YQ6430 Internet Matters | Roblox

Demystifying Digital Interactions

**August 2021**

**Community Panel Overview**

*20 teens will be invited to an online community via a web link to spend 30 minutes each day answering questions on the following themes:*

**Day 1: General insight into their online lives**

* Introductions
* Internet usage
* Digital experiences, control and wellbeing

**Day 2: Connecting and Belonging – embracing community**

* Online friends
* Online communities
* Parental involvement

**Day 3: Authenticity and Self-expression – embracing creativity**

* Self-expression and content creation
* Perceptions of authenticity
* Video task

**Sample**

20 participants:

|  | 13-14 year olds | 15-16 year olds |
| --- | --- | --- |
| Male | N=5 (with representation across ages) | N=5 (with representation across ages) |
| Female | N = 5 (with representation across ages) | N=5 (with representation across ages) |

Aiming for:

* Range of time spent online (Low (1-3 hours per day), medium (4-8 hours per day), high (9+ hours per day))
* Range of internet habits, to include a mix of the following:
  + general internet users (but non-gamers nor creators)
  + gamers
  + creators
* Range in usage of Roblox with a mix of the following:
  + Never
  + Daily
  + Weekly
* Even split of urban v rural residence
* Diversity of ethnicity

**Research objectives**

**To explore how young teens seek to thrive online, specifically…**

* To understand their experiences in relation to connecting and belonging
* To understand their experiences in relation to authenticity and self-expression
* To understand the role of parents in their online life and what they want them to know about it
* To identify what could improve their ability to thrive online and how they could be better supported

**Using the discussion guide**

Any parts of the text highlighted in blue are moderator probes and will not be shown to participants.

**Tasks in detail**

**Day 1: General insight into their online lives**

**Hello and welcome to this community!**

**As you know, we have a series of tasks for you to complete over the next few days which should take at least 30 minutes each day. We’ll be reading your responses throughout the day and will be asking you follow up questions, so please keep an eye out for them and give as much detail as you can in your answers.**

**Your thoughts and opinions are going to be really helpful – we’re really keen to hear about your online life.**

**In most cases you will be able to see other people’s responses – feel free to comment on other’s posts if you agree/disagree with them! Some questions will be private - we will be clear which ones they are.**

**There are no right or wrong answers, we just want your honest opinions. Your personal details will be kept confidential, and your responses will be anonymised, so they are not connected to your real name.**

**If at any point during the community you feel that you are struggling, please feel free to reach out to any of the moderators at any time (we’re more than happy to talk).**

**Task 1: Introductions (5 mins)**

**So, to get started, please introduce yourself to the rest of the community and tell us a little bit about yourself.**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

*Once you post your answer, other people in the community will be able to see your post.*

* Please tell us your name
* Upload a picture that best describes you – it could be anything, a personal picture or a picture you have found online.
  + Please tell us why you chose that picture
* What would you miss if you weren’t able to go online for a whole weekend?
  + What would you miss the most?
  + How would this make you feel?

**Task 2: How you use the internet (10 mins)**

**Great, thanks for introducing yourself! We’d now like to explore how you use the internet. There are no right or wrong answers; we just want your honest views!**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* For this next task we would like you to complete the worksheet below, detailing when you’re online and what you’re doing online in a typical day (**excluding when you’re online for school or work)**.
  + Think about what you’re doing online right from when you wake up in the morning to when you go to bed at night.
  + There are no right or wrong answers to this. Only you know your typical day!
  + To get you started, here are some examples:
* Of the activities you do online in a typical day, which do you feel are most important to you and why?

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* Thinking about the Covid-19 pandemic, how, if at all, would you say the things you do online in your free time have changed, and how has the amount of time you spend online in your free time changed?
  + Please think about both good and bad changes!
  + Probe: How have these changes made you feel?
* What device do you use most often to get online?
  + Personal device, parent device - phone, tablet, laptop?
* Do you check your online profiles regularly throughout the day or at set times?

**Task 3: How you feel when you’re online (10 mins)**

**Thanks for those responses so far. Moving on we’d like to focus on your personal experiences online.**

*This task will be private, once you post your answers, others will not be able to see or comment on your post*

* How well do you feel you are able to manage your online life? Please explain the reasons behind your answer.
  + Probe: How do they feel about control on specific factors:
    - Time keeping (e.g. schoolwork, getting up in the morning and going to sleep)
    - Staying in touch with your friends and online communities
    - Pressure to behave a certain way online
* What do you think the impact of being online has on your mental health?
  + Are there any specific aspects of being online that are good/bad for your mental health?
  + Have you thought about the impact of being online on your mental health before today?
  + Why/why not?
* Who/where do you typically go when you need support with something online? This could be if something is troubling you online, or if you need help e.g. you’ve received a nasty message, or seen something that makes you upset.
  + Why is this your first port of call?
  + How helpful is this support?
* What other support, if any, do you feel would make your online experience better?
  + Who would you receive this support from?
  + Probe: Friends, family, the owners of the communities they are part of or other organisations
  + How should you receive this support?
  + How would this help you have a better online experience?
  + Probe: what impact does this have on mental health

END OF DAY – THANKS

That’s it for the first day of our online community – thanks for all your hard work! If you would like any support/want to chat to a moderator about things you’ve discussed please contact [anna.parker@youthsight.com](mailto:anna.parker@youthsight.com).

Please remember to log back in tomorrow and put aside at least 30 minutes to answer our questions. We will also send you an email when your next set of questions is ready for you to answer. But for now, enjoy the rest of your day and see you tomorrow!

**Day 2: Connecting and Belonging – embracing community**

**Hello, and welcome back to the second day of our online community! We hope you’ve found it interesting so far. Thanks for all the work you have put into the tasks - your answers have been really interesting and useful!**

**Task 1: Online friends (10 mins)**

**For the first task of the day we’d like you to think about the people you’re friends with or connect with online.**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* POLL From the list below, for which reasons, if any, have you ever chosen to become friends (e.g. you both follow each other, or communicate regularly with each other) with someone online?

*Please select all that apply*

1. They were a friend of a friend
2. They have shared content that I like
3. We like the same things
4. We play the same games
5. We follow the same people
6. They look interesting
7. They followed me
8. I know them offline (e.g. friend from school)
9. Other (please specify)
10. None of these
    * Probe: On reasons selected, how frequently do they become friends with people online for this reason and what sort of platforms/uses does each apply to?

* POLL Thinking about all of your friends, both online and offline, roughly what percentage, if any, of these are online friends that you haven’t met in-person?

*Please only select one answer*

1. None
2. Around 10% (not many)
3. Around 25% (a quarter)
4. Around 50% (half)
5. Around 75% (three-quarters)
6. Close to 100% (the majority)

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* And how do you tend to approach people to become friends online?
  + Probe: Why do they approach people this way over others, e.g. if they send a private message, why do they not interact publicly etc.
* Please could you tell us how important your online friends are in your social life and to your overall mental health?
  + Why is this?
* How important is it for you to connect with people who you feel are like you online? Please explain the reasons for your answer.
* What are you most likely to share with friends online?

**Task 2: Communities (10 mins)**

**For the next task, we’d like you to think about online communities you are part of. An online community is a group of people held together by a shared interest or purpose who interact with each other online.**

*These tasks will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* First of all, please can you describe to us what a sense of “belonging” means to you? This can be either in your life online, or generally offline. There are no right or wrong answers here! We just want to hear your view.

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* Please could you tell us what communities you are a part of online? This could be gaming communities, forums or blogs, video streaming platforms, shared social media groups, etc.
  + How do you access this community?
  + How do you participate in these communities?
* And what role does this community play in your life?
  + How close are you with people in the community?
  + How often do you talk with these people?
  + How does being in this community make you feel?
* If these communities were to disappear, how would you feel?

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* How, if at all, do the communities on the platforms you use differ?
  + Are people different on different platforms (e.g. Twitter, TikTok, Roblox, Discord)? If so, please can you tell us how?
* What do you enjoy most about the Roblox community? How has it impacted your life?

*This next task will* ***NOT*** *be visible to other participants once you post it.*

* What are the positives and negatives of an online community?
  + What are the best things you’ve experienced or seen in online communities? Any examples you can give here would be great
  + What are the worst things you’ve experienced or seen in online communities? Please only share as much as you feel comfortable with. If you are struggling, please feel free to reach out to [anna.parker@youthsight.com](mailto:anna.parker@youthsight.com) and we can direct you towards support.

*These tasks will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* Have you ever felt you’re not welcome in an online community? Why did you feel this way and how did you respond?
* How would you resolve an argument with someone if you got into an online disagreement?
* Do you think your parents understand these online communities?
  + Are they aware that you are a part of them?
  + Are they involved in them?
  + Probe: If yes, probe on extent of involvement and how they feel about this, do they like this involvement?

**Task 3: Parental involvement (10 mins)**

**We’d now like to understand how knowledgeable your parents/guardians are about your online activity (please be honest – we won’t judge you!)**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* First, please could you tell us how much you talk to your parents about your online activity?
  + And what do you tell them about your life online?
* What steps, if any, do your parents take to control and/or monitor what you do online?
  + - Why do you think they take these steps?
    - How does this make you feel?
* What activities do you do with your parents online? (e.g. play a game together)
  + - Do you want to do more things with your parents/connect more with your parents online?
    - Why/why not?
* How successful are your parents at controlling or monitoring what you do online?
  + - What makes you think they are they successful/unsuccessful?
* Is there anything your parents should know about your online activity that you haven’t told them about?
  + - If so – please explain what they should know, and why you haven’t told them yet

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* What do you wish people your parents’ age understood about young people’s online activity?
  + - Once you’ve done this, please comment on **two other** posts from people in the community, explaining whether you agree or disagree with their answer and why.

END OF DAY – THANKS

That’s it for the second day of our online community – thanks again for all your hard work!

Please remember to log back in tomorrow to complete some more tasks (which will take at least 30 minutes!). We will also send you an email when your next set of questions is ready for you to answer.

**Day 3: Authenticity and Self-expression – embracing creativity**

**Hello, and welcome back to the final day of our online community! Thanks for all the work you have put into the tasks - your answers have been really interesting and useful!**

**Task 1: Self expression and content creation (10 mins)**

**We’d now like to explore how you express yourself online and your perceptions of online content**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* How would you say you express yourself online? There is no right or wrong answer here, we just want to understand how you portray yourself online
  + E.g. by using an Avatar, creating video content, developing games or having conversations with others, through your profiles, content you post
  + Probe: how do they express themselves creatively?

ASK CONTENT CREATORS

* What type of content do you create online?
  + Which platforms or programmes do you use to create this content?
  + Who do you create this content for? Friends and family, online communities, or publicly
  + Why do you create this content?
* What do you feel you get out of creating online content?
  + Does this vary between different types of online content? Why?
  + How does creating online content make you feel?
  + Are there any challenges or issues you face when creating content online?
* Do you create on Roblox? Why or why not?

ASK NON-CREATORS

* Why don’t you create content online?
  + - Probe: if they feel unsafe, embarrassed etc. is there anything that could be done to make them feel more confident or comfortable?
  + Do any of your friends create online content?
    - If so, why do you think they create it?
    - Do they make you want to create content of your own? Why/why not?
* What do you think about content created by other individuals online?
  + - What do you like and dislike about the content they produce?
    - What do you think of the feedback or comments that others receive on their online content?
      * Probe: Does this impact on their own intent to produce online content?

**Task 2: Perceptions of authenticity (10 mins)**

**We would now like to explore your perceptions of authenticity online and how you portray yourself**

*This task will be visible to other participants once you post it, feel free to comment on other people’s thoughts!*

* How does your online identity compare to what you are like when you are offline??
  + If you feel you are different online to how you are offline, why is this?
* How can you tell if people are being genuine online?
  + How do you feel about people who are not being genuine online and how does it impact on your own experience?
* Have you ever experimented with your online identity – making yourself seem a different type of person to who you are normally?
  + If so, how did you do this and why did you do this?
  + Did you change your online identity because of feedback from others online?
* In your opinion, what could be the downsides of having different online personas/making yourself appear a different type of person to who you are normally?
* What can platforms add/create to help you express yourself better online?

**Task 3: Video task – Overall advice (10 mins)**

**Great, thank you for all your answers over the past few days. It’s time for the final task of the community! This is your chance to summarise the thoughts you’ve given over the past three days, and to give your honest opinion on your online experiences and activities.**

*This task will remain private from other people in the community.*

Please record a short summary video of yourself telling us…

* What online activities and communities are most important to you?
* And please describe the role of the communities and your online friends and how this makes you feel
* If you have created online content, please can you describe your favourite piece of content, tell us why you like it so much and how it made you feel?
* If you have never created online content, please can you describe your favourite piece of content you have seen from someone else, why you like it and how it made you feel?
* Finally, if you could change one thing to improve your life online, what would it be and why?

END OF COMMUNITY – THANKS

Thank you so much for all your time and dedication over the past few days. We’ve found it so insightful reading your posts and speaking to you.

We now wish you all the best in whatever you are doing!

Regarding your payments, we will process your payments in the next 10 working days. If you have any questions or issues in the meantime, feel free to contact me at [anna.parker@youthsight.com](mailto:anna.parker@youthsight.com).