any impact on how you livestream?
 - Imagine platforms didn't do this, would you still livestreaming?

D - Livestreaming Experiences [20 mins]

Objective: *Understanding the positive and negative experiences livestream creators have had. Exploring impact of 'liveness' of experiences on harm intensity/risk level when creating livestreams. Understanding their awareness of the risks as creators.*

- Now I'm interested to hear about some of your positive moments or memories from creating livestreams – I'll give you a moment to think about some of those!
 - Ready? OK - paint me a picture of a moment and what happened (*probe into content, what made them want to livestream, platform, device, where were they & who was viewing them, if anyone*)
 - Tell me about any features or functionalities you used on the platform while you were creating/ live-streaming? What did you use them for? Why?
 - Did you receive any gifts, comments, rewards(*moderator to refer to language used by participant*)? Anything else?



- What about anything you did while you were creating, but not via the platform (*playing music, messaging friends, showed recorded content as part of the livestream*)?
- Have you ever had anyone reach out / message you directly while creating a livestream?
 - Have you had people you don't know contact you while you are creating a reward focused stream specifically?
- Why was this a positive moment or memory for you? How does it make you feel remembering it now?
- How would this have felt different if not live? Any less positive?

Moderator to repeat the above probes for a couple more positive experiences they might have had as a creator

- Going back to your pre-task, you mentioned XYZ as things you enjoy doing / outside of creating livestream content. How do these compare to the positive livestreaming experiences you just shared?
 - Do they make you feel any different? How?
- Going to the other side of the coin now; if you're comfortable sharing, I'd like to hear about some of your negative experiences or memories of creating livestreams. Is that ok?
 - *Moderator to share high-level prompts i.e. any negative comments they've received/ seen, fellow creators they have seen & stopped watching?*
- Again, I'll give you a moment to think about this, but remember there is no pressure to share anything you don't want to – just let me know what you're comfortable with
 - Ready? OK - paint me a picture as best you can of a moment that came to mind (*probe into conten. comments, platform, device, where were they & who was viewing, if anyone*)
 - How did [the bad thing] occur?
 - Were you using any features or functions on the platform while you created live? Tell me about that – what were you doing?
 - What about anything you did while you created but not via the platform – (*playing music, messaging friends, playing recorded content?*)
 - Did that feature / function have any impact on your experience? (e.g. people interacting with you during your live)
 - How did you feel when [the bad thing] happened? Did you do anything to manage how you felt? In the moment? After it happened?
 - How does it make you feel remembering it now?



- How would this have felt different if you weren't creating live? Any different? Any less negative?
- Do you think you would have behaved any differently?
- Have you ever told anyone about or reported a negative livestreaming experience (e.g. comments, messages, reactions)?
 - Why/ why not?
 - If yes, what did you do / who did you tell?
 - How is this different, if at all, to what you'd do if you saw something like this happen while watching regular / recorded content? Why?
 - Have you ever been reported by one of your viewers/ subscribers? (if comfortable sharing, what for/ why? And how did being reported make them feel)
- Have you ever created any content that you regretted or wished you hadn't done afterwards, whilst creating a livestream? If yes – what?
- Have you ever engaged with any features or functions that you regretted or wished you hadn't done afterwards, whilst creating a livestream? If yes – what?
 - Imagine the same situation, but you were creating a recorded version of the livestream. How, if at all, do you think you might have behaved differently?
 - Have you ever changed the way you do things as a creator due to: advice/ guidance or negative experiences?
- Now, thinking about the positive and negative experiences you have when you're creating livestreams as a whole – which would you say happens more often?
- Have you ever advertised/ promoted something when creating a livestream? (probe on examples – e.g. TikTok shop). What was it? Did you get paid for this?
 - How do you feel about this now?
 - (if applicable) How does this compare to your experience if you have promoted/ advertised something in regular recorded content?
 - Do you think your viewers/ followers/ subscribers are more or less likely to buy something when watching either type of content? Why?
- Now thinking about all the content you create– including livestream content and regular/recorded content:
 - Does either feel like it comes with more negatives or risks attached? Why?
 - Do the negatives when you're creating livestreamed content feel any different, any more or less intense than when you're creating other content?
 - Do you do anything differently when creating livestreaming to stay safe (shelter from negative comments for example, do they turn commenting/ other functions off?)



- Do you adapt how you act/ your behaviour in any way when livestreaming (e.g. language used, content warnings etc)

E - Reflecting on the Emotional Impact [5 mins]

Objective: *Going beyond the specific examples to reflect on the emotions associated with creating livestreams at a general level, and its impact on children's lives within and beyond the creation itself.*

- I'd like to understand a bit more about the journey you go on, in terms of how you're feeling, when you're creating livestreamed content (the process/ experience). Let's start with before you've started creating (when you're planning/ thinking about creating)

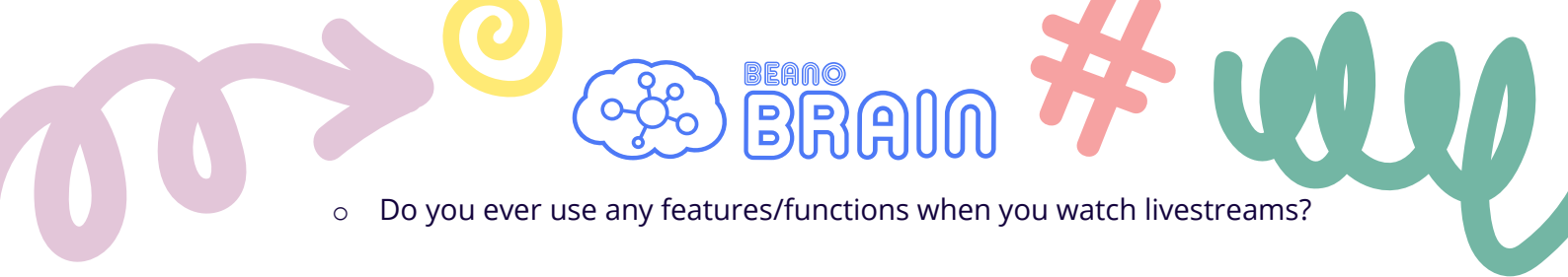
[Note: Moderator to share screen with stimulus – onepager of Emoji's, allowing respondents to map emotions with a reference point if needed]

- What about while you're creating? Do you feel the same throughout or does it change while you are livestreaming / as you engage with your viewers (if you do), and/ or different features and functionalities?
- What about after you've stopped creating? Is it always the same feeling? Does it depend on the type of content you made / how you presented or shared it live?
- Have you ever created livestream content to change the way you feel (e.g. *boost their mood, receive gratification, gifts, comments, connect with others*)? How well/ not well did it do this?
- Thinking about the examples of positive and negative experiences you shared earlier, does creating content live in the moment make it feel different? *More intense, rewarding, connected? More vs less appealing as a creator?*
- And how does it compare, talking about the negative experiences you've had creating livestreams versus negative experiences creating regular/ non live content?
 - Does either feel harder / more triggering to talk about? Why?

[TIME PERMITTING ONCE MAIN SECTIONS COVERED – LIGHT TOUCH ON WHAT (IF) THEY WATCH AS A CREATOR]:

-We have spoken about the role of livestreaming for you as a creator, but do you ever view livestream content yourself (if not discussed organically already)

- What livestreaming content do you typically watch? And why?
- Where do you choose to watch this? (does it differ from the platforms you prefer to create on?)
- What do you like about viewing livestream content? Do you prefer to create or view this content? Why?



- Do you ever use any features/functions when you watch livestreams?

Wrap-Up & Close [5 mins]

Objective: *Closing the conversation in a positive way and briefly discussing how kids would like to see the space evolve in future, as a creator.*

- [As applicable] Why do you continue to create livestream content, do you enjoy it / why don't you do it as much anymore, what do you not enjoy so much?
- What's the best thing about creating livestreams?
- What things would you want to change to make livestreaming a more positive experience in the future, as a creator?
- (if not discussed in the previous section): Have you ever been tempted to view livestreams yourself (as a Creator)? Why / why not?
 - Would you be allowed? Who / what would prevent you?
 - If yes – what did you enjoy about it? Do you still do it or have you stopped? And why?
- Any messages / nudges / advice around livestreaming that would make it safer / better for people your age?

Thank & close