



EHCP Depths Guide

GUIDE OVERVIEW

Section	Duration
Introduction	5 mins
Your Favourite Online Community	20 mins
Tools & Features	15 mins
Creating Your Perfect Online Community	15 mins
Wrap Up	5 mins

NOTES

- Depth interviews will last for approx. 60 minutes
- All interviews to be moderated by a Beano Brain researcher, who has been trained to lead interviews with young people
- All interviews will be recorded for internal market research purposes only
- Text in **Green** indicate notes to Researcher or specifications around interview flow



INTRODUCTION [5 mins]

Objective: Describing the research to participants and getting them warmed up and ready to take part

Researcher to introduce self

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

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

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

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

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

Lay out ground rules:

- o I'd like us to agree on some things if that's OK?



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

Now, I'd love to hear a bit more about you and your family!

- What's your name? (first name only)
- How old are you?

What are your favourite things to do online? And why?

- What does a normal 'Online' day look like for you?
- How does this change across the week/weekend?
- What devices do you use when you go online? Why those?
 - When using your devices to go online, are there any specific tools or features (on device or platform) that makes the experience easier, or more enjoyable?
[Researcher to probe on tools/ functions/ features that support their experience e.g., light/dark mode, accessibility features]

YOUR FAVOURITE ONLINE COMMUNITY [20 mins]

Objective: Deep diving on participants' favourite Online Communities, and exploring the different elements that resonate

Thanks for that! For the rest of this session, our focus will be on Online Communities:

**If needed recap definition / meaning of Online communities from introduction.*

- What is the name of your favourite Online Community?
- How did you first hear about this Online Community? (*researcher to probe on impact of platform design in discovery e.g., suggested groups feature, trending topics, friend recommendations*)
- How long have you been part of this Online Community? What was it about the Community that encouraged you to join it?
- What kinds of topics does this Online Community focus on?
- How would you describe this Online Community in 3 words? Why would you use those words?



- Why is it your favourite? What do you like about it? *[RESEARCHER to probe on: topics, tools, features / functions platform, controls, moderation etc.,?]*
- Is there anything you DON'T like so much about your favourite community? Anything that could be improved to make your experience even better as a member?
- Before you joined this conversation, as part of your pre-task we asked you to **build us a Moodboard** about the Online Communities that you're a part of. Do you mind talking us through what you've put on here?

[Researcher to share screen with Moodboard, and get child to talk through the different elements, probing as appropriate]

- What do you get or gain from being a part of these Online Communities (if anything)? *[RESEARCHER to probe on: interaction, inspiration, entertainment, friendship]*
- What do you like or dislike about these Online Communities? Why?
- Does your favourite Online Community do anything different or unique compared to other communities? (eg what it focuses on, how it works, what it looks like, members, etc)
- There are loads of different ways to engage with an Online Community – how do you engage with those you are part of *[If necessary, RESEARCHER to probe on: browsing, posting, sharing, voting/upvoting, chatting, etc]*
 - What kinds of things have you been doing on Online Communities recently?
 - How would you sum up your role as a member on Online Communities you are part of? In a word or two! *[Researcher to prompt – active/ frequent user, moderator, more passive? Etc.,]*
 - How would you describe the other members on the Online Communities you are part of? Why do you describe them in this way? *[Researchers to prompt on other users roles // behaviours]*
 - Are there any rules or guidelines that you as a member need to follow? What are these? Do you agree with these rules? If not, which rules don't you agree with and why?
- Can you remember having a recent POSITIVE experience on an Online Community? If so, can you tell us about it? *(Researcher to probe when this was, what device they were on, platform, Online Community, what features/ tools they engaged with)*
- Can you remember having a recent NEGATIVE experience on an Online Community? If so, if you are comfortable to share it with us, can you please tell us about it? *(Researcher to probe when this was, what device they were on, platform, Online Community, what features/ tools they engaged with)*
 - Did you tell anyone about this experience? Or perhaps the platform (e.g. report, block, ban anyone on the Online Community?) If so, what if anything happened?
 - (if respondent did report to platform) Did you feel how the platform responded was effective, or not? Why? What could it have done better?



TOOLS & FEATURES [15 mins]

Objective: Deep Diving on the tools and features on the platforms hosting different Online Communities, and what young people value (and dislike)

This is all super helpful – thanks so much! I'd like to spend a bit of time thinking about the tools and features that you might use on the different platforms, apps, or spaces where you access your favourite Online Community.

- Are there specific tools or features that you use to access your Online Community that you really LIKE (related to ease of use or engagement)? Why do you like these?
[Researcher to refer to platform design features / functions 'checklist']

[Researcher to probe if child is unsure, ask about specific features/tools such as filters, search tool functions, recommender feeds, pop ups/notifications and streaks]

- Are there any tools and features that you DON'T LIKE so much? Why?
[Researcher to probe: tools and features that were framed in a negative way]
- Are there any features that keep you coming back or make it hard to stop using the platform? Tell me about those
- How do you feel about these features? Do they make the experience better or worse?

Thanks for sharing and telling us more about your favourite Online Community. *[IF CHILD ENGAGES WITH MULTIPLE COMMUNITIES]* At the very beginning, we talked about some of the other Online Communities where you like spending time.

- Are there any tools or features in these other communities that you think are really helpful for taking part and engaging? Why?
- Are there any tools or features in these other communities that you don't like so much for taking part and engaging? Why?
- When it comes to other Online Communities that you are part of, do they do anything, in your opinion, to keep you coming back again and again to visit these communities? (as at the start of this section, prompting on persuasive design)
 - If so, what do they do and how do you feel about this? Does it make your experience better or worse?

[RESEARCHER to probe on the specific platforms where children identify different features/tools mentioned]

CREATING YOUR PERFECT ONLINE COMMUNITY [15 mins]

Objective: Exploring how kids would like to see Online Communities evolve and change

Alright – we're nearing the end and I want your help doing something that requires a bit more creativity! I want you to imagine that you're in charge of changing your favourite Online Community...



- How would you make the Online Community you have already told me about, better for someone like you? What changes would you make? And why? (Researcher to aim to capture at least 3 changes if possible)

[Researcher to share screen, using an empty ppt. document to capture suggestions, to later use on screen for participant to refer back to]

- Is there anything your favourite Online Community can learn from other Communities/Platforms we've been talking about today?
 - *Researcher to probe: Adding/changing rules; introducing new tools or features; sharing or organising posts; how you engage; etc*

OK, now I want you to imagine that you're in charge of making a new Online Community for people like you/ your age:

- IN your opinion, what are the 'ingredients' (key parts), needed to make a fun and engaging Online Community?

[Researchers to use stimulus shared on screen to capture ingredients, focusing on key Q areas]:

Main topic(s):

Who is it for (age,gender, interests):

Atmosphere/vibe of community (how will members feel?):

Main rules (for members to follow):

Key feature (must haves to include, researchers to prompt from features/tools check-list):

Key things to avoid (what would you not want to happen):

WRAP-UP [5 mins]

Objective: Concluding the research, winding down participants

Thanks so much for all your brilliant help with this research! Just a few final questions from me and I'll let you go.

- Which platforms, if any, are the BEST (in your opinion) at creating Online Communities for people like you? Why?
- Which platforms, if any, are the WORST at creating these Communities? Why?
- If you could give one piece of advice to the platforms that host different Online Communities for people your age, to make them more positive spaces / safer, what advice would you give them? Why?
- Do you have any questions for me?

THANK & CLOSE



Design features / tools prompt list:

*For moderators to use where applicable

Engagement & Retention Features

Notifications (push notifications, alerts about new posts, mentions)

Streaks (e.g., Snapchat streaks, daily login rewards)

Badges & Achievements (gamification elements for participation)

Likes, Upvotes, and Reactions (social validation mechanisms)

Follower Counts / Popularity Metrics (visibility of numbers)

Leaderboards or Rankings (competitive elements)

Content Discovery & Recommendation

Algorithmic Feeds (personalized recommendations, "For You" pages)

Auto-play / Infinite Scroll (TikTok, Instagram Reels)

Suggested Groups or Communities (recommendations based on interests)

Trending Topics / Hashtags (surfacing popular content)

Interface & Interaction

Pop-ups / Nudges (e.g., prompts to post, join, or engage)

Default Settings (privacy defaults, notifications turned on)

Dark Mode / Accessibility Features (positive usability aspects)

Search & Filter Tools (ease of finding content)

Retention & Habit Formation

Time-based Prompts ("You haven't posted in a while")

Personalized Reminders ("Your friend just posted")

Countdowns or Limited-Time Offers (scarcity tactics)

Safety & Moderation Features

Reporting Tools (ease of reporting harmful content)

Blocking / Muting Options

Community Guidelines Visibility (how rules are presented)