

Children and parents: media use and attitudes report

Factsheets and activity sheets for children aged 8-11

Introduction sheet for parents and teachers

What is our report about?

Ofcom is the communications regulator in the UK. We regulate the TV, radio and video-on-demand sectors, fixed-line telecoms, mobiles, postal services, and the airwaves over which wireless devices operate. As part of our work we conduct survey research into how children and young people aged 3-15 use and think about media and the internet, and the ways in which their parents try to keep them safe when they use different types of media. Our research findings are representative of UK children, and broken down by age group (3-4s, 5-7s, 8-11s, 12-15s) so that we can understand how media use and attitudes vary by age.

We publish our research in an annual report **Children and parents: media use and attitudes report**. The latest report was published in November 2015 and can be read, along with our other research, at www.ofcom.org.uk/medialiteracyresearch. We started doing this research in 2005, so the 2015 report was our ten-year anniversary edition.

Using this report in schools

This year we thought it would be helpful for children to access these findings, so we have created two factsheets which children can use with their parents and/or with teachers in schools. These are aimed at children aged 8-11, the middle age range of those in the report, and includes the results based on that age group.

- **Factsheet 1: What devices do you have, and use?**
- **Factsheet 2: How online smart are you?**

Possible classroom exercise

To accompany the factsheets we have created activity sheets, containing the questions asked behind each set of results, to prompt discussion.

Another option is for children to create their own classroom survey, then collate the results, create charts or write a report, and compare their results to that of the Ofcom report.

Useful resources

If required, the following websites provide useful advice on helping children stay safe online:

- **Childnet:** <http://www.childnet.com/>
- **CEOP:** <http://ceop.police.uk/About-Us/>
- **Get Safe Online:** <https://www.getsafeonline.org/>
- **Internet Matters:** <http://www.internetmatters.org/>
- **Media Smart:** <http://mediasmart.uk.com/>
- **NSPCC Net Aware:** <https://www.net-aware.org.uk/#>
- **Thinkuknow:** <https://www.thinkuknow.co.uk/>
- **UK Safer Internet Centre:** <http://www.saferinternet.org.uk/>

We are keen to get feedback on these factsheets and activity sheets, to find out whether they are helpful, and what would be useful to provide. Please email us at media.literacy@ofcom.org.uk if you have any comments or suggestions.

With many thanks,
The Media Literacy Team

What devices do you have, and use?

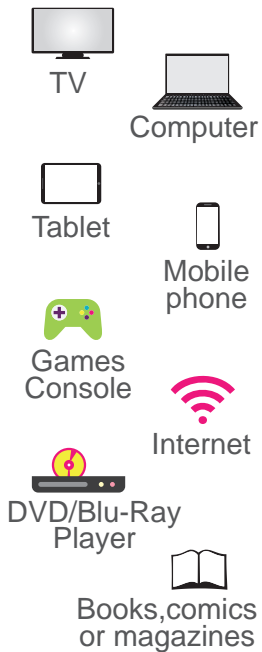
Your name: _____ Class: _____

Every year Ofcom asks lots of children and young people across the UK about the devices they have - things such as mobile phones, computers, tablets, games consoles and televisions - and what they use them for.

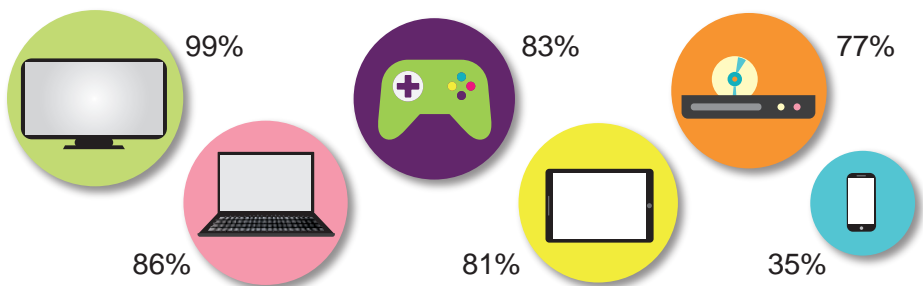
We split the results into four age groups: 3-4 year-olds; 5-7 year-olds; 8-11 year-olds and 12-15 year-olds. We publish them in a big report and compare the results to previous years to see what has changed - for example, do children watch more TV now than a year ago?

How do you and your classmates compare with the results of the 8-11 year-olds in our survey?

Key to icons



What device are children your age most likely to have at home?

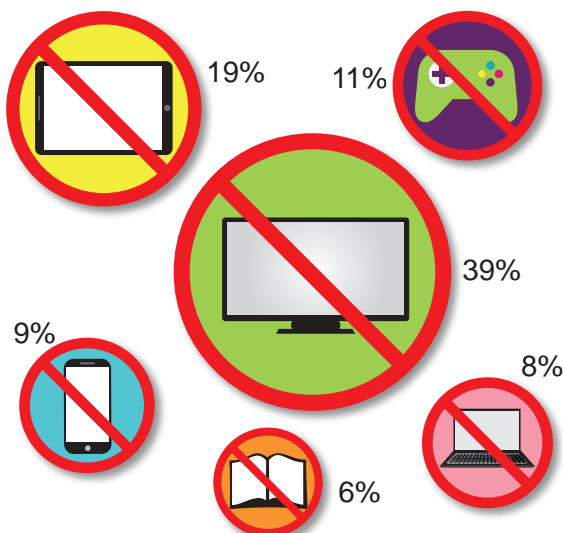


The majority of 8-11 year-olds have access to the internet at home

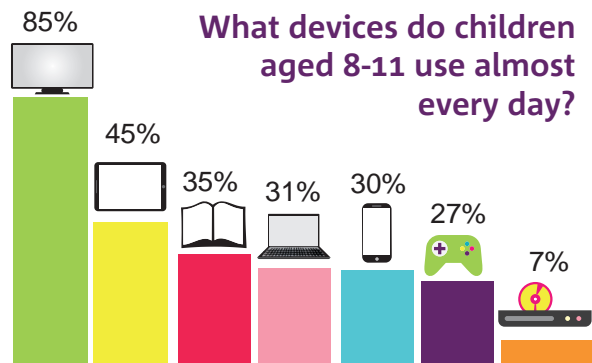


9% **Don't**
91% **Do**

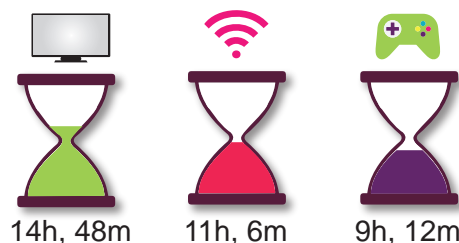
What device would children aged 8-11 miss the most if they couldn't have it?

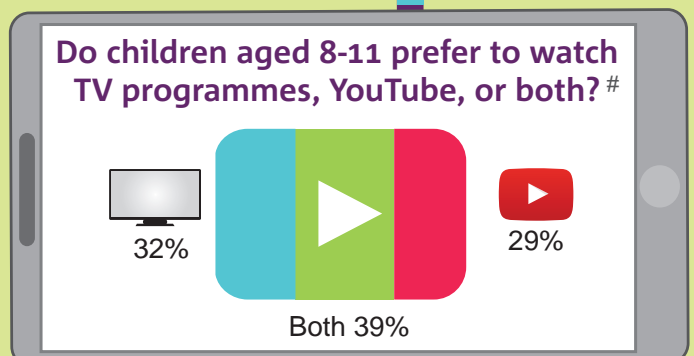
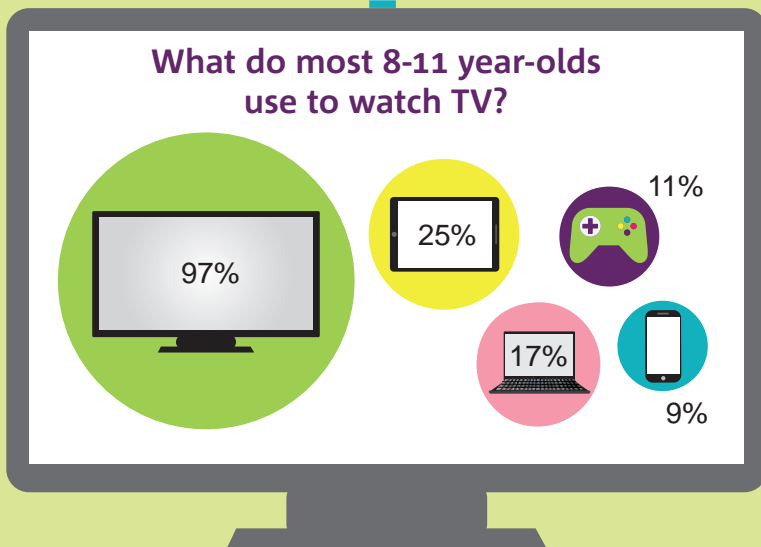
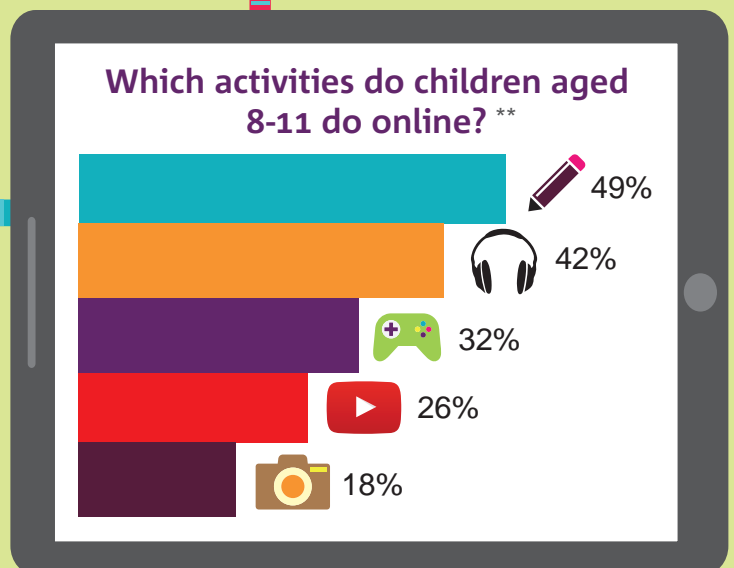
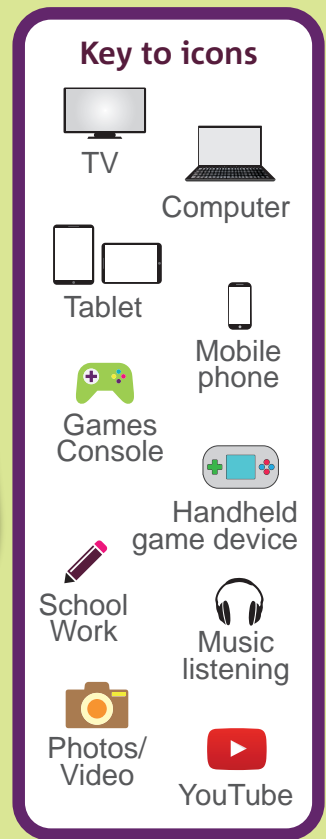
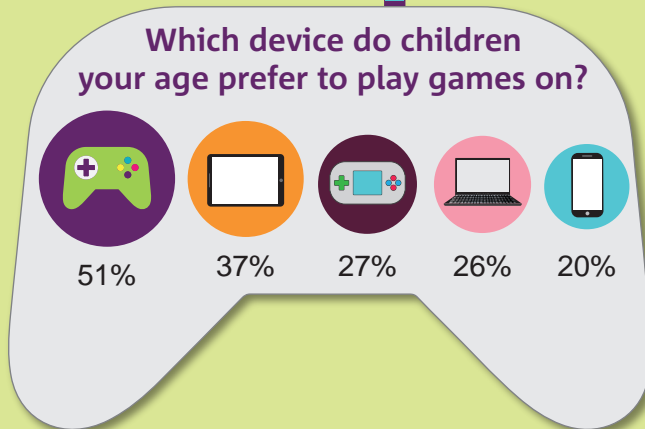


What devices do children aged 8-11 use almost every day?



How many hours a week do children your age spend online, watching TV, or gaming?





Why not answer the questions on the activity sheet to see how you and your classmates compare to these results?

* based on UK children aged 8-11 who ever play games.

** based on UK children aged 8-11 who ever go online

based on UK children aged 8-11 who watch TV and who ever watch YouTube

How online smart are you?

Your name: _____ Class: _____

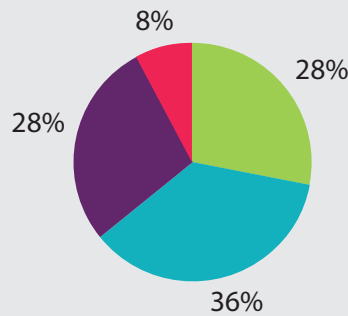
Every year Ofcom asks lots of children and young people across the UK about their understanding and awareness of online content and information. We also ask them who they would speak to if they saw something worrying online.

We split the results into two age groups: 8-11 year-olds and 12-15 year-olds. We publish them in a big report and compare the results to previous years to see what has changed - for example, are children more likely than a year ago to believe what that they see on some sites/apps is true?

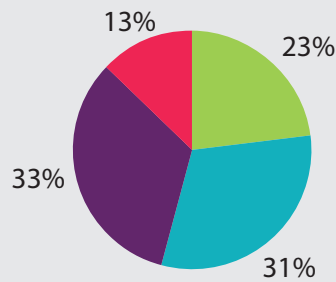
How do you and your classmates compare with the results of the 8-11 year-olds in our survey?

When children aged 8-11 visit certain websites or apps, how much do they think the information they see there is true?

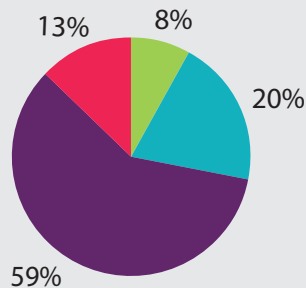
- All is true
- Most is true
- Some is true
- Don't know



School/homework sites & apps



News sites & apps



Social media sites & apps

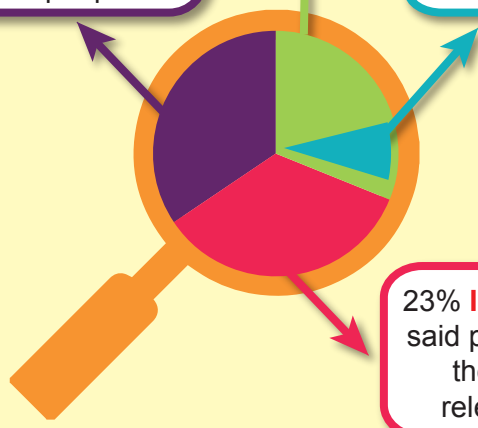
When using search engines like Google, how many children your age can identify those results which are paid-for adverts/sponsored links and those which are not?



23% **INCORRECTLY** said paid-for ads are the most popular results used by other people

21% **CORRECTLY** identified the paid-for ads/ sponsored links

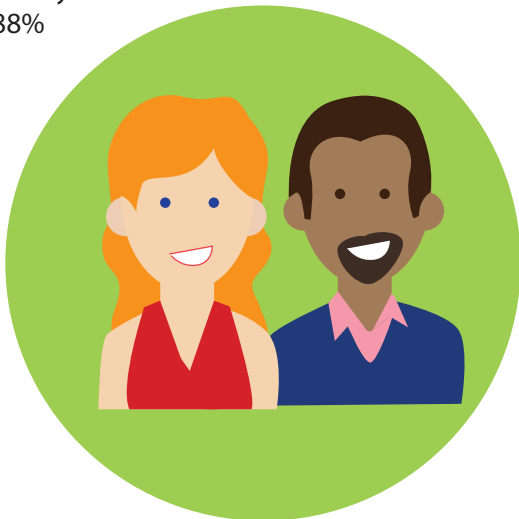
5% gave the correct answer *and* a wrong answer



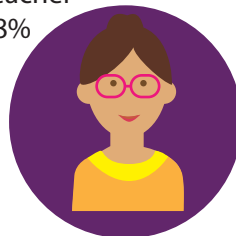
23% **INCORRECTLY** said paid-for ads are the best/most relevant results

Who would 8-11 year-olds speak to if they saw something online that they found worrying, nasty or offensive?

Family member
88%



Teacher
18%



Friend
10%



5%
No-one



1%
Police

1%
Don't know if they would tell anyone



Why not answer the questions on the activity sheet to see how you and your classmates compare to these results?








What devices do you have, and use?


Your name: _____ Class: _____

Every year Ofcom asks lots of children and young people across the UK about the devices they have - things such as mobile phones, computers, tablets, games consoles and televisions - and what they use them for.








Now that you've read Factsheet 1, why not answer the questions here to see how you and your classmates compare to the children in our survey?

Which devices do you have in your home?


						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 **Are you able to go online at home?** Yes No





Which devices do you use almost every day?

						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which one of the devices you use almost every day would you miss the most if it got taken away?



How many hours a day would you spend using the 1) TV, 2) internet and 3) games player/console?

			
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How much does this add up to per week? -----

Do you ever play games on a device?

YES

NO

What device do you prefer to play games on (at home or elsewhere)?



Do you ever play online games?
(through games consoles/players, computers, tablets, mobile phones and smart TVs)



YES


NO



Which activities do you do online?






 







Anything else? _____

Do you ever use any of these devices to watch TV?

Do you prefer to watch YouTube videos, TV programmes, or do you like both the same?

Questions to consider

1. The kinds of devices that children use has changed a lot in the last ten years. What kinds of devices do you think children your age will be using more or less of in ten years' time?
2. A fifth of boys aged 8-11 said their games console is the device they would miss the most if it was taken away – compared to 2% of girls! Whereas girls were more likely than boys to miss books, magazines and comics (7% vs. 4%). Why do you think this is?
3. The amount of time children your age spend watching TV has decreased over the last few years – while the amount of time spent on the internet or gaming has increased. Why do you think this is?

Useful links

Childnet: www.childnet.com/young-people
 Childline: www.childline.org.uk

Media Smart: mediasmart.uk.com/young-people
 ThinkuKnow: www.thinkuknow.co.uk

How online smart are you?

Your name: _____ Class: _____

Every year Ofcom asks lots of children and young people across the UK about their understanding and awareness of online content and information. We also ask them who they would speak to if they saw something worrying online.

Now that you've read Factsheet 2, why not answer the questions here to see how you and your classmates compare to the children in our survey?



When you go online you may visit sites or apps which you use for school work or homework.

If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true

Most is true

Some is true

Don't know



When you go online you may visit sites or apps about news and what is going on in the world.

If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true

Most is true

Some is true

Don't know



When you go online you may visit social media sites or apps like Facebook, SnapChat, Twitter, Tumblr, WhatsApp or YouTube.

If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true

Most is true

Some is true

Don't know

Trainers at JD Sports - Free Delivery to Over 500 Stores

Ad www.jdsports.co.uk/Trainers

3.9 ★★★★★ rating for jdsports.co.uk

Huge Range of the Latest Trainers.

JD Sports has 131 followers on Google+

New In - Men's Trainers

1-3 Silver Street, Bedford - 01234 860213

Cheap Trainers - Massive Sale Now On - SportsDirect.com

Ad www.sportsdirect.com/Trainers

4.2 ★★★★★ rating for sportsdirect.com

Huge Discounts On Many Items - Order Online Today!

Brands: Firetrap, Lonsdale, Karrimor, Skechers, Donnay, ...

Ratings: Prices 10/10 - Delivery 9/10 - Selection 9/10 - Product info 8/10

Ladies Trainers - USA Pro - Mens Trainers - Kids Trainers

Men's Trainers at JD Sports

www.jdsports.co.uk/men/mens-footwear/trainers/

Stay riding high in the style stakes with our huge range of men's trainers from the biggest brands like Nike, adidas & many more. Shop online at JD Sports today ...

Classic Trainers - Nike Air Max 1 Ultra Moire - Air Max 90 - Nike Air Force 1 Lo

SportsDirect.com | Ladies Trainers

www.sportsdirect.com Ladies

Our range of ladies trainers are perfect for jogging, sprinting or simply walking. Have a

On the left is an image from a Google search for 'trainers'.

Do any of these apply to the first two results that are listed?

These are adverts/
sponsored links/
paid to appear here

These are the best/
most relevant results

These are the most
popular results used
by other people

None of these/
Don't know

If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it?

Yes

No

Don't know/
Not sure

If you answered Yes, who would you tell?

Family member



Teacher

Friend



Police

Someone else _____

Questions to consider

1. Around a quarter of children your age believe that all the information they see or hear on school/homework or news sites/apps is all true. But more believe only some of it is true. Why do you think this is, and what kinds of sites/apps do you think are more likely to have true information, and why?
2. Adverts appear a lot online, some are sponsored/paid for, and some are not. Who do you think pays for the adverts to appear? What do you think would be different if you clicked on a link that wasn't a sponsored advert?
3. Most children your age would tell someone from their family or a teacher if they saw something worrying, nasty or offensive online. What would you do? Why do you think some children choose not to tell anyone?

Useful links

Childnet: www.childnet.com/young-people

Childline: www.childline.org.uk

Media Smart: mediasmart.uk.com/young-people

ThinkuKnow: www.thinkuknow.co.uk