User ages calculation
Scenario mapping

User ages calculation

As part of the questionnaire, we collect the following data points to calculate children's user age:
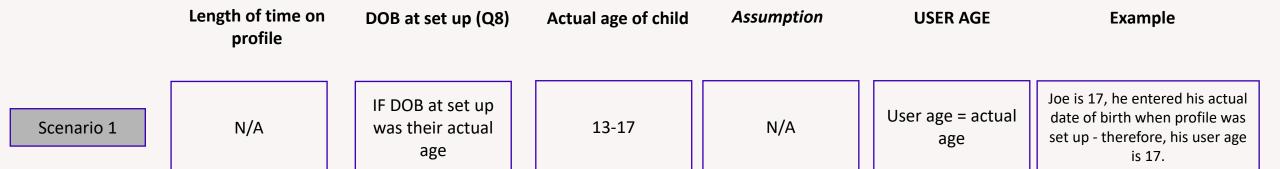
- The real current age of the child

- That they use at least 1 app/site from the list we have in our questionnaire

- That the child has their own profile on the app(s)/site(s) they use

To determine what age they have on their profile for the apps/sites they use – we then calculated their user age with the following data points:

- The real current age of the child

- How long they have had a profile on the site/app

- What age they used when setting up the account or, if they had changed their DOB, what age they have changed their profile to now

- A range of scenarios were considered and applied depending on the answers provided by children

- All scenarios considered are included in this pack

There are a list of caveats to take into consideration when reviewing our calculations – please refer to the main chart pack for these which you can find on our website.

Scenario 1 – A child over 13 that said they entered their actual age at set up

	Length of time on profile	DOB at set up (Q8)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 1	N/A	IF DOB at set up was their actual age	13-17	N/A	User age = actual age	Joe is 17, he entered his actual date of birth when profile was set up - therefore, his user age is 17.

Scenario 2 – A child under 13 that said they entered their actual age at set up (but we know this can't be the case, so we assumed they entered 13 at set up)

	Length of time on profile	DOB at set up (Q8)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 2 (1)	Less than a year	If DOB at set up was their actual age	Under 13	*Child cannot have put actual age as their DOB at set up, therefore assume they put age 13. Assume length of time on profile as 0 years*	User age = 13 plus length of time on profile	Joe is 9, he said he entered his actual date of birth when profile was set up - which can't be true as they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 0 years; therefore, his user age is 13.
Scenario 2 (2)	Between 1-5 years	If DOB at set up was their actual age	Under 13	*Child cannot have put actual age as their DOB at set up, therefore assume they put age 13.*	User age = 13 plus length of time on profile	Joe is 9, he said he entered his actual date of birth when profile was set up - which can't be true as they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 3 years; therefore, his user age is 16.
Scenario 2 (3)	6+ years	If DOB at set up was their actual age	Under 13	*Child cannot have put actual age as their DOB at set up, therefore assume they put age 13. Assume length of time on profile as 6 years*	User age = 13 plus length of time on profile	Joe is 9, he said he entered his actual date of birth when profile was set up - which can't be true as they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 6 years; therefore, his user age is 19.
Scenario 2 (4)	Don't know	If DOB at set up was their actual age	Under 13	*Child cannot have put actual age as their DOB at set up, therefore assume they put age 13.*	User age = 13	Joe is 9, he said he entered his actual date of birth when profile was set up - which can't be true as they have to have a minimum user age of 13. We therefore assume his joining age is 13. He doesn't know/can't remember how long he has had the profile, therefore we assume minimum of 0 years, so his user age is at least 13.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (1)	Less than a year	10-12	Under 13	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13. Assume length of time on profile as 0 years.*	User age = 13 plus length of time on profile	Joe is 9, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 0 years; therefore, his user age is 13.
Scenario 3 (2)	Between 1-5 years	10-12	Under 13	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13.*	User age = 13 plus length of time on profile	Joe is 9, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 2 years; therefore, his user age is 15.
Scenario 3 (3)	Between 1-5 years	10-12	13-17	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13.*	User age = 13 plus length of time on profile	Joe is 13, he said he entered a date of birth which made him 12 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 1 year, therefore, his user age is 14.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (4)	6+ years	10-12	Under 13	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13. Assume length of time on profile as 6 years.*	User age = 13 plus length of time on profile	Joe is 9, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 6 years; therefore, his user age is 19, which equates to 18+.
Scenario 3 (5)	6+ years	10-12	13-17	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13. Assume length of time on profile as 6 years.*	User age = 13 plus length of time	Joe is 17, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He's been on the platform for 6 years; therefore, his user age is 19, which equates to 18+.
Scenario 3 (6)	Don't know	10-12	Under 13	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13.*	User age = at least 13	Joe is 9, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He doesn't know/can't remember how long he has had the profile, therefore we assume minimum of 0 years, so his user age is at least 13.
Scenario 3 (7)	Don't know	10-12	13-17	*Child cannot have put under 13 as their DOB at set up, therefore assume they put age 13.*	User age = at least 13	Joe is 15, he said he entered a date of birth which made him 11 when profile was set up - which can't be true they have to have a minimum user age of 13. We therefore assume his joining age is 13. He doesn't know/can't remember how long he has had the profile, therefore we assume minimum of 0 years, so his user age is at least 13.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (8)	Less than a year	13-17	Under 13	*Assume length of time on profile as 0 years*	User age = age at set up plus length of time on profile	Joe is 9, he said he entered a date of birth which made him 14 when profile was set up. He's been on the platform for 0 years; therefore, his user age is <u>at least</u> 14.
Scenario 3 (9)	Less than a year	13-17	13-17	*Assume length of time on profile as 0 years*	User age = age at set up plus length of time on profile	Joe is 15, he said he entered a date of birth which made him 16 when profile was set up. He's been on the platform for 0 years; therefore, his user age is at least 16.
Scenario 3 (10)	Between 1-5 years	13-17	Under 13		User age = age at set up plus length of time on profile	Joe is 9, he said he entered a date of birth which made him 14 when profile was set up. He's been on the platform for 2 years; therefore, his user age is 16.
Scenario 3 (11)	Between 1-5 years	13-17	13-17		User age = age at set up plus length of time on profile	Joe is 15, he said he entered a date of birth which made him 16 when profile was set up. He's been on the platform for 2 years; therefore, his user age is 18.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (12)	6+ years	13-17	Under 13	*Assume length of time on profile as 6 years*	User age = age at set up plus length of time on profile	Joe is 12, he said he entered a date of birth which made him 13 when profile was set up. He's been on the platform for 6 years; therefore, his user age is 19, which equates to 18+.
Scenario 3 (13)	6+ years	13-17	13-17	*Assume length of time on profile as 6 years*	User age = age at set up plus length of time on profile	Joe is 15, he said he entered a date of birth which made him 16 when profile was set up. He's been on the platform for 6 years; therefore, his user age is 22, which equates to 18+.
Scenario 3 (14)	Don't know	13-17	Under 13		User age = at least age at set up	Joe is 9, he said he entered a date of birth which made him 13 when profile was set up. We don't know how long he has been on the platform, so we assume user age matches his age at set up which is at least 13 in this example.
Scenario 3 (15)	Don't know	13-17	13-17		User age = age at set up if this is older than actual age OR User age = actual age if this is older than age at set up	Joe is 13, he said he entered a date of birth which made him 16 when profile was set up. We don't know how long he has been on the platform, so we assume user age matches his age at set up which is at least 16 in this example.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (16)	Less than a year	18+	Under 13	*Assume length of time on profile as 0, assume DOB at set up as 18 years*	User age = at least 18	Joe is 9, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 0 years; therefore, his user age is at least 18.
Scenario 3 (17)	Less than a year	18+	13-17	*Assume length of time on profile as 0, assume DOB at set up as 18 years*	User age = at least 18	Joe is 15, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 0 years; therefore, his user age is at least 18.
Scenario 3 (18)	Between 1-5 years	18+	Under 13	*Assume DOB at set up as 18 years*	User age = at least 18	Joe is 9, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 2 years; therefore, his user age is 20 which equates to 18+.
Scenario 3 (19)	Between 1-5 years	18+	13-17	*Assume DOB at set up as 18 years*	User age = at least 18	Joe is 15, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 2 years; therefore, his user age is 20, which equates to 18+.

Scenario 3 – Children who entered a DOB at set up which made their social media profile have a user age that is older than their actual age

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 3 (20)	6+ years	18+	Under 13	*Assume length of time on profile as 6 years, assume DOB at set up as 18 years*	User age = at least 18	Joe is 9, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 6 years; therefore, his user age is 24, which equates to 18+.
Scenario 3 (21)	6+ years	18+	13-17	*Assume length of time on profile as 6 years, assume DOB at set up as 18 years*	User age = at least 18	Joe is 15, he said he entered a date of birth which made him 18 when profile was set up. He's been on the platform for 6 years; therefore, his user age is 24, which equates to 18+.
Scenario 3 (22)	Don't know	18+	Under 13	*Assume DOB at set up as 18 years*	User age = at least 18	Joe is 9, he said he entered a date of birth which made him 18 when profile was set up. We don't know how long he has been on the platform, so we assume user age is at least 18.
Scenario 3 (23)	Don't know	18+	13-17	*Assume DOB at set up as 18 years*	User age = at least 18	Joe is 15, he said he entered a date of birth which made him 18 when profile was set up. We don't know how long he has been on the platform, so we assume user age is at least 18.

Scenario 4 – Children who did not know what DOB they entered at set up

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 4 (1)	Less than a year	Don't know/Don't remember	Under 13	*Child cannot have put under 13 as their DOB at set up. Therefore, assume they put age 13. Assume length of time on profile as 0 years.*	User age = at least 13	Joe is 9, he doesn't remember what DOB he used at set up. He's been on the platform for 0 years, therefore, assuming he had to enter 13 as DOB, his user age is at least 13.
Scenario 4 (2)	Less than a year	Don't know/Don't remember	13-17	*Assume length of time on profile as 0 years*	User age = actual age plus length of time on profile	Joe is 15, he doesn't remember what DOB he used at set up, so we assume it matches his actual age (as he is over 13). He's been on the platform for 0 years; therefore, we assume his user age is 15.
Scenario 4 (3)	Between 1-5 years	Don't know/Don't remember	Under 13	*Assume they put DOB as 13 at set up.*	User age = 13 (assume minimum 13) plus length of time on profile	Joe is 9, he doesn't remember what DOB he used at set up, but we assume at least 13. He's been on the platform for 3 years; therefore, his user age is at least 16.
Scenario 4 (4)	Between 1-5 years	Don't know/Don't remember	13-17	*1) Assume they put DOB as 13 at set up* *2) Assume they put actual age at set up*	1) User age = 13 (assume minimum 13) plus length of time on profile 2) User age = actual age/age at set up plus length of time on profile	1) If calculation makes child under 13 at set up e.g. Joe is 15, he doesn't remember what DOB he used at set up. He's been on the platform for 4 years; therefore, he would have been 11 when he signed up, so would have had to enter DOB as 13. Add length of time to this (13+4) which meant he had a user age of 17. 2) If calculation makes child over 13 at set up e.g. Joe is 15, he doesn't remember what DOB he used at set up. He's been on the platform for 2 years; therefore, he would have been 13 when he signed up. Add length of time to this (13+2) which meant he had a user age of 15 (same as actual age).

Scenario 4 – Children who did not know what DOB they entered at set up

	Length of time on profile	DOB at set up (Q8a)	Actual age of child	*Assumption*	USER AGE	Example
Scenario 4 (5)	6+ years	Don't know/Don't remember	Under 13	*Assume they put DOB as 13 at set up. Assume length of time on profile as 6 years*	User age = 13 (assume minimum for sign up) plus length of time on profile	Joe is 9, he doesn't remember what DOB he used at set up, so we assume 13. He's been on the platform for 6 years; therefore, his user age is 19, which equates to 18+.
Scenario 4 (6)	6+ years	Don't know/Don't remember	13-17	*Assume they put DOB as 13 at set up. Assume length of time on profile as 6 years*	User age = 13 (assume minimum 13) plus length of time on profile	Joe is 15, he doesn't remember what DOB he used at set up, so we assume 13. He's been on the platform for 6 years; Therefore, his user age is 19, which equates to 18+.
Scenario 4 (7)	Don't know	Don't know/Don't remember	Under 13		Excluded as we don't have enough information for user age calculation	
Scenario 4 (8)	Don't know	Don't know/Don't remember	13-17		Excluded as we don't have enough information for user age calculation	

Scenario 5 – Children who changed their DOB* since setting it up to their actual age

	DOB once changed	Actual age of child	*Assumption*	USER AGE	Example
Scenario 5 (1)	DOB changed to match actual age	Under 13	*Assume DOB now is 13 as they can't be under 13*	User age = 13	Joe is 9, he changed the DOB on his profile to his actual age (which we understand may not be possible due to minimum age requirements). As the profile cannot be under 13, we assumed user age is 13.
Scenario 5 (2)	DOB changed to match actual age	13-17		User age = actual age	Joe is 15, he changed the DOB on his profile to his actual age. Therefore, his user age is now 15.

Scenario 6 – Children who changed their DOB* since setting it up to another age that is not their actual age

	DOB once changed	Actual age of child	*Assumption*	USER AGE	Example
Scenario 6 (1)	Changed DOB so profile age is 10-12	Under 13	*Assume DOB now is 13 as they can't be under 13*	User age = 13	Joe is 9, he changed the DOB on his profile to 11. As the profile cannot be under 13, we assumed user age is now 13.

*Length of time not required for user age calculation for those that have changed their DOB

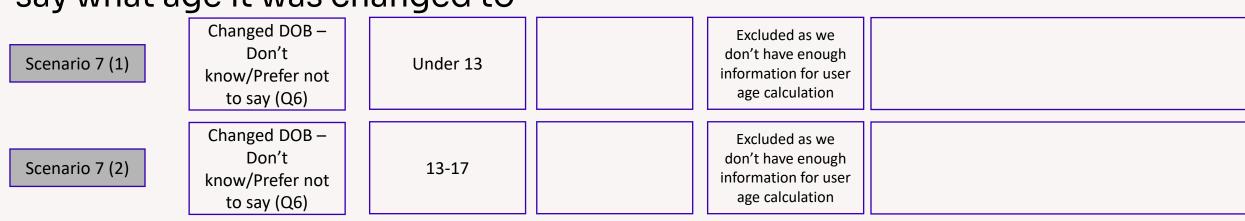# Scenario 6 – Children who changed their DOB* since setting it up to another age that is not their actual age

	DOB once changed	Actual age of child	*Assumption*	USER AGE	Example
Scenario 6 (2)	Changed DOB so profile age is 13-17	Under 13		User age = new age after DOB change	Joe is 9, he changed the DOB on his profile to be 14. Now his user age is 14.
Scenario 6 (3)	Changed DOB so profile age is 13-17	13-17		User age = new age after DOB change	Joe is 15, he changed the DOB on his profile to be 16. Now his user age is 16.
Scenario 6 (4)	Changed DOB so profile age is 18+	Under 13	*Assume DOB after changing it makes them at least 18 years*	User age = new age after DOB change	Joe is 9, he changed the DOB on his profile to be 18. Now his user age is 18.
Scenario 6 (5)	Changed DOB so profile age is 18+	13-17	*Assume DOB after changing it makes them at least 18 years*	User age = new age after DOB change	Joe is 15, he changed the DOB on his profile to be 18. Now his user age is 18.

*Length of time not required for user age calculation for those that have changed their DOB

Scenario 6 – Children who changed their DOB* since setting it up to another age that is not their actual age

	DOB once changed	Actual age of child	*Assumption*	USER AGE	Example
Scenario 6 (6)	Changed DOB – Don't know/Don't remember (Q7)	Under 13		Excluded as we don't have enough information for user age calculation	
Scenario 6 (7)	Changed DOB – Don't know/Don't remember (Q7)	13-17		Excluded as we don't have enough information for user age calculation	

Scenario 7 – Children who changed their DOB* since setting it up to another age that is not their actual age but does not remember or does not want to say what age it was changed to

	DOB once changed	Actual age of child	Assumption	USER AGE	Example
Scenario 7 (1)	Changed DOB – Don't know/Prefer not to say (Q6)	Under 13		Excluded as we don't have enough information for user age calculation	
Scenario 7 (2)	Changed DOB – Don't know/Prefer not to say (Q6)	13-17		Excluded as we don't have enough information for user age calculation	

*Length of time not required for user age calculation for those that have changed their DOB