DRAFT 3-21-13

GROUP 0001 = CHILD SAMPLE (Age 8-10)
GROUP 0002 = TWEEN SAMPLE (Age 11-12)
GROUP 0003 = TEEN SAMPLE (Age 13-16)
GROUP 0004 = SURROGATE SAMPLE (Parents with children ages 8-16)

SURROGATE QUESTIONS

SHOW SUR1-SUR3 ONLY TO GROUP NUMBER 0004 (SURROGATE SAMPLE)

SUR1.

A. Qualifying the Parent

Author: emizrachi   Subject: Note   Date: 4/2/2013 10:38:41 AM
Why limit to parents with kids age 8-16? The top end age of 16 makes sense but why the low end of 8?

1. Are there any children between the ages of 8 and 16 who live in your household at least one-half of the time?

Yes
No **SKIP TO END.**
Don't know **SKIP TO END.**

----

2. Are you the parent or guardian in your household who makes at least one-half of the decisions about the child/children's activities and the products he/she/they buys/buy?

Yes **SUR1.A.4**
No
Don't know

----

3. Can the person who is complete this survey?

Yes
No **SKIP TO END**

----

4. How many children aged 8-16 are living in your household?
MAX XXX

_____
(Record Number)

B. Qualifying the Child

1. **IF SUR1.A.4 = 1:** Please indicate the age and sex of your 8-16-year-old child who has used an iPhone, an Android smartphone, an iPod Touch, an iPad, or an Android tablet computer in the past month.

    Note:
    Popular models of Android smartphones include the Galaxy, Droid, and Nexus. Smartphones that run the Blackberry or Windows operating systems are <u>not</u> Android smartphones.

    Popular models of Android tablets include the Google Nexus, Samsung Galaxy Tab, Kindle Fire, Nook HD, and Nook Tablet. The Microsoft Surface and the Blackberry Playbook are <u>not</u> Android tablets, nor are portable gaming devices like a GameBoy or a PSP. Also, devices that are purely e-readers, such as the baseline Kindle or the Nook Simple Touch, are <u>not</u> tablets for purposes of this question.

    Child's Age

    _____
    (Record Age)

    Child's Sex
        Boy
        Girl

----

2. **IF SUR1.A.4>1:** In this survey, we want to focus on just one child. To make sure we get a random sample, please indicate the age and sex of the child age 8-16 who has had the most recent birthday <u>and</u> who, in the past month, has used an iPhone, an Android smartphone, an iPod Touch, an iPad, or an Android tablet computer.

    Note:
    Popular models of Android smartphones include the Galaxy, Droid, and Nexus. Smartphones that run the Blackberry or Windows operating systems are <u>not</u> Android smartphones.

    Popular models of Android tablets include the Google Nexus, Samsung Galaxy Tab, Kindle Fire, Nook HD, and Nook Tablet. The Microsoft Surface and the Blackberry Playbook are <u>not</u> Android tablets, nor are portable gaming devices like a GameBoy or a PSP. Also, devices that are purely e-readers, such as the baseline Kindle or the Nook Simple Touch, are <u>not</u> tablets for purposes of this question.

    Child's Age

    _____
    (Record Age)

    Child's Sex
        Boy
        Girl

----

3. To make it easier to go through the rest of the survey, please provide the first name or initials of this child.

_____
(RECORD THE NAME OR INITIALS OF THE CHILD)

If the surrogate refuses to give the child's name or initials, fill in "your X year-old child" for the name.

C. Qualifying the Device

1. In the past month, which of the following devices has **<CHILD'S NAME OR INITIALS>** used? (Select all that apply)

iPhone
Android smartphone, such as the Galaxy, Droid, or Nexus
iPod Touch
iPad
Android tablet, such as the Google Nexus, Samsung Galaxy Tab, Kindle Fire, Nook HD, or Nook Tablet
Don't know
Refused

Note:
Popular models of Android smartphones include the Galaxy, Droid, and Nexus. Smartphones that run the Blackberry or Windows operating systems are not Android smartphones.

Popular models of Android tablets include the Google Nexus, Samsung Galaxy Tab, Kindle Fire, Nook HD, and Nook Tablet. The Microsoft Surface and the Blackberry Playbook are not Android tablets, nor are portable gaming devices like a GameBoy or a PSP. Also, devices that are purely e-readers, such as the baseline Kindle or the Nook Simple Touch, are not tablets for purposes of this question.

If the surrogate selects only one device in SUR1.C.1, auto punch and SKIP TO SUR2. If "Don't know" or "Refused," skip to END.
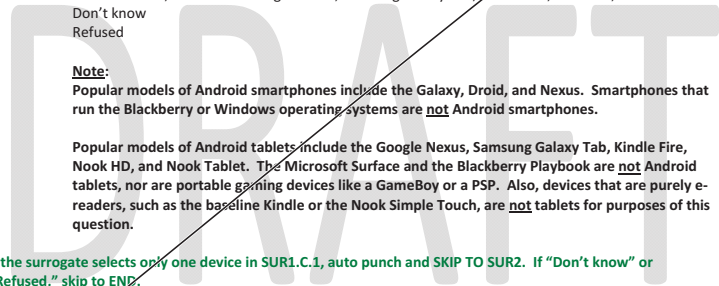
----

2. Which one of those devices has **<CHILD'S NAME OR INITIALS>** used most in the past month? (Select only one)

iPhone
Android smartphone, such as the Galaxy, Droid, or Nexus
iPod Touch
iPad
Android tablet, such as the Google Nexus, Samsung Galaxy Tab, Kindle Fire, Nook HD, or Nook Tablet
Don't know
Refused

If the surrogate answers "Don't know" or "Refused," randomly pick one of the selected devices from SUR1.C.1 or C.2, and the remainder of the survey will focus on the child's use of that device.

3

SUR2. Now we will ask you some questions about your **<CHILD'S NAME OR INITIALS>**'s use of the **<insert device from SUR1.C.1 or C.2>**.

    A.   Who is the primary user of the **<insert device from SUR1.C.1 or C.2>**?

       Child
       I /my spouse
       Child's brother/sister
       Other
       Don't know
       Refused

    B.   Please indicate whether **<CHILD'S NAME OR INITIALS>** does any of the following on the **<insert device from SUR1.C.1 or C.2 >**: (Select all that apply)

       Watches movies
       Listens to music
       Plays games using <u>game</u> apps (*e.g., Angry Birds* or the *Call of Duty* app)
       None of the above
       Don't know
       Refused

If "None of the above," "Don't know," or "Refused," SKIP TO END.

    C.   Frequency Questions

       1.   How often, in a typical week, does **<CHILD'S NAME OR INITIALS>** use the **<insert device from SUR1.C.1 or C.2 >**? (Select one)

          7 days a week
          6 days a week
          5 days a week
          4 days a week
          3 days a week
          2 days a week
          1 day a week
          Does not use it weekly
          Don't know
          Refused
----

       2.   On a typical day that **<CHILD'S NAME OR INITIALS>** uses the **<insert device from SUR1.C.1 or C.2 >**, how many sessions per day does **<CHILD'S NAME OR INITIALS>** use it?

       MAX XXX

       _____
       (Record Number)

"Sessions" may be an ambiguous term for parents and kids as relates to smart device use. In this context it seems this question does the child use this device. But the survey is only interested in "sessions" related to movies, games and music. So picking count as a "session." This might be made clearer.

3. How long, in a typical session, does **<CHILD'S NAME OR INITIALS>** use the **<insert device from SUR1.C.1 or C.2>**? (Select one)

Less than 30 minutes
30 to 45 minutes
46 minutes to less than 1 hour
1 hour to less than 2 hours
2 hours to less than 3 hours
3 hours to less than 4 hours
4 hours to less than 5 hours
5 hours or more
Don't know
Refused

If SUR2.B ≠ "Playing games using game apps," SKIP TO SUR2.E.

D. **Playing of Game Apps**

1. Which game apps on the **<insert device from SUR1.C.1 or C.2>** has **<CHILD'S NAME OR INITIALS>** played most often <u>in the past three months</u>? List <u>up to five</u> titles.

_____
_____
_____
_____
_____

Don't know
Refused
----

2. For the game apps that **<CHILD'S NAME OR INITIALS>** plays on the **<insert device from SUR1.C.1 or C.2>**, who usually decides which game apps **<he/she>** can play? Is it usually: (Select one)

The child
An adult
An adult and the child together
Don't know
Refused
----

3. For this question, think about the app store from which **<CHILD'S NAME OR INITIALS>** usually downloads game apps for the **<insert device from SUR1.C.1 or C.2>**. Are you aware whether the app store uses a rating system to help parents decide what game apps they do and do not want their children to download and play? (Select one)

Yes **GO TO SUR2.D.4**
No **SKIP TO SUR2.D.8**
Don't know **SKIP TO SUR2.D.8**
Refused **SKIP TO SUR2.D.8**

5

4. How familiar would you say you are with the rating system for game apps that the app store uses? (Select one)

Very familiar
Moderately familiar
Slightly familiar
Not at all familiar
Don't know
Refused

For the next few questions, think about the app store from which **<CHILD'S NAME OR INITIALS>** usually downloads game apps for the **<insert device from SUR1.C.1 or C.2>**.

5. Please indicate the type(s) of information that the rating system at the app store provides you about game apps. (Select all that apply)

Randomize order:
The age group for which the game app may be appropriate – for example, "12+"
An icon or symbol showing the age group for which the game app may be appropriate. For example:

A one to three word description of the game app's content that may be of concern – for example, "High Maturity" or "Intense Violence"
A multiple sentence description of the game app's content that may be of concern.
The quality of the game app (e.g., how fun it is).
The cost of the game app.
Don't know
Refused

----

6. How often do you use the rating information at the app store when **<CHILD'S NAME OR INITIALS>** wants to download a game app for the **<insert device from SUR1.C.1 or C.2>**? (Select only one)

All or nearly all of the time
Most of the time
Some of the time
Rarely
Never
Don't know
Refused

----

7. Overall, how satisfied are you with the app store's rating system in providing you with information about the game apps that **<CHILD'S NAME OR INITIALS>** wants to play? (Select one)

Very satisfied with the rating system
Somewhat satisfied with the rating system
Neither satisfied nor dissatisfied with the rating system
Somewhat dissatisfied with the rating system
Very dissatisfied with the rating system
Don't know
Refused

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Author: emizrachi   Subject: Note   Date: 4/3/2013 4:14:36 PM
We strongly advise against using the ESRB rating icons as an example here. None of the storefronts included in this survey disp proprietary ratings. Displaying ESRB ratings here is likely to confuse respondents. And, actually, the Google "High Maturity" content, so that would be a better example to use in this selection than for the next one, where it is coupled with "Intense Vi

Author: pvance   Subject: Sticky Note   Date: 4/3/2013 5:01:53 PM
Does "a multiple sentence description of the game app's content" refer to rating summaries? If so, they are non-existent for m

Author: emizrachi   Subject: Note   Date: 4/2/2013 4:53:53 PM
What is meant by "use" here? Check in advance of downloading to inform a decision? Or disallowing based on the ratings? Presuma to read "How often do you check a game app's rating information at the app store when deciding whether it is acceptable for you applies to questions E4 and F4.

8. How often do you allow **<CHILD'S NAME OR INITIALS>** to download the following types of game apps to the **<insert device from SUR1.C.1 or C.2>**?
    (Select one for each row)

    COLUMNS
    All or almost all the time
    Most of the time
    Some of the time
    Rarely
    Never
    Don't know
    Refused

    ROWS – RANDOMIZE
    Any <u>free</u> app he/she wants.
    Any <u>paid</u> app he/she wants.
    Game apps with violence.
    Game apps with sexual content.
    Game apps with explicit language.
    Ask only if <insert device from SUR1.C.1 or C.2> = an Android device <u>and</u> SUR2.D.3 = "Yes":
    Apps rated "Everyone."
    Apps rated "Low Maturity."
    Apps rated "Medium Maturity."
    Apps rated "High Maturity."
    Ask only if <insert device from SUR1.C.1 or C.2> = an iOS device <u>and</u> SUR2.D.3 = "Yes":
    Apps rated "4+."
    Apps rated "9+."
    Apps rated "12+."
    Apps rated "17+."

    Don't know
    Refused

----

9. Does **<CHILD'S NAME OR INITIALS>** know the password or other log-in information for the app store where **<he/she>** usually gets game apps for the **<insert device from SUR1.C.1 or C.2>**?

    Yes
    No
    I input the password each time **<CHILD'S NAME OR INITIALS>** downloads a game app.
    Don't know
    Refused

If SUR2.B ≠ "Listens to music," SKIP TO SUR2.F.

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Author: emizrachi   Subject: Note   Date: 4/2/2013 11:16:31 AM
A question like this may require pre-qualification since not every parent is allowing or disallowing in all cases (per D2). For approving each download the way the parent of a 8-year-old might. We suggest preceding this question with "How often are you pe whether a game app is downloaded?"

Author: emizrachi   Subject: Note   Date: 4/2/2013 4:54:34 PM
The two "any app" rows might be their own question since presumably these two would have to, by definition, generate an "all or no: "Is CHILD allowed to download any free app he/she wants?" Same question for paid apps would follow. Same comment applies to

Author: emizrachi   Subject: Note   Date: 4/3/2013 4:21:30 PM
Should this list be limited to violence, language and sex, or also include other sensitive content areas like substances? This addressing parental use of settings.

Author: emizrachi   Subject: Note   Date: 4/2/2013 11:18:15 AM
It's possible that "I input the password" and "no" are the same thing in this context.

E. Listens to Music

1. Thinking about music, who usually decides which songs that **<CHILD'S NAME OR INITIALS>** may listen to on the **<insert device from SUR1.C.1 or C.2>**? Is it usually: (Select one)

The child,
An adult,
An adult and the child together
Don't know
Refused

----

2. Are you aware whether there is a Parental Advisory label for songs that contain explicit content, meaning that the songs may contain strong language or depictions of violence, sex, or substance abuse? (Select one)

Yes, I am aware of the Parental Advisory label for music with explicit content. **GO TO SUR2.E.3**
No, I am not aware of the Parental Advisory label for music with explicit content. **SKIP TO SUR2.E.6**
Don't know **SKIP TO SUR2.E.6**
Refused **SKIP TO SUR2.E.6**

----

3. How familiar would you say you are with the Parental Advisory label for music with explicit content? (Select one)

Very familiar
Moderately familiar
Slightly familiar
Not at all familiar
Don't know
Refused

----

4. How often do you use information about a song's explicit content when **<CHILD'S NAME OR INITIALS>** wants to download or stream music to the **<insert device from SUR1.C.1 or C.2>**? (Select only one)

All or nearly all of the time
Most of the time
Some of the time
Rarely
Never
Don't know
Refused

----

5. Overall, how satisfied are you with the Parental Advisory labeling system for explicit content music in providing you with information about the songs that **<CHILD'S NAME OR INITIALS>** wants to download or stream to the **<insert device from SUR1.C.1 or C.2>**? (Select one)

Very satisfied with the labeling system
Somewhat satisfied with the labeling system
Neither satisfied nor dissatisfied with the labeling system
Somewhat dissatisfied with the labeling system
Very dissatisfied with the labeling system
Don't know
Refused

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Author: emizrachi   Subject: Note   Date: 4/3/2013 4:16:08 PM
To clarify, this may read "which songs CHILD may purchase and download" rather than "may listen to" since many kids use apps li parent's ability to exercise control over what they're listening to in real-time. The focus here is presumably on controlling w

Author: emizrachi   Subject: Note   Date: 4/3/2013 4:59:44 PM
In iTunes, songs are marked with "Explicit" -- not sure if parents know that is associated with a PA label. The PA label is onl songs. Also, this question is the music equivalent of D3 about games but is phrased differently. Here it specifies the informa it's presented as informing a decision about which game app can or cannot be played. Same issue with the movie question.

Author: emizrachi   Subject: Note   Date: 4/2/2013 11:23:30 AM
This should also mirror D3 as a simple yes/no rather than "yes, I am aware of the Parental Advisory label..."

Author: emizrachi   Subject: Note   Date: 4/2/2013 1:04:58 PM
This question sets up an odd comparison. D3 asks specifically about using game app ratings for the app store to guide download awareness and use. These should all ask about use as a mechanism for informing a download decision, so they're comparable.

Author: emizrachi   Subject: Note   Date: 4/2/2013 1:06:50 PM
Similar as earlier comment, what does "use" mean in this context? Does it mean to simply check whether it's there? Disallow bas about "information about a song's explicit content" and not specifically about its "Parental Advisory label." Could this mean t suspicions, about explicit lyrics instead of looking for an actual label? This should be clarified.

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Author: emizrachi   Subject: Note   Date: 4/2/2013 1:08:23 PM
Same as earlier comment - we suggest including substances like drugs, alcohol and tobacco here.

6. How often do you allow **<CHILD'S NAME OR INITIALS>** to download or stream the following types of songs to the **< insert device from SUR1.C.1 or C.2>**?
    (Select one for each row)

    COLUMNS
    All or almost all the time
    Most of the time
    Some of the time
    Rarely
    Never
    Don't know
    Refused

    ROWS – RANDOMIZE
    Any song he/she wants.
    Songs with violent lyrics.
    Songs with sexual lyrics.
    Ask only if SUR2.E.2 = "No," "Don't know," or "Refused":
    Songs with explicit language.
    Ask only if SUR2.E.2 = "Yes, I am aware of the Parental Advisory label for music with explicit content.":
    Songs labeled with the Parental Advisory or the word "Explicit."

    Don't know
    Refused

----

7. Does **<CHILD'S NAME OR INITIALS>** know the password or other log-in information for the online music store where **<he/she>** usually downloads music for the **<insert device from SUR1.C.1 or C.2>**?

    Yes
    No
    I input the password each time **<CHILD'S NAME OR INITIALS>** downloads music.
    Don't know
    Refused

If SUR2.B ≠ "Watches movies," SKIP TO SUR2.G.

F. Watches Movies

    1. Thinking about movies, who usually decides which movies that **<CHILD'S NAME OR INITIALS>** may watch on the **<insert device from SUR1.C.1 or C.2>**? Is it usually: (Select one)

        The child,
        An adult,
        An adult and the child together
        Don't know
        Refused

----

2. Are you aware whether there is a rating system for movies released in theaters to help parents decide what movies they do and do not want their children to watch? (Select one)

    Yes **GO TO SUR2.F.3**
    No **SKIP TO SUR2.F.6**
    Don't know **SKIP TO SUR2.F.6**
    Refused **SKIP TO SUR2.F.6**

    ----

3. How familiar would you say you are with the rating system for movies? (Select one)

    Very familiar
    Moderately familiar
    Slightly familiar
    Not at all familiar
    Don't know
    Refused

    ----

4. How often do you use the movie's rating when **<CHILD'S NAME OR INITIALS>** wants to download or stream a movie to the **<insert device from SUR1.C.1 or C.2>**? (Select one)

    All or nearly all of the time
    Most of the time
    Some of the time
    Rarely
    Never
    Don't know
    Refused

    ----

5. Overall, how satisfied are you with the rating system for movies in providing you with information about the movies that **<CHILD'S NAME OR INITIALS>** wants to watch? (Select one)

    Very satisfied with the rating system
    Somewhat satisfied with the rating system
    Neither satisfied nor dissatisfied with the rating system
    Somewhat dissatisfied with the rating system
    Very dissatisfied with the rating system
    Don't know
    Refused

10

6. How often do you allow **<CHILD'S NAME OR INITIALS>** to watch the following types of movies on the **<insert device from SUR1.C.1 or C.2>**. (Select one for each row)

    COLUMNS
    All or almost all the time
    Most of the time
    Some of the time
    Rarely
    Never
    Don't know
    Refused

    ROWS – RANDOMIZE
    Any movie he/she wants.
    Movies with violence.
    Movies with sexual content.
    Movies with explicit language.
    Ask only if SUR2.F.2 = "Yes.":
    Movies rated PG.
    Movies rated PG-13.
    Movies rated R.
    Movies rated NC-17.
    Unrated versions of movies that were rated R for theaters.

---

7. Does **<CHILD'S NAME OR INITIALS>** know the password or other log-in information for the online movie store where **<he/she>** gets movies for the **<insert device from SUR1.C.1 or C.2>**?

    Yes
    No
    I input the password each time **<CHILD'S NAME OR INITIALS>** downloads or streams a movie.
    Don't know
    Refused

G. Parental Controls

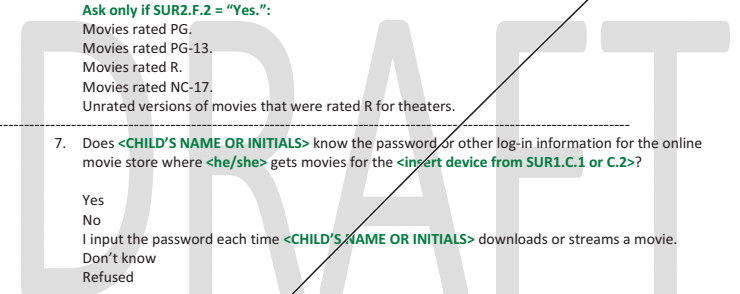1. Are you aware of any parental control tool or mechanism that, if enabled or installed on the **<insert device from SUR1.C.1 or C.2>**, limits the type of content that **<CHILD'S NAME OR INITIALS>** can listen to, watch, or play?

    Yes
    No **SKIP TO SUR3**
    Don't know **SKIP TO SUR3**
    Refused **SKIP TO SUR3**

---

2. Are you aware whether the settings on the **<insert device from SUR1.C.1 or C.2>** can be programmed to limit the type of content that **<CHILD'S NAME OR INITIALS>** can listen to, watch, or play?

    Yes
    No
    Don't know
    Refused

---

3. Are you aware whether an app can be installed on the **\<insert device from SUR1.C.1 or C.2\>** to limit the type of content that **\<CHILD'S NAME OR INITIALS\>** can listen to, watch, or play?

    Yes
    No
    Don't know
    Refused

----

4. Please indicate the types of content, if any, that a parental control tool or mechanism on **\<CHILD'S NAME OR INITIALS\>**'s **\<insert device from SUR1.C.1 or C.2\>** limits **\<him/her\>** from listening to, watching, or playing. (Select all that apply)

    Music
    Movies
    Apps, including game apps
    None of the above
    Don't know
    Refused

If SUR2.G.4 = "None of the above," "Don't know," "Refused," SKIP TO SUR3.

5. A parental control tool or mechanism on **<CHILD'S NAME OR INITIALS>**'s **<insert device from SUR1.C.1 or C.2>** limits **<him/her>** from listening to, watching, or playing... (Select all that apply)

Ask only if SUR2.G.4 = "Apps, including game apps"
any apps (paid or free).
paid apps.
game apps with violence.
game apps with sexual content.
game apps with explicit language.
Ask only if <insert device from SUR1.C.1 or C.2> = an Android device and if SUR2.D.3 = "Yes.":
apps rated "Low Maturity."
apps rated "Medium Maturity."
apps rated "High Maturity."
Ask only if <insert device from SUR1.C.1 or C.2> = an iOS device and if SUR2.D.3 = "Yes.":
apps rated "9+."
apps rated "12+."
apps rated "17+."

Ask only if SUR2.G.4 = "Music"
any songs.
songs with violent lyrics.
songs with sexual lyrics.
songs with explicit language.
Ask only if SUR2.E.2= "Yes, I am aware of the Parental Advisory label for music with explicit content":
Songs labeled with the Parental Advisory or the word "Explicit."

Ask only if SUR2.G.4 = "Movies"
any movies (paid or free)
paid movies
movies with violence.
movies with sexual content.
movies with explicit language.
Ask only if SUR2.F.2 = "Yes.":
movies rated PG-13.
movies rated R.
movies rated NC-17.
unrated versions of movies that were rated R for theaters.

None of the above
Don't know
Refused

SUR3.

A. We would like you to invite **<CHILD'S NAME OR INITIALS>** to the computer to answer the rest of this survey. It should take about ten minutes to complete. Please indicate whether **<CHILD'S NAME OR INITIALS>** is available to take the remainder of this survey right now. (Select one)

Yes, **<CHILD'S NAME OR INITIALS>** is available to take the survey now. **SKIP TO CHILD QUESTIONNAIRE**
No, **<CHILD'S NAME OR INITIALS>** is not available to take this survey right now. **GO TO SUR3.B**

B. **SHOW THE FOLLOWING NOTE**:

Please indicate below whether **<CHILD'S NAME OR INITIALS>** will be available to participate in this study at a later time. If so, we will send you an email within the next few minutes with instructions on how to access this study. (Select one)

Yes, **<CHILD'S NAME OR INITIALS>** will be available to participate in this study at a later time.
No, **<CHILD'S NAME OR INITIALS>** will NOT be available to participate in this study at a later time. **SKIP TO END**

C. **SHOW THE FOLLOWING NOTE:**

Thank you. Please bring **<CHILD'S NAME OR INITIALS>** to the computer with the **<insert device from SUR1.C.1 or C.2>** when **<CHILD'S NAME OR INITIALS>** is available to take the survey. This survey is open only for a limited time, so please have **<CHILD'S NAME OR INITIALS>** respond as soon as possible.

PROGRAMMING INSTRUCTIONS: GO TO NPDOR HOME PAGE and LINK SHOULD GO DIRECTLY TO TO Q1 OF CHILD QUESTIONNAIRE.

CHILD QUESTIONS

Q1 Instructions

IF AGE OF CHILD IN SUR1.B = 8-10, SHOW THE FOLLOWING NOTE:

We ask that you bring **<CHILD'S NAME OR INITIALS>** and the **<insert device from SUR1.C.1 or C.2>** to the computer to help you answer this survey. <u>Remember</u>: please answer each question as if you were **<CHILD'S NAME OR INITIALS>**.

IF AGE OF CHILD IN SUR1.B = 11-12, SHOW THE FOLLOWING NOTE:

We ask that you bring **<CHILD'S NAME OR INITIALS>** and the **<insert device from SUR1.C.1 or C.2>** to the computer to answer this survey. <u>Remember</u>: **<CHILD'S NAME OR INITIALS>** should complete this portion of the survey, but feel free to provide assistance.

IF AGE OF CHILD IN SUR1.B = 13-16, SHOW THE FOLLOWING NOTE:

We ask that you bring **<CHILD'S NAME OR INITIALS>** and the **<insert device from SUR1.C.1 or C.2>** to the computer to answer this survey. <u>Remember</u>: **<CHILD'S NAME OR INITIALS>** should complete this portion of the survey without assistance.

Q2

A. Do you use a **<insert device from SUR1.C.1 or C.2>**? (Select one)

Yes
No **SKIP to END**
Don't know **SKIP to END**
Refused **SKIP to END**

Author: emizrachi   Subject: Note   Date: 4/3/2013 4:56:26 PM
We understand the rationale for providing age-specific instructions but this could be methodologically problematic. Might kids be honest? Might parents themselves wish having the child's answers more-or-less comport with theirs? We suggest providing one saying that parents should "stand by to assist their child if necessary" but let the child complete the survey on their own if

B. Do you have the **<insert device from SUR1.C.1 or C.2>** with you? (Select one)

Yes
No **GO TO Q2.C**
Don't know **GO TO Q2.C**
Refused **GO TO Q2.C**

C. **SHOW THE FOLLOWING INSTRUCTION:**

Please get the **<insert device from SUR1.C.1 or C.2>** and resume the survey when you have it. You will need the device to answer some of the upcoming questions.

PROGRAMMING INSTRUCTIONS: GO TO Q2.B. If Q2.B ≠ "Yes," SKIP to END.

D. Frequency Questions

1. How often, in a typical week, do you use the **<insert device from SUR1.C.1 or C.2>**? (Select one)

7 days a week
6 days a week
5 days a week
4 days a week
3 days a week
2 days a week
1 day a week
Does not use it weekly
Don't know
Refused

----

2. On a typical day, how many sessions per day do you use the **<insert device from SUR1.C.1 or C.2 >**?

MAX XXX

_____
(Record Number)

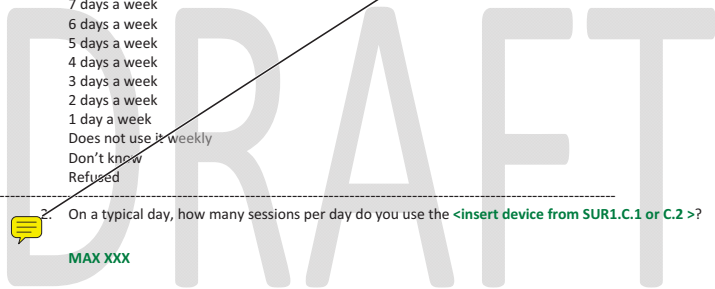
3. How long, in a typical session, do you use the **<insert device from SUR1.C.1 or C.2>**? (Select one)

Less than 30 minutes
30 to 45 minutes
46 minutes to less than 1 hour
1 hour to less than 2 hours
2 hours to less than 3 hours
3 hours to less than 4 hours
4 hours to less than 5 hours
5 hours or more
Don't know
Refused

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Author: emizrachi   Subject: Note   Date: 4/2/2013 1:33:31 PM
Same as earlier comment about "sessions." Particularly for a smartphone, it can be used for minor tasks all day long - texting, should be specific about what constitutes a "session" in the context of this survey.

E. Please indicate whether you have done any of the following on the **<insert device from SUR1.C.1 or C.2>**:
(Select all that apply)

Watch movies
Listen to music
Play games using game apps (*e.g.*, *Angry Birds* or the *Call of Duty* game app)
None of the above **SKIP to END**
Don't know **SKIP to END**
Refused **SKIP to END**

F. **If Q2.E ≠ "Listen to music," SKIP TO Q2.G.**

1. Who usually decides which songs that you may listen to on the **<insert device from SUR1.C.1 or C.2>**?
Is it usually: (Select one)

You
An adult
You and an adult
Don't know
Refused

----

2. How many songs are currently stored on the **<insert device from SUR2.C.1 or C.2>**? If you don't know the exact number of songs, please provide your best estimate.

_____
(Record number)
Don't know/Not sure
Refused

If Q2.F.2 = 0, "Don't know/Not sure," or "Refused," SKIP to Q2.F.4.

3. Were any songs currently stored on the **<insert device from SUR1.C.1 or C.2>** downloaded from an online music store like iTunes, Google Play, or Amazon.com? (Select one)

Yes
No
Don't know
Refused

----

4. Do you have your own personal account <u>at an online music store</u> from which you download songs to the **<insert device from SUR1.C.1 or C.2>**? (Select one)

Yes
No
Don't know
Refused

Author: emizrachi   Subject: Note   Date: 4/2/2013 3:27:55 PM
As noted earlier, we specify that game-play is app-specific, but don't do so for movies (which can be watched through Netflix o music (which can be listened to streaming via Spotify or downloaded via iTunes). We think it needs to be more clear where the c

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:26:45 PM
The music section seems to not include questions about which titles were downloaded in the last few months and titles downloade reason these are not consistent?

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:22:36 PM
If the purpose is to identify disconnects between parent and child, it would make sense to also ask the parent whether the chil

5. <u>In the past three months</u>, how did you usually pay for the music that you downloaded to the **<insert device from SUR1.C.1 or C.2>** through your personal account at the online music store? (Select only one)

    With gift cards
    With a parent's credit card, debit card, or PayPal account
    With another family member's credit card, debit card, or PayPal account
    With my own credit card, debit card, or PayPal account
    Other: _____ (please specify)
    I downloaded only free game apps.
    Don't know
    Refused

SKIP TO Q2.F.8.
----

6. Thinking about the music that you downloaded to the **<insert device from SUR1.C.1 or C.2>** in the past three months, did you have to enter a password or other log-in information at the online music store in order to download it? (Select one)

    Yes
    No
    Don't know
    Refused
----

7. Do you know the password or other log-in information for the online music store where you download music for the **<insert device from SUR1.C.1 or C.2>**?

    Yes
    No
    Don't know
    Refused
----

8. <u>In the past three months</u>, have you streamed music to the **<insert device from SUR1.C.1 or C.2>** through a music streaming service like Pandora, VEVO, Spotify, iHeartRadio, MOG, or Rdio? (Select one)

    Yes
    No
    Don't know
    Refused
----

9. Are you aware whether there is a Parental Advisory label for songs that contain explicit content, meaning that the songs may contain strong language or depictions of violence, sex, or substance abuse? (Select one)

    Yes, I am aware of the Parental Advisory label for music with explicit content.
    No, I am not aware of the Parental Advisory label for music with explicit content.
    Don't know
    Refused

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:23:21 PM
Questions 5-7 assume that the child downloads songs themselves, which has not been established yet. This should be asked.

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:23:49 PM
This should probably be "free music" rather than "free game apps"

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:25:18 PM
Same as earlier comment - this language is much more descriptive about the Parental Advisory label than are the questions relat as well - they should be yes/no/don't know/refused.

10. How often do your parents allow you to listen to the following types of songs on the **\<insert device from SUR1.C.1 or C.2\>**? (Select one for each row)

COLUMNS
All or almost all the time
Most of the time
Some of the time
Rarely
Never
Don't know
Refused

ROWS – RANDOMIZE
Any song I want.
Songs with violent lyrics.
Songs with sexual lyrics.
Ask only if Q2.F.9 = "No," "Don't know," or "Refused":
Songs with explicit language.
Ask only if Q2.F.9 = "Yes, I am aware of the Parental Advisory label for music with explicit content.":
Songs labeled with the Parental Advisory or the word "Explicit."

If Q2.F.9 ≠ "Yes, I am aware of the Parental Advisory label for music with explicit content," SKIP TO Q2.F.12.

11. About how many partial or complete albums labeled with the Parental Advisory or the word "Explicit" are currently on the **\<insert device from SUR1.C.1 or C.2\>**? Please estimate as best as you can. (Select one)

None
Less than 5
Between 6 and 20
Between 21 and 50
51 or more
Don't know
Refused

_____
(RECORD NUMBER)

If Q.2.F.8 ≠ "Yes," SKIP TO Q2.G.

18

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:32:58 PM
Is there a reason that TV shows are exempt from the content in question? Cable programming in particular - especially premium c
explicit as R-rated films.

12. Please indicate whether you have streamed any of the following types of music from a music streaming service to the **\<insert device from SUR1.C.1 or C.2>** in the past three months? Examples of music streaming services include Pandora, VEVO, Spotify, iHeartRadio, MOG, and Rdio. (Select all that apply)

Songs with violent lyrics.
Songs with sexual lyrics.
Ask only Q2.F.9 = "No," "Don't know," or "Refused":
Songs with explicit language.
Ask only if Q2.F.9 = "Yes, I am aware of the Parental Advisory label for music with explicit content.":
Songs labeled with the Parental Advisory or the word "Explicit."

Don't know
Refused

If Q2.E ≠ "Watch movies," SKIP TO Q2.H.

G. Now you will answer some questions about movies you may have watched on the **\<insert device from SUR1.C.1 or C.2>**. Keep in mind that the questions are asking only about movies that originally played in movie theaters. So, these would not include YouTube videos, television shows, or home movies.

1. Who usually decides which movies that you may watch on the **\<insert device from SUR1.C.1 or C.2>**? Is it usually: (Select one)

You
An adult
You and an adult
Don't know
Refused

----
2. In the past three months, how many movies have you watched on the **\<insert device from SUR1.C.1 or C.2>**? If you can't remember the exact number, please provide your best estimate.

_____
(Record number)
Don't know/Not sure
Refused

If Q2.G.2 = 0, "Don't know/Not sure," or "Refused," SKIP TO Q.2.H.

3. In the past three months, have you downloaded or streamed any movies to the **\<insert device from SUR1.C.1 or C.2>** from an online movie store like iTunes, Google Play, Amazon, or Netflix? (Select one)

Yes
No **SKIP to Q2.H**
Don't know **SKIP to Q2.H**
Refused **SKIP to Q2.H**

----

4. Please list the titles of each movie that you downloaded or streamed from the online movie store(s) to the **<insert device from SUR1.C.1 or C.2>** in the past three months. If you can't remember all of the titles, please list as many titles as you can recall.

_____

_____

_____

_____

Don't know
Refused

----

5. Thinking about the movies that you downloaded or streamed to the **<insert device from SUR1.C.1 or C.2>** in the past three months, do you have your own personal account at an online movie store from which you downloaded or streamed these movies? (Select one)

Yes **GO TO Q.2.G.6**
No **SKIP TO Q2.G.8**
Don't know **SKIP TO Q2.G.8**
Refused **SKIP TO Q2.G.8**

----

6. Thinking about the movies that you downloaded or streamed to the **<insert device from SUR1.C.1 or C.2>** in the past three months, which, if any, did you download or stream through your personal account at the online movie store(s)? Please list the titles.

_____

_____

_____

_____

None
Don't know/Not sure
Refused

----

7. In the past three months, how did you usually pay for the movies that you downloaded or streamed to the **<insert device from SUR1.C.1 or C.2>** through your personal account at the online movie store? (Select only one)

With gift cards
With a parent's credit card, debit card, or PayPal account
With another family member's credit card, debit card, or PayPal account
With my own credit card, debit card, or PayPal account
Other: _____ (please specify)
I have downloaded or streamed only free movies.
Don't know
Refused

SKIP TO Q2.G.10.
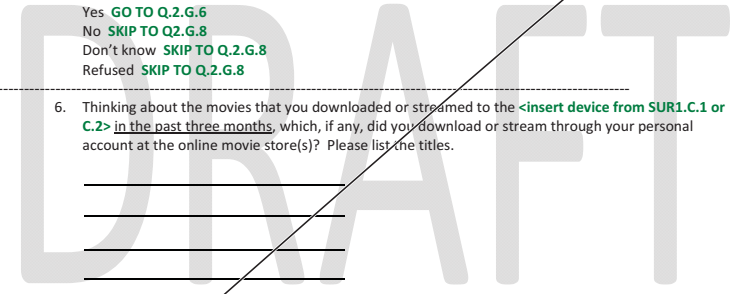

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:35:02 PM
Should the parent also be asked to list movie titles that have been watched, for comparison purposes?

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:37:41 PM
There are some issues with conflating iTunes with Netflix. iTunes allows a per-movie purchase or rental that permits the transa account password. These can also be restricted by parental controls in some cases. Netflix, on the other hand, is a subscriptio them how they paid for each movie because they only pay for the service - and are probably using the household account. Perhaps questions is to first ask whether there is a household/parent account that is used, or if the child has their own. If it's a ho know the password or have to have the parent input it when they want to use it.

Author: emizrachi   Subject: Note   Date: 4/2/2013 4:59:06 PM
Again, this conflates two things. For iTunes they'd have to input a password each time they download. For Netflix they would no differently, so the respondent might be answering about one or the other and we can never be sure which.

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:39:31 PM
Same as previous - this should be its own question.

8. Thinking about the movies that you downloaded or streamed to the **<insert device from SUR1.C.1 or C.2>** in the past three months, did you have to enter a password or other log-in information at the online movie?

Yes
No
Don't know
Refused

----

9. Do you know the password or other log-in information for the online movie store where you get movies for the **<insert device from SUR1.C.1 or C.2>**?

Yes
No
Don't know
Refused

----

10. Are you aware whether there is a rating system for movies released in theaters to help parents decide what movies they do and do not want their children to watch? (Select one)

Yes
No
Don't know
Refused

----

11. How often do your parents allow you to download or stream the following types of movies to the **<insert device from SUR1.C.1 or C.2>**? (Select one for each row)

COLUMNS
All or almost all the time
Most of the time
Some of the time
Rarely
Never
Don't know
Refused

ROWS – RANDOMIZE
Any movie I want.
Movies with violence.
Movies with sexual content.
Movies with explicit language.
Ask only if Q2.G.10 = "Yes.":
Movies rated PG-13.
Movies rated R.
Movies rated NC-17.
Unrated versions of movies that were rated R for theaters

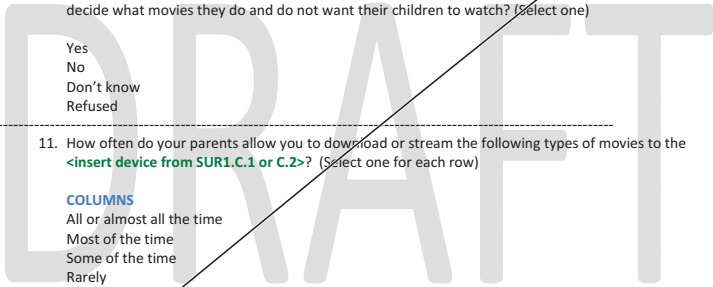---

If Q2.E ≠ "Plays games using game apps," SKIP TO END.

H. Now you will answer some questions about game apps you play on the **<insert device from SUR1.C.1 or C.2>**.

1. Who usually decides which game apps that you can play on the **<insert device from SUR1.C.1 or C.2>**? Is it usually: (Select one)

    You
    An adult
    You and an adult
    Don't know
    Refused

----

2. How many game apps, such as *Angry Birds* or the *Call of Duty* game app, are currently on the **<insert device from SUR1.C.1 or C.2>**? If you don't know the exact number of game apps, please provide your best estimate.

    _____
    (Record number)
    Don't know/Not sure
    Refused

If Q2.H.2 = 0, "Don't know/Not sure," or "Refused," SKIP TO END.

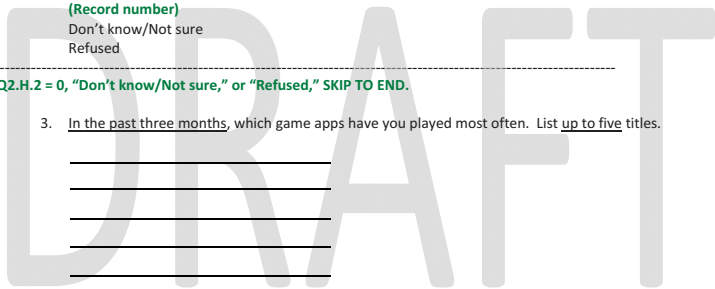3. In the past three months, which game apps have you played most often. List up to five titles.

    _____
    _____
    _____
    _____
    _____

    Don't know
    Refused

----

4. Do you have your own personal account at the app store from which you usually download game app(s) for the **<insert device from SUR1.C.1 or C.2>**? (Select one)

    Yes **GO TO Q2.H.5**
    No **SKIP TO Q2.H.7**
    Don't know **SKIP TO Q2.H.7**
    Refused **SKIP TO Q2.H.7**

Author: emizrachi   Subject: Note   Date: 4/2/2013 2:40:02 PM
Remove "that"

Author: emizrachi   Subject: Note   Date: 4/2/2013 5:00:13 PM
This is also a bit of a conflating of products. Angry Birds (for all intents and purposes) is a free casual game app. Users can of which are stored on the device and others that have been deleted. A Call of Duty game, on the other hand, can cost $15 - it' for a "hardcore gamer") and the purchase decision is correspondingly different.

5. Thinking about the **<insert number of titles listed in Q2.H.2>** game app(s) that you have played most often on the **<insert device from SUR1.C.1 or C.2>** <u>in the past three months</u>, which, if any, did you download through your personal account at the app store?

    _____

    _____

    _____

    _____

    _____

    None
    Don't know
    Refused
    ----

6. <u>In the past three months</u>, how did you usually pay for the game app(s) that you downloaded to the **<insert device from SUR1.C.1 or C.2>** through your personal account at the app store? (Select only one)

    With gift cards
    With a parent's credit card, debit card, or PayPal account
    With another family member's credit card, debit card, or PayPal account
    With my own credit card, debit card, or PayPal account
    Other: _____ (please specify)
    I downloaded only free game apps.
    Don't know
    Refused

    SKIP TO Q2.H.9.
    ----

7. Thinking about the game apps that you downloaded to the **<insert device from SUR1.C.1 or C.2>** <u>in the past three months</u>, did you have to enter a password or other log-in information at the app store in order to download them? (Select one)

    Yes
    No
    Don't know
    Refused
    ----

8. Do you know the password or other log-in information for the app store where you get game apps for the **<insert device from SUR1.C.1 or C.2>**?

    Yes
    No
    Don't know
    Refused
    ----

9. Are you aware whether there is a rating system for game apps to help parents decide what game apps they do and do not want their children to play? (Select one)

    Yes
    No
    Don't know
    Refused

    ----

10. How often do your parents allow you to download the following types of game apps to the **\<insert device from SUR1.C.1 or C.2\>**? (Select one for each row)

    COLUMNS
    All or almost all the time
    Most of the time
    Some of the time
    Rarely
    Never
    Don't know
    Refused

    ROWS – RANDOMIZE
    Any free game app I want.
    Any paid game app I want.
    Game apps with violence.
    Game apps with sexual content.
    Game apps with explicit language.
    Ask only if \<insert device from SUR1.C.1 or C.2\> = an Android device and Q2.H.9 = "Yes.":
    Game apps rated "Everyone."
    Game apps rated "Low Maturity."
    Game apps rated "Medium Maturity."
    Game apps rated "High Maturity."
    Ask only if \<insert device from SUR1.C.1 or C.2\> = an iOS device and Q2.H.9 = "Yes.":
    Game apps rated "4+."
    Game apps rated "9+."
    Game apps rated "12+."
    Game apps rated "17+."

    END OF SURVEY

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Author: emizrachi   Subject: Note   Date: 4/2/2013 5:00:57 PM
Same as previous comment regarding inclusion of substances in this list.