

Appendix B: Parent Survey Protocol

Childrearing and Digital Media Questionnaire

Prepared and administered by Hotspex

Background Information

The objectives of this study are two-fold. The key objective is to understand parents' attitudes towards educating children through mobile devices (mainly iPhone type devices). This part of the study will require the following sample specifications:

- ⊗ N=300
- ⊗ 65% Mothers and 35% Fathers
- ⊗ Have children in the necessary age ranges (see below)
- ⊗ Own an iPhone and allow the children to use applications on the device.

	Boys	Girls	Total
Preschool to SK	50	50	100
Grades 1 and 2	50	50	100
Grades 3 and 4	50	50	100
Total	150	150	300

The second objective is to measure changes in consumer attitudes and behaviours towards this subject. This will be accomplished by re-asking key questions from a survey that was conducted several years back.

- ⊗ N=400
- ⊗ 65% Mothers and 35% Fathers
- ⊗ Have children in the necessary age ranges (see below)

	Boys	Girls	Total
Preschool to SK	67	67	134
Grades 1 and 2	67	67	134
Grades 3 and 4	67	67	134
Total	201	201	402

Screener

Q1) Where do you live...?

- 1.1) Canada
- 1.2) USA
- 1.3) United Kingdom
- 1.4) Other

Q2) Are you...?

- 2.1) Male
- 2.2) Female

Q3) State (*UMS*)

Q4) Do you have any children age 18 or younger living in your household?

- 4.1) Yes, boy(s) 18 or younger
- 4.2) Yes, girl(s) 18 or younger
- 4.3) Yes, boy(s) and girl(s) 18 or younger
- 4.4) No, I do not have any children age 18 or younger living in my household

Q5) Do you currently have any **children** living in your household in the following age groups?

For this survey, we would like to talk to parents of children between the ages of 3 and 10. You indicated having more than one child who fits this description. When answering the questions in this survey, we would like you to pick one child and keep them in mind for all the questions and answers.

Q6) The child I choose is ...

- 6.1) A boy
- 6.2) A girl
 - 6.2.1) 3
 - 6.2.2) 4
 - 6.2.3) 5
 - 6.2.4) 6
 - 6.2.5) 7
 - 6.2.6) 8
 - 6.2.7) 9
 - 6.2.8) 10

Q7) What grade is your child in?

- 7.1) Not in school yet
- 7.2) Pre-school
- 7.3) Kindergarten
- 7.4) 1st Grade
- 7.5) 2nd Grade
- 7.6) 3rd Grade
- 7.7) 4th Grade

Perfect! You are exactly the person that we are looking for. For this survey, we are interested in parenting and technology. Click “Continue” to start the main part of the survey.

Q8) Do you or anyone in your household own an iPhone, iPod Touch, Blackberry or other mobile device?

Select all that apply.

- 8.1) iPhone
- 8.2) iPod Touch
- 8.3) Blackberry
- 8.4) Palm Pre
- 8.5) Droid phone (e.g., HTC, Motorola)
- 8.6) A different mobile phone with Internet
- 8.7) A mobile phone *without* Internet
- 8.8) I don't own any of these

Q9) Do you have applications and / or games on your mobile device that your child plays with?

- 9.1) Yes
- 9.2) No

Q10) You said you own more than one mobile device. Which one does your child play on most often?

End of Screener

Survey Questions

Q11) What rules are in place for your child when it comes to technology?

- 11.1) There are no rules.
- 11.2) There are rules but they are not strongly enforced.
- 11.3) Rather than a firm set of rules, we consider everything on a case by case basis.
- 11.4) There are strict rules regarding media use at the house.

Q12) Which of the following items do your children ever use in your home? Check all that apply.

- 12.1) Television set
- 12.2) Computer (desktop or laptop)
- 12.3) Cell phone (no Internet)
- 12.4) Internet-enabled mobile device such as an iPhone or BlackBerry
- 12.5) Portable music device such as an iPod or MP3 player
- 12.6) Handheld video game device such as a Nintendo DS, iPod touch, or GameBoy
- 12.7) TV-based video game console such as a Nintendo Wii, Sony PlayStation, or Xbox 360
- 12.8) Video games (for use on a handheld or television video game console, or personal computer)
- 12.9) None of these

Q13) Are there parental control features on your computer?

- 13.1) Yes, there are restrictions as to where my child can go online.
- 13.2) No, there are no parental control features on my computer.

Q14) For each digital media platform below (i.e., video games, the computer, mobile devices, television), please tell us how you let your child use it in your home. Please remember we are talking about your *AGE* year old *GENDER*.

14.1) COLUMNS

- 14.1.1) My child is not allowed to use it at all.
- 14.1.2) My child may use it as long as it's educational.
- 14.1.3) My child may use it, as long as it's age-appropriate.
- 14.1.4) My child may use it, but only for a certain amount of time each day.
- 14.1.5) My child may use it, but not during other activities like meals or homework.
- 14.1.6) My child may use it, with no restrictions.

14.2) ROWS – RANDOMIZE

- 14.2.1) Video games
- 14.2.2) The computer, including the Internet
- 14.2.3) Mobile device
- 14.2.4) Television, including movies and DVDs

Q15) Now, let's be a bit more specific. Which of the following activities do you monitor or have rules around in your household? Check all that apply.

15.1) You said there are some restrictions on your child's use of the Internet. Which activities below, if any, do you restrict?

- 15.1.1) Surfing the Internet
- 15.1.2) E-mail
- 15.1.3) Chatting online, instant messaging (for example, AIM, Yahoo Messenger)
- 15.1.4) Visiting Myspace.com, Facebook, or other social networking sites
- 15.1.5) Visiting Club Penguin, Webkinz, Habbo, or Barbie Girls or other online virtual worlds
- 15.1.6) Working on projects such as creating Web sites or blogs, making videos, or editing photos
- 15.1.7) None of the above

15.2) You said there are some restrictions on your child's use of mobile devices. Which activities below, if any, do you restrict?

- 15.2.1) Listening to music on a mobile device such as an iPod, MP3 player, or Walkman
- 15.2.2) Talking on a cell phone
- 15.2.3) Texting on a cell phone
- 15.2.4) None of the above

15.3) You said there are some restrictions on your child's use of video games. Which activities below, if any, do you restrict?

- 15.3.1) Playing games on a television-based console such as PlayStation 2, Nintendo Wii
- 15.3.2) Playing games on a mobile device such as a Nintendo DS, iPod touch, or Game Boy
- 15.3.3) Playing games on the computer or Internet
- 15.3.4) None of the above

Q16) What kind of limits do you impose on your child's use of a cell phone?

- 16.1) No cell phone use during meals
- 16.2) Limits on the number of text messages he or she can send
- 16.3) Telephone calls only with family members and/or close friends
- 16.4) Telephone calls only in an "emergency"
- 16.5) Limits on the time spent talking on the phone
- 16.6) Allowed to make phone calls only during "free" minutes (e.g., nights, weekends)
- 16.7) None of these

Q17) How comfortable is your child doing the following on his or her own?

- 17.1) *Scale*
- 17.2) Very comfortable
- 17.3) Somewhat comfortable
- 17.4) Somewhat uncomfortable
- 17.5) Very uncomfortable
- 17.6) They are not allowed on that device
- 17.7) *Statements*
 - 17.7.1) Playing games on a computer
 - 17.7.2) Using a device such as an iPhone or Blackberry
 - 17.7.3) Playing games on a device such as an iPhone, iPod Touch or Blackberry
 - 17.7.4) Launching applications on a device such as an iPhone, iPod Touch or Blackberry

Q18) Parents regulate their child's media use for different reasons. Check any of the statements below that you agree with.

Statements: I try to limit the time my child spends with technology because I:

- 18.1) Believe it's bad for my child's health, such as his/her posture, eyesight, hearing, etc.
- 18.2) Believe it prevents my child from getting physical activity or exercise.
- 18.3) Believe it takes up time my child should be spending on academic work.
- 18.4) Believe it takes up time my child should be spending on other activities.
- 18.5) Believe it takes up time my child should be spending with friends or family.
- 18.6) Am concerned about my child's privacy and safety online.
- 18.7) Believe that some videogames are too violent.
- 18.8) Think my child spends too much time with technology.
- 18.9) I don't agree with any of these statements.

Q19) Which of these statements about the benefits of technology, if any, do you agree with?? Check any of the following statements that you agree with.

- 19.1) I believe that computers and technology in general are important to my child's success in school.
- 19.2) I believe that computers and technology in general are important to my child's future career choices.
- 19.3) I believe that certain types of video games give children practice in cooperating, negotiating, communicating, and other people skills.
- 19.4) I believe that certain types of video games can help children develop skills important to their academic success (for example, math, reading, science, foreign language learning).
- 19.5) I don't agree with any of these statements.

Q20) Earlier you mentioned you allow your child to play on an *INSERT DEVICE*. How often does your child use it?

- 20.1) Once a day or more
- 20.2) At least a few times per week
- 20.3) At least a few times per month
- 20.4) Less than once a month

Q21) In one sitting, how many minutes does your child typically play with the mobile device?

- 21.1) Less than 5 minutes
- 21.2) 5 to 10 minutes
- 21.3) 11 to 20 minutes
- 21.4) More than 20 minutes

Q22) Why does your child *typically* stop playing on the mobile device?

- 22.1) They get bored
- 22.2) They choose to do something else, like homework or play with a friend
- 22.3) I make them stop
- 22.4) The battery runs out
- 22.5) Another reason

Q23) How skilled would you say your child is in using the *INSERT DEVICE*?

- 23.1) Very skilled - Rarely requires help
- 23.2) Somewhat skilled - Sometimes requires help
- 23.3) Not very skilled - Always requires help

Q24) Who does the *INSERT DEVICE* belong to?

- 24.1) Me
- 24.2) My child
- 24.3) Another adult in my household
- 24.4) Another child in my household
- 24.5) Someone else

Q25) Which of the following things (if any) has your child done on the mobile device? Check all that apply.

- 25.1) Made or received phone calls with parents
- 25.2) Made or received phone calls with friends
- 25.3) Made or received phone calls with grandparents or family members who live far away
- 25.4) Made or received phone calls to help with family errands (e.g., carpools, shopping, etc.)
- 25.5) Text messaged someone
- 25.6) Used applications or “Apps” (for learning, play, organization, etc.)
- 25.7) Browsed the Internet
- 25.8) Watched a video, movie, or TV show
- 25.9) Listened to music
- 25.10) Taken pictures
- 25.11) Taken video
- 25.12) Sent an email from the device
- 25.13) None of the above

Q26) How often does your child use the *INSERT DEVICE* in the following places?

- 26.1) *Scale*
 - 26.1.1) Never
 - 26.1.2) Occasionally
 - 26.1.3) Often
- 26.2) *Places*
 - 26.2.1) In the car – short drives under 20 minutes
 - 26.2.2) In the car – on drives 20 minutes or longer
 - 26.2.3) At home
 - 26.2.4) At school
 - 26.2.5) While shopping
 - 26.2.6) In a restaurant
 - 26.2.7) At a friend or relative’s house
 - 26.2.8) While waiting in general (e.g., at the laundromat, doctor’s office, etc.)
 - 26.2.9) While travelling excluding car travel (e.g., plane/train rides, at the airport, etc.)

Q27) Which of these activities do you regularly do with your child? To clarify, we mean actually interacting with your child and the device, not just supervising.

- 27.1) Read books
- 27.2) Watch television
- 27.3) Play board games (non-electronic)
- 27.4) Play games on the computer or Internet
- 27.5) Play games on a TV-based console
- 27.6) Play games on a mobile device or phone
- 27.7) Surf the Internet (e.g., Google) or visit websites of interest
- 27.8) Create art or other items on the computer (e.g., digital photos, blogs, websites, drawings, etc.)
- 27.9) None of these

Q28) Which of these activities do you enjoy doing most with your child?

- 28.1) Read books
- 28.2) Watch television
- 28.3) Play board games (non-electronic)
- 28.4) Play games on the computer or Internet
- 28.5) Play games on a TV-based console
- 28.6) Play games on a mobile device or phone
- 28.7) Surf the Internet (e.g., Google) or visit websites of interest
- 28.8) Create art or other items on the computer (e.g., digital photos, blogs, websites, digital art, etc.)

Q29) How often do you read books (traditional or electronic) to or with your child?

- 29.1) Never
- 29.2) Less than once a month
- 29.3) Once or twice a month
- 29.4) About once a week
- 29.5) Several times a week
- 29.6) Daily

Q30) Which of the following have you (or your spouse/partner) ever done with or for your child? Check all that apply.

- 30.1) Taught our child to do something on the computer (e.g., to turn on the computer, to operate a video camera, to type, to create a web page, etc.).
- 30.2) Bought our child things to support their technology learning (e.g., hardware, software, books, and classes).
- 30.3) Bought our child entertainment-related media such as games and game consoles.
- 30.4) Learned something technical from our child, such as how to operate the DVD player, how to play a video game, or use some type of software.
- 30.5) Played a video game or other technology-based activity together.

Q31) Who downloads the Apps that your child uses on the *INSERT DEVICE*?

- 31.1) Me
- 31.2) My Child
- 31.3) Another adult in my household
- 31.4) Another child in my household
- 31.5) Someone else

Q32) How do you choose the Apps that you download for your child? Select all that apply.

- 32.1) Educational value for child
- 32.2) Entertainment value for child
- 32.3) Entertainment value for others in the family, too
- 32.4) Educational value for others in the family, too
- 32.5) Cost/expense
- 32.6) Latest release
- 32.7) Recommendation from a friend/family member/neighbour/acquaintance
- 32.8) Recommendation from a website, blog, user ratings/comments, or news resource

Q33) Typically, does your child use the *INSERT DEVICE* alone or with someone else around? *Select one.*

- 33.1) They usually use it alone
- 33.2) Someone else usually plays with them
- 33.3) Someone else usually watches them, but doesn't play with them

Q34) How often is another person using the *INSERT DEVICE* with your child? To clarify, we mean actually interacting with them and the device, not just watching.

- 34.1) Most of the time my child plays on the device
- 34.2) About half the time my child plays with the device
- 34.3) Rarely
- 34.4) Never

Q35) You said that other people are sometimes watching, supervising, or playing along with your child on the *INSERT DEVICE*. Who does your child ever use the device with? Check all that apply.

- 35.1) A parent
- 35.2) A friend
- 35.3) An older sibling
- 35.4) A younger sibling
- 35.5) Another child relative (e.g., cousin)
- 35.6) An adult relative (e.g., grandparent, aunt, uncle)
- 35.7) A babysitter, nanny, or other home-based caretaker
- 35.8) An other adult (teacher, after-school center mentor, coach, etc.)

36a) Who of the following spends the most time watching, supervising, or playing with your child on the *INSERT DEVICE*?

- 35.9) A parent
- 35.10) A friend
- 35.11) An older sibling
- 35.12) A younger sibling
- 35.13) Another child relative (e.g., cousin)
- 35.14) An adult relative (e.g., grandparent, aunt, uncle)
- 35.15) A babysitter, nanny, or other home-based caretaker
- 35.16) An other adult (teacher, after-school center mentor, coach, etc.)

Q36) There are many reasons to let your children play with mobile devices. Of the reasons listed below, which is the primary reason why you allow your child to use a mobile device? Please select one.

- 36.1) For entertainment
- 36.2) For learning
- 36.3) As a distraction when they are bored
- 36.4) To allow me (or another parent) to get something done (e.g. laundry, shower, cooking, etc.)
- 36.5) It's something we can do together
- 36.6) It lets kids get comfortable using technology
- 36.7) Another reason (please specify)_____

Q37) On a scale from 1 to 10 where 1 is no educational value at all and 10 is a great learning tool, how would you rate applications for kids on devices such as iPhones, iPods and Blackberries?

Q38) Which of the following activities do you think has the most educational potential for your child?

- 38.1) Watching television
- 38.2) Playing games on the computer
- 38.3) Playing games on a TV-based console
- 38.4) Playing games on a mobile device or phone
- 38.5) Exploring or surfing the Internet
- 38.6) Doing other things on the computer besides games or the Internet

Q39) What is the youngest age at which kids should be allowed to **play on or use** the following devices? Select one.

39.1) *Choices*

- 39.1.1) 0-2
- 39.1.2) 3-4
- 39.1.3) 5-6
- 39.1.4) 7-8
- 39.1.5) 9-10
- 39.1.6) 11-12
- 39.1.7) 13 and up

39.2) *Statements*

- 39.2.1) An Internet-enabled mobile phone such as an iPhone or Blackberry
- 39.2.2) A mobile device without Internet
- 39.2.3) A non-phone mobile device such as an iPod Touch, iPod, or Nintendo DS

Q40) What is the youngest age at which you think it is appropriate for children to **have their own** mobile device?

40.1) *Choices*

- 40.1.1) 0-2
- 40.1.2) 3-4
- 40.1.3) 5-6
- 40.1.4) 7-8
- 40.1.5) 9-10
- 40.1.6) 11-12
- 40.1.7) 13 and up

40.2) *Statements*

- 40.2.1) An Internet-enabled mobile phone such as an iPhone or Blackberry
- 40.2.2) A mobile device without Internet
- 40.2.3) A non-phone mobile device such as an iPod Touch, iPod, or Nintendo DS

Q41) How old were you when you first started using a computer? *Numeric open end. Range 1 to 65.*

Q42) How did you learn how to use a computer? Check all that apply:

- 42.1) In elementary, middle, or high school courses
- 42.2) In college courses
- 42.3) In an adult or continuing education course
- 42.4) My parent(s) taught me
- 42.5) My friend(s) taught me
- 42.6) My spouse taught me
- 42.7) My child(ren) taught me
- 42.8) I read books, instruction manuals, or visited websites that taught me how
- 42.9) I figured things out by myself

Q43) Do you use computers at work?

- 43.1) Yes
- 43.2) No

Q44) How often do you use a computer at work?

- 44.1) Every day
- 44.2) A few times a week
- 44.3) Rarely

Q45) Where do you typically use the Internet? Check all that apply.

- 45.1) At home
- 45.2) At work
- 45.3) At a community library
- 45.4) At school, college, or university
- 45.5) Somewhere else

Q46) On a scale of 1 to 5, how would you rate your ability with technology?

- 46.1) 1 → Very low ability (Beginner)
- 46.2) 5 → Very high ability (Expert)

Q47) What is your marital status?

- 47.1) Single (never married)
- 47.2) Now married/Common-Law
- 47.3) Widowed
- 47.4) Divorced
- 47.5) Separated

Q48) Is there another adult who shares in the responsibility of raising the child(ren) in this family/household?

- 48.1) Yes
- 48.2) No

Q49) What is this other person's role?

- 49.1) Father
- 49.2) Mother
- 49.3) Grandparent
- 49.4) Stepparent
- 49.5) Other

Q50) What is the highest level of education you have completed?

- 50.1) Some high school
- 50.2) High school diploma/GED
- 50.3) Some college
- 50.4) Trade/Technical/Vocational training
- 50.5) 2-year college (Associate's degree)
- 50.6) 4-year college (Bachelor's degree)
- 50.7) Master's degree
- 50.8) Doctoral degree
- 50.9) Professional degree (JD, MD, MBA)

Q51) What is your total household income, including all earners in your household?

- 51.1) Less than \$10,000
- 51.2) \$10,000 to \$19,999
- 51.3) \$20,000 to \$29,999
- 51.4) \$30,000 to \$39,999
- 51.5) \$40,000 to \$49,999
- 51.6) \$50,000 to \$59,999
- 51.7) \$60,000 to \$69,999
- 51.8) \$70,000 to \$79,999
- 51.9) \$80,000 to \$89,999
- 51.10) \$90,000 to \$99,999
- 51.11) \$100,000 to \$149,999
- 51.12) \$150,000 or more
- 51.13) Rather not say

Q52) What is your race/ethnicity?

- 52.1) Asian or Pacific Islander
- 52.2) Black or African American
- 52.3) Hispanic or Latino
- 52.4) Native American
- 52.5) White or Caucasian
- 52.6) Mixed race
- 52.7) Rather not say

Q53) In what year were you born?