



# Children's Media Lives

## *Wave 7: Discussion guide 1*

### 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, particular in light of the Ongoing coronavirus pandemic.
- What new digital spaces they are exploring – and whether they are encountering increased risk or pressure
- How this fits into their wider life, including their hopes for the future

### Guide Overview:

Section	Detail	Additional data capture
<b>Introduction and life updates</b> <i>20 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 coronavirus</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>15 mins</i>	<ul style="list-style-type: none"> <li>• Viewing routine and screentime</li> <li>• Content &amp; platform preferences:</li> <li>• Representation &amp; relatability:</li> </ul>	
<b>Social media &amp; gaming</b> <i>25 mins</i>	<ul style="list-style-type: none"> <li>• Social media habits:</li> <li>• Focus on TikTok</li> <li>• Online identity</li> <li>• Gaming routine, attitudes and behaviours</li> </ul>	Social media platforms  Key social media features  Gaming flashcards
<b>Engagement with the news &amp; critical thinking</b>	<ul style="list-style-type: none"> <li>• News habits &amp; attitudes:</li> <li>• Sources &amp; critical thinking:</li> </ul>	News providers

10-15 mins	<ul style="list-style-type: none"> <li>Advertising and online purchasing</li> </ul>	Current affairs topics
<b>Harmful content and online safety</b> 10-15 mins	<ul style="list-style-type: none"> <li>Concerns and incidents</li> <li>Resilience, education and dealing with problems</li> <li>Online privacy</li> </ul>	Testing scenarios: 'What would you do if...'
<b>Online health and wellbeing / final reflections</b> 5 mins	<ul style="list-style-type: none"> <li>Positives /negatives of being online</li> <li>Recap on hopes for the future</li> </ul>	
<b>Parents</b> 10 mins	<ul style="list-style-type: none"> <li>Updates to family life</li> <li>Education &amp; schooling</li> <li>Online activities / online safety</li> </ul>	
<b>Diary task setup</b> 2 mins	<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>		

## How to use this guide:

This guide of the topic areas and questions that researchers will be asking respondents. Not all interviewees will be asked all questions, but the question areas will be covered across all interviews.

**This guide is 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.**

## Introduction and life updates (20 mins)

*Researcher to be sensitive to the fact that respondents may have experienced some upheaval due to the recent (January 2021) lockdown, delayed restart of schooling, or the return to home schooling*

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

- What's the biggest thing that's happened to you since the summer?
- What did you get up to over the Christmas period?
- How's school / college / work (any changes?)

### 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?
  - What sort of hobbies are you doing at the moment?
- Can you talk me through a typical weekend day? [Note to researcher – If they haven't returned to school, all days might be like to a 'weekend day']
- How do you feel about your routine at the moment?
  - What's your favourite part of your routine?
  - Is there anything you find frustrating?
    - Why is this?

DATA CAPTURE:  
Weekly routine

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

### Lead Question: Have you got any new technology since we last spoke?

- 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?

DATA CAPTURE:  
Device audit

### Lead Question: How are you feeling about coronavirus at the moment?

- How do you feel about the current national lockdown?
  - Does it feel different to previous restrictions? In what way?
- What impact is coronavirus having on your life?
  - PROBE: Changes to routine, hobbies, seeing friends,
- What do you think about these restrictions?
  - PROBE: Boring, annoying, good, easy, etc.?
  - How has this changed over time?

**Lead Question: How are you finding school / college / at the moment?** [May not be relevant for all, e.g. if not returned to school / for some respondents in work]

- What is your timetable like?
  - PROBE: Back to normal? Different class sizes?
- What is your homework like?

- How is remote learning going?
  - PROBE: Any positives / negatives
- What devices do you use for this?
  - Are these shared or are these yours?
  - How easy do you find this?
- How does school at the moment compare to before Christmas?
  - What's better / worse?

**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: How are you keeping in touch with your friends at the moment?**

- How often do you speak to them?
- Are you doing anything new with your friends?
  - PROMPT: Using new ways to communicate, playing new games together, new areas of interest

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 do you think will happen with your school in the future?
  - PROBE: Impact of coronavirus on school progress, exams etc.
  - How do you feel about this?

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## Content, preferences and behaviours (15 mins)

### Overview of screentime

*Researcher to use this to inform subsequent sections*

**Lead Question: What are you favourite media activities at the moment?**

- PROBE: gaming, social media, watching shows/TV, app
- How often do you do these activities?
- How do they fit into your routine?

### 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, Twitch (*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?**

- When do you watch this?
- What do you like about this content?
- Do you think the content you see is different or similar to your friends? Why?
  - 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?

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

- PROBE: exercise videos, gaming hacks, coronavirus
- 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?
  - Do your friends watch similar content?

## Representation & relatability:

**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?
- What do you think makes a content creator popular?
  - PROBE: The way they look, should they promote causes, give political opinions?

**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?

## Remote learning:

**Lead question: What schoolwork do you do at home?**

- PROMPT: Actual lessons during lockdown vs. homework
- What types of work do you do at home?
  - PROMPT: tasks set by teachers vs. online learning websites
- What do you like about working from home?
  - How does it compare to being at school?
- Can you talk me through a typical day of working from home?

**Lead Question:**

- What online learning websites do you use?
- How often do you use these?
  - What lessons do you use these for?
- What do you like about these?
  - What do you dislike?
- How do you know when you're doing well in this activity?
  - Do you get feedback on how you're doing?
  - How does it feel when you receive this feedback?

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## Social media & gaming (25 mins)

### Social media habits:

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

*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?

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?

STIMULUS:  
Social Media Features

**Lead Question: What do you tend to see on social media?**

- What sorts of people do you follow?
  - PROMPT: Friends, organisations, celebrities
- What are your favourite accounts that you follow?
  - Why do you like these?

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

- How are you working towards this?
- Why do you want to achieve this goal?

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

- PROBE across different platforms: social justice issues, coronavirus updates, TikTok dances
- Is there pressure to post certain types of content online?

### TikTok-focus:

**Lead question: Are you still enjoying TikTok?**

- Has the way you used TikTok changed since the 1<sup>st</sup> lockdown?
- Has the amount of time you are spending on it changed at all?
- What do you like about it?

- What do you dislike?
- What type of videos do you usually see on your 'For You' page?
  - What are your favourite videos/content on TikTok?
  - Which content don't you like on TikTok?
- Do you ever do anything to try to change what you see on your 'for you' page

## Online identity:

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

- Can you show me something that you have posted recently?
  - Why did you post this?
- 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?

**Lead question: How important is having lots of followers 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?

**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?

**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?

## Gaming routine, attitudes and behaviours

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

- Can you tell me about them?
  - How do they work?
- What do you like about them?
- How often do you play games?
- Who do you play with?
  - PROBE: Alone, friends, strangers
- How does your gaming compare with your friends?
- How does gaming make you feel?
  - PROBE: Escapism, Fantasy, Teamwork, Fast paced, Competition

**Lead question: What role does gaming play in your friendships?**

- How often do you play with your friends?

STIMULUS:  
Gaming Prompts

- How would you feel if you couldn't game anymore?
  - Do you prefer gaming alone or with friends? Why?

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

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

## Engagement with the news & critical thinking (10-15mins)

### News habits & attitudes

**Lead question: Where do you learn about the news?**

- What kinds of stories do you see/hear about?
  - 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, family dynamics
- Where do you see stories/updates about coronavirus and other current issues?
- Where did you find out about these sources?
  - What do you think of them?
  - PROBE: interest, fun, trustworthiness, age-appropriate, biased

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

- Why do you say that?
- How similar is this 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

**Lead question: What types of news story are you most interested in?**

- PROBE: sports, current affairs, politics, climate change, celebrities,
- Can you give me a recent example of something you saw?
- Why do you say that? What do you like about them?
- Do you ever look for certain types of news? If so, what? How?

STIMULUS:

Current affairs topics

### Sources & critical thinking

**Lead question: How often do you see/hear something that is untrue/exaggerated about the news?**

- Do you think the sources you look at are reliable in general?
- Why do you say that?
- How common is it that something might be false in these places?
- Have you ever seen something that you thought was untrue/exaggerated?
- If so, what was it? How did you react to it?
- 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

### Advertising and online purchasing:

**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?
- 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?

**Lead question: have you ever bought something online?**

- If so what? How?
- 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?**

- What are they?
- How do they work?
- How often do you look at these?
- How trustworthy do you think they are? Why/ why not?

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

- Which ones have you seen?
  - PROBE: ratings, scores, likes, comments,
- What do you think about them?
- Why do you think they are there? Who makes them?
- Do you think this affects your decisions to watch something?
- How trustworthy do you think they are? Why do you say that?

## **Harmful content and online safety (10-15 mins)**

### **Concerns and incidents**

**Lead question: what do you think that children and young people worry about online?**

- PROBE: talking to strangers, giving out details, online scams
- How would you know if you should be worried about something online?
- How important do you think online safety is?

**Lead question: Have you ever seen something or had something happen online which worried you?**

- If yes, what happened?
- When did this happen?
- What platform was this on?
- What did you do?
  - PROBE: Ignored it, told someone, reported it
- How did you feel about it?
- If no, has anything worrying or harmful ever happened to one of your friends or someone you know online?
  - What did they do when this happened?

## Resilience, education and dealing with problems

**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?
- What would be an example of the sort of thing that would worry you online?

**Lead question: Have you ever reported anything online?**

- [If yes] when did you do this?
  - What platform was this on?
  - What do you understand this was for?
  - What do you think it did?
- [If no] What would you use this for?

STIMULUS:

Worrying scenarios

**Lead question: Where do you learn 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?
  - How do you feel about this?
  - PROBE: is it up to date, do you find it relevant?

**Lead question: How often do you talk to your parents about being online?**

- Do you ever have to teach them how to use things or do certain things?
- What about other people you know?

## 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?**

- How does this compare to your friends?
- Is there anything you want to understand more about in relation to privacy?

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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?
- What things have you learnt about 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

**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?

**Lead question: How important do you think spending time online during lockdown is?**

- What are the positives?
- What are the negatives?

## 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 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?
- How is the family feeling about the current lockdown/coronavirus?

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

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

### Education & schooling:

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

- How was the transition back to home schooling after being back at school?
- Is XX still doing any remote learning?
  - How well is this working?
- How are they doing academically?
- How are they doing socially?

### 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: 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 it?

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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.*

1. *Diary activities (6 days)*
2. *Screen record activities (At any point)*

*Researcher to answer and queries, and if necessary tailor the diary to respondent's capabilities, e.g. reminding younger kids that they won't need to do screen record.*

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

*Researcher to talk parent and respondent through consent forms, and explain social media tracking.*

*Researcher to thank respondents and close interview*



# Children's Media Lives

## Wave 7: Discussion guide 2

### 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, particular in light of the ongoing Covid-19 pandemic.
- What new digital spaces they are exploring – and whether they are encountering increased risk or pressure
- How this fits into their wider life, including their hopes for the future

### Objectives for this 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

Section	Objective	Timing
1. Catch-up	See what has happened since we last spoke and make the respondent feel at ease	2 mins
2. Diary task review	Get their overall reflections on their routine, particularly around screen time	5 mins
3. Social media tracking review	Encouraging respondents to reflect on their behaviour seen during social media tracking	5 – 10 mins
4. Screen record review	Reviewing their screen record with them and asking follow up questions based on their behaviour	10 mins
5. Emerging themes from analysis	Gathering more data on emerging hypothesis from first round interviews	15 mins – 20 mins
6. Online health and wellbeing	<i>Going over how they portray themselves online and how they feel about being online</i>	5 mins

**Researcher to fill in respondent-specific notes from Interview 1 here:**

## I: Catch up (2 mins)

**Objective:** See what has happened since we last spoke and make the respondent feel at ease

**LEAD QUESTION:** How you been since the last interview?

- Has anything exciting or new happened?
  - At home?
  - At school?
- [Follow up on anything they said was coming up in interview 1]

## 2: Diary Task Review (5 mins)

**Objective:** Get their overall reflections on their routine, particularly around 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?
- How did you feel about the amount of time you spent online?
  - Did you expect this?
  - How do you think this compares to the amount of time your friends spend online?

**STIMULUS:** Researcher to prompt with their diary task images

## 3: Social media tracking review (5 – 10 mins)

*Section Objective: Encouraging respondents to reflect on their behaviour seen during 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?
  - [If yes] Why did you decide to do something similar?
- How did you decide on a caption / editing the photo / the dance performed?
- How did you feel about the reception the photo got?

- PROMPT: Likes, comments, views etc.

Researcher to prompt respondent to reflect on if their behaviour is differs from what was stated in Interview 1

STIMULUS: Using screengrabs / asking respondent to look themselves

#### **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 do you think your profile says about you?

Researcher to prompt respondent to reflect on if their behaviour is differs from what was stated in Interview 1

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## **4: Reviewing screen record**

STIMULUS: Researcher to prompt throughout with pre-selected screen record footage

### **4.1 Scrolling on their feed**

#### **LEAD QUESTION: What do you think about the type of content you see on your feed?**

- What do you like / dislike about it?
- How similar do you think this is to what your friends see?

Researcher to share screen to prompt respondent with **specific** bits of content, e.g. posts from friends, ads, news stories

#### **LEAD QUESTION: What do you think about this content when you saw it?**

- What did you like? What did you dislike?
- What do you think about the people/person/company that posts this content?

Researcher to share screen to prompt respondent with **specific features they've used** e.g. Snap streaks, Snap maps, sharing, liking, commenting

#### **LEAD QUESTION: Can you tell me about why you used this feature?**

- What do you like / dislike about it?
- What makes you like something, comment on it or share it?
- Is there any pressure related to reacting to content?

#### **LEAD QUESTION: What features do you use the most on different platforms?**

- Prompt: Snap streaks, Snap maps, sharing, liking, commenting
- What do you like or dislike about the different features on platforms?

## 4.2 Posting / Editing a photo

### LEAD QUESTION: Why did you choose that photo?

- Is that what you would normally do?
- What other kinds of images do you share?
- Why do you post photos?
  - PROMT: for fun, makes you feel good, for memories, because of an event, others are posting

*If they edited the photo:*

### LEAD QUESTION: Can you tell me about how you edited this photo?

- PROMPT: Filters on phone / another app
- Why do you choose to do it in this way?
  - Do you take inspiration from someone/ somewhere?
  - How did you learn how to do this?
- What do you think about editing photos online?
  - How common do you think it is?
  - Do your friends edit their photos?

*If photo involved editing their face/body*

### LEAD QUESTION: Which features do you edit?

- **Prompt:** hair, skin, body shape
- Why did you choose to edit these features?
- What is your aim when you are doing this?
- Do many people to do this?

*If posting a photo involved adding a caption / hashtags*

### LEAD QUESTION: How do you decide on the captions that go with your posts?

- PROBE: Makes it popular / trying to sound cool
- Do you get input from friends about what to post and which captions to use?
- Do you ever try to up the popularity of your posts in a particular way?
  - **Prompt:** hashtags, music, poses

### LEAD QUESTION: What makes a good post / photo?

- Prompt: attractiveness, interesting activity, locations, looking different in real life, the reaction to it from others?

### LEAD QUESTION: When you post what is the reaction you hope to get to it?

- PROBE: Likes and comments? How many?
- Who its from?

## 4.3 Your favourite accounts to follow on SM

### LEAD QUESTION: How long have you followed XX account?

- Where/ how did you first hear about them?
- What do you like about them?
  - Prompt: funny, educational, aspirational
- What sort of accounts do you friends follow? Are they similar?

### LEAD QUESTION: Talk me through how you learn about the world?

- How regularly do you do this?

- What in particular interests you about stories you hear?
- Which platforms do you use for this?
- How did you choose which platform to use / provider to use?
  - PROBE: Fun, trustworthy, age-appropriate
- How reliable is this as a source of information?
  - What makes you know you can trust something?
  - What in particular interests you about stories you hear?

#### 4: Exploring emerging themes from analysis (20 mins)

*Section Objective: To gather more data on emerging hypothesis from first round interviews*

**Note to researcher:** Some of this may have been covered already in the above sections

Emerging theme 1: Changing social networks – e.g. potentially contracting groups / making new online friendships

**LEAD QUESTION: Last time we talked you said you mainly talk to XX people – is that right?**

- How does this compare to earlier on in lockdown?
- Have you friendships changed at all recently?
  - In what way?
- How do you feel about this?
- Have your conversations changed over this time?
  - In what way?

**LEAD QUESTION: You said that you mainly spoke to your friends on [XX platform]**

- Why do you use this platform to stay in touch with people?
- What do you like about using this platform to communicate?
  - Are there any drawbacks to using this platform?

**LEAD QUESTION: Have you met anyone online recently?**

- How did you meet this person?
  - Where did you first meet?
  - How did your friendship develop over time?
- What are they like?
  - What do you like about them?
- What do you do together?
- How does your friendship with them compare to older friendships?

Emerging theme 2: Changing routines / increasing lack of structure

**LEAD QUESTION: Last time we spoke, you told me that your routine was like XX.**

- Is this still the case?
- How do you decide how to spend your time?
  - Is it easy to work out what to do with your time?
- Do you feel like you have enough to do with your time?
  - Why / why not?

**LEAD QUESTION: Last time we spoke you said your sleep pattern was XX**

- Is this still the case?
- How does this compare to before lockdown?

- How do you feel about your sleep pattern?
- Have you ever tried to change your sleep pattern?
  - Why? Why not?
  - How did you do this?

**LEAD QUESTION: Last time spoke, you told me that your schoolwork was XX**

- How do you feel about the way your schooling currently works?
- How does it compare to in-person schooling?
  - Is there anything better?
  - Is there anything worse?
    - PROBE: Quality of learning, interactions with teachers, interactions with friends

Emerging theme 3: Decreased dominance of TikTok

**LEAD QUESTION: On TikTok you said you generally see XXX content – is that still the case?**

- Have any new trends happened in the last week or two?
- What TikToks have you made since we last spoke?
- What can you tell me about them?
- What drama have you seen on TikTok?
- How similar/different is what you see on TikTok to what others see?
  - Are you part of a 'specific' TikTok? E.g. Goth TikTok

Emerging Theme 4: Disengagement with news

**LEAD QUESTION: Last time we spoke, you said you engaged with XX news**

- Is this still the case?
- How do you think your news consumption has changed over the course of lockdown?
  - Why do you think this has happened?
- What makes a good news story?
- How trustworthy is the news in general?
  - What makes the news trustworthy?
  - PROBE: Authority vs. non-authority sources

Emerging Theme 5: Making money online / streaming

**LEAD QUESTION: What can you tell me about making money online?**

- How do people make money online?
  - How might young people make money online?
- Is this something you've ever thought about?
  - [If yes] What made you think about this?
- Do you friends think similar things?

**LEAD QUESTION: What can you tell me about streaming?**

- Have you ever watched any streams?
  - Which ones?
  - Do your friends ever watch streams?
- What do you like about streaming?
  - How does it compare to other types of video?
    - What's better? What's worse?
- Would you ever consider streaming something?
  - Why? Why not?

Emerging theme 6: Body-consciousness and exercise remains popular

**LEAD QUESTION: When we last spoke, you told me you were engaging with XX content to do with your body [e.g. exercise content, skin content hair content, make-up, editing]**

- Is this still the case?
- Why do you engage with this content?
  - PROBE: For entertainment / interest / to learn new exercises or beauty routines
- Do your friends also engage with this content?
- How do you feel when you engage with this content?
  - What do you like?
  - What do you dislike?

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## Online health and wellbeing (5 mins)

*Section Objective: Going over how they portray themselves online and 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?
    - PROBE: Changing friendships / impact on other hobbies
  - What do you think about this?

**LEAD QUESTION: Do you think that media can impact how people feel about themselves?**

- In what way?
  - What do you think of this?
- Do you think being online can impact how people feel about the way they look?
- Do you know anyone who has become more body conscious as a result of seeing things online?
  - What do you think led to this?
  - 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: What do you think could be done to improve online experiences for people?**

- Is this something you have spoken to your friends about?
- What do your parents think about this?

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**Thanks, consent and close**