

EXPLORING PLAY AND CREATIVITY IN PRE-SCHOOLERS' USE OF APPS

SURVEY QUESTIONS

Qa. How old are you?

Qb. Which gender are you?

Male

Female

Qc. Which of these best describes your ethnic group?

- White (This includes all White backgrounds)
- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed background
- Indian
- Pakistani
- Bangladeshi
- Any other Asian background
- Caribbean
- African
- Any other Black Background
- Chinese
- Prefer not to tell
- Any Other (please specify)

Qd. Which region of the UK do you live in?

London

South and South East England (including Channel Islands)

West and South West England

West Midlands

East Midlands

East Anglia

Yorkshire and Lincolnshire

North West England/Isle of Man

North East England

Scotland

Northern Ireland

Wales

Not in UK

Qe. Which one of the following options best describes the sort of work that the chief income earner in your household does?

Professional or higher managerial/technical

Manager or senior administrator

Junior manager
 Non-managerial
 Foreman or supervisor of other workers
 Skilled manual work
 Semi-skilled or unskilled manual work
 Student
 In receipt of job seekers allowance
 Other
 Not Applicable

Qg. How many children do you have in the household of the following ages?

	Less than 1 year	1 year old	2 years old	3 years old	4 years old	5 years old	6 years old
Boy							
Girl							

	7 years old	8 years old	9 years old	10 years old	11 years old	12 years old	13 years old
Boy							
Girl							

	14 years old	15 years old	16 years old	17 years old	18 years old	None exclusive
Boy						
Girl						

Qh. Which of the following devices do your children make use of?

Tablet (IF NOT SELECTED PLEASE THANK AND CLOSE)

Mobile phone

Games console

Smart TV

Children's tablet e.g. LeapPad

None

Qi. We would like you to complete this survey on behalf of one of your children. Please choose which child you would like to complete the survey for.

Please note this child should be no older than 5 years 0 months and have access to a tablet device (state if more than one child in house)

Please state their exact age in years and months below

Section A: Use of Electronic Devices

The following questions relate to the type of electronic devices your child has access to, how they use these devices and the amount of time in a week they typically spend using them.

A-Q1. Which of these devices does your child have access to?

			1. Yes - have one of their own	2. Yes - have one in the household which they can use	3. Yes – there is one elsewhere (e.g. grandparents' home) which they can use	4. No - we don't have one but we do expect to get one	5 No - we don't have one AND do NOT expect to get one in the near future	6 - We have one in the household but they do not have access to it
TV	1	Standard TV Set						
	2	A television set connected to the internet (Sometimes known as Smart TV or connected TV)						
Tablet Computer	3	iPad tablet computer						
	4	Samsung Galaxy Tab						
	5	Microsoft Surface						
	6	Amazon Fire						
	7	Kindle Fire						
	8	Tesco Hudl						
Smartphone	9	Other tablet computer						
	10	iPhone						
	11	Samsung Galaxy						
	12	HTC						
	13	Nokia						
	14	Sony						
Console	15	Other Smartphone						
	16	Xbox (including Kinect)						
	17	Playstation						
Handheld	18	Nintendo Wii (including WiiU)						
	19	PSP						
	20	Nintendo DS						

	21	PC or Laptop						
	22	E-Reader (e.g. Kindle, Sony reader or Kobo)						
	23	PVR or Digital Video Recorder (one that allows you to record and store TV programmes or pause 'live' TV. (e.g. TiVo or Sky+)						
	24	DVD Recorder						
	25	BluRay						
	26	Digital Radio or DAB Radio						
	27	Portable Media Player like an iPod Touch or Archos – that can be used to access the internet						
	28	Tablet computer specifically for children e.g. LeapPad 2, VTech Innotab or Kurio 7						
	29	MP3 player / iPod used to play music						

A-Q2. You have indicated that your child can access the following devices elsewhere. For each device listed please indicate where your child accesses it.

	99. None of these	
	8. At a child minder's house	
	7. At nursery, early years, playschool	
	6. At school	
	5. In an after school / breakfast club	
	4. Out of school group	
	3. At a friend's house	
	2. At another relative's house	
	1. At a grandparent's house	

A-Q3. On a normal weekday, how much time does your child spend using the devices they have access to?

	10. More than 9 hours	
	9. Between 8 and 9 hours	
	8. Between 6 and 7 hours	
	7. Between 5 and 6 hours	
	6. Between 4 and 5 hours	
	5. Between 3 and 4 hours	
	4. Between 2 and 3 hours	
	3. Between 1 and 2 hours	
	2. 31-60 minutes	
	1. Less than 30 minutes	
1		

A-Q4. On a normal weekend day, how much time does your child spend using the devices they have access to?

		1. Less than 30 minutes	2. 31-60 minutes	3. Between 1 and 2 hours	4. Between 2 and 3 hours	5. Between 3 and 4 hours	6. Between 4 and 5 hours	7. Between 5 and 6 hours	8. Between 6 and 7 hours	9. Between 8 and 9 hours	10. More than 9 hours

A-Q5. Thinking about the tablet your child has access to, how long has your child been using a tablet computer?

1. Less than 3 months
2. Between 4 and 6 months
3. Between 6 months and 1 year
4. About 1 year
5. About 2 years
6. About 3 years
7. More than 3 years

A-Q6. Which of the following types of app does your child use?

	1. On a smartphone	2. On a tablet computer	Do not use this type of app
1. Learning (e.g. matching shapes, learning numbers/ letters/ words / animal names etc)			
2. Social Networking (e.g. What's App)			
3. Style Creation e.g. Stardoll, Fashion Icon)			
4. Escape and Obstacles (e.g. temple run)			
5. Sports (e.g. FIFA, Flick Kick Rugby, Tiger Woods)			
6. Basic Strategy (e.g. angry birds)			
7. Creating virtual worlds (e.g. minecraft)			
8. Nurture and mimics (e.g. My Horse, Talking Tom, Pou, Toca Pet Doctor)			
9. Audio play/ musical play/ (e.g. nursery rhymes, keyboards)			
10. Visual play/ drawing/ colouring in (e.g. Draw; Faces iMake HD)			
11. Video apps (e.g. YouTube)			

12. Story apps/ interactive books (e.g. Nighty Night, Cinderella)			
13. Role play (e.g. Princess Dress-Up; Pet Shop)			
14. Creative production (e.g. First Camera, Video Star)			
15. Augmented reality (e.g. Mattel Apptivity apps; ColAR Mix; AR Flashcards)			

A-Q7. Which of the following activities does your child use a tablet for?

1. Drawing and painting
2. Colouring in
3. Making collages
4. Making videos
5. Taking photographs
6. Other creative activities
7. Watching video
8. Reading stories
9. Play with/use apps for gaming
10. Play with/use apps for social
11. To help learning/education
12. Listen to stories/audio books
13. Listen to music
14. Look at magazines
15. Look at pictures/photos
16. Voice/video communication, e.g. FaceTime/Skype
17. Browsing the internet (looking at websites)
18. Using a search engine (e.g. typing key words into Google and searching)
19. Watching music videos on YouTube
20. Watching videos made by other children on YouTube (e.g. 'unboxing' videos)
21. Watching 'catch-up' TV
22. Other (please specify)

Section B: TABLET usage

B-Q1. At what times of the day does your child use a tablet?

Weekdays	
1. Before 9am (breakfast time)	
2. Between 9am-12noon (mornings)	
3. Between 12noon and 2pm (lunchtime)	
4. Between 2 and 4pm (afternoon)	
5. Between 4 and 6pm (tea/dinner time)	
6. Between 6 and 8pm (evening – before/ around bedtime)	
7. After 8pm	
Weekends	
1. Before 9am (breakfast time)	
2. Between 9am-12noon (mornings)	
3. Between 12noon and 2pm (lunchtime)	
4. Between 2 and 4pm (afternoon)	
5. Between 4 and 6pm (tea/dinner time)	
6. Between 6 and 8pm (evening – before/ around bedtime))	
7. After 8pm	

B-Q2a. For each occasion your child uses a tablet computer we would like to know what activities they use it for at each time

B-Q2b. Where in the house are they most likely to use the device at this time?

1. Kitchen
2. Lounge/Sitting Room
3. Their bedroom / nursery
4. Their brother's or sister's bedroom
5. Playroom
6. Somewhere else (please state)

B-Q2c. Who are they typically using the device with?

		1. On their own	2. With me or another parent or guardian	3. With brother(s)/sister(s)	4. With another family member	5. With a friend	6. Other adult, e.g. Nursery worker, child minder, school teacher
1							

B-Q2d. Who makes the decision to use the tablet each time?

1. Me (parent) on my own
2. Mostly my (parent's) decision
3. Joint decision with my child
4. Mostly my child's decision
5. Child's decision

B-Q2e. Which of the following statements are most true when the child is using the tablet at this time?

1. The tablet is being used as a form of distraction or quiet time, whilst I complete other tasks or relax
2. The tablet is providing a sit-back experience e.g. watching video
3. The tablet is being used to encourage my child to be creative and/or play
4. The tablet is being used as a social device e.g. co-usage with adults or other children
5. The tablet is being used for educational purposes (e.g. learning the alphabet)
6. The tablet is being used for bedtime stories
7. The tablet is being used for other reasons (please state)

B3. How often does your child watch more than one screen at the same time e.g. using a tablet whilst watching TV

1. All the time
2. Often
3. Occasionally
4. Rarely
5. Never

Section C: Decision Making

C-Q1. We would like you to count the number of apps there are which your child uses on the tablet device they use. (Please enter a whole number only in the box)

C-Q2. Of all the apps that you have downloaded to the tablet device used by your child, please could you estimate the proportion that you have purchased, subscribed to or paid for through an in-app purchase?

1. % not paid for
2. % paid for – this could include in-app purchases (such as buying coins or items, sometimes called Freemium), one off purchases or subscriptions
3. Don't know

C-Q3. How often do you download new apps for your child to the tablet device used by your child?

1. Once a day
2. Two or three times a week
3. Once a week
4. Two or three times a month
5. Once a month
6. Once every two or three months
7. Once every six months
8. Less often
9. Never

C-Q4. How often do you delete apps from the tablet device used by your child?

1. Once a day
2. Two or three times a week
3. Once a week
4. Two or three times a month
5. Once a month
6. Once every two or three months
7. Once every six months
8. Less often
9. Never

C-Q5. Of all the different types of apps your child uses, we'd like you to tell us which one(s) are YOUR favourite(s) and which are THEIR favourite(s)?

	1. Parent favourite	2. Child favourite	Do not play this type of game
1. Learning (e.g. matching shapes, learning numbers/ letters/ words / animal names etc)			
2. Social Networking (e.g. What's App)			
3. Style Creation e.g. Stardoll, Fashion Icon)			
4. Escape and Obstacles (e.g. temple run)			
5. Sports (e.g. FIFA, Flick Kick Rugby, Tiger Woods)			
6. Basic Strategy (e.g. Angry Birds)			
7. Creating virtual worlds (e.g. Minecraft)			
8. Nurture and mimics (e.g. My Horse, Talking Tom, Pou, Toca Pet Doctor)			
9. Audio play/ musical play/ (e.g. nursery rhymes, keyboards)			
10. Visual play/ drawing/ colouring in (e.g. Draw; Faces iMake HD)			
11. Video apps (e.g. YouTube)			
12. Story apps/ interactive books (e.g. Nighty Night, Cinderella)			
13. Role play (e.g. Princess Dress-Up; Pet Shop)			
14. Creative production (e.g. First Camera, Video Star)			
15. Augmented reality (e.g. Mattel Apptivity apps; ColAR Mix; AR Flashcards)			

C-Q6. Of all the different types of apps you indicated were THEIR favourite(s), we'd like to know how long on average they've been using each type. Using the drop down menu in each box, please tell us approximately how long they have been using each type of app?

Options

1. A week
2. A month
3. 2 months
4. 3 months
5. 4 months
6. 5 months
7. 6-12 months
8. 1 year
9. 2 years
10. More than 2 years

C-Q7. Please write your child's favourite five apps at this moment in time?

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C-Q8. Thinking of the last app your child discovered, which of these ways influenced the way they found out about it? Please rank in order of importance if there was more than one influence

1. Through TV adverts
2. Through in-app adverts
3. Through other mobile adverts e.g. text messages
4. At a cinema
5. Through social media
6. Online blogs or forums
7. Online video platforms such as YouTube
8. On other websites
9. In magazines
10. Through friends
11. Through parents
12. Through other adults
13. Through brothers or sisters
14. Through viral videos
15. Through outdoor advertising e.g. billboards, posters
16. Through a celebrity
17. Searching the Apple app store or Google Play
18. General word of mouth
19. Articles in the newspaper
20. Schools/Nursery/Playgroups
99. Other (please specify)

C-Q9. Rank order in importance the following features of apps that you look for when choosing for your child

1. Educational
2. Fun
3. Easy to use
4. Instructions for parents included
5. Parental controls
6. Colourful/ attractive to look at
7. Games
8. Videos
9. Stories
10. Music/songs

C-Q10. To what extent does your child influence the decision to download an app?

1. All my decision
2. Mostly my decision with some input from my child
3. A joint decision
4. Mostly my child's decision with some input from me
5. All my child's decision

C-Q11. What are your motivations for downloading an app/apps for your child?

As a reward for achievement/good behaviour
A gift/present

To support their learning
To encourage play and creativity
To satisfy an interest/passion
Another way to interact with a character from TV, film, book
Prefer them to use apps rather than web browser
They have completed all the other apps they use

C-Q12. What are the main barriers to the downloading of apps for your children on tablets?

1. They are not as educational as alternatives such as books
2. Too much screen time
3. Poor value for money
4. My child might get bored of them quickly
5. We cannot find our favourite characters and shows
6. We don't know whether it is suitable for my child
7. We have a free version of the app already
8. Worry about in-app payment
9. Not knowing whether it's good quality or not
10. Too expensive
11. If the app requires a subscription rather than a one-off payment
12. Advertising
13. Not enough content
14. I find it hard to find the right stuff
15. Don't feel digital is the right place for children to learn
16. Length of time to cancel subscription
17. None of these

Section D: Child's use of tablets

D-Q1. We want to understand how comfortable your child is using a tablet. Please indicate to what extent you agree with each of the following statements.

1. Is able to do unassisted
2. Needs some assistance
3. Is unable to do / unaware of

Turn the device off and on

Unlock the device

Open their apps

Use gaming apps

Use reading apps

Use video apps

Use learning apps

Use creativity apps

Find new apps in the app-store / market place

Purchase new apps in the app-store / market place

Click on a cross in a box to get rid of a pop-up

Take photos

Make videos

Draw things

Drag items across the screen

Trace shapes with their fingers

Exit apps and enter other apps

Increase or decrease the volume

Tap the screen to operate commands

Swipe the screen (e.g. to change photos, turn the 'page' of an e-book)

Enlarge or decrease the size of objects by pinching and dragging

Drag items and trace shapes

Show others e.g. siblings how to use the device

D-Q2. Has your child ever?

1. Made an in-app purchase without permission
2. Made an in-app purchase by accident
3. Bought something online by accident
4. Bought something online without permission
5. Been exposed to content that made them feel uncomfortable
6. Been exposed to content that made you feel uncomfortable
7. Asked you about something they saw online that was inappropriate
8. Been exposed to advertising within mobile or tablet applications (please state)
9. Clicked on a link when online that took them to inappropriate content
10. Watched content (brand, characters shows) on more than one platform at the same time
11. Seen an advert on a screen and asked you about it

Section E: Safety/Issues

E-Q1. We want to understand how comfortable or uncomfortable you are with your child using the device

1. Very comfortable
2. Quite comfortable
3. Neither comfortable nor non-comfortable
4. Quite uncomfortable
5. Very uncomfortable

The amount of time my child spends on the tablet

My child using the device unobserved by me or another adult

The sorts of things my child does on the tablet

Things that they can be exposed to on the tablet e.g. in-app advertising / types of content

The types of videos they watch on the tablet

That they know when to ask for parental / other help

That they know where their content is

That they know how to avoid other content

That the tablet can be used for positive things e.g. learning or creativity

E-Q2. We would like to understand your opinion on in-app adverts for your child. Using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree please indicate how you feel about each of the following statements

		1. Strongly disagree	2. Tend to disagree	3. Neither agree/ disagree	4. Tend to agree	5. Strongly agree
1	I am not worried if there are relevant adverts in the apps my child plays					
2	I would pay for my child's apps if it meant that there was no in-app adverts					
3	I don't mind in-app adverts if it means my child can play for free					