Section 5 – Knowledge and understanding of media among 8-15s
QC5A-D I’m going to read some things about television for each one please say which of the options on the card applies to you? (prompted responses, single coded) In 2013 children were asked to respond regarding agree or disagree strongly/ slightly while in 2014 this was amended to agree/ disagree a lot/ a little. Base: Those children aged 12-15 who watch TV at home or elsewhere (564 in 2013, 592 in 2014) -Significance testing shows any difference between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014.
### Figure 54: Attitudes towards the internet among users aged 12-15: 2013 and 2014

<table>
<thead>
<tr>
<th>Attitude</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going online increases my understanding of what’s going on in the world, current issues and news</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Going online makes me aware of different types of people and different opinions</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Going online helps me form my own opinion about things</td>
<td>74%</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>When I go online I see people like me</td>
<td>59%</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>19%</td>
</tr>
</tbody>
</table>

QC37A-D I’m going to read some things about the internet and going online, for each one please say which of the options on the card applies to you? (prompted responses, single coded) In 2013 children were asked to respond regarding agree or disagree strongly/ slightly while in 2014 this was amended to agree/ disagree a lot/ a little.

Base: Those children aged 12-15 who watch go online at home or elsewhere (565 in 2013, 584 in 2014) - Significance testing shows any difference between 2013 and 2014.

Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to June 2014.
Figure 55: Children’s belief in the truthfulness in websites used for school/ homework and for social media at home (2011, 2013) or elsewhere (2014), by age

### On sites or apps used for school work/ home work

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2011</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aged 8-11</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td>41</td>
<td>36</td>
<td>20</td>
</tr>
<tr>
<td>Most is true</td>
<td>42</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>Some is true</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td><strong>Aged 12-15</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td>42</td>
<td>30</td>
<td>16</td>
</tr>
<tr>
<td>Most is true</td>
<td>46</td>
<td>52</td>
<td>51</td>
</tr>
<tr>
<td>Some is true</td>
<td>12</td>
<td>9</td>
<td>29</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

### On social media sites or apps like Facebook, GooglePlus, Twitter, Tumblr or YouTube

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2011</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aged 8-11</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td>7</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Most is true</td>
<td>26</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Some is true</td>
<td>55</td>
<td>64</td>
<td>52</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td><strong>Aged 12-15</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td>8</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>Most is true</td>
<td>27</td>
<td>25</td>
<td>59</td>
</tr>
<tr>
<td>Some is true</td>
<td>59</td>
<td>64</td>
<td>69</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

QC18B/A—When you go online you may visit [TYPE OF WEBSITE]. Do you do this? IF YES - Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, in 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites. In 2013 this question asked more specifically about social networking sites rather than social media sites or apps. Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (VARIABLE BASE). Significance testing shows any difference between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014.
Figure 56: Children’s belief in the truthfulness in news websites or apps used at home (2011, 2013) or elsewhere (2014), by age

On sites or apps about news and what is going on in the world

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2011</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 8-11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>39%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>30%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>34%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>30%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>48%</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

QC18C – When you go online you may visit [TYPE OF WEBSITE]. Do you do this? IF YES - Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, in 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites. Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (VARIABLE BASE). Significance testing shows any difference between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014.
Figure 57: Online sources of accurate and true information for different scenarios among 12-15s: 2014

QC48A-C I’m going to read out some types of information you may want to find out about and I’d like you to say which one of these you would turn to first for accurate and true information online about… (prompted responses, single coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Percentage Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serious things that are going on in the world</td>
<td>53%</td>
</tr>
<tr>
<td>Fun things like hobbies and interests</td>
<td>33%</td>
</tr>
<tr>
<td>How to build, make or create things</td>
<td>31%</td>
</tr>
</tbody>
</table>
I think that if they have been listed by the search engine the information on that website must be truthful

I think that some of the websites in the list will show truthful information and some will show untruthful information

I don't really think about whether or not they have truthful information, I just use the sites I like the look of

Don't know

QC28A– Which one of these is the closest in your opinion about the truthfulness of the information in the websites that appear in the results pages? (prompted responses, single coded)/
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 59: Understanding of paid-for results returned by Google search among 8-15s who use search engine websites: 2014

- Aged 8-11
- Aged 12-15

These are the sponsored links/ adverts/ paid to appear here:
- 13% (Aged 8-11)
- 34% (Aged 12-15)

These are the best results/ most relevant results:
- 15% (Aged 8-11)
- 15% (Aged 12-15)

These are the most popular results used by other people:
- 12% (Aged 8-11)
- 14% (Aged 12-15)

Other reasons:
- 3% (Aged 8-11)
- 1% (Aged 12-15)

Don't know:
- 60% (Aged 8-11)
- 38% (Aged 12-15)

QC30 Here's an image (SHOWCARD OF IMAGE) from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box? (Spontaneous responses, multi-coded)

Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (396 aged 8-11, 530 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
QC35 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that websites could use information to show you personalised advertising in this way? (spontaneous response, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Every home in the UK must pay some money to [ORGANISATION]
Companies pay to advertise on [ORGANISATION]
The government/council gives [ORGANISATION] money
Every home can choose to pay some money to be allowed to use the [ORGANISATION] service if they want
Don't know

Figure 61: Understanding of how BBC/Google/YouTube are funded, among users aged 12-15: 2014

QC8/QC29/QC27 – Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites? Google gets money to run their services? YouTube gets money to run their services? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (592)/Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps (530)/Children aged 12-15 who ever watch things on YouTube (479)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 62: Ways in which 12-15s find out about things to watch on YouTube: 2014

- Things your friends have told you about: 49%
- Use the search box: 46%
- Visit channels you’ve subscribed to/ follow: 22%
- See what’s in the ‘Recommended/ popular’ sections: 18%
- Don’t watch things on YouTube: 13%
- Don’t know: 4%

QC26 Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on You Tube? (Prompted responses, multi-coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 63: Agreement with statements about finding new things to do online, by age: 2014

“I find out about new things to do online from talking to my friends”

<table>
<thead>
<tr>
<th></th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>66</td>
<td>82</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Disagree</td>
<td>20</td>
<td>8</td>
</tr>
</tbody>
</table>

“I find out about new things to do online by exploring”

<table>
<thead>
<tr>
<th></th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>61</td>
<td>74</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Disagree</td>
<td>21</td>
<td>12</td>
</tr>
</tbody>
</table>

QC37H/ I’m going to read out some questions about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (528 aged 8-11, 584 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 64: Agreement with statements about finding things to watch on television, by age: 2014

“I find out about new TV programmes I might like from my friends”

```
<table>
<thead>
<tr>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>73</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>9</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
</tr>
</tbody>
</table>
```

“I find out about new TV programmes I might like from trailers on TV”

```
<table>
<thead>
<tr>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>68</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>14</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
</tr>
</tbody>
</table>
```

QC5G/ H  I’m going to read out some things about television, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (590 aged 8-11, 592 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 65: Experience of visiting websites not visited before among those who go online at home (2011, 2013) or elsewhere (2014), by age

QC20 – In most weeks when you go online on any type of computer, a mobile phone, a games player or a media player would you say that you….?


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 66: Checks made by 12-15s who go online at home (2011, 2013) or elsewhere (2014) when visiting websites they haven’t visited before

<table>
<thead>
<tr>
<th>How up to date it is</th>
<th>General appearance and look of the site</th>
<th>Compare information across sites</th>
<th>Padlock or other symbol</th>
<th>Ask someone else if they have been to the website</th>
<th>Who/which company has created the site</th>
<th>Whether it’s a company you have heard of</th>
<th>Check the website name to see if it ends in .org/.com or .co.uk**</th>
<th>Symbol to indicate a quality standard</th>
<th>Check which country the website is from*</th>
<th>Links to the site from another trusted site</th>
<th>Never go to websites I’ve not used before</th>
<th>Any of these checks made</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 26 30</td>
<td>23 28 27</td>
<td>25</td>
<td>25</td>
<td>21</td>
<td>23</td>
<td>21</td>
<td>14 14</td>
<td>19 19</td>
<td>19 19</td>
<td>19 19</td>
<td>19 19</td>
<td>63 66 65</td>
</tr>
</tbody>
</table>

QC21 – Thinking about the websites that you visit that you haven’t visited before either when you’re looking for information online or if you’re buying or selling things online. Which, if any of these things would you check? (prompted responses, multi-coded) * This code was added after 2011 **This code was added in 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 67: Visibility of social media profiles: 2011, 2013 and 2014

QC24 – Thinking about your main social media site or app, do you know if this profile can be seen by other people? Prompted responses, single coded) - In 2011 and 2013 children were asked about social networking site profiles rather than social media profiles
Base: Children aged 8-15 who have a social media account or profile (403 aged 12-15 in 2011, 378 aged 12-15 in 2013, 415 aged 12-15 in 2014) Significance testing shows any difference between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
QC31A-G - I’m going to read out some types of information that people can show online. For each one I’d like you to say which one of the statements on this card best describes how you feel about who could see each type of information (prompted responses, single coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (584).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014