



Digital Community Guide

INTRODUCTION

Hello and welcome to our research project all about online communities!

We'll ask you to do your tasks from 1st of December. Tasks will close on the 10th of December so that you have a bit more than a week to finish any tasks that you've missed. If you finish all of your tasks by the 7th of December then there is no need to continue until the 10th. 😊

[Indeemo will insert instructions on how to take photos // videos // images and upload them with good quality through the platform]

AS A REMINDER...

You will see us from Beano Brain pop up on the community daily to either say hello, comment on your posts and sometimes ask you further questions, or be on hand if you have any questions.

We work for an insight agency called Beano Brain – an insight agency is a group of researchers that help companies understand what different people think about different topics. We are working with Ofcom on this project, a communications regulator in the UK. The Government has appointed Ofcom as the regulator for online safety in the UK.

A note to parents/Guardians

These activities are for your child to complete - we'd really like to hear from your child in their own words - but if they need your help (especially those with younger children) to read instructions and understand them or to upload videos / photos, please do support them.

You can also reach out to us in the community in the 'comment' boxes or email us directly (see below in the 'what if I need help' section). We also recommend having a read through of the instructions below before or along with your child to make sure they understand in full what they're being asked to complete 😊

A bit about this project and what types of activities will there be?

The project will run for 7 days, and will include an ongoing diary task, and other daily tasks.



These tasks should take you about 30-45mins each day, but if for any reason you need more time, please let us know.

It's important to remember that although this will run over 7 days, we are NOT expecting you to upload during school times or very late in the evening. Please do not feel pressured to upload at a certain time, we are only asking you to upload when you have free/spare time and to fit these uploads around your daily life and activities.

And most of all, HAVE FUN! 🎉

DAY ONE, ACTIVITY 1: 'MY ONLINE DIARY'

[TASK to be left open all week]

Welcome to your first day of Indeemo! Your first task is a diary activity! 🙌 We'd like you to please upload at least 5 screenshots, videos (no more than 3 minutes long) and images showing us what you've been doing online each day. 📁

💎 TOP TIP: 💎 To make sure that you're keeping track of what you're doing online in the moment (as we're super interested to see as much of this as possible), you can capture this by taking a screenshot of what you're viewing online and / or sending us a link to what you're viewing as you go about your day and save this to your phone. You can come back to Indeemo and upload this/add captions when you have time later in the day.

The types of things we'd like to see from you are:

- Anything that you've personally interacted with - (this could be with a like, share, comment etc.)
 - Something that made you feel something - e.g., happy, sad, worried, confused etc.
- Anything that is new or trending at the moment (something you're seeing a lot about or that lots of people are talking about) - For example, this could be a new app, new games, new content, new influencers/channels or something that you've recently discovered you can do on a platform. We want to see all things new to you!

For each of your uploads we would like you, where possible, to add a caption to your upload telling us:

1. 📁 Name of the platform you're using AND name of any creators and influencers you've been watching e.g. platform could be YouTube or YouTube Shorts, a creator could be Mr Beast
2. 🗣️ What it involved e.g. gaming online, listening to music, chatting to friends, scrolling through TikTok, posting on snapchat, watching YouTubers or Google searching? etc.
3. ❤️ How you would describe what you were viewing e.g. funny, interesting, helpful, thought provoking, not useful etc.



4. 😊 How did you feel in the moment – (please select an emoji to tell us how you feel e.g. excited, interested, worried, bored, happy, sad etc.).

This task will be different to the others you complete this week, **because it will remain open for the full 7 days**. This means you can come back to it, adding as many entries or screenshots as you like across the week, which we encourage you to do when you have something to share with us!

DAY TWO: 'TELL US ABOUT... YOUR FAVOURITE ONLINE COMMUNITY'

Welcome to your **Day Two Activity** where we will want to hear all about your favourite online community!

We'd like you to answer the following questions about the online community that you visit most.

As a reminder, by "online communities" *we mean groups of people who have a shared interest or purpose, sharing information on a digital platform. The members might know each other "in real life" (and may meet up, for example to share a sport or hobby), or they might not. Online communities may include forums, online discussion boards and/or community pages.*

1. **What is the name of your favourite online community?** And which platform/app is this online community on? *[Moderator to check that platform falls within the scope of 'online community' as defined above]*
 2. **Describe your favourite online community in three words!** Why did you choose those words?
 3. **How do you feel after spending time in this online community?** Why do you think you feel this way?
 4. **What do you like about this online community?**
 5. **Is there anything you don't like about this community?**
 6. **How did you first hear about this community?** Did one of your friends or family recommend it or mention it? Was it something you found by yourself?
 7. **What have you been up to on there recently?** Have you posted anything or seen something interesting? If you're comfortable, feel free to share a screenshot of a post you made or maybe one that you have interacted with, or has just caught your attention!
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DAY THREE ACTIVITY: 'TELL US ABOUT... BEING A MEMBER OF ONLINE COMMUNITIES'

Today, we'd like to learn a little more about what it's like for you to be a member of an online community, not just your favourite one – but if you are part of multiple we would like to know about your experience as a member more broadly.

As a reminder, being a member of an online community means you belong to a community (a group) on the internet, even if you don't post a lot - you might just watch what others share. It can also be the feeling that you're part of the group and take part in your own way.

Could you please answer the following questions by uploading a typed answer, or video upload (whichever you prefer), thinking about the online communities you are part of in general:

- 1. How would you describe the other members of your online communities?** (This could be members across different communities that you are part of) What are they like? Are they supportive, funny, knowledgeable, creative? Or something else?
- 2. Do you gain anything from being part of these communities?** This could be any form of emotion, social or practical benefits – anything from friendship and advice, to learning and entertainment? Or something else!
- 3. Do any of the online communities that you are a part of have specific rules or guidelines?** What are these? Do you agree with them? Feel free to upload a screenshot of the rules or share a written summary
- 4. Thinking about the online communities you're part of, do the apps or platforms these are on do anything that make it easy or fun to take part in / be part of?** (For example: how they organise posts, rules they set, how you join in, or how they help you find people with similar interests.)
- 5. Are there any parts of the platform or app you use to access the online community that you find confusing, annoying, or frustrating?** (For example: how they show notifications, how conversations are organised, or how they deal with different member's behaviour?)

Just a reminder to please re-visit that ongoing diary task which we have kept open for you from Day One, and share anything additional in the form of screenshots, or videos for us to take a look at!

DAY FOUR ACTIVITY: PLATFORM DESIGN MOODBOARD

Welcome to your Day Four activity!

Now we want you to get creative! Please create a mood-board that shows what you think about how the apps or platforms you use for online communities look and work (their design!)



Note: A moodboard can be a collection of photos, words, emoji's, text, symbols, and shapes! Anything that helps you bring your thoughts and feelings to life!

1. **Please upload this moodboard as an image upload**, if you have created this with paper and pen, or **as a screenshot** if you have created this on a platform (e.g. Canva, PowerPoint, Google Slides, or something else)

Your moodboard should be split into two sections:

a) What you LIKE

In the first half, add images, screenshots, words, emojis, or symbols that show the things you LIKE about how the platforms/apps are designed for the online community's you use.

(This could be things like certain features, tools, layouts, colours, the way you post or chat, or anything that makes it fun or easy to use)

b) What you DON'T LIKE

In the second half, add images, words, emojis, or symbols that show the things you DON'T LIKE about how these platforms/apps are designed for the online community's you use.

(This might be features that are confusing, annoying, hard to use, or things you wish worked or looked differently)

2. Thank you so much for your brilliant moodboard! We'd love for you to tell us a bit more about the things you chose to be on your moodboard, **please upload a short video or text upload, answering the following questions:**

a) What things did you put in the LIKE section of your moodboard, and why did you choose them? How do these things impact your experience of being part of an online community?

b) What things did you put in the DON'T LIKE section of your moodboard, and why did you choose them? How do these things impact your experience of being part of an online community?

DAY FIVE ACTIVITY: 'TELL US ABOUT... THE TOOLS AND FEATURES YOU USE IN YOUR ONLINE COMMUNITIES'

Thanks so much for all your help so far – you're now more than half-way done with this research!

Building on the fantastic boards you created yesterday, today we want to focus in on one specific aspect of the Online Community you use: **the platform or app that hosts this community**, and the **tools and features** you use to take part in the community and engage with other members.

These might be features and tools you use to create content, talk or message with other members, show appreciation, show off your experience or knowledge, browse and look at content, or something else entirely!



These could be features or tools that you really like – or ones that you don't like so much! You might not even use these different things – they could just be part of the experience or overall design, something you just see others using when you go onto the platform.

We'd like you to think about how you use your favourite online communities and answer the following questions (either typing them or as a video):

- a) Are there any specific features or tools on the platforms you use to access your favourite online communities that you really **LIKE**? Why?
 - b) Are there any features or tools that you **DON'T LIKE**? Why is that?
 - c) Is there anything that these platforms do well to **HELP you take part in** your favourite communities? If so, what do they do and why do they feel helpful to you?
 - d) Is there anything that these platforms do that **STOPS you from engaging** in the ways that you want to, or **makes your experience WORSE** (in your opinion)? If so what is this, and why do you think that?
 - e) When it comes to the different features and tools you use in your favourite online communities, are there any that **feel really UNIQUE** (that you don't see anywhere else)? If so, what's so special about them?
 - f) Do the platforms you use do anything, in your opinion, to **keep you coming back again and again** to visit these communities? If so, what do they do and how do you feel about this?
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DAY SIX ACTIVITY: 'TELL US ABOUT... WHAT YOU WOULD CHANGE ABOUT ONLINE COMMUNITIES'

Today, we want to explore what things you would change if you could, about the online communities that you are a member of, and why!

Imagine you've been given the powers to redesign the platforms that host the online communities that you are part of... What things would you change? This could be anything that you feel would improve the experience for yourself or others, such as a new approach to moderating, adding or removing features and anything else!

Please upload a text, or video upload, answering the following questions:

Would you change how any of the online communities that you are part of (so not just your favourite ones) look, and feel and the specific features of the platform? Which ones? How?



When thinking about this, name which platforms or online communities you are wanting to change elements of in your answers so it's really clear for us!

- a. Would you update or add new rules around who can participate? How?
- b. Would you change how posts are shared, organised, or responded to? How?
- c. Would you introduce new features? Why/ why not?
- d. Would you change anything to make the online communities you are part of, easier to engage with, or use more broadly? How?
- e. Overall, explain to us why you'd make any of these changes and how you think it would help the online community grow or improve for young people like you
- f. *When you're talking about specific features and tools, please tell us which platform or community you usually find this in (as well as how you'd change it!)*

Just a reminder to please re-visit that ongoing diary task which we have kept open for you from Day One, and share anything additional in the form of screenshots, or videos for us to take a look at!

DAY SEVEN ACTIVITY: 'CREATE YOUR ONLINE COMMUNITIES PASSPORT'

Thanks very much for all of your responses to the activities and tasks across the week, they've been great! 😊 If you have any that you still need to finish, now is the time to do so!

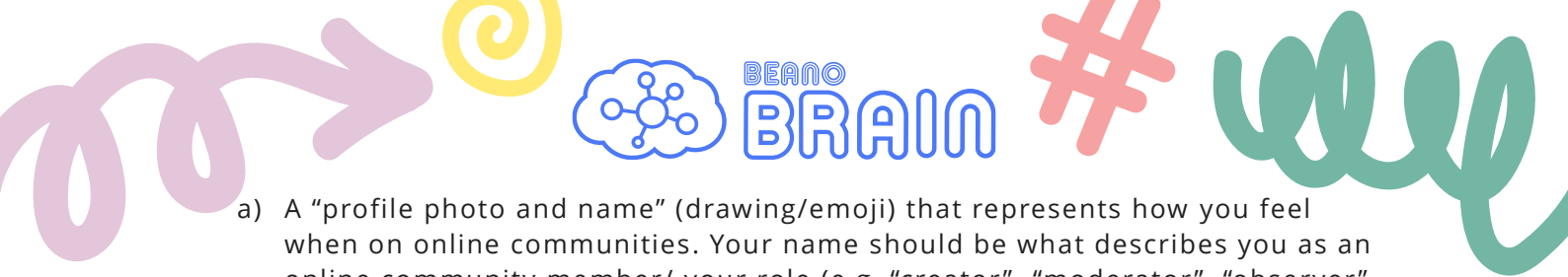
This last task is a bit different to the others. For this task, we'd like you to create your very own Online communities passport! This will tell us about how you feel about the online communities you are a part of!

Note: Please don't share photos of your actual passport with us, we just want you to draw and create your own, based on the below questions!

Before you begin, feel free to look back at your diary entries and previous activities to remind yourself of all the things you've already shared.

We'd like you to please create a single slide/ page which captures how you feel about the online communities you are part of, by creating your own online communities passport!

Please upload an image, or screenshot (drawing or digital creation) making sure to include the following elements of your online communities passport:



- a) A “profile photo and name” (drawing/emoji) that represents how you feel when on online communities. Your name should be what describes you as an online community member/ your role (e.g. “creator”, “moderator”, “observer”, “helper”etc.
- b) “Stamps” (icons or doodles) for your favourite things to do on online communities (for example: posting, liking, sharing, observing, commenting, joining group chats or forums etc.,)
- c) A “travel notes” section, to tell us what’s new, trending, or exciting right now, and then also what you get/ gain from the online community’s you are part of (fun, support, creativity, friends etc.,)

Reminder: There is no right or wrong way to complete this task! The goal is to show what your online world looks and feels like, when it comes to online communities!

That’s all from us, you’ve made it to the end of all the tasks! Thanks again for fabulous work over the past few days, you have been great! 😊

Before wrapping up, just **a reminder from us**, you might see we have commented under some of your tasks with follow-ups from us. Please go back and see if there are any questions you have not replied to, that might help us out!

And please **re-visit that ongoing diary task** which we have kept open for you from Day One, and share anything additional in the form of screenshots, or videos for us to take a look at!

We’ll be in touch shortly with next steps and your incentive, but if you have any questions in the meantime, please don’t hesitate to get in touch with