

Children's Media Lives

Wave II: Discussion guides

Initial interview guide

Guide Overview (Total time ~ 2.5hrs)

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

Section	Overview of the topics covered
Introduction and life updates 15 mins	<ul style="list-style-type: none"> • Check-in and introduction • Their current routine • Digital access and devices • Reflections on schooling • Family dynamics • Friends and social life
Content, Preferences, and behaviours 20 mins	<ul style="list-style-type: none"> • Viewing routine and screentime • Length of time watching content • Platform preferences <ul style="list-style-type: none"> ○ Including a range of media: traditional media, broadcast TV, streaming, sounds (e.g., music and podcasts) ○ Explore what settings they have on their different platforms (e.g., private vs. public) • Content preferences <ul style="list-style-type: none"> ○ Explore any blurred boundaries around drama and fiction ○ Additional probes on sensory experience of watching different types of content ○ Explore themes around: hyperstimulation, satisfaction, comfort, 'brainrot', boredom
Social media 40 minutes	<ul style="list-style-type: none"> • Social media behaviours and habits <ul style="list-style-type: none"> ○ Including what they consume, and what they share ○ More niche platforms ○ Content they watch on social media and the people they follow • Social media interactions • Online friends <ul style="list-style-type: none"> ○ How real-life drama and dynamics may play out on social media • Potentially harmful experiences on social media <ul style="list-style-type: none"> ○ Exploring knowledge and experiences around worrying content and interactions using age-appropriate stimulus ○ Potential for online harms, such as unsolicited contact from strangers/adults, and 'nasty' interactions online • <i>Covering experiences of harmful content, and any use of platform tools to mitigate harms (MSOM) if this naturally falls out</i> • Online identity <ul style="list-style-type: none"> ○ Additional focus on body image / importance of 'look' ○ Additional probes around goals / self-promotion and monetisation • Representation and relatability

	<ul style="list-style-type: none"> ○ Explore themes around influence (although this may be covered in more detail in later sections)
<p>Wave 11 theme: Blurred boundaries and media literacy</p> <p><i>30 minutes</i></p>	<ul style="list-style-type: none"> ● Topical deep dive ● Explore how they find out about certain trending topics and the content they are seeing around this (e.g., riots and unrest) ● News habits and attitudes <ul style="list-style-type: none"> ○ Including distinction between news vs. opinion ○ Including commentary and 'referential' content ● Blurred boundaries around drama and fiction ● Sources and critical thinking <ul style="list-style-type: none"> ○ How do they distinguish what is real vs. what might not be real ○ <i>Covering mis and disinformation (MSOM) if this naturally falls out</i> ○ Sources and types of content they trust vs. don't trust ○ <i>Covering trust in news (MSOM) if this naturally falls out</i> ● Reflections on new technologies, e.g., AI ● Reflections on influence and advertising
<p>Gaming</p> <p><i>20 mins</i></p>	<ul style="list-style-type: none"> ● Gaming preferences <ul style="list-style-type: none"> ○ Including what platforms they use, what games they play ● Gaming routine, attitudes and behaviours <ul style="list-style-type: none"> ○ Interactions with other users on gaming platforms / gaming related platforms ○ Additional probes around the importance of gaming to friendships ○ Additional probes on cross over between gaming and social media (e.g., joining specific forums)
<p>Online safety and wellbeing / final reflections</p> <p><i>5 - 10 mins</i></p>	<ul style="list-style-type: none"> ● Online safety and what they do to feel safe online <ul style="list-style-type: none"> ○ <i>Covering wellbeing and how they protect their personal information (MSOM) if this naturally falls out</i> ● Positives /negatives of being online ● What would be an 'ideal' internet? What would they change in their current online activities?
<p>Parents</p> <p><i>10 mins</i></p>	<ul style="list-style-type: none"> ● Updates to family life ● Education & schooling ● Online activities / online safety ● Reflections on responsibility for positive online experiences ● How do they see an 'ideal' internet?
<p>Diary task setup</p> <p><i>2 mins</i></p>	<ul style="list-style-type: none"> ● Researcher to explain different components of tracking tasks to parent and child, and ensure capture of key behaviours

Consent, social media tracking and close	<ul style="list-style-type: none"> • Researcher to go through consent forms and social media tracking with respondent and parent / responsible adult
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Introduction and life updates (15 mins)

Researchers to prompt participants to:

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

Researchers to pin participants on zoom and record the call

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

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

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

- Can you talk me through a typical weekday?
- How have you been spending most of your time?
- [If relevant] Where does school fit into your day?
- Can you talk me through a typical weekend day?
- What sort of hobbies are you doing at the moment?
 - Probe: online and offline, how often, and with who, and does offline/online ever overlap
- Have you tried anything new recently?
- How do you feel about your routine at the moment?
- What's your favourite part of it?
- Is there anything you don't enjoy or find frustrating about your routine?
 - Why is this?
- Is there anything that you'd like to change about your routine?
 - How might you go about doing this?
 - How do you think your routine will change as you get older?

DATA CAPTURE:
Weekly routine

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

Lead question: What has been on your mind recently?

- How are you finding school / college / work?
- What is going well?
- Are you finding anything difficult?
- What are the big things that are coming up this year?
 - PROBE: Exams, moving between classes, competitions

- How are you feeling about this?

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

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

Lead question: Can you tell me about your friends?

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

DATA CAPTURE:
Social Network Map

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

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

Lead question: What technology are you currently using?

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

DATA CAPTURE:
Device audit

Content, preferences and behaviours (20 mins)

Overview of screentime

Researcher to use this to inform subsequent sections

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

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

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

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

Content & platform preferences

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

PROBE: Different sources, including Netflix, Live TV, YouTube, Social Media, streaming platforms (*Participants 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?

<p>STIMULUS: Range of platforms</p>

Lead question: What are you watching at the moment?

- What do you like about this content?
 - Who makes this content?
 - Do you watch anything else from that creator? Why?
- Do you think the content you see is different or similar to your friends?
- Do you and your friends talk about what you watch?
- Can you tell me about any new trends or popular types of content at the moment?
- Do you ever do anything else while watching this?
 - (If yes) What do you do? Why?
 - PROBE: Relaxation, sensory overload, boredom etc.
- Do you ever use multiple screens when you are watching TV/gaming/on YouTube?
 - (If yes) what do you like about it?
- Have you changed the content you like to view recently?
 - Is there anything new you're watching?
 - Is there anything that you've stopped watching?
 - How do you think what you watch now compares to a year ago?
 - Why do you think there is a difference between before and now?

Lead question: How long do you spend watching content on an average weekday?

- How does that compare to the weekend?
- PROBE: short form (TV, Reels etc), long form (films etc)
- [Researcher to probe on screen time for platforms they watch content on]
- When do you tend to watch things?

- How does this compare to your friends?
- How do you feel about how much you watch content?
- How often do you watch new content?
- How often do you rewatch content you've already seen?

Lead question: Why do you like to watch content?

- PROBE: they are funny, because someone else mentioned it, to pass time, they want to stay informed, they want to learn new things, they enjoy dramatic content/gossip, etc.
- [If they like dramatic content] What type of 'drama' do you like watching? Where would you watch this?
 - What do you like most about it?
 - What sort of things does it focus on?
 - How does it compare to other things you watch? Is it more or less interesting?
 - How true to life is it?
 - [Researcher to probe around any blurred boundaries around drama and fiction, depending on the type of content]
- [If they watch to learn new things] What sort of things do you want to learn about?
 - PROBE: exercise videos, gaming hacks, news and politics, etc.
- Which online content creators do you like the best for learning about new things?
 - What is it about their content that you like the most?
 - How often do you trust what they are saying?
 - How do you know if what they are saying is true?
- Do your friends watch similar content?
- [If they watch content to relax] What type of relaxing content do you like to watch? Where would you watch this?
 - Can you show / describe these videos?
 - What happens in them?
 - How do you feel when you watch them?
 - Probe: satisfied, comforted, sleepy, relaxed
 - What about the content makes you feel this way

Lead question: Are there any types of content that you don't look for but see anyway?

- Probe: content that is 'on' in the background, showed to them by algorithms on social media / VSPs, shown to them by family or friends
- Probe around types of content, including: advice and tips, **health and well-being**, funny videos, news and information about the world etc
 - What is the content about?
 - What do you think of it?
 - What is the format of this content?
 - Probe: text, infographic, video, images etc

Lead question: Are there any types of content you do not like to watch?

- Which ones?
- Where are these usually found?
- Why?
- How do you feel when you watch them?
 - Probe: brainrot, uncomfortable, unhappy, bored, uninterested

Lead question: Do you ever listen to content?

- PROBE: songs, radio show, music
- What device do you use to listen?
 - PROBE: smart speaker, phone, laptop, desktop, radio
- What platform do you use?

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

Social media (40 mins)

Social media habits:

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

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

Repeat for key platforms mentioned:

- What do you usually use it for?
 - PROMPT: Catching up with friends, finding out about the world, passing time, watching content, relaxation, learning about things etc.
- How long do you spend on it?
- When do you use it throughout the day?
- What do you like about it?
 - PROMPT: exploring new ideas, learning about the world, communication, relaxation, general well-being etc.
- What do you dislike?
 - PROMPT: Online drama, offensive/inappropriate content, content they aren't interested in, spending too much time online, etc.
- Do you have any social media accounts that you have but don't use as much?
 - PROMPT: Facebook, Triller etc
- Why?
- When you do use it, how long do you spend?
- When you do use it, what kinds of things do you use?
- Why do you like using the other platforms more?
- Do you ever upload your own content on these platforms?
 - Why / why not?
 - [If they do upload their own content] what kind of content do you upload?
 - Can you tell me how you create your own content?
 - PROBE: filming, editing, preparing and/or selecting audio, following trends etc.

<p>STIMULUS: Social Media Platforms</p>

Researcher to probe around more niche platforms (if mentioned)

Lead question: How did you hear about these platforms?

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

- Who uses these platforms?
 - Do your friends use them?
- What sort of things do you use them for?
- What sort of content do you see?
- What do you like about them?
- What do you dislike about them?
- Who else uses these platforms online?
 - Why do you think they use these platforms?

Lead question: What sort of social media content do you see?

- PROMPT: News content, health and wellbeing content, advice and tips, funny content, sad content, people sharing their experiences, content from other children, content from influencers
- What do you like about these?
- Why?
- How do you feel when you see this type of content on social media?
- What are the positives of seeing this type of content?
- What are the potential negatives of seeing this type of content?

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

- PROMPT: Likes, comments, filters, group chats, re-sharing
- [For each thing they mention] How much do you do these things?
 - What do you use these for?
 - Do your friends also use these?
 - What do you like or dislike about these features?
- Is there anything you wish the platform could do but doesn't?
- How much do you post online?
 - Probe: on their feed vs on time limited mechanisms (e.g., 'stories')
 - How do you feel about posting online? Why?

Online interactions

Lead question: What sorts of people do you follow?

- What sorts of people do you follow?
 - PROMPT: Friends, organisations, celebrities
 - Has this changed since the last time we spoke?
 - Why?
- What are your favourite accounts that you follow?
- Why do you like these?
- Are there any people that your friends follow but you don't want to?
 - Why?

Lead question: Who do you tend to speak with on online?

- [Researcher to ask about social media, search, gaming etc]
- PROBE: Known friends, new online friends, strangers
- Do these conversations happen privately or publicly?
 - PROBE: conversations on live streams, comment sections, public stories etc.
- Are you part of any online communities?
 - PROBE: Discord, reddit, Facebook groups, dating apps
- What types of people are in these communities?
- What do they talk about?
 - Have you ever joined the conversation in these communities?

Stimulus: Types of content

ACTIVITY:

Ask participants to share screen and show researcher trends they follow and/or have seen

Stimulus: Flashcards of key platforms

ACTIVITY:

Ask participants to share screen and show researcher a favourite account that they follow

- Do you ever speak to people you don't know on social media?
 - What platforms does this happen on most?
- Who tends to start the conversation?
- What do you talk about?
- How does it make you feel?
- Do you think there is any difference between having online only friends and friends you sometimes see in person?
- How do you decide which people to speak to online that you don't know otherwise?
- Do you ever get contacted by people you don't know who you don't want to speak to?
 - What platforms does this happen on most?
- What do say?
- How often does it happen?
- What do you in this situation?

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

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

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

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

If they have experienced harmful content listed in stimulus:

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

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

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

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

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

- PROMPT: Ignored it, reported it, told your parents / friends
- Would you report it?

- How often do you report things?
 - If experience of reporting:
 - How did you report it?
 - Who did you report it to?
 - Did you hear anything back from them after reporting it?
- Why do you think some people report things more than others?
- What kind of content / people get reported?
- What do you think happens if someone/or a piece of content is reported?
- Would you speak to someone about it?
 - E.g. schools, parents, friends, support groups, online forums, etc.
 - Who would you feel comfortable speaking to?
 - Why?
- [If they don't feel comfortable sharing it] Why?
 - What about it is uncomfortable?
 - PROBE: embarrassing, wouldn't change anything, private, they wouldn't get it, don't need to, etc.
- What kind of person would you trust to talk about your concern with?
 - Do you know of any organisations you could speak to or report content to?
- What would be an example of the sort of thing that would worry you online?

Lead question: Have you seen anything on social media that has made you feel positive?

- What did you see?
- When did this happen?
- What platform was this on?
- How did this make you feel?
 - PROBE: Positive emotions e.g., hopeful
- Is this something that other people you know have also seen?
- What do they think of it?

Lead question: Have you seen anything on social media that has helped you?

- What did you see?
 - Probe: advice, inspiration etc
- When did this happen?
- What platform was this on?
- In what way did this content help you?
 - Probe: emotional, mindset, practical etc
- How did this make you feel?

Online identity

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

- How many profiles / accounts do you have on different platforms?
 - Probe around different platforms i.e.: Instagram – do they have a Finsta? Or a 'dump' account on Tik Tok?
 - Probe around settings they have e.g., public or private accounts / any other settings
- What do you want other people to think when they see your profile?
- What is something you would not want people to see about you on social media?
- Do you take inspiration from anything/anyone when making your profile?
 - NOTE: Researchers to take note and follow up in the second interview around how this fits in with the feeds being more professionalised.
- (Ask participants that have said they post on social media in the section above) Can you show me something that you have posted recently?
 - Why did you post this?

- What are the key things that you think about when sharing something on social media?
 - PROMPT with key considerations when sharing / not sharing something (e.g., online safety, getting engagement, personal information)
 - Which is most / least important of these to you?
 - Why?
 - How do you consider X when you post / don't post?
 - Probe around any workarounds they might have. E.g., using a different DOB for personal information for example
- How much do your friends post online? Is this more or less than you?
- Why do you think some people post more?
- Why do you think some people post less?

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

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

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

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

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

- How often do you comment on your friends' posts?
- What about other people's posts?
- What kind of comments do you make?
- Why do you do this?
 - Probe: starting a conversation, engaging in a topic, positive reinforcement

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

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

Representation & relatability

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

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

Lead question: Who are your favourite content creators?

- PROBE: TV, social media (vloggers, people on Instagram, YouTubers, gamers, streamers)
- What do you like about them?
- What kind of content do you think creators should put online?
- Are there any types of content that you don't want to see?
 - Why?
- Have you ever encountered them before?
- Have you come across new content creators since last years?
 - Who?
 - Do you like them?
 - Why?
- How did it make you feel? What do you think makes a content creator popular?
 - PROBE: The way they look, should they promote causes, give political opinions?
 - What kind of content do you want more creators to make?

STIMULUS: Content creators

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

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

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

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

Lead question: Is there anyone you look up to and/or learn from online?

- Prompt: parents, friends, celebrities, influencers etc
- What things do you admire about them?
- [If they are celebrities/people they don't know personally] How have you heard about them?
- What sorts of things do you see about them?
- Why do you like them?
 - PROBE: similar values, similar background, etc
- Are there any people that you used to look up to but not anymore?

Lead question: Is there anyone online that you do not like?

- Why don't you like them?
- What do other people think about them? (probe: friends, family, others on the internet)
- When did you first hear about them or see them?
- Can you give me an example of what sorts of things they say / post?
- Why do you think they're making this type of content?

Wave 11 theme: Blurred boundaries and media literacy (30m)

News habits & attitudes

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

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

Lead question: Can you tell me about some of the trending topics that you're seeing online?

- PROBE: Ukraine / Russia, Israel / Palestine, immigration, riots, and any other topics trending during the fieldwork period
Researcher to offer probes if children cannot recall any topics. These may be general, as the above, or may be specific to what the researcher knows about the child's interests.

STIMULUS:

News topics
around time of
fieldwork

Researcher to ask for each topic brought up:

- Where did you find out about this topic?
 - PROBE: news website, social media, blogs etc.
 - How often do you use [SOURCE] to learn about this kind of thing?
 - Who/what account is sharing the information?
 - PROBE: journalist, influencers, celebrities, friends,
 - Who did you see/talk about X topic with?
 - Probe: family, friends, by themselves
 - What do they think of it?
 - Do you have similar or different views?
- When did you first hear about X?
 - PROBE: news, social media, adults offline.
 - Had you heard about this kind of thing before?
 - (If yes) Where do you normally hear about this kind of thing?
- What did you think about it?
 - How did it make you feel?
 - Probe: anything they've seen that has worried them / made them hopeful etc
 - What did you learn from this?
 - [if relevant] What did you think about the person/account who made this content?
- Have you seen any more information about this since then?
 - Why do you think that is?
 - PROBE: looked more into it, not interested in it, hasn't come up online, haven't heard more about it from adults.
- Have you looked into these topics more since first coming across it?
 - (If yes) Where did you look? Why?
 - PROBE: trustworthiness, reliability, habit, what they've seen and learned from adults etc.
 - What did you found out?
 - Did you learn anything new?
 - Did this change your mind about the topic?

Lead question: How would you define news content?

- Probe: politics, social media drama, celebrities etc
- [Researcher to probe around opinion / commentary vs. news coverage vs. documentaries]
 - What different kinds of news content are there?
 - How are they different from each other? (probe: source, layout and format etc)
 - Thinking about the different types of ways trending topics
- Do you ever look for certain types of news?
 - If so, what? How?

STIMULUS:

Flashcards to probe around types of news content

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

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

Lead question: How do you decide which piece of news to pay attention to?

- How do you decide which piece of news to pay attention to?
- How do you decide which piece of news is real or not real?
 - How do you know which type of news content to trust?

Lead question: More generally, how do you decide what content to trust?

- Probe: content matter, source, 'actors' featured in the content, comments, likes, verifying with people they know in real life
- How reliable do you think the online sources you look at are in general?
- How can you tell a source is trustworthy?
 - PROBE: person / organisation sharing the news, sources, previous knowledge, fact checking etc.
- Are some sources more trustworthy than others?
 - Which sources do you trust the most / least? Why?

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

- Why do you say that?
- How common is it that something you didn't think was real might be false in these places?
- What kind of things make you distrust something online?
- Have you ever seen something that you thought was untrue/exaggerated?
 - If so, what was it? How did you react to it?
 - Why did you think it was untrue/exaggerated?
 - Why do you think someone would share it if it is untrue?
 - How do you think other people might react to stuff like this?
- How do you know when something might be untrue/exaggerated?
 - PROBE: advice from friends or family, advice from people on the internet (e.g., influencers calling out something is not true), comments, the content itself and how it looks / is presented)
- 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, fact checking websites

- Do you ever see / hear something that is untrue/exaggerated on other forms of media? (e.g., radio, tv, newspapers).
 - Researcher to repeat appropriate questions above

Lead question: Have you heard of AI?

- How would you describe AI?
- Have you used AI before?
 - How did you use it?
 - Prompt: generate content, fact check etc
 - What platform did you use? (Probe: AI functions on social media platforms such as Snapchat vs. Gen AI chat bots such as Chat gpt)
 - Why did you use it?
 - How often do you use AI?
- What do you think of AI?
 - What are positives?
 - What are the negatives?
 - Do you have any worries about it?
- Have you seen any AI generated content?
 - Where?
 - How often do you see this?
 - How do you know it is AI generated? (Probe: flag on social media, visual feel)
 - How confident are you that you're able to spot AI generated content?
 - Why do you say this?
 - Have you seen anything where you weren't sure if it was real, or AI generated?
 - What do you think about Ai generated content?
 - What are the positives?
 - What are the negatives?
- How do you think AI in general will affect you and other young people's lives?
 - Probe: positives and negatives

Lead question: Do you ever see content about different products?

- Probe: physical products as well as online 'products' such as apps
- How often?
- Where do you see these?
 - PROBE: online, Social media, TV, apps, games, vlogs, elsewhere
- Can you describe the content you see?
 - Probe: adverts, sponsored posts, brands, styles, formats, age-appropriateness
- How do you feel about this?
 - Like/dislike them? Read/ ignore?
 - How much do you notice them?
- Can you show me an example?
- How often do you engage with this kind of content?
 - Have you bought anything from an ad before?
 - Have you searched something up after seeing an ad for it?
 - (If yes) Did your opinion of that product change?
- What can you tell me about sponsorship/ sponsored content?
- What are the signs that something is an advert / sponsored post?
 - NB researcher to probe around sponsored content from influencers
 - PROBE: hashtags, signposting from the platform
- How often do you see sponsored content?
- What do you think about it when you see it?
 - PROBE: do they feel any different about online figures after seeing sponsored content? Do they trust sponsored content?

ACTIVITY:

Ask participants to share screen and show researcher advertisements on social media

Lead question: Have you bought something online recently?

- If so what? How?
- Did you ask for permission/check this with anyone else first?
- Did you research the product before buying it?
 - (If yes) Where did you look? Why did you choose to look there?
- Why did you buy it?
- Where did you first see this product?
 - Probe: friend, influencer, advert, peers online, family etc
- How did you know the person who was selling you something was trustworthy?
- (If they did buy something online) When you got the product, was it what you expected?
 - Why / why not?
 - Would you buy something similar again?

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?
 - PROBE: social elements, game features, immersive tech.
 - Why?
- What do you dislike about them?
- What consoles do you use?
- Do you use any immersive technology as part of your gaming or streaming?
 - Probe: VR / AR
 - When do you use this?
 - Why?
 - What do you like about it?
 - What don't you like about it?

STIMULUS:
Gaming Prompts

Note to researcher: Make a note of children's motivations to play games – whether they play for their own enjoyment or for social reasons.

- How often do you play games?
- How much time do you spend gaming vs. other things?
 - PROBE: social media, spending time family/friends, other hobbies, etc.
- Who do you play with?
 - PROBE: Alone, friends, strangers
- Why do you like playing with these people?
- Do you have any gaming friends you've never met?
 - How do you keep in touch with them?
 - Probe: games, chat function, other platforms
- Have you ever had any strange interactions with people online whilst gaming?
 - If so, what happened?
 - How did you react?
 - Did you do anything about it?
 - How did this make you feel about gaming?
- Do you ever use any other platforms whilst your gaming?
 - E.g. Twitch, Discord, Snapchat etc.
 - Why do you use these platforms?
 - PROBE: social/chat functions, to learn new things about the game, strategy for improving, etc.

- How does your gaming compare with your friends?
- How does gaming make you feel?
 - PROBE: Escapism, Fantasy, Teamwork, Fast paced, Competition, Frustration
- What do you like most about gaming?
- How does gaming compare with other online usage?
 - Is there anything you prefer about gaming compared to other online platforms?
 - Is there anything you prefer about gaming compared to other activities/hobbies?
- Are there any times where you have feel frustrated when gaming?
 - If so, when?
 - Why?

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

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

Online safety, privacy and wellbeing

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

- How would you define it?
- Why do you say this?
- How much do you talk about online safety with your friends / with your family / at school?
 - What do you talk about?
- Have you had any lessons at school about being online and the possible risks?
 - What topics are covered in these lessons?
 - PROBE: being kind and respectful, supporting causes, cyberbullying, where to find help, fake news, advertising, privacy, wellbeing.
 - How useful have these lessons been to you?
- What are the risks of being online?
 - PROBE: Scams, negative interactions, negative content etc
- What do you do to feel safe online?
 - Probe: privacy settings, content settings, functionalities (such as reporting)
 - Why do you do this?
 - Do you talk to anyone about feeling safe online?
- What do you understand by the term 'online privacy'?
 - How private are your social media accounts?
 - (If private) What kinds of things do you do to keep your accounts private?
 - (If not private)
 - How does this compare to your friends?
 - Are there any other measures you take to make your accounts more private?
 - What are they?
 - Where did you hear about doing this?

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

- How do you feel about the amount of time you spend online?
- Do you think this is similar to other people your age?
- How do you feel about your online and offline balance?
- Do you have any strategies for managing your time online?
- Are there any differences in how you act online and offline?

- What would your day look like without being online?
- Is there anything you'd like to be doing more of online?
 - What about less?
- How much time do you think your parents/guardians spend online?
 - Do you think this is similar to other people your age?
 - How do you feel about the amount of time your parents spend online?
 - Why do you say this?
 - Do you ever wish that your parents/guardians spent less time online?
 - Why do you say this

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

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

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

- How so?
 - PROMPT: Impact on other friendships / other hobbies, self-esteem
 - Why do you think this?
 - Have you heard much about negative impacts of spending time online?
 - From who? From where?
- What do you think the longer term impacts might be?
 - For you?
 - For other children?
- Does anything worry you about your online life?

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

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

Parent interview (10 mins)

Updates to family life:

Lead question: How is family life at the moment?

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

Lead question: How has XX been doing?

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

Education & schooling:

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

- How much of XX's schooling is happening remotely/online?
- How well is this working?
- How are they doing academically?
- How are they doing socially?
- Have there been any significant changes for them since last year?
- How much is the online world talked about, or taught at X's school?
 - What do you think of this?

Online activity:

Lead question: How would you describe your online life?

- What devices do you use?
- What platforms do you use?
 - When do you tend to use these?
- How do you feel about what you do online?

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: 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?
 - Are there any specific ways you try to limit their time?
 - E.g. phone cages, taking their phone away, app limits, etc.
 - Are there any ways they unwind without technology?

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

- How does your child learn about what's happening in the world?
 - How much do they talk to you about it?
 - PROBE: learning at home vs in school vs online
- How does your child determine which news or online content is trustworthy?
 - How much do they talk to you about it?
 - PROBE: learning at home vs in school vs online
 - PROMPT: different platforms, types of content they engage with, things they do on those platforms, people they talk to, etc.
- Does your child know anything about AI?
 - Do they use it at all?
 - Where have they learnt about it?

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

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

Lead question: Where do you learn about online safety?

- PROMPT: Through school, online resources, other parents
- How useful do you find this information?
- Have you ever researched something about online safety?
 - What was it?

- What do you think makes a good online safety resource?
- Has your child ever spoken to you about being safe online?
- How confident do you feel about your children's online activities?

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

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

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

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

Diary task set up (5 mins)

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

Close, consent and social media tracking

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

Researcher to thank participants and close interview.

Follow-up interview guide

Guide Overview (Total time ~ 1.5hr)

Section	Objective
Catch up 5 mins	<ul style="list-style-type: none"> • Make the respondent feel at ease • See what has happened since interview 1 <ul style="list-style-type: none"> ○ Has anything changed at home or at school?
Diary task and screentime review 10mins	<ul style="list-style-type: none"> • Get their overall reflections on the diary task <ul style="list-style-type: none"> ○ Is there anything that may have surprised them about their activity? ○ Was there anything unusual during that week? • Gather their reflections on screen time <ul style="list-style-type: none"> ○ Reflections on their screentime across devices (ie: TV, online, gaming) ○ Reflections on most used applications ○ How did this compare to what they expected? ○ Was there anything unusual during that week?
Social Media tracking review 15 mins	<ul style="list-style-type: none"> • Encouraging respondents to reflect on their behaviour seen during social media tracking <ul style="list-style-type: none"> ○ What were their reasons for posting what they posted? ○ What thoughts go into how they present their profile? ○ Was there anything they thought about posting but didn't? Why?
Reviewing screen record 25 mins	<ul style="list-style-type: none"> • Reviewing their screen record with them and asking follow-up questions based on the <u>specific content</u> they viewed <ul style="list-style-type: none"> ○ Researcher to probe around what content the respondent saw, their views on sponsored ads, any specific features they engaged with most, what they think about various different accounts they follow, etc. ○ Researcher to probe around how they feel about what they view and if anything in particular makes them feel uncomfortable or weird <p>Analysis of specific themes</p> <ul style="list-style-type: none"> • Deep dive into <u>certain behaviours</u> the researcher has seen in screen record and social media tracking <ul style="list-style-type: none"> ○ Researcher to have selected some behaviours to explore further (e.g. <i>understanding of motivational/self-help content</i>) • Researcher to probe around areas relevant to the blurred boundaries and media literacy theme, for example: <ul style="list-style-type: none"> ○ News ○ Non-fiction documentary/podcasts ○ Advertising/sponsored content • Researcher will ask respondent to screenshare and show them how they interact with the app and why
Asking about themes and content seen across the sample 15 mins	<ul style="list-style-type: none"> • Discussion of key types of content and media seen across the sample. <ul style="list-style-type: none"> ○ Researcher to ask respondent if they have seen or engaged with certain types of content and probe further about key areas of interest which have emerged through analysis.

<p>Online health and wellbeing</p> <p><i>5 mins</i></p>	<ul style="list-style-type: none">• Covering how they portray themselves online and how they feel about being online. Researcher to probe around:<ul style="list-style-type: none">○ Their perception of their usage / engagement with online activities and how these have changed○ Online safety concerns○ Social aspects of using devices○ Any changes they might have experienced since last year
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Catchup (5 mins)

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

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

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

Diary task and screentime review (10 mins)

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

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

- Was there anything that surprised you when you were doing it?
 - PROMPT: Time spent doing certain things
 - How did you feel about this?
 - Was there anything that you hadn't realised you were doing?

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

- How do you feel about the amount of time you spent online for those 6 days?
 - Was this what you expected?
 - How do you feel about the split between how much time you spent on different online activities? (Probe: gaming, on the phone, radio, watching TV)
 - Was there anything unusual or different during this period?
 - Were you surprised by anything?
 - How does this compare to last year? (e.g. screentime, content watched, use of apps/devices, etc.)
 - Why do you think there has been a change?

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

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

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

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

Ask only if not asked in 1st interview

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

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

Social media tracking review (10-15 mins)

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

Lead Question: Tell me about your profile

Note: Researcher to prompt respondent to reflect if their behaviour differs from what stated in interview 1.

- How did you decide to make your profile like this?
 - PROMPT: Bio, profile picture, number of posts, pinned stories, like count visibility
- Did anything inspire you to do this?
 - Who / what?
- What do you think your profile says about you?
- How do you feel about your profile online?
 - Probe: do they like it, do they dislike it, does it feel like them, do they have any worries about it, etc.

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

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

- Why did you decide to re/postpost this?
 - Why did you decide to post it on this platform / on this function? (e.g., Stories v grid post)
 - Is this typical of the type of thing you post?
- Did anyone/anything inspire you to make this post?
 - Why do you generally like to post?
 - PROMPT (if required): because they want to show people the content, because other people do, because they feel they should, because they want to get likes, etc.
- How did you decide on a caption / editing the photo / the dance performed?
- How did you feel about the reception the post received?
 - PROMPT: Bio, profile picture, number of posts
 - PROMPT: Comments, direct messaging, group messaging, number of likes

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

- PROMPT: likes, comments, general reception, reputation
- You posted X amount of times during this period
 - How typical is this for you?
- Has there been a time recently when you wanted to post something but then decided against it?
 - If so, why?
 - How often does this happen?

(If re-posting or interacting with another account / content seen on social media tracking)

Lead Question: Tell me about this person/page

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

Lead Question: What did you think about [Piece of content person/page posted]?

- Can you describe what's happening in this piece of content?
- Why do you think they posted it?
- What do you think about it? / How do you feel about it?
 - Probe around: how it makes them feel about themselves, about the people around them, about the world
 - What do you like about it?

- What do you dislike about it?
- How much do you trust it?
 - Why?
 - What makes content trustworthy?

Screen record activities (25 mins)

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

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

- What did you think of this content at the time?
 - What did you like / dislike about it?
 - How did seeing this piece of content make you feel? [Probe: unsure, uncomfortable, funny, confused, interested, find it weird]
 - How much do you trust it?
 - Why?
 - Probe: verification, number of likes, logo, professional design, comments, etc.
- What did you think about the person / account who posted this?
 - How much do you trust this person / account?
 - Why?
 - What makes an account trustworthy / untrustworthy?
 - Probe: profile, follower count, number of likes, presentation of content, celebrity status, etc.
- How does this compare to what your friends see/ do?

Researcher to repeat for sponsored content / ads

- What did you think of this bit of content?
- Where did it come from?
 - What do you think about that?
- How do you feel seeing this bit of content?
- Do you want to see more or less of it? Why?
- How much do you trust that what the content is saying about the product is true?
 - Why?
- Does it make you want to buy it?
 - Why/why not?
 - What would make you want to buy it?
- Have you ever bought anything that you saw advertised online?
 - What was the last thing you bought online that you had seen had been sponsored?
 - Was it from an ad, or from sponsored content?
- How do ads compare to sponsored content?
 - Why? Likes/dislikes

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

- Can you tell me about why you used this feature?
 - When and where did you learn how to use this feature?
 - How has this feature (or the way you use it) changed over time?
- What do you like / dislike about it?
- PROBE: safety features e.g., Mute, Block, Report

Researcher to repeat for different favourite accounts shown

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

- PROBE: Funny, educational, aspirational
- Do your friends follow this kind of account?

Analysis themes specific to this individual / demonstrating key behaviours

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

Lead Question: Can you tell me about XX?

- Where did you first hear about this?
- Can you talk me through how it works?
- What do you think of this?
- How does it make you feel right now?

Researcher to have selected some behaviours to explore further (e.g. understanding of motivational/self-help content) and ask the respondent to screenshare and explain what they are doing:

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

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

Lead Question: How do you learn about what's going on in the world?

Researchers will have asked this question in interview 1, but may repeat this question.

- Are there any channels, or content creators you go to more often to find out about new things?
 - PROBE: news channels, influencers, searching internet, etc.
- Are there any channels, or content creators that post about this that come up on your feed a lot?

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

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

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

- Transition videos
- ASMR
- Online debates
- Videos or pictures about mental health
- Online challenges
- Pictures or videos raising awareness about something
- Self-help advice and motivational content
- Information on social and political issues
 - E.g., Israel and Palestine, riots, Ukraine, elections
- Content related to your hobbies or passions
- Fan made content / fanfiction edits
- POVs / role play
- TikTok lives

Stimulus:

Flashcards showing the types of content

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

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

- How common do you think it is for people to make and share content like this?
- What kind of content creators are making these kinds of content?
 - Who do you think follows content creators like this?
 - Do you follow anyone specifically because of the content they share related to XX?
- How frequently will you see things like this?
 - How do you come across content like this?
 - How do you feel when you see content like this?
- Have you learned anything new from the things you have seen?
- Have you ever searched for more content like this? How? Why?
- Have you seen anything offering a different perspective to this content?
- How do you think this type of content might be impacting you?
 - Probe: Your views, your behaviours, the things you like and don't like, how you use media, how you interact with others
 - Probe: Long term impacts vs short term impact?
 - What about how it might impact other young people seeing it?

Online health and wellbeing (5 mins)

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

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

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

Lead Question: How do you feel about online safety?

- Has this changed over time?
- How do you feel compared to last year?
- What about 3 years ago?
- Why do you say this?
- How do you think online safety will progress in the future?
 - Do you see anything about the future of tech online?
 - If so, what?
 - How do you think it will impact the future? PROBE: for yourself, for others, for wider world

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

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