.YONDER

Ofcom

SURVEY NAME: VSP TRACKER WAVE 1

METHODOLOGY: OFCOM ONLINE RESEARCH PANEL QUANTITATIVE SURVEY

SURVEY LENGTH: 10 MINUTES

TARGET SAMPLE: 1,000 NAT REP RESPONDENTS AGED 13+ AND 800 BOOST ACROSS VSPS

QUESTIONS COVERED IN THIS SURVEY

Q1 – Usage of 19 VSPs
Q2 – Personalisation of the 10 VSPs
Q3a – Experience of coming across perceived inappropriate content on 10 VSPs
Q3b – Likelihood of coming across perceived inappropriate content on 10 VSPs
Q4 – Protection felt from perceived inappropriate content on 10 VSPs
Q5 – Responsibility for protecting against perceived inappropriate content
Q6 – Awareness of safety measures (unprompted)
Q7 – Awareness of safety measures (open)
Q8 – Reasons for lack of awareness of safety measures
Q9 – Awareness of overall safety measures on the 10 VSPs
Q10 – Awareness of the individual safety measures on the 10 VSPs (prompted)
Q11 – Ease of locating reporting tools
Q12 – Sufficiency of current regulations
Q13 – Requirement of safety measures for different types of content
Q14 – Preference to select safety measures or have them pre-selected
Q15 – Agreement on if a VSP can moderate posts that break guidelines
Q16 – Length of time for VSPs to solve issues

Note: Two dummy safety measures were used when testing for awareness

CHILD INTRO: You recently took part in a survey where we told you we were looking for teenagers aged between 13-17 years to find out how they use the internet and we asked you if you would be happy to allow your child to participate in these studies. You previously confirmed you were happy for this to happen and entered details for your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] to take part.

We have a survey ready for your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] about the sites and apps they use to watch videos on the internet, and how protected they feel when using them.

Are you still happy for your child to take part in this survey?

1.   Yes
2.   No

[IF CHILD INTRO = CODE 2, END SURVEY]

[IF CHILD INTRO = CODE 1]

Great. Please pass the survey over to your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and ask them to click the next button when ready. If they are not available currently please close the survey and re-open once they are available.

Note – we are after the child's opinions however please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to you in any way. We will also store the data in accordance with our data privacy policy [add link here].

CHILD CONSENT

Today we would like to ask you some questions about the sites and apps you use to watch videos on the internet, and how protected you feel when using them.

Your parent has said it's okay for you to take part. Can we just confirm you are a [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and are happy to take part in this survey?

1.   Yes
2.   No

[IF CHILD CONSENT = CODE 2, END SURVEY]

[ASK ALL]

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

SINGLE CODE GRID, RANDOMISE ROWS

1. YouTube
2. Instagram
3. TikTok
4. Facebook
5. Snapchat
6. Twitch
7. Bitchute [18+ ONLY]
8. OnlyFans [18+ ONLY]
9. Vimeo
10. Fruitlab
11. Triller
12. Recast
13. Vuepay
14. Xpanded.com [18+ ONLY]
15. TV Girls Plaza [18+ ONLY]
16. UK Babe Channels Video [18+ ONLY]
17. Fanzworld [18+ ONLY]
18. PocketStars [18+ ONLY]
19. Admire.Me [18+ ONLY]

COLUMNS

a. Several times a day

b. At least once a day

c. At least once a week

d. At least once a month

e. At least once in the last 3 months

f. At least once in the last 12 months

g. Used to use, but haven't in the last 12 months

h. Never

[DISQUALIFY IF Q1 = F-H FOR ALL OF ROWS 1-10]

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, your searches or viewing habits?

SINGLE CHOICE GRID

ROWS

[INSERT ROWS SELECTED 1-10 AT Q1 WHICH WERE SELECTED AS USED IN THE LAST 3 MONTHS, A-E]

COLUMNS

SCALE FROM 0-10 – LABEL FOR 0: NOT AT ALL PERSONALISED, LABEL FOR 10: VERY PERSONALISED

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

[SINGLE CODE]

[INSERT ROWS SELECTED 1-10 AT Q1 WHICH WERE SELECTED AS USED IN THE LAST 3 MONTHS, A-E]

1. Yes
2. No

98. Don't Know

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

SINGLE CHOICE GRID

[INSERT ROWS SELECTED 1-10 AT Q1 WHICH WERE SELECTED AS USED IN THE LAST 3 MONTHS, A-E]

COLUMNS

a. Very likely
b. Somewhat likely
c. Somewhat unlikely
d. Very unlikely

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos **when using these sites or apps?**

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: COMPLETELY UNPROTECTED, LABEL FOR 10: COMPLETELY PROTECTED

[PULL THROUGH VSPS 1-10 CODED A-E AT Q1]

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos **on the sites and apps we've been thinking about?**

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: NO RESPONSIBILITY, LABEL FOR 10: FULL RESPONSIBILITY

1. The company who run the site or app itself
2. Adults (18+) who use the sites or apps
3. Parents of children (under 18) who use the sites or apps
4. Children (under 18) who use the sites or apps
5. A third party or external body such as a regulator
6. The police

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

SINGLE CODE

1. Very aware
2. Quite aware
3. Not very aware
4. Not at all aware

[IF Q6 = 1-2]

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Please provide as much detail as you can recall.

OPEN END

[IF Q6 = 3-4]

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

MULTI CHOICE, RANDOMISED

1. I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)

2. They're not easy to access/ I wouldn't know where to look to find them

3. They're too long to bother reading

4. They're not relevant to me because I don't upload content

5. They're too complicated to understand

6. I just don't think I need them – I'm responsible enough to decide what content is ok for me to view and who I talk to online

7. They're not relevant to me because I don't use the sites/ apps that often

8. Other (please specify) [ANCHOR]

9. Don't know [ANCHOR, EXCLUSIVE]

[ASK ALL]

Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button.

For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?

MULTI CHOICE, RANDOMISE

1. [PULL THROUGH VSPS CODED A-E AT Q1]

2. None of these

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

MULTI CHOICE GRID, RANDOMISE ROWS

1. [PULL THROUGH VSPS CODED A-E AT Q1]

COLUMNS, RANDOMISED

a. Clear terms and conditions of use

b. Clear labelling of what is advertising

c. Having clear rules for users on how to post advertising content

d. Flagging and reporting mechanisms/ buttons

e. Minimum age requirement and checking systems

f. A notice that flags content that might be inappropriate or harmful before you view it

g. Parental controls

h. A complaints system

i. Tools and information to help you navigate the site/app safely such as a 'safety centre'

j. Prompts to remind you that tools to help you safely navigate the site/app are available

k. A way to directly report harmful content to a regulator or the police

l.   A tool to hide content you have seen but do not wish to see again

m.   The ability to speak to customer services by chat or phone

n.   None of these **[ANCHOR, EXCLUSIVE]**

[IF Q10 = CODE D FLAGGING AND REPORTING MECHANISMS/ BUTTONS FOR ANY ROW]
Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

1.   Yes, and it was easy to find the reporting button/ mechanism
2.   Yes, but it was difficult to find the reporting button/ mechanism
3.   No, I tried but I couldn't find the reporting button/ mechanism
4.   No, I've never tried to/ felt the need to
5.   Can't remember

[ASK ALL]

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps: [INSERT CODES 1-8 SELECTED AS A-E AT Q1]

0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

1.   SCALE FROM 0-10 – LABEL FOR 0: I think the existing rules and regulations are enough, LABEL FOR 10: I think stricter rules and regulations are needed

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as [INSERT 1-10 SELECTED A-E AT Q1]?

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: NO RULES OR SAFETY MEASURES NEEDED, LABEL FOR 10: RULES OR SAFETY MEASURES DEFINITELY NEEDED

1.   Videos that may be inappropriate or upsetting to children
2.   Videos that contain sexual or pornographic content

3. Videos which encourage unhealthy diets or eating disorders

4. Videos which encourage people to harm themselves

5. Videos containing misleading information e.g. fake news or conspiracy theories

6. Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

7. Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as [INSERT 1-10 SELECTED AS A-E AT Q1]. We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos**.**
0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

1. SCALE FROM 0-10 – LABEL FOR 0: I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings, LABEL FOR 10: I would prefer to have the protective measures pre-determined by the site/ app

Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree

Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos **that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**

SINGLE CHOICE

1. Action should be taken immediately
2. Up to 24 hours
3. Up to 7 days
4. Up to 1 month
5. More than 1 month/ as long as is needed
6. Don't know

[ASK CHILDREN (13-17 YEARS)]

Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey…

SINGLE CODE
1. Giving all your own views and experiences
2. Giving your own views and experiences, with help from an adult/parent
3. Having an adult/parent give their opinion of your views and experiences