

Discovery

25 Gloucester Place, London, W1U 8HT
Tel: 020 73594963

OFCOM C-OST CORE SURVEY QUESTIONNAIRE WAVE 2 : November 2025

SURVEY PROGRAMMER INSTRUCTIONS IN BLUE
INSTRUCTIONS FOR IN-SCHOOL ONLY IN ORANGE

QUESTIONNAIRE FLOW:

1. CORE QUESTIONS (INCLUDING DEMOS, WELLBEING AND APP/WEBSITE USE) ARE ASKED TO PRIMARY SCHOOL CHILDREN
2. MODULE 2 QUESTIONS ARE ASKED TO PRIMARY SCHOOL CHILDREN
3. CORE END OF SURVEY - FINAL DEMOGRAPHICS AND ONLINE USE ARE ASKED TO PRIMARY SCHOOL CHILDREN

IN-SCHOOL SAMPLE:

INSTRUCTIONS FOR LAUNCHING FIELDWORK – FOR SCHOOLS REMOVE ALL CHECKING TESTS

- Remove all IP and / or cookie checking on soft launch and full launch (multiple responses will come from single IP addresses)
- Do not use ReCaptcha / press and hold / how many stars checking questions etc
- Do not perform quality checks on schools data – this will be carried out by ChildWise using a new template to download open end data from Decipher

IN SCHOOL SCREENERS:

| | | |
|------|----------------------|--|
| C1=2 | Consent to take part | |
| | | |

CORE QUESTIONS

1. INTRODUCTION

Section objectives: welcome, set out the process, put participants at ease

SURVEY PROGRAMMER INSTRUCTIONS IN BLUE

INTRODUCTION FOR IN-SCHOOL SURVEY:

Hello! Welcome to our survey for children and young people.

This survey is being done for **Ofcom**, who is the regulator for online safety across the UK. This means that Ofcom works to make sure that apps, websites and online games are doing things to protect children and adults from seeing things online that might not be appropriate for them.

In the survey we want to hear from children and young people themselves about their experiences of

[FOR MODULE 2: seeing things online that may have made them uncomfortable, for example images, videos or posts that are unsuitable for their age group.]

Your parent/carer has been sent information about the survey and has agreed to you to take part. If you want a reminder of what it's all about, then click this link

[SHOW TO PRIMARY SCHOOLS ONLY: <https://www.childwise.co.uk/ofcom-information-sheet-primary>]

The survey will take about **20 minutes** to complete.

[SHOW ON NEW SCREEN]

All of your answers in the survey will be anonymous. This means that Ofcom won't know who you are from your answers, and anything you tell us will be used for research purposes only.

You will have the option to say 'I don't want to answer this' to any question in the survey, and you can leave the survey at any time. If you do choose to leave it, we will delete the rest of your answers and will not share any with Ofcom. But if you do complete the survey, all of your answers will be stored and grouped with other children's answers for our research analysis. At this point it will not be possible to remove your answers.

[SHOW ON NEW SCREEN]

The only time your answers could be shared is if you tell us something that makes us think you are unsafe. If this happens, we may need to get in contact with your teacher/school, parent/carer or the relevant support services to help keep you safe.

[SHOW ON NEW SCREEN]

If you feel upset or worried at any time, we have provided links in the survey for you to use if you want to seek any help or support. You can also find a list of support services here:

[SHOW TO PRIMARY SCHOOLS ONLY: <https://www.childwise.co.uk/ofcom-primary-support>]

You can also speak to your parent/carer or teacher.

| | | | |
|----|---|---|---------------|
| C1 | ASK SELECTED CHILD. SINGLE CODE ASK IN-SCHOOL Before starting this survey, your parent or carer has agreed for you to take part. Are you happy to continue? | | |
| | I am happy to take part | 2 | CONTINUE |
| | I do not want to take part | 3 | THANK & CLOSE |

MUST CODE 2 IN SCHOOL TO CONTINUE

[IN SCHOOL] IF C1=3 SHOW STANDARD SCREEN OUT TEXT
[SCREEN OUT]

2. CORE QUESTIONS

2b. SCREENING AND PROFILING OF CHILDREN

Section objectives: to identify our target audience in the sample, ensure a good demographic mix in line with original brief

[IN-SCHOOL]

NEW SCREEN. INTRO TEXT

Great! First, we'd like to ask a few questions about you.

| | | | |
|----|---|---|-------------------------------------|
| C2 | IN-SCHOOL: ASK ALL | | |
| | Which of the following describes how you think of yourself? | | |
| | Please select one option. | | |
| | Male (boy) | 1 | |
| | Female (girl) | 2 | |
| | In another way (please type in if you would like to) | 3 | OPEN BOX – CAN BE LEFT EMPTY |
| | Prefer not to say | 4 | |

| | | |
|-------------|---|---|
| C3 (C3a) | IN-SCHOOL: ASK ALL | |
| | Please enter your age in the box below: | |
| | Min 8, Max 17 | 1 |

| | | |
|--------------|---------------------------|---|
| C4 (C3bb) | IN-SCHOOL: ASK ALL | |
| | Is your school in: | |
| | England | 1 |
| | Northern Ireland | 2 |
| | Scotland | 3 |
| | Wales | 4 |

| | | | | | |
|-------------|--|--|------------------------------------|--|-------------|
| C5 (C3b) | IN-SCHOOL: ASK ALL | | | | |
| | And what school year are you currently in? | | | | |
| | AGE OF SELECTED CHILD FROM C3 | IF ENGLAND & WALES IN-SCHOOL: C4=1 OR 4 | IF SCOTLAND IN-SCHOOL: C4=3 | IF NORTHERN IRELAND IN-SCHOOL: C4=2 | CODE |
| | 8-9 | Year 4 | P5 | P5 | 5 |
| | 9-10 | Year 5 | P6 | P6 | 6 |
| | 10-11 | Year 6 | P7 | P7 | 7 |
| 11-12 | <i>(not shown in link)</i> | P7 | P7 | 8 | |

DUMMY CODES NEEDED FOR ROUTING:

PRIMARY SCHOOL – ENG/WALES: YEARS 4-6, SCOT/NI: YEARS P5-P7

| | | | |
|--|--|--|--|
| | ENGLAND & WALES IN-SCHOOL: C4=1 OR 4 AND C5=5-7 | SCOTLAND IN-SCHOOL: C4=3 AND C5=5-8 | NORTHERN IRELAND IN-SCHOOL: C4=2 AND C5=5-8 |
| PRIMARY SCHOOL ENG&WALES: YR4-YR6 SCOT: P5-P7 NI: P5-P7 | | | |

END OF DEMOGRAPHICS AND CONSENT SECTION

2c. OVERALL WELLBEING

Section objectives: to determine child's wellbeing, both overall and in context of online experiences

ALL QUESTIONS TO BE ASKED IN-SCHOOL

We firstly want to ask a few questions about your wellbeing. This is a way of measuring how healthy or happy you feel. There are no right or wrong answers, it's all about how you feel and everything you answer today is completely confidential.

Some screens will have more text or pictures than others, so you may need to scroll down to see it all and to see the 'NEXT' arrow at the bottom of the screen.

| | | | | | | | |
|----|--|---------------|--|-------------|------------|--------------|-----------------------------|
| W1 | <p>ASK SELECTED CHILD. SINGLE CODE. SHOW AS OPTIONS DISPLAYED HORIZONTALLY ACROSS THE SCREEN FOR CODES 1-5 WITH FACES (SAD TO HAPPY) AND THE DESCRIPTION UNDERNEATH. FORWARD/REVERSE SCALE SHOW BOXES FOR DON'T KNOW AND I DON'T WANT TO ANSWER THIS UNDER THE OPTIONS</p> <p>Let's start with how you feel about your life.</p> <p>[SHOW TO PRIMARY SCHOOL AGES: SEE DUMMY CODES] How happy do you feel right now?</p> | | | | | | |
| | Very unhappy | A bit unhappy | | Quite happy | Very happy | I don't know | I don't want to answer this |
| | 1 | 2 | | 3 | 4 | 5 | 6 |

| | | | | | | | |
|---|--|-------------|-----------------|--------------|--------------|--------------|-----------------------------|
| W2 | <p>ASK SELECTED CHILD. SINGLE CODE PER STATEMENT. ASK ONE STATEMENT AT A TIME ON A CAROUSEL. RANDOMISE STATEMENTS SHOW AS OPTIONS DISPLAYED HORIZONTALLY ACROSS THE SCREEN FOR CODES 1-5 WITH FACES (SAD TO HAPPY) AND THE DESCRIPTION UNDERNEATH. FORWARD/REVERSE SCALE SHOW BOXES FOR DON'T KNOW AND I DON'T WANT TO ANSWER THIS UNDER THE OPTIONS</p> <p>[SHOW ON FIRST SCREEN ONLY] Now thinking about how you feel when you are <u>online</u>, like when you are gaming, using social media, or messaging your friends and family.</p> <p>[SHOW ON EACH OF 3 SCREENS] Looking at this scale, how <u>happy</u> are you...</p> | | | | | | |
| | | Never happy | Sometimes happy | Mostly happy | Always happy | I don't know | I don't want to answer this |
| | 1. With the things that you do online? | 1 | 2 | 3 | 4 | 5 | 6 |
| 2. With your safety online? | 1 | 2 | 3 | 4 | 5 | 6 | |
| 3. That the things you see online are appropriate for someone your age? | 1 | 2 | 3 | 4 | 5 | 6 | |

| | | | | | | | |
|---|--|---|---|---|---|---|---|
| 4. With the amount of time that you spend online? | | 1 | 2 | 3 | 4 | 5 | 6 |
|---|--|---|---|---|---|---|---|

| | | | | | | | |
|----|---|-------------------|---------------|--------------------|--------------|-----------------------------|---|
| W3 | <p>ASK SELECTED CHILD. SINGLE CODE PER STATEMENT. ASK ONE STATEMENT AT A TIME ON A CAROUSEL. RANDOMISE STATEMENTS. FORWARD/REVERSE SCALE SHOW AS OPTIONS DISPLAYED HORIZONTALLY ACROSS THE SCREEN FOR ALL WITH THE DESCRIPTION.</p> <p>SHOW BOXES FOR NO EFFECT AT ALL, I DON'T KNOW AND I DON'T WANT TO ANSWER THIS UNDER THE OPTIONS</p> <p>And do you think being online has a <u>good or bad effect</u> on the below?</p> | | | | | | |
| | No effect at all | Mostly bad effect | A bit of both | Mostly good effect | I don't know | I don't want to answer this | |
| | 1. How you feel about yourself | 1 | 2 | 3 | 4 | 5 | 6 |
| | 2. Your relationship with family | 1 | 2 | 3 | 4 | 5 | 6 |
| | 3. Your relationship with friends | 1 | 2 | 3 | 4 | 5 | 6 |

| | | | | | | | | |
|----|---|-----------------------|--------------------|--------------------|--------------|-----------------------------|------------------|---|
| W4 | <p>ASK SELECTED CHILD. SINGLE CODE PER STATEMENT. ASK ONE STATEMENT AT A TIME ON A CAROUSEL. RANDOMISE STATEMENTS</p> <p>SHOW AS OPTIONS DISPLAYED HORIZONTALLY ACROSS THE SCREEN FOR CODES 1-4 WITH THE DESCRIPTIONS. FORWARD/REVERSE SCALE</p> <p>SHOW BOXES FOR DON'T KNOW AND I DON'T WANT TO ANSWER THIS UNDER THE OPTIONS</p> <p>How <u>safe</u> do you feel using the below?</p> | | | | | | | |
| | I never feel safe | Sometimes I feel safe | I mostly feel safe | I always feel safe | I don't know | I don't want to answer this | I don't use this | |
| | 1. Social media | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 2. Gaming online | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 3. Messaging others in chats | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

END OF WELLBEING SECTION

2d. Services used online
Services selected in this section will be piped through as response codes in mod 2

ALL QUESTIONS TO BE ASKED **IN-SCHOOL**

NEW SCREEN. INTRODUCTION:

In the rest of this survey you will sometimes see a word that looks like this **[DO NOT SHOW ON SCREEN: INSTRUCTION TO SHOW THE SAME STYLE AS WORDS WHERE WE ARE SHOWING THE CLICKABLE POP UP BOX]**.

If you click or hover on the word, a box will pop up with an explanation for what the word means. **[IN THE CLICKABLE BOX SHOW: a description will show here]**

USING APPS AND WEBSITES

NEW SCREEN

SHOW WEBSITES AND APPS ICON WITH EACH QUESTION IN THIS SECTION WITH TEXT NEXT TO ICON: This section is all about using different apps, websites, messaging and online games.



NEW SCREEN

| | | | |
|--------------|--|----|--------------------------------|
| A1 (M1.1) | <p>ASK SELECTED CHILD. MULTICODE ROTATE IN ALPHA ORDER.</p> <p>Which of these have you used in the last 4 weeks?</p> <p>(Even if you have stopped using them, please tick if you have used them during this time). <i>You can choose more than one.</i></p> | | |
| | Discord | 1 | |
| | Facebook | 2 | |
| | Facebook Messenger | 3 | |
| | Facebook Messenger Kids | 4 | |
| | Instagram | 5 | |
| | Pinterest | 6 | |
| | Reddit | 7 | |
| | Snapchat | 8 | |
| | TikTok | 9 | |
| | WhatsApp | 10 | |
| | Telegram | 11 | |
| | YouTube | 12 | |
| | YouTube Kids | 13 | |
| | X / Twitter | 14 | |
| | Roblox | 20 | |
| | Minecraft | 21 | |
| | Call of Duty | 22 | |
| | Another app, website or online game not shown here | 16 | [fix at end of scale] |
| | I don't use apps or websites or play online games | 17 | [fix at end of scale] CLOSE |
| | I don't know / I can't remember | 18 | [fix at end of scale] CLOSE |
| | I don't want to answer this | 19 | [fix at end of scale] CLOSE |

END OF CORE QUESTIONS

MODULE 2 - IN SCHOOL FOR PRIMARY

| | | | |
|--------|---|---|--------------|
| M2.AC1 | ASK SELECTED CHILD. SINGLE CODE CODE 2 IS CORRECT. IF CODES 1 OR 3 SELECTED, CREATE FLAG FOR DATA CHECKING | | |
| | Let's check if you're paying attention before we start the next set of questions! | | |
| | Please choose the word 'Tomorrow' from the list below. | | |
| | Wooden | 1 | ASK M2.AC2 |
| | Tomorrow | 2 | SKIP TO M1.1 |
| | Sunshine | 3 | ASK M2.AC2 |

| | | | |
|--------|--|---|--|
| M2.AC2 | ASK IF CODES 1 OR 3 AT M2.AC1. SINGLE CODE CODE 1 IS CORRECT. IF CODES 2 OR 3 SELECTED, CREATE FLAG FOR DATA CHECKING | | |
| | Oops! That was not quite right. Let's try again. | | |
| | Please choose the word 'Dolphin' from the list below. | | |
| | Dolphin | 1 | |
| | Cake | 2 | |
| | Winner | 3 | |

Blue highlight = where a hover box should appear

4. MODULE 2 – ONLINE HARMS

Section objectives: to determine child's experience of seeing anything online that may have affected them, and what they did as a consequence

TO BE ASKED AS FOLLOWS:

MODULE 2 TO BE ASKED IN SCHOOL FOR ALL CHILDREN AGED 8-11 IN PRIMARY: YEARS 4 AND ABOVE (ENG/WALES): C4 CODES 5-7, P5 AND ABOVE (SCOT/NI): C4 CODES 5-8

Introduction

We are now going to ask you about some things you may have seen on apps, websites, messages or online games that are considered to be inappropriate for children.

But we promise we won't show you any pictures or videos of these.

And it's really important that you answer as honestly as you can.

SHOW ON NEW SCREEN

If you feel upset or worried, we have provided links in the survey for you to use if you want to seek any help or support. When you click on these it will bring you to another webpage, so please remember to return to the survey when you are ready.'

Here is a link to support services:

[SHOW TO PRIMARY: SEE DUMMY CODES:
<https://www.childwise.co.uk/ofcom-primary-support>]

You can also speak to your [IN-SCHOOL: teacher / parent / carer].

If you feel uncomfortable at any point, you can skip questions or leave the survey.

SHOW ON NEW SCREEN

| | | | |
|----------------|--|---|-------|
| M2.1 (M2.2) | ASK SELECTED CHILD. SINGLE CODE | | |
| | Are you happy to answer these questions? | | |
| | Yes | 1 | |
| | No | 2 | CLOSE |

SHOW ONLINE HARMS ICON WITH EACH QUESTION IN THIS SECTION WITH TEXT NEXT TO ICON: This section is all about things you might have seen online. Remember we won't be showing you any pictures or videos of these.



| | | | |
|----------------|---|----|------------------------|
| M2.2 (M2.3) | ASK IF M2.1=1 MULTICODE. RANDOMISE CODES WITHIN BLOCKS. RANDOMISE BLOCKS OPTION TO SKIP BOTH BLOCKS AND CODES IN BLOCKS SHOW HELPLINES (IN PPT) AT THE BOTTOM OF THE SCREEN IN EACH ANSWER BLOCK KEEP TEXT ON SCREEN WITH ANSWER CODES [SHOW FOR FIRST BLOCK: Have you seen or heard any of the below online in the last 4 weeks? This could have been a video, picture, written post, a comment or something you have heard You can choose more than one, if more than one is shown.] [AFTER THE FIRST BLOCK SHOW: And have you seen or heard any of these in the last 4 weeks? You can choose more than one, if more than one is shown.] | | |
| | [BLOCK 1]: | | |
| | Bullying online (e.g. Cyber bullying). Someone putting unkind things about others online | 1 | |
| | Online trolling. Someone trying to upset others online to get a reaction | 2 | |
| | Griefing in online games. Someone trying to annoy other gamers, or spoil a game on purpose | 3 | |
| | People excluding others from being part of games or chats | 4 | |
| | I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| | None of these | 98 | [fixed] [exclusive] |
| | I don't want to answer this | 99 | [fixed] [exclusive] |
| | [BLOCK 2a]: | | |
| | Someone being seriously violent towards another person or encouraging others to do so | 5 | LOCK CODES |
| | A person's serious injuries that were caused by others | 6 | |
| | I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| | None of these | 98 | [fixed] [exclusive] |
| | I don't want to answer this | 99 | [fixed] [exclusive] |

| | | |
|---|----|------------------------|
| I don't want to answer this | 99 | [fixed] [exclusive] |
| [BLOCK 10] | | |
| Things that make others feel bad or ashamed about their bodies and how they look | 30 | |
| Things that encourage others to have a certain body type or to keep checking their body shape in the mirror | 31 | |
| I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |

M2.3
(M2.3x)

ASK IF NONE OF THESE (CODE 98) AT M2.2 ACROSS ALL BLOCKS

MULTICODE. RANDOMISE CODES WITHIN BLOCKS. RANDOMISE BLOCKS
OPTION TO SKIP BOTH BLOCKS AND CODES IN BLOCKS
SHOW HELPLINES (IN PPT) AT THE BOTTOM OF THE SCREEN IN EACH ANSWER BLOCK

KEEP TEXT ON SCREEN WITH ANSWER CODES

[SHOW FOR FIRST BLOCK: You said you haven't seen any of these in the last 4 weeks. Now think about the last 6 months, have you seen or heard any of these online in that time?

You can choose more than one, if more than one is shown.]

[AFTER THE FIRST BLOCK SHOW: And have you seen or heard any of these in the last 6 months?

You can choose more than one, if more than one is shown.]

| | | |
|---|----|------------------------|
| [BLOCK 1]: | | |
| Bullying online (e.g. Cyber bullying). Someone putting unkind things about others online | 1 | |
| Online trolling. Someone trying to upset others online to get a reaction | 2 | |
| Griefing in online games. Someone trying to annoy other gamers, or spoil a game on purpose | 3 | |
| People excluding others from being part of games or chats | 4 | |
| I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| [BLOCK 2a]: | | |
| Someone being seriously violent towards another person or encouraging others to do so | 5 | LOCK CODES |
| A person's serious injuries that were caused by others | 6 | |
| I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| [BLOCK 2B]: | | |
| DON'T RANDOMISE THE CODES HERE – ALWAYS SHOW REAL ANIMALS BEFORE ANIMALS WHO AREN'T REAL | | |

| | | |
|--|----|------------------------|
| Real animals being seriously hurt and their injuries | 7 | LOCK CODES |
| Animals who aren't real being seriously hurt and their injuries | 8 | |
| I don't know/I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| | | |
| [BLOCK 3]: | | |
| Someone showing or encouraging others how to do dangerous stunts or challenges that can seriously hurt them, or someone else | 9 | |
| I don't know/I can't remember | 97 | [fixed] [exclusive] |
| No | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| | | |
| [BLOCK 4]: | | |
| DO NOT RANDOMISE THE CODES AT THIS BLOCK, SHOW IN THIS ORDER | | |
| People encouraging others to eat, drink or inhale harmful things or things that are illegal for children (like cigarettes, vapes, alcohol, or drugs) | 10 | |
| People encouraging others to eat, drink, or inhale things in large amounts that could be harmful to children | 11 | |
| I don't know/I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| | | |
| [BLOCK 5a - Show this block to Primary only]: | | |
| Someone being hateful to a group of people | 12 | |
| Someone telling others they should hate a group of people, or do hateful things to them | 13 | |
| I don't know/I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| | | |
| [BLOCK 9]: | | |
| Things that make it seem cool to feel really low or depressed | 28 | |
| Things that say you shouldn't ask for help if you feel really low or depressed | 29 | |
| I don't know / I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |
| | | |
| [BLOCK 10] | | |

| | | |
|---|----|------------------------|
| Things that make others feel bad or ashamed about their bodies and how they look | 30 | |
| Things that encourage others to have a certain body type or to keep checking their body shape in the mirror | 31 | |
| I don't know/ I can't remember | 97 | [fixed] [exclusive] |
| None of these | 98 | [fixed] [exclusive] |
| I don't want to answer this | 99 | [fixed] [exclusive] |

- IF SEEN A HARM IN LAST 4 WEEKS (M2.2=1-31): ASK M2.4 & M2.5 IN LOOP FOR EACH APPLICABLE HARM FROM M2.2 – ONLY ASK FOR HARM SEEN IN LAST 4 WEEKS

IF NOT SEEN A HARM IN LAST 4 WEEKS BUT HAVE IN LAST 6 MONTHS (M2.2=98 & M2.3=1-31):

- DO NOT ASK M2.4, BUT ASK M2.5 FOR EACH APPLICABLE HARM FROM M2.3, THEN SKIP BACK TO CORE QUESTIONS C11 ONWARDS

WHEN PIPING IN CODES FROM M2.2, AND M2.3 DO NOT INCLUDE CODES: I DON'T KNOW/I CAN'T REMEMBER, NONE OF THESE, OR I DON'T WANT TO ANSWER

WHEN CODES ARE PIPED IN FROM M2.2 ONLY SHOW WORDING IN BOLD

FOR ALL CODES EXCEPT CODE 1 (Bullying online) AND CODE 2 (Online trolling), WHEN PIPED THROUGH CAN WE ADD 'online' NOT IN BOLD AFTER THE CODE

| | | | |
|-----------------|---|----|------------------------|
| M2.4 (M2.10) | MULTI CODE. RANDOMISE BUT FIX RANDOMISATION FOR EACH PIPED IN CODE SO THEY ARE ALL THE SAME SHOW IMAGES OF FACES WITH THE DESCRIPTION SHOW CODES IN 2 GROUPS: NEGATIVE [CODES 2, 4, 5, 7, 8], POSITIVE [CODES 1, 3, 6] ASK AS CAROUSEL – SHOW ONE AT A TIME When you saw [PIPE IN EACH CODE FROM M2.2] how did it make you feel? <i>You can choose more than one feeling if you want to.</i> | | |
| | Entertained | 1 | |
| | Worried | 2 | |
| | Encouraged | 3 | |
| | Confused | 4 | |
| | Angry | 5 | |
| | Supported | 6 | |
| | Upset | 7 | |
| | Frightened | 8 | |
| | It didn't really bother me | 9 | |
| | I don't know/I can't remember | 10 | [exclusive] [fixed] |
| | None of these | 11 | [exclusive] [fixed] |
| | I don't want to answer this | 12 | [exclusive] [fixed] |

| | | | |
|----------------|--|---|--|
| M2.5 (M2.4) | MULTICODE PER CODE FROM M2.2 OR M2.3 ASK AS CAROUSEL – SHOW ONE AT A TIME Where did you see [PIPE IN EACH CODE FROM M2.2 OR M2.3 WHERE M2.2=CODE 98] ? <i>You can choose more than one.</i> | | |
| | SHOW CODES SELECTED AT M2.2 (OR M2.3 WHERE M2.2=CODE 98) – SHOW ONE AT A TIME | 1 | |
| | PIPE IN ANY SERVICES FROM A1 [DO NOT SHOW A1 CODE 16: Another app, website or online game] | 1 | |
| | Somewhere else (please specify) | 2 | |
| | None of these | | [fixed] [exclusive] SKIP TO M2.15 |
| | I don't know/I can't remember | 6 | FIXED EXCLUSIVE SKIP TO M2.15 |
| | I don't want to answer this | 8 | FIXED EXCLUSIVE SKIP TO M2.15 |

FROM THIS POINT WE ARE ASKING ABOUT ONE CODE AT M2.2 ALLOCATED ON LEAST FILL, AND ONE APP/SITE SELECTED FOR THAT CODE AT M2.5 / M2.6 – THESE SHOULD BE USED FOR PIPING FROM HERE

PIPE NAME OF APP/WEBSITE – DO NOT SHOW LOGO

IF CODES 2-4 SELECTED AT M2.6 SKIP TO M2.15

| | |
|--|---|
| Least fill approach for M2.2 | [HIDLFOneSelectedForQuota] LF One Selected 1 |
| Blocks 1 (codes 1-2 only) -5a & 9-10 BLOCK 1 EXCLUDE CODES 3&4 | PRIMARY SCHOOL ONLY ENG&WALES: YR4-YR6 SCOT: P5-P7 NI: P5-P7 |

We're now going to ask you some more questions about when you saw [PIPE IN CODE FROM M2.2 BASED ON LEAST FILL ALLOCATION AND IF BLOCK 5B/5C THEN RANDOMLY ALLOCATE A GROUP OF PEOPLE SELECTED].

| | | | |
|-----------------|---|---|-------------------------------|
| M2.6 (M2.4a) | ASK IF MORE THAN ONE APP/SITE SELECTED AT M2.5 FOR CODE AT M2.2 ALLOCATED ON LEAST FILL | | |
| | You said you saw this in more than one place. Where did you see it last? | | |
| | PIPE CODES (SERVICES) SELECTED AT M2.5 FOR THE LEAST FILL HARM | 1 | |
| | I don't know/ I can't remember | 2 | FIXED EXCLUSIVE SKIP TO M2.15 |
| | I don't want to answer this | 4 | FIXED EXCLUSIVE SKIP TO M2.15 |

Please think about the last time you saw [CODE SELECTED AT M2.2 ON LEAST FILL] on [SERVICE SELECTED AT M2.5 or M2.6 IF MORE THAN ONE SERVICE].

| | | | |
|------|--|---|--|
| M2.7 | ASK IF LEAST FILL IS CODES 1-2 IN <u>BLOCK 1</u> OR <u>BLOCK 5A (EXCEPT 97/98/99)</u> AT M2.2 SINGLE CODE. | | |
| | Was this about you or someone else? | | |
| | It was about me | 1 | |
| | It was about someone like me | 2 | |
| | It was about someone else | 3 | |
| | I don't know/ I can't remember | 4 | |
| | I don't want to answer this | 5 | |

| | | | |
|----------------|--|---|--|
| M2.8 (M2.9) | SINGLE CODE RANDOMISE CODES | | |
| | What were you doing on [PIPE IN APP/WEBSITE SELECTED AT M2.5/M2.6 BASED ON LEASAT FILL CODES FROM M2.2] when you saw or heard it? <i>Please choose one.</i> | | |
| | Searching for it | 1 | |
| | Scrolling on my feed, such as a 'For You' or 'Explore' page | 2 | |
| | Looking at someone's comments | 3 | |
| | Reading or listening to a private/direct message | 4 | |
| | Watching a live stream | 5 | |
| | Playing an online game | 6 | |
| | Reading or listening to a message in a group chat | 7 | |

| | | |
|---|----|------------------------|
| Using AI or something like 'My AI' or 'Meta AI' | 10 | |
| Something else (write in) | 11 | [fixed] |
| I don't know/ I can't remember | 8 | [exclusive] [fixed] |
| I don't want to answer this | 9 | [exclusive] [fixed] |

| | | | |
|-----------------|--|----|------------------------|
| M2.9 (M2.11) | MULTI CODE RANDOMISE CODES | | |
| | SHOW AS A LIST – ANSWERS ARE CLICKABLE BOXES | | |
| | What did you do then? | | |
| | <i>You can choose more than one.</i> | | |
| | I reported it on the app, website or game | 1 | |
| | I told a grown up like a parent or teacher | 2 | |
| | I clicked the 'not interested', 'dislike', 'hide' or 'show me less' button | 3 | |
| | I shared it online with others | 4 | |
| | I told the person who put it up to take it down | 5 | |
| | I deleted the message [for codes 4&7 at M2.8 only] | 16 | |
| | I muted the person who put it up / or the person who sent it to me | 6 | |
| | I blocked the person who put it up / or the person who sent it to me | 7 | |
| | I unfollowed the person who put it up / or the person who sent it to me | 8 | |
| | I ignored it | 9 | |
| | I didn't want to see it, so I scrolled past it [ONLY SHOW IF CODES 1-5 & 7 SELECTED AT M2.8] | 10 | |
| | I looked for help online | 11 | |
| | I stopped using the app, website or game | 12 | |
| | I left the group chat [ONLY SHOW IF CODE GROUP CHAT AT M2.8=7] | 13 | |
| | I left the livestream [ONLY SHOW IF CODE LIVESTREAM AT M2.8=5] | 14 | |
| | I left the game [ONLY SHOW IF CODE PLAYING GAMES AT M2.8=6] | 15 | |
| | Something else (write in) | 17 | [fixed] |
| | I don't know/ I can't remember | 98 | [fixed] [exclusive] |
| | I don't want to answer this | 99 | [fixed] [exclusive] |

As a reminder, please think about the last time you saw [CODE SELECTED AT M2.2 ON LEAST FILL] on [SERVICE SELECTED AT M2.5 or M2.6 IF MORE THAN ONE SERVICE].

| | | | |
|-------------------|---|---|-----------------------|
| M2.10 (M1.15d) | ASK IF CODE 1 AT M2.9 | | |
| | SHOW AS OPTIONS SHOWN HORIZONTALLY-(thumbs down on left, thumbs up on right) FORWARD/REVERSE SCALE | | |
| | How easy or difficult was it to report? | | |
| | Very difficult | 1 | |
| | Quite difficult | 2 | |
| | Quite easy | 3 | |
| | Very easy | 4 | |
| | I don't know/ I can't remember | 5 | [fix at end of scale] |
| | I don't want to answer this | 6 | [fix at end of scale] |

| | | | |
|-------------------|---|---|---------|
| M2.11 (M2.12a) | ASK ALL IF SELECTED CODE 1 AT M2.9. SINGLE CODE SHOW AS A LIST – ANSWERS ARE CLICKABLE BOXES | | |
| | When you reported it did you hear back from [PIPE IN APP/WEBSITE SELECTED AT M2.5/ M2.6 BASED ON LEAST FILL]? | | |
| | Yes | 1 | |
| | No | 2 | |
| | I don't know/I can't remember | 3 | [fixed] |
| | I don't want to answer this | 4 | [fixed] |

| | | | |
|--------------------------------|--|------------------------|--------------------------------|
| M2.12 (M2.12b) | ASK IF CODE 1 AT M2.9 RANDOMISE CODES / MULTICODE SHOW AS A LIST – ANSWERS ARE CLICKABLE BOXES | | |
| | What happened after you made a report to [PIPE IN APP/WEBSITE SELECTED AT M2.5/ M2.6 BASED ON LEAST FILL]? | | |
| | [DO NOT SHOW IF ONLY CODES 1,2,7,8,9,10 ARE SHOWN: <i>You can choose more than one.</i>] | | |
| | They took it down | 1 | CANNOT BE SELECTED WITH CODE 2 |
| | They left it online | 2 | CANNOT BE SELECTED WITH CODE 1 |
| | They sent me information with support [DO NOT SHOW IF CODE 2 AT M2.11] | 3 | |
| | They told me how long it would take to deal with [DO NOT SHOW IF CODE 2 AT M2.11] | 4 | |
| | They asked me for more information about it [DO NOT SHOW IF CODE 2 AT M2.11] | 5 | |
| | They told me they would look into it [DO NOT SHOW IF CODE 2 AT M2.11] | 6 | |
| | They told me there was nothing wrong with it [DO NOT SHOW IF CODE 2 AT M2.11] | 11 | |
| | They told me how to block the account [DO NOT SHOW IF CODE 2 AT M2.11] | 12 | |
| | Nothing has happened yet | 7 | [fixed] [exclusive] |
| | Something else | 8 | |
| I don't know /I can't remember | 9 | [fixed] [exclusive] | |
| I don't want to answer | 10 | [fixed] [exclusive] | |

| | | |
|-------------------|--|---|
| M2.13 (M1.15h) | ASK IF M2.9=1 SHOW AS OPTIONS SHOWN HORIZONTALLY WITH FACES AND DESCRIPTIONS UNDERNEATH FORWARD/REVERSE SCALE | |
| | How happy were you with what to [PIPE IN APP/WEBSITE SELECTED AT M2.5/M2.6 BASED ON LEAST FILL] did? | |
| | Very unhappy | 1 |
| | A bit unhappy | 1 |
| | Quite happy | 2 |

| | | |
|--------------------------------|---|-----------------------|
| Very happy | 3 | |
| I don't know/ I can't remember | 4 | [fix at end of scale] |
| I don't want to answer this | 5 | [fix at end of scale] |

| | | | |
|-------------------|--|---|---------------------------|
| M2.14 (M1.15i) | ASK IF M2.9= NOT CODE 1. DO NOT ASK THIS QUESTION IF CODE 1 IS SELECTED WITH OTHER CODES AT M2.9. DO NOT SHOW IF ONLY CODES 98 OR 99 ARE SELECTED AT M2.9 RANDOMISE CODES 1-7. ANSWERS AS CLICKABLE BOXES/ MULTICODE carousel | | |
| | You said you didn't report it to [PIPE IN APP/WEBSITE SELECTED AT M2.5/M2.6], why is that? <i>You can choose more than one.</i> | | |
| | I didn't know how to | 1 | |
| | I tried, but wasn't able to | 2 | |
| | I didn't think it would be taken seriously | 3 | |
| | I had already told my parent / carer/ another adult | 4 | |
| | I didn't think it was serious enough to report | 5 | FIX SO NOT NEXT TO CODE 3 |
| | I don't know/ I can't remember | 6 | [fixed] [exclusive] |
| | I don't want to answer this | 7 | [fixed] [exclusive] |

STAYING SAFE ONLINE

NEW SCREEN

There are things you can do on apps, websites and online games that can help you stay safe online when you use them.



| | | |
|------------------|--|---|
| M2.15 (M2.23) | ASK ALL. SINGLE CODE PER ROW SHOW IN GRID – SHOW ALL CODES IN A GRID AT THE SAME TIME | |
| | Have you heard of, or used, any of these? | |
| | ROW | |
| | Saying yes or no to join a group chat that someone else has added you to | 1 |
| | Turning the comments off on something you have put online | 2 |
| | Blocking someone so that neither of you can see each other's posts | 3 |
| | Muting someone so you can no longer see their posts | 4 |
| | Reporting someone, or something you've seen or heard, to the app, website or game | 5 |
| | COLUMN | |
| | Yes, I've heard of this and have done it before | 1 |
| | Yes, I've heard of this but have <u>not</u> done it before | 2 |
| | No, I didn't know this was possible | 3 |

END OF MODULE 2, CHILD TO COMPLETE CORE END OF SURVEY QUESTIONS

| | | | |
|--------------|--|---|--|
| C13 (CXa) | IN-SCHOOL: ASK ALL SINGLE CODE | | |
| | Now we are reaching the end of the survey we would like to ask you a few more questions about yourself. This is to make sure that we are including the views of a broad and diverse range of young people. This will include asking about: <ul style="list-style-type: none"> - Your ethnicity - Any health conditions you have You will have the option to skip these questions when you see them, if you wish. | | |
| | Are you happy to answer these questions? | | |
| | Yes | 1 | CONTINUE |
| | No | 2 | CONTINUE BUT DO NOT ASK C14-C18, C24 OR C21_1/C21_2 SKIP TO C19 |

| | | | |
|-------------|--|---|--------------------|
| C14 (C5) | SINGLE CODE SHOW IN ORDER OF FOLLOWING CODES: 2, 3, 4, 1, 5, 6, 7 ONLY ASK IF: IN-SCHOOL: YEAR 4 AND ABOVE (ENG/WALES), P4 AND ABOVE (SCOT/NI),= C5=5-8 AND C13=1 | | |
| | Which of these broad groups best describes your ethnic group? | | |
| | White | 1 | ASK C15 |
| | Asian or Asian British | 2 | ASK C16 |
| | Black, African, Caribbean, or Black British | 3 | ASK C17 |
| | Mixed or Multiple ethnic groups | 4 | ASK C18 |
| | Another ethnic group | 5 | ASK C24 |
| | I don't know | 6 | SKIP TO C19 |
| | I don't want to answer this | 7 | SKIP TO C19 |

| | | | |
|--------------|--|---|--|
| C15 (C5a) | IN-SCHOOL: ASK IF C14=1. SINGLE CODE | | |
| | Which of the following best describes your White ethnic group? | | |
| | English, Welsh, Scottish, Northern Irish or British | 1 | |
| | Irish | 2 | |
| | Gypsy, Roma, Traveller or Irish Traveller | 3 | |
| | Another White group | 4 | |
| | I don't know | 5 | |
| | I don't want to answer this | 6 | |

| | | | |
|--------------|--|---|--|
| C16 (C5b) | IN-SCHOOL: ASK IF C14=2. SINGLE CODE | | |
| | Which of the following best describes your Asian or Asian British group? | | |
| | Bangladeshi | 1 | |
| | Indian | 2 | |
| | Pakistani | 3 | |
| | Chinese | 4 | |
| | Another Asian group | 5 | |
| | I don't know | 6 | |
| | I don't want to answer this | 7 | |

| | | | |
|--------------|--|---|--|
| C17 (C5c) | IN-SCHOOL: ASK IF C14=3. SINGLE CODE | | |
| | Which of the following best describes your Black, African, Caribbean or Black British group? | | |
| | African | 1 | |
| | Caribbean | 2 | |
| | Another Black, African, or Caribbean group | 3 | |
| | I don't know | 4 | |
| | I don't want to answer this | 5 | |

| | | | |
|--------------|---|---|--|
| C18 (C5d) | IN-SCHOOL: ASK IF C14=4. SINGLE CODE | | |
| | Which of the following best describes your Mixed or Multiple ethnic groups? | | |
| | White and Asian | 1 | |
| | White and Black African | 2 | |
| | White and Black Caribbean | 3 | |
| | Another Mixed or Multiple ethnic group | 4 | |
| | I don't know | 5 | |
| | I don't want to answer this | 6 | |

| | | | |
|-----|--|---|--|
| C24 | IN-SCHOOL: ASK IF C14=5. SINGLE CODE | | |
| | Which of the following best describes your ethnic group? | | |
| | Arab | 1 | |
| | Another | 2 | |
| | I don't know | 3 | |
| | I don't want to answer this | 4 | |

| | | | |
|-------------|--|---|--|
| C19 (C6) | IN-SCHOOL: ASK ALL SINGLE CODE. | | |
| | Is English your first or main language? | | |
| | Yes | 1 | |
| | No | 2 | |
| | I can speak more than one language, and I speak English a similar amount as the other language/s | 3 | |
| | I don't know | 4 | |
| | I don't want to answer this | | |

| | | | |
|-------|---|---|-------------------|
| (C8) | MULTICODE CODES 1-13. | | |
| | IN-SCHOOL: ASK ALL | | |
| | Do any of the following apply to you? | | |
| | Please select all that apply. | | |
| C21_1 | | | |
| | Hearing: I use aids, or something similar, to be able to hear | 1 | |
| | Eyesight: I have issues with my eyesight (not including needing glasses) | 2 | |
| | Mobility: I use something to be able to get about, like a wheelchair or mobility scooter | 3 | |
| | Dexterity: I regularly need help, or use something to help me, for tasks using my hands | 4 | |
| | Breathing: I sometimes have issues with breathing or have chest pains | 5 | |
| | Difficulty with speech: I sometimes have difficulty being understood, due to a stutter or stammer or other speech difficulties | 6 | |
| | None of these | 7 | FIX AT END |

| | | | |
|--------------------|--|---|------------|
| | I don't know | 8 | FIX AT END |
| | I don't want to answer this | 9 | FIX AT END |
| SHOW ON NEW SCREEN | | | |
| C21_2 | | | |
| | Mental abilities: I have difficulty learning, understanding or remembering things and/or I am behind my classmates in my schoolwork | 1 | |
| | Difficulty with words or numbers: I have been diagnosed with, or may have, dyslexia / dyscalculia | 2 | |
| | Neurodiversity: I have been diagnosed with a form of neurodiversity, such as Autism or ADHD | 3 | |
| | Mental health: I have difficulties with my mental health, such as anxiety, depression, OCD, or something else | 4 | |
| | Another condition that impacts my daily activities | 8 | |
| | None of these | 5 | FIX AT END |
| | I don't know | 6 | FIX AT END |
| | I don't want to answer this | 7 | FIX AT END |
| | | | |

NEW SCREEN

Before you finish...

| | | | |
|-------------|--|---|--|
| C22 (C9) | IN-SCHOOL: ASK ALL SINGLE CODE. How much help, if at all, did you get answering the questions in the survey today? | | |
| | A lot of help | 1 | |
| | A little help | 2 | |
| | No help | 3 | |
| | I don't want to answer this | 4 | |
| | | | |

| | | | | | | | |
|--------------|--|---------------|--|-------------|------------|--------------|-----------------------------|
| C23 (C13) | ASK SELECTED CHILD. SINGLE CODE. SHOW AS OPTIONS SHOWN HORIZONTALLY FOR CODES 1-5 WITH FACES (SAD TO HAPPY) AND THE DESCRIPTION UNDERNEATH. SHOW BOXES FOR DON'T KNOW AND DON'T WANT TO ANSWER THIS UNDER THE SLIDER And finally, can you tell us how doing this survey made you feel? | | | | | | |
| | Very unhappy | A bit unhappy | | Quite happy | Very happy | I don't know | I don't want to answer this |
| | 1 | 2 | | 4 | 5 | 6 | 7 |

NEW SCREEN. INTRO TEXT

Thank you so much for answering these questions. If you feel upset by anything we have asked you today, this link will show you a range of websites and numbers that you can contact to help you feel better.

[SHOW TO PRIMARY: SEE DUMMY CODES:
<https://www.childwise.co.uk/ofcom-primary-support>]

SHOW IF ANY SAFEGUARDING CONDITIONS MET

| | |
|-----|---|
| C24 | IN-SCHOOL: ONLY IF SAFEGUARDING CONDITIONS MET SINGLE RESPONSE – EITHER TYPE IN OPEN BOX OR CLICK 'no thank you' TO CONTINUE ALLOW SKIP AT THIS QUESTION - SHOW 'NEXT' BUTTON TO MOVE PAST |
|-----|---|

| | | | | | |
|--------------|--|-----------|---|--------------|---|
| | Thank you for answering all of our questions. Is there anything else you would like to share with us? Please use this space below if so. | | | | |
| | <table border="1"> <tr> <td style="text-align: center;">OPEN TEXT</td> <td style="text-align: center;">1</td> </tr> <tr> <td style="text-align: center;">No thank you</td> <td style="text-align: center;">2</td> </tr> </table> | OPEN TEXT | 1 | No thank you | 2 |
| OPEN TEXT | 1 | | | | |
| No thank you | 2 | | | | |

NEW SCREEN

Everything you have told us will help make the internet a safer place for children to be. Just imagine the difference you are making!

[SHOW TO PRIMARY: SEE DUMMY CODES] You're a superstar! [SHOW IMAGE OF CHILD IN SUPERHERO CAPE]



END SCREEN