

## Children's Media Literacy Tracker 2022 – Children's Online Knowledge and Understanding

### Introduction

**Thank you for agreeing to take part in this survey today.**

This survey is being conducted for research purposes only and we rely on your consent to take part. You can refuse to participate or stop the survey at any point. Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom about online activities. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

The survey will take around 15 minutes to complete in total.

Are you happy to proceed?

*Please select one option*

|     |   |          |
|-----|---|----------|
| Yes | 1 | CONTINUE |
| No  | 2 | CLOSE    |

### Section 1: Screening questions

#### ASK ALL

**QA** What is the **total** number of people in the household (please include yourself in this total)?

*Please type in below*

**IF ONE PERSON – CLOSE**

#### ASK ALL

**QB** And what is the total number of **people** aged under 18 in the household. If **you** are aged under 18, please include yourself in this total.

*Please type in below*

Type in

**IF ZERO PEOPLE AGED UNDER 18 – CLOSE**

**ASK ALL****QB1** Can we please ask the ages of those aged under 18 in the household?*Please select all that apply*

|                   |    |   |
|-------------------|----|---|
| Aged under 1      | 1  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 1            | 2  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 2            | 3  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 3            | 4  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 4            | 5  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 5            | 6  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 6            | 7  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 7            | 8  | CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 9-18 |
| Aged 8            | 9  | CONTINUE  |
| Aged 9            | 10 | CONTINUE  |
| Aged 10           | 11 | CONTINUE  |
| Aged 11           | 12 | CONTINUE  |
| Aged 12           | 13 | CONTINUE  |
| Aged 13           | 14 | CONTINUE  |
| Aged 14           | 15 | CONTINUE  |
| Aged 15           | 16 | CONTINUE  |
| Aged 16           | 17 | CONTINUE  |
| Aged 17           | 18 | CONTINUE  |
| Prefer not to say | 19 | CLOSE   |

**ASK ALL****QB2** And are you a parent or guardian to any of those aged under 18 in the household?*Please select one option*

|                   |   |          |
|-------------------|---|----------|
| Yes               | 1 | CONTINUE |
| No                | 2 | CLOSE    |
| Prefer not to say | 3 | CLOSE    |

**ASK ALL****QB3** Can we please ask the gender of the children aged under 18 in your household ?

|              | Male | Female |
|--------------|------|--------|
| Aged under 1 | 0    | 0      |
| Aged 1       | 0    | 0      |
| Aged 2       | 0    | 0      |
| Aged 3       | 0    | 0      |
| Aged 4       | 0    | 0      |
| Aged 5       | 0    | 0      |
| Aged 6       | 0    | 0      |
| Aged 7       | 0    | 0      |
| Aged 8       | 0    | 0      |
| Aged 9       | 0    | 0      |
| Aged 10      | 0    | 0      |
| Aged 11      | 0    | 0      |
| Aged 12      | 0    | 0      |
| Aged 13      | 0    | 0      |
| Aged 14      | 0    | 0      |
| Aged 15      | 0    | 0      |
| Aged 16      | 0    | 0      |
| Aged 17      | 0    | 0      |

We are carrying out research on behalf of Ofcom about children's use and understanding of online activities.

The questions in the survey will relate to one particular child in your home.

We also we want to hear from children aged 8 and over and we have some **questions for you** first.

**ASK ALL****QD1** Where do you normally live? By this we mean the place that you live for most of the year.*Please select one option*

|                  |   |
|------------------|---|
| England          | 1 |
| Wales            | 2 |
| Scotland         | 3 |
| Northern Ireland | 4 |

**ASK ALL THAT LIVE IN ENGLAND AT QD1 (CODE 1)****QD2** What region of England do you live in?*Please select one option*

|                          |   |
|--------------------------|---|
| North East               | 1 |
| Yorkshire and Humberside | 2 |
| North West               | 3 |
| West Midlands            | 4 |
| East Midlands            | 5 |
| East of England          | 6 |
| South West               | 7 |
| South East               | 8 |
| London                   | 9 |

**ASK ALL****QF** And which one of these options do you think best describes the area that you live in?*Please select one option*

|                            |   |
|----------------------------|---|
| Large city                 | 1 |
| Smaller city or large town | 2 |
| Medium town                | 3 |
| Small town                 | 4 |
| Rural area                 | 5 |

**ASK ALL**

**QG** Which of these best describes the chief income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

*Please select one option*

|  |    |
|--|----|
| <b>Very senior management;</b> top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm). | 1  |
| <b>Senior or middle management in large organisation;</b> owner of small business; principal officer in civil service/ local government                                    | 2  |
| <b>Junior management or professional;</b> or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)                                  | 3  |
| <b>Skilled manual worker</b> - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.                     | 4  |
| <b>Semi-skilled or unskilled manual worker</b> - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.                            | 5  |
| Housewife/ househusband  | 6  |
| Unemployed   | 7  |
| Student  | 8  |
| <b>Retired and on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)                                 | 9  |
| Don't know   | 10 |

**ESTABLISH PERMISSION/ CONSENT FROM PARENT AND CHILD (WHERE APPLICABLE) TO BE INTERVIEWED AND COLLECT NAME OF CHILD THEN CONTINUE TO SHOWSCREEN 1**

**QJ** And which of these terms best describes your relationship to your child <AGED 8/9/10/11/12/13/14/15/16/17>?

*Please select one option*

|  |   |          |
|--|---|----------|
| Parent   | 1 | CONTINUE |
| Guardian   | 2 |          |
| Something else                                       | 3 | CLOSE    |
| I do not have parental responsibility for this child | 4 |          |

**SHOWSCREEN 1 - SHOW ALL PARENTS OF CHILD AGED 8-17**

**START SURVEY**

Thank you very much for your answers so far. You and your child qualify for the main survey.

Please think about your [boy/ girl aged 8/9/10/11/12/13/14/15/16/17] for this survey.

**ASK ALL PARENTS OF 8-17s**

**QM** QUESTION TO COLLECT THE NAME OF THE CHILD WHO WILL BE ANSWERING QUESTIONS, WITH AN OPTION FOR 'PREFER NOT TO SAY'.

EXPLANATION FOR PARENT THAT THEIR CHILD AGED 8-17 WILL ANSWER THE NEXT SET OF QUESTIONS AND THAT WE HAVE SOME QUESTIONS FOR THEM AT THE END OF THE SURVEY

**TRANSITION TO CHILD INTERVIEW**

**ASK ALL CHILDREN AGED 8-17**

**QC0** Today we are asking questions for Ofcom - they are in charge of looking after people who use phones, TV, radios and the internet.

We need to know what **you think**. There are no right or wrong answers to any of these questions as it is not a test. If there are any questions you are not sure about you can ask your parent/ guardian for help or you can answer 'Don't know'.

By clicking [here](#) it explains things in a bit more detail.

So, are you happy to answer some questions?

*Please choose one answer*

|     |  |   |          |
|-----|--|---|----------|
| Yes |  | 1 | CONTINUE |
| No  |  | 2 | CLOSE    |

**SHOWSCREEN 3 - SHOW ALL 8-17S**

Thanks. Now we have some questions about going online, either at home or somewhere else.

By going online we mean things like searching for information, playing games, watching videos on apps like TikTok or YouTube, using social media like Instagram or Snapchat, or messaging apps like WhatsApp.

**ASK ALL 8-17S**

**QC12A** Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework.

Do you use any of these to go online **at home or somewhere else?**

*You can choose as many as you like, as long as they apply to you.*

*If you go online on another device that is not in the list, please type in your answer at 'Other type of device' below*

|   |   |
|---|---|
| Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)                                 | 1 |
| Tablet (like an iPad or Kindle Fire)  | 2 |
| Laptop or netbook   | 3 |
| Desktop computer (one that is usually in a fixed place with a separate screen and keyboard) | 4 |
| Games console or handheld games player  | 5 |
| Other type of device - (please type in your answer below)                                   | 6 |
| None of these/ I do not go online   | 7 |
| Don't know  | 8 |

**ASK ALL 12-17s WHO GO ONLINE – SKIP TO SHOWSCREEN 13 IF DO NOT GO ONLINE AT QC12A AND AGED 12-17, SKIP TO QCON53 IF DO NOT GO ONLINE AT QC12A AND AGED 8-11**

**QC11B** When you see or read things online, are you confident at recognising **what is advertising and what is not?**

*Please choose one answer*

|            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |

**ASK ALL 12-17s WHO GO ONLINE**

**QC11D** Are you confident at judging whether **what you see online is real or fake?**

*Please choose one answer*

|            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |

**ASK ALL 12-17s WHO GO ONLINE**

**QC13** Being online can help you do many different things. Which of these does it help you with?

*You can choose as many as you like, as long as they apply to you.*

**Being online helps me.....**

|  |    |
|--|----|
| To learn a new skill   | 1  |
| To develop creative skills   | 2  |
| To build or maintain friendships                                   | 3  |
| To help with my schoolwork/ homework                               | 4  |
| To find out about the news   | 5  |
| To find useful information about any problems or issues I may have | 5  |
| To understand what other people think and feel about things        | 6  |
| To find out more about or to support causes or organisations       | 7  |
| To develop skills with reading and numbers                         | 8  |
| None of these apply to me  | 9  |
| Don't know   | 10 |



**SHOWSCREEN 4 - SHOW ALL 8-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO SKIP TO SHOWSCREEN 13 IF DO NOT GO ONLINE AT QC12A AND AGED 12-17, SKIP TO QCON53 IF DO NOT GO ONLINE AT QC12A AND AGED 8-11**

Thanks. The next few questions are about how much you believe when you are online.

**ASK ALL 8-17s WHO GO ONLINE**

**QC15A** Do you use **social media apps or sites** - like Instagram, TikTok, Snapchat, Facebook, or YouTube, etc.?

IF YOU DO – Do you believe that **all** of the information you see on these apps or sites is true, **most** of it is true, or just **some** of it is true?

*Please choose one answer*

|   |   |
|---|---|
| All is true                                   | 1 |
| Most is true                                  | 2 |
| Some is true                                  | 3 |
| Don't know                                    | 4 |
| No – I don't use these types of apps or sites | 5 |

**ASK ALL 8-17s WHO GO ONLINE**

**QC15B** Do you use **apps or sites for school work or homework** – like BBC Bitesize or apps or sites suggested by your teachers?

IF YOU DO – Do you believe that **all** of the information you see on these apps or sites is true, **most** of it is true, or just **some** of it is true?

*Please choose one answer*

|   |   |
|---|---|
| All is true                                   | 1 |
| Most is true                                  | 2 |
| Some is true                                  | 3 |
| Don't know                                    | 4 |
| No – I don't use these types of apps or sites | 5 |

**ASK ALL 8-17s WHO GO ONLINE**

**QC15C** Do you use **apps or sites about news and what is going on in the world** – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like BuzzFeed?

IF YOU DO – Do you believe that **all** of the information you see on these apps or sites is true, **most** of it is true, or just **some** of it is true?

*Please choose one answer*

|   |   |
|---|---|
| All is true                                   | 1 |
| Most is true                                  | 2 |
| Some is true                                  | 3 |
| Don't know                                    | 4 |
| No – I don't use these types of apps or sites | 5 |

**SHOWSCREEN 5 - SHOW ALL 12-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO QC38**

On the next screen we're going to show you a social media post.

**ASK ALL 12-17s WHO GO ONLINE**

**QC59A**

[A boy/ girl aged n called Eddie/ Ellie] was scrolling through [his/ her] social media and saw this post.



NHS Instagram account, 16th January 2022 (NHS on Instagram - [Get a booster dose of the COVID-19 vaccine, and protect yourself, your family and the NHS.](#)) Contains public sector information licensed under the [Open Government Licence v3.0](#). Please note, sources were shown at the end of the survey during fieldwork.

Do you think that this social media post is genuine?

**Please select one option**

|            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |

**ASK ALL 12-17s WHO GO ONLINE**

**QC59B** Still thinking about this post.



NHS Instagram account, 16th January 2022 (NHS on Instagram - [Get a booster dose of the COVID-19 vaccine, and protect yourself, your family and the NHS.](#)) Contains public sector information licensed under the [Open Government Licence v3.0](#). Please note, sources were shown at the end of the survey during fieldwork.

Now **click or tap** on anything that makes you think that this <<is a genuine post/ is not a genuine post>>.

Once you have selected it, it will turn red.

Please click ">>" when you are finished.

**SHOWSCREEN 6 - SHOW ALL 8-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO QC38**

Now we're going to ask about using apps or websites that **you haven't used before**.

**ASK ALL 8-17s WHO GO ONLINE**

**QC17** In a normal week when you go online, do you...?

*Please choose one answer*

|  |   |
|--|---|
| <b>Only</b> use websites or apps that you've used before             | 1 |
| Use <b>one or two</b> websites or apps that you have not used before | 2 |
| Use <b>lots</b> of websites or apps that you have not used before    | 3 |
| Don't know   | 4 |

**ASK ALL 12-17s WHO GO ONLINE AT QC12A (CODES 1-6) AND WHO EVER USE WEBSITES OR APPS THEY HAVE NOT USED BEFORE AT QC17 (CODES 2-3) – OTHERS SKIP TO SHOWSCREEN 7**

**QC18** When you go to websites or apps that you have never used before to look for information online, do you ever think about **whether you can trust the information to be true and accurate?**

IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate?

*You can choose as many as you like, as long as they apply to you.*

|   |   |
|---|---|
| Look at how up to date the information on the website/ app is   | 1 |
| Check some types of information across a number of websites/ apps to be sure it's correct                 | 2 |
| Check the general look of the website/ app – for example the layout, colours or how professional it looks | 3 |
| Ask someone else if they have used the website/ app   | 4 |
| See whether it's a company you have heard of  | 5 |
| Something else - (please type in your answer below)   | 6 |
| Don't know  | 7 |
| No – I don't think about this   | 8 |

**SHOWSCREEN 7 - SHOW ALL 8-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO QC38**

Thanks! The next set of questions are about searching for information online – using apps or sites like Google, Bing, and Yahoo!

**ASK ALL 8-17s WHO GO ONLINE**

**QC25** Do you ever use sites or apps like Google, Bing or Yahoo! to look for things online?

*Please choose one answer*

|            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |

**ASK ALL 8-17s WHO USE SEARCH ENGINES AT QC25 (CODE 1) – OTHERS SKIP TO SHOWSCREEN 9**

**QC26** When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page.

Which one of these sentences about these results do you agree with most?

*Please choose one answer*

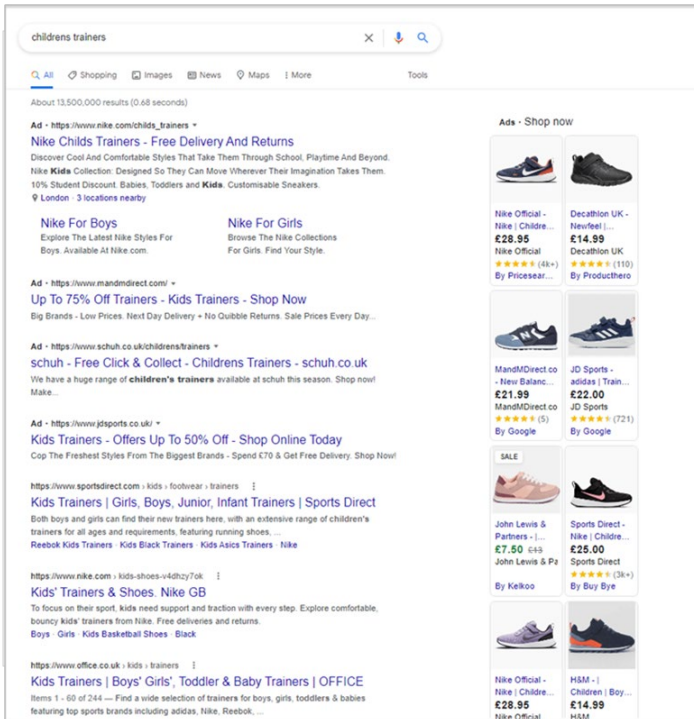
|   |   |
|---|---|
| I think that if they have been listed in the search results these websites can be trusted | 1 |
| I think that some of these websites can be trusted and some can't                         | 2 |
| I don't really think about whether the website can be trusted                             | 3 |
| Don't know  | 4 |

**SHOWSCREEN 8 - SHOW ALL 8-17S WHO USE SEARCH ENGINES**

On the next screen we're going to show you the results from a Google search.

**ASK ALL 8-17s WHO USE SEARCH ENGINES**

**QC28**



**Question.**

[A boy/ girl aged *n* called Eddie/ Ellie] used Google to search for 'children's trainers' – the search results looked like this:

Look at the top four results, do you know why these appear first?

*Please choose all that apply (RANDOMISE ORDER)*

- 1) These are adverts/ they have paid to be here
- 2) These are the best results
- 3) These are the most popular results
- 4) Anything else
- 5) Don't know

Source: Google search for children's trainers. Images of trainers (reading top to bottom): Nike Official; Decathlon UK; M and M Direct, New Balance; JD Sports, Adidas; John Lewis & Partners; Sports Direct, Nike; Nike; H&M. Sources were shown at the end of the survey during fieldwork.

**SHOWSCREEN 9 - SHOW ALL 8-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO QC38**

Thanks very much for all your answers so far!

Now we're going to ask about seeing things you would prefer **not** to see online.

**ASK ALL 8-17s WHO GO ONLINE**

**QC30A** If you saw something online that you found **worrying or nasty** in some way (that you didn't like) would you **tell someone** about it?

*Please choose one answer*

|                                       |   |
|---------------------------------------|---|
| I would <b>always</b> tell someone    | 1 |
| I would <b>sometimes</b> tell someone | 2 |
| I would <b>not</b> tell someone       | 3 |
| Don't know                            | 4 |
| Prefer not to say                     | 5 |

**ASK IF CHILD AGED 8-17 GOES ONLINE AND WOULD TELL SOMEONE IF THEY SAW SOMETHING WORRYING OR NASTY ONLINE AT QC30A (CODES 1-2) – OTHERS SKIP TO QC31**

**QC30B** Who would you tell about the worrying or nasty thing that you saw online?

*You can choose as many as you like, as long as they apply to you.*

*If you would tell someone else that is not in this list please type in your answer at ‘Would tell someone else’ below*

|  |    |
|--|----|
| My brother/ sister   | 1  |
| My friend  | 2  |
| A parent   | 3  |
| Another member of my family                                  | 4  |
| A teacher  | 5  |
| The websites/ apps where I saw it                            | 6  |
| The police   | 7  |
| Would tell someone else – (please type in your answer below) | 8  |
| Unsure who I would tell                                      | 9  |
| Don't know   | 10 |
| Prefer not to say  | 11 |

**ASK ALL 8-17s WHO GO ONLINE**

**QC31** And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like?

*Please choose one answer*

|                   |   |
|-------------------|---|
| Yes               | 1 |
| No                | 2 |
| Don't know        | 3 |
| Prefer not to say | 4 |



**ASK ALL 8-17s WHO GO ONLINE THAT HAVE SEEN SOMETHING WORRYING OR NASTY ONLINE IN THE PAST 12 MONTHS AT QC31 (CODE 1)**

**QC31** And did you tell someone about it?

Don't worry – we won't be asking who it was.

*Please choose one answer*

|                   |   |
|-------------------|---|
| Yes               | 1 |
| No                | 2 |
| Don't know        | 3 |
| Prefer not to say | 4 |

**ASK ALL 8-17s WHO GO ONLINE**

**QC34A** Has someone ever talked to you about how to use the internet safely?

*Please choose one answer*

|            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |

**ASK ALL 8-17s WHO GO ONLINE AT QC12A (CODES 1-6) AND HAVE BEEN TOLD HOW TO USE THE INTERNET SAFELY AT QC34A (CODE 1) – OTHERS SKIP TO QC35**

**QC34B** Who talked to you or told you about how to use the internet safely?

*You can choose as many as you like, as long as they apply to you.*

*If you were told by someone else not in this list please type in your answer at 'Other' below*

|  |   |
|--|---|
| A parent                                     | 1 |
| Another member of my family                  | 2 |
| A teacher at school                          | 3 |
| Friends                                      | 4 |
| Websites or apps                             | 5 |
| Television/ radio programmes                 | 6 |
| The police coming in to school to talk to us | 7 |
| Other – (please type in your answer below)   | 8 |
| Don't know                                   | 9 |

**SHOWSCREEN 11 - SHOW ALL 12-17S WHO GO ONLINE AT QC12A (CODES 1-6) – OTHERS SKIP TO QC38**

On the next screen, you will see a social media post.

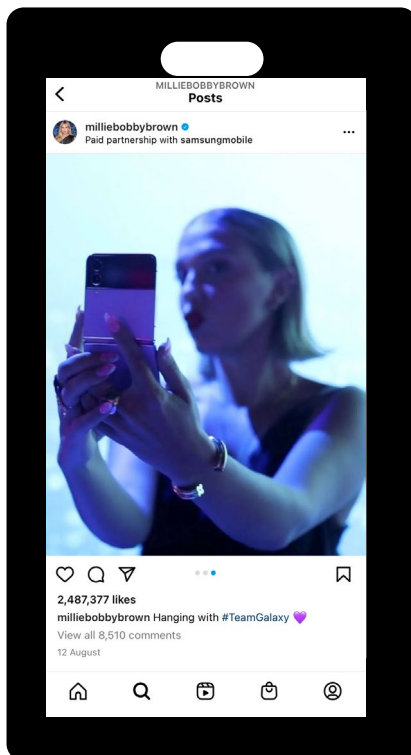
**ASK ALL 12-17s WHO GO ONLINE**

**QC37**

[A boy/ girl aged n called Eddie/ Ellie] follows Millie Bobby Brown on social media.

Here is a recent post from Millie Bobby Brown that [Eddie/ Ellie] saw.

Which of these are reasons why Mille Bobby Brown might share a post about the product shown?



Source: Millie Bobby Brown Instagram account, 12th August 2022, ([Millie Bobby Brown on Instagram: "Hanging with #TeamGalaxy ❤️"](#)).

*Please choose all that apply [RANDOMISE ORDER]*

|   |   |
|---|---|
| She is being paid with money or being given gifts by the company or brand to share this | 1 |
| She wants to share this information with her followers                                  | 2 |
| She thinks the product or brand is cool/ good to use                                    | 3 |
| Something else – please say   | 4 |
| Don't know  | 5 |

**ASK ALL 12-17s WHO GO ONLINE**

**QC52** Sometimes when you want to download a new app or use a new website you are asked to **share your personal information**. This could mean entering details like your name, age, email address, and so on.

Which one of these answers matches how you feel about **sharing personal information** to get access to a new app or use a new site?

*Please choose one answer*

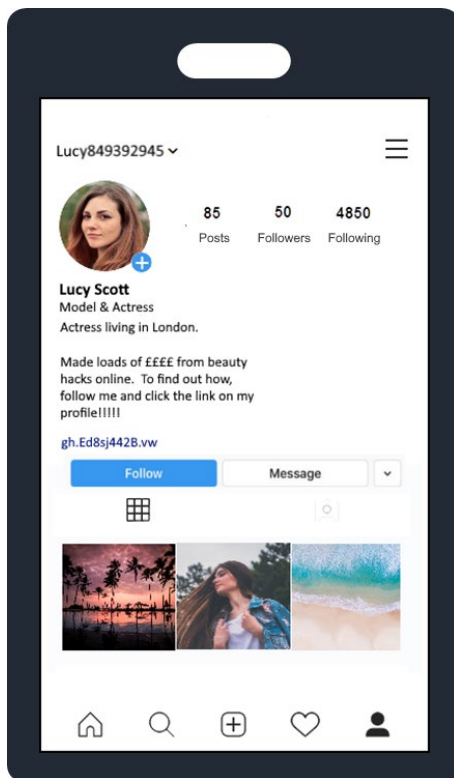
|  |   |
|--|---|
| I'm comfortable about sharing personal information on apps/ sites, so I always do                            | 1 |
| I always share personal information, even though I'm not always comfortable about it                         | 2 |
| Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it | 3 |
| I'm never comfortable about sharing personal information online  | 4 |
| Don't know   | 5 |

**SHOWSCREEN 12 - SHOW ALL 12-17s WHO GO ONLINE AT QC12A (CODES 1-6)**

On the next screen, you will see another image from social media.

**ASK ALL 12-17s WHO GO ONLINE**

**QC38**



**Question.**

Here is a social media profile.

Do you think that this social media profile is genuine?

- Yes
- No
- Don't know

**FOLLOW UP QUESTION IF 'GENUINE'**

Please look at this image and click or tap on anything that makes you think that this **is** a genuine profile. Once you have selected it, it will turn red. Please click >> when you are finished.

**FOLLOW UP QUESTION IF 'NOT GENUINE' OR 'DON'T KNOW'**

Please look at this image and click or tap on anything that makes you think that this **is not** a genuine profile. Once you have selected it, it will turn red. Please click >> when you are finished

Source: This profile is a fictional profile. Image source: Pexels. Sources were shown at the end of the survey during fieldwork.

**SHOWSCREEN 13 - SHOW ALL 12-17S – OTHERS SKIP TO QCON53**

Thanks! Now we have some questions about how different companies get the money they need to provide that service.

**ASK ALL 12-17s – RANDOMISE ORDER FOR QC5A-QC5F**

**QC5A** Where do you think the **BBC** mainly gets its money from?

**QC5B** Where do you think **ITV** or **Channel 4** mainly get their money from?

**QC5C** Where do you think **Google** mainly gets its money from?

**QC5D** Where do you think **Instagram** or **Facebook** mainly get their money from?

**QC5E** Where do you think **Netflix** mainly gets its money from?

**QC5F** Where do you think **YouTube** mainly gets its money from

*You can choose as many as you like, as long as you think they apply*

|   |   |
|---|---|
| People pay to use the service                       | 1 |
| Companies pay the service to show their advertising | 2 |
| The government gives money to the service           | 3 |
| Don't know  | 4 |

**ASK ALL 8-17s**

**QCON53**

The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online.

We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

*Please choose one answer*

|  |   |
|--|---|
| Yes, I will answer these questions               | 1 |
| No, I would prefer not to answer these questions | 2 |

**SHOW 8-17s THAT AGREE TO ANSWER QUESTIONS AT QCON53 (CODE 1) – OTHERS SKIP TO SHOWSCREEN 14**

That's great – thanks.

**ASK 8-17s THAT AGREE TO ANSWER QUESTIONS AT QCON53**

**QC53** Please read the information below (in the blue box ) and then answer the **TWO** questions underneath.

You might need to scroll down to see both of the questions.

People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts.  
 It could be by being nasty through social media, games or other websites.  
 It could be by calling people names, leaving them out, or through sharing photos or videos that upset them.  
 It could be threatening to hurt or actually hurting them.  
 It could be done on purpose or as a joke that goes too far.

**A)** Has this ever happened **to anyone you know?**

*Please choose one answer*

|                   |   |
|-------------------|---|
| Yes               | 1 |
| No                | 2 |
| Don't know        | 3 |
| Prefer not to say | 4 |

**B)** And has this ever happened **to you?**

*Please choose one answer*

|                   |   |
|-------------------|---|
| Yes               | 1 |
| No                | 2 |
| Don't know        | 3 |
| Prefer not to say | 4 |

**ASK ALL 8-17s WHO SAY THIS HAS HAPPENED TO THEM AT QC53B (CODE 1) – OTHERS SKIP TO SHOWSCREEN 14**

**QC55** When somebody was nasty or hurtful to you did it happen in any of these ways?

*Please choose as many of the options below that apply*

|  |    |
|--|----|
| Face to face   | 1  |
| By text or messaging apps (like WhatsApp)                        | 2  |
| On social media sites or apps (like TikTok, Instagram, Snapchat) | 3  |
| Through other websites or apps                                   | 4  |
| Through phone calls  | 5  |
| Through video calls (like FaceTime or Zoom)                      | 6  |
| In online games  | 7  |
| Through some other way   | 8  |
| Don't know   | 9  |
| Prefer not to say  | 10 |

**SHOWSCREEN 14 - SHOW ALL 12-17S WHO GO ONLINE AT QC12A (CODES 1-6) AND AGREE TO ANSWER QUESTIONS AT QCON53 (CODE 1) – OTHERS SKIP TO SHOWSCREEN 15**

Thank you.

The next questions are about things you may know how to do online.

**ASK 12-17s THAT GO ONLINE AND AGREE TO ANSWER QUESTIONS**

**QC57** Do you **know how to do** any of these things online?

You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them.

*Please choose as many of the options below that apply*

|  |    |
|--|----|
| Block people on social media if you don't want to hear from them                       | 1  |
| Block people when you play online games  | 2  |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 3  |
| Change the settings so fewer people can view your social media profile                 | 4  |
| Delete the 'history' records of which websites you have visited                        | 5  |
| Get around controls that are there to stop you visiting certain sites or apps          | 6  |
| Use a proxy server to access particular sites or apps                                  | 7  |
| Use a reporting or flagging function on an app or site to report inappropriate content | 8  |
| Don't know how to do any of these  | 9  |
| Don't know   | 10 |
| Prefer not to say  | 11 |

**ASK 12-17s THAT KNOW HOW TO DO THINGS ONLINE AT QC57 (CODES 1-8) – OTHERS SKIP TO SHOWSCREEN 15**

**QC58** This list shows the things that you just said you know how to do online.

Which of these have you **ever done**?

*Please choose as many of the options below that apply*

|  |    |
|--|----|
| Block people on social media if you don't want to hear from them                       | 1  |
| Block people when you play online games  | 2  |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 3  |
| Change the settings so fewer people can view your social media profile                 | 4  |
| Delete the 'history' records of which websites you have visited                        | 5  |
| Get around controls that are there to stop you visiting certain sites or apps          | 6  |
| Use a proxy server to access particular sites or apps                                  | 7  |
| Use a reporting or flagging function on an app or site to report inappropriate content | 8  |
| Don't know how to do any of these  | 9  |
| None of these  | 10 |
| Prefer not to say  | 11 |

### SHOWSCREEN 15 - SHOW ALL 8-17S

Thank you – you've finished your part of the survey.

Can you please ask your parent or guardian to complete the rest of the questions that we have?

IF CHILD IS AGED 8-11 AND WAS ASKED QC28

The screenshot featured was from Google search results.

IF CHILD IS AGED 12-17 AND WAS ASKED QC28 AND WHO GOES ONLINE AT QC12A

The screenshots featured were from the NHS Instagram page, Google search results and Millie Bobby Brown's Instagram page.

If this survey has raised any concerns or worries for you today, there are lots of places that are able to offer help and advice. Some of them are listed below:

#### Help and support available at:

- **Childline** <http://www.childline.org.uk/> Tel: 0800 1111. Childline can help anyone under 19 in the UK with any issue they're going through. You can talk about anything. Whether it's something big or small, Childline's trained counsellors are here to support you. Childline is free, confidential and available any time, day or night.
- **Childnet International** <http://www.childnet.com/young-people> This has information for primary and secondary school children on how to use the internet safely.
- **The UK Safer Internet Centre** <https://saferinternet.org.uk/guide-and-resource/young-people> They provide games, quizzes, films and advice to help young people get the most out of the internet while staying safe online.
- **The Full Fact Toolkit** <http://fullfact.org/toolkit/> This helps you to identify bad or misleading information, and helps you find information you can trust on the internet.
- **Think U Know** website: <http://www.thinkuknow.co.uk/>. They provide age specific advice about staying safe online whether on a phone, tablet or computer.
- **Bullying UK** <https://www.familylives.org.uk/advice/bullying/cyberbullying> Tel: 0808 800 2222. This has help on what to do if you are being bullied online, via a social network, or on a smartphone.



**SHOWSCREEN 16 – SHOW ALL PARENTS OF 8-17s****PARENT/ GUARDIAN - THIS SECTION IS FOR YOU TO COMPLETE**

Thanks very much again for letting [your child] answer those questions.

We'd now like to ask you some questions about your child and your household.

These questions are used to help us to group the different people who respond to the survey from across the UK when we look at the results. You are, of course, free to choose not to answer each question.

**ASK ALL PARENTS OF 8-15S**

**C1A** Which school year is [your child] in?

We're only interested in grouping children into different school stages, we don't need any more information about their schooling

*Please select one option*

|         | <b>England and Wales</b>                | <b>Northern Ireland</b>                 | <b>Scotland</b>               |
|---------|---|---|-------------------------------|
| Aged 8  | Year 3 or Year 4 or Prefer not to say   | Year 4 or Year 5 or Prefer not to say   | P3 or P4 or Prefer not to say |
| Aged 9  | Year 4 or Year 5 or Prefer not to say   | Year 5 or Year 6 or Prefer not to say   | P4 or P5 or Prefer not to say |
| Aged 10 | Year 5 or Year 6 or Prefer not to say   | Year 6 or Year 7 or Prefer not to say   | P5 or P6 or Prefer not to say |
| Aged 11 | Year 6 or Year 7 or Prefer not to say   | Year 7 or Year 8 or Prefer not to say   | P6 or P7 or Prefer not to say |
| Aged 12 | Year 7 or Year 8 or Prefer not to say   | Year 8 or Year 9 or Prefer not to say   | P7 or S1 or Prefer not to say |
| Aged 13 | Year 8 or Year 9 or Prefer not to say   | Year 9 or Year 10 or Prefer not to say  | S1 or S2 or Prefer not to say |
| Aged 14 | Year 9 or Year 10 or Prefer not to say  | Year 10 or Year 11 or Prefer not to say | S2 or S3 or Prefer not to say |
| Aged 15 | Year 10 or Year 11 or Prefer not to say | Year 11 or Year 12 or Prefer not to say | S3 or S4 or Prefer not to say |

**ASK ALL PARENTS OF 16-17S**

**C1B** Is [your child] in **full time** education?

*Please select one option*

|                   |   |
|-------------------|---|
| Yes               | 1 |
| No                | 2 |
| Don't know        | 3 |
| Prefer not to say | 4 |

**ASK ALL PARENTS OF 16-17s THAT ARE STILL IN FULL TIME EDUCATION AT C1B (CODE 1)**
**C1C** Which school year is [your child] in?

*Please select one option*

|         | <b>England and Wales</b>                | <b>Northern Ireland</b>                 | <b>Scotland</b>               |
|---------|---|---|-------------------------------|
| Aged 16 | Year 11 or Year 12 or Prefer not to say | Year 12 or Year 13 or Prefer not to say | S4 or S5 or Prefer not to say |
| Aged 17 | Year 12 or Year 13 or Prefer not to say | Year 13 or Year 14 or Prefer not to say | S5 or S6 or Prefer not to say |

**ASK ALL PARENTS**
**C11.** Is English [your child]'s first or main language?

*Please select one option*

|   |   |
|---|---|
| Yes   | 1 |
| No  | 2 |
| Child is bilingual/ trilingual – using English equally with one or more other languages | 3 |
| Prefer not to say   | 4 |

**ASK ALL PARENTS****C2** Which of these groups best describes your [your child]'s ethnic group or background*Please select one option*

|   |    |
|---|----|
| <b>WHITE</b>                                      |    |
| English/ Welsh/ Scottish/ Northern Irish/ British | 1  |
| Irish   | 2  |
| Gypsy, Traveller or Irish Traveller               | 3  |
| Any other white background                        | 4  |
| <b>MIXED/ MULTIPLE ETHNIC GROUPS</b>              |    |
| White and Black Caribbean                         | 5  |
| White and Black African                           | 6  |
| White and Asian                                   | 7  |
| Any other mixed/ multiple ethnic background       | 8  |
| <b>ASIAN AND BRITISH ASIAN</b>                    |    |
| Indian  | 9  |
| Pakistani   | 10 |
| Bangladeshi                                       | 11 |
| Chinese   | 12 |
| Any other Asian background                        | 13 |
| <b>BLACK AND BLACK BRITISH</b>                    |    |
| Caribbean   | 14 |
| African   | 15 |
| Any other Black/ African/ Caribbean background    | 16 |
| <b>OTHER ETHNIC GROUP</b>                         |    |
| Arab  | 17 |
| Any other ethnic background                       | 18 |
| Prefer not to say                                 | 19 |

**ASK ALL PARENTS****C3** Which of these – if any – impact or limit [your child]'s daily activities?*Please select all that apply*

|  |    |
|--|----|
| Hearing? Poor hearing, partial hearing, or are deaf  | 1  |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind   | 2  |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                      | 3  |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 4  |
| Breathing? Breathlessness or chest pains   | 5  |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.  | 6  |
| Difficulty with speech? e.g. due to a stroke, stutter or stammer   | 7  |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.  | 8  |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example  | 9  |
| Other illnesses/ conditions which impact or limit their daily activities   | 10 |
| Nothing – no impairments or conditions that impact or limit their daily activities   | 11 |
| Don't know   | 12 |
| Prefer not to say  | 13 |

**ASK ALL PARENTS WHERE THEIR CHILD HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS AT C3 – OTHERS SKIP TO C4**

**C3A** And does one of these have more of an impacting or limiting effect on [your child]'s daily activities?

*Please select one answer*

|  |    |
|--|----|
| Hearing? Poor hearing, partial hearing, or are deaf  | 1  |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind   | 2  |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                      | 3  |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 4  |
| Breathing? Breathlessness or chest pains   | 5  |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.  | 6  |
| Difficulty with speech? e.g. due to a stroke, stutter or stammer   | 7  |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.  | 8  |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example  | 9  |
| Other illnesses/ conditions which impact or limit their daily activities   | 9  |
| No – all of these are equally impacting or limiting  | 10 |
| Don't know   | 11 |
| Prefer not to say  | 12 |

**ASK ALL PARENTS**

**C4** What is your age, please?

Please enter your age in years

|                   |   |
|-------------------|---|
| 16-17 years       | 1 |
| 18-24 years       | 2 |
| 25-34 years       | 3 |
| 35-44 years       | 4 |
| 45-54 years       | 5 |
| 55-64 years       | 6 |
| 65 years or over  | 7 |
| Prefer not to say | 8 |

**ASK ALL PARENTS**

**C5** Which of the following are you?

|  |   |
|--|---|
| Man  | 1 |
| Woman  | 2 |
| Non-binary   | 3 |
| Prefer to use another term (please specify this term below if you would like to) | 4 |
| Prefer not to say  | 5 |

**ASK ALL PARENTS****C6** What is your working status?*Please select one option*

|   |   |
|---|---|
| In full time employment                   | 1 |
| In part time employment                   | 2 |
| Unemployed                                | 3 |
| A student                                 | 4 |
| Full time responsibility for home/ family | 5 |
| Retired                                   | 6 |
| Other                                     | 7 |
| Don't know                                | 8 |
| Prefer not to say                         | 9 |

**ASK ALL PARENTS****C8** Could you please tell us whether you or anyone in your household currently receives any of the following benefits?*Please select all that apply*

|   |    |
|---|----|
| Income Support  | 1  |
| Income-based Jobseeker's Allowance                      | 2  |
| Pensions Credit (Guaranteed Credit)                     | 3  |
| Pensions Credit (no Guaranteed Credit)                  | 4  |
| Employment and Support Allowance (ESA)                  | 5  |
| Universal Credit (and household has other earnings).    | 6  |
| Universal Credit (and household has no other earnings). | 7  |
| Personal Independence Payment (PIP)                     | 8  |
| Carer's allowance                                       | 9  |
| Disability Living Allowance (DLA)                       | 10 |
| Other - (please type in below)                          | 11 |
| None of these - Do not receive any of these benefits    | 12 |
| Don't know  | 13 |
| Prefer not to say                                       | 14 |

**ASK ALL PARENTS**

- C9** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

*Please select one option*

|   |   |
|---|---|
| Up to £199 per week / Up to £10,399 per year                      | 1 |
| From £200 to £299 per week / From £10,400 to £15,599 per year     | 2 |
| From £300 to £499 per week / From £15,600 to £25,999 per year     | 3 |
| From £500 to £699 per week / From £26,000 to £36,399 per year     | 4 |
| From £700 to £999 per week / From £36,400 to £51,999 per year     | 5 |
| From £1,000 to £1,499 per week / From £52,000 to £77,999 per year | 6 |
| £1,500 and above per week/ £78,000 and above per year             | 7 |
| Don't know  | 8 |
| Prefer not to say   | 9 |

**ASK ALL PARENTS OF A CHILD AGED 8-17**

- C10** How much help did [your child] receive in completing the questions today?

*Please select one option*

|          |   |
|----------|---|
| A lot    | 1 |
| A little | 2 |
| None     | 3 |