

This questionnaire was developed as part of the 'From Digital Skills to Tangible Outcomes project'. It was financially supported by the John Fell Fund (University of Oxford), the Department of Media and Communications (London School of Economics) and the Department of Communication science (University of Twente). It has been adapted for the EU Commissioned project: "Study on the impact of marketing through social media, online games and mobile applications on children's behaviour" (EAHC-2011-CP-01).

It is licensed under the following creative commons license:

### **Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)**

#### **You are free to:**

- **Share** — copy and redistribute the material in any medium or format
- **Adapt** — remix, transform, and build upon the material
- The licensor cannot revoke these freedoms as long as you follow the license terms.

#### **Under the following terms:**

- **Attribution** — You must give [appropriate credit](#), provide a link to the license, and [indicate if changes were made](#). You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- **NonCommercial** — You may not use the material for [commercial purposes](#).
- **ShareAlike** — If you remix, transform, or build upon the material, you must distribute your contributions under the [same license](#) as the original.
- **No additional restrictions** — You may not apply legal terms or [technological measures](#) that legally restrict others from doing anything the license permits.

#### **Notices:**

- You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable [exception or limitation](#).
- No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as [publicity, privacy, or moral rights](#) may limit how you use the material.

## **Creating composite scales from skills variables Q1 and Q2**

For both parents and children (separately) we have 5 latent skills constructs: Operational, Info-navigational, social, creative and mobile.

**For each latent construct a separate scale** needs to be created by **averaging the scores** for all those who answered. Take care to code scores 99 as missing but do not eliminate cases which have one missing item from the scale. For Q1 9 should be coded as missing as well, for Q2 9 should be coded as 0. This means that we will have 10 subscales (5 for parent and 5 for child skills) with scores ranging from 1 to 5 for children and 0 to 5 for parents.

Then to create the **2 overall skills scales** (one for parents and one for children) we **sum the scores** across the 5 **subscales**. This way all the different competencies get equal weight.

For **descriptives** we would need the average on each subscale + the % of 9s (don't understand) and 99s (don't know) and ofcourse the averages for the 2 overall skills scales.

**Q1. Please indicate how accurate the following statements are when thinking about how your child uses the Internet.**<sup>1</sup> Please remember that these questions are related to THE CHILD BETWEEN 6 AND 14 WHOSE BIRTHDAY IS COMING UP NEXT [These will appear in the questionnaire without the headings and random order]

- |   |     |
|---|-----|
| Very true of my child                     | 5.  |
| Mostly true of my child                   | 4.  |
| Neither true nor untrue of my child       | 3.  |
| Not very true of my child                 | 2.  |
| Not at all true of my child               | 1.  |
| I do not understand what you mean by that | 9.  |
| I do not know this about my child         | 99. |

#### **Operational**

- a. My child knows how to open downloaded files.
- b. My child knows how to download/save a photo she/he found online.
- c. My child knows how to use shortcut keys (e.g. CTRL-C for copy, CTRL-S for save).
- d. My child knows how to open a new tab in a browser.
- e. My child knows how to adjust privacy settings.

#### **Information / Browsing**

- f. My child finds it easy to decide what the best keywords are to use for online searches.
- g. My child finds it easy to find a website he/she visited before.
- h. My child enjoys looking for information online.
- i. Sometimes my child ends up on websites without knowing how he/she got there<sup>2</sup>.
- j. My child finds it easy to verify information he/she found online.

#### **Social**

- k. My child knows which information he/she should and shouldn't share online.
- l. My child knows when he/she should and shouldn't share information online.
- m. My child is careful to make his/her comments and behaviours appropriate to the situation he/she finds himself/herself in when he/she is online.
- n. My child knows how to change whom he/she shares content with (e.g. friends, friends of friends or public).
- o. My child knows how to remove friends from his/her contact lists.

#### **Creative**

- p. My child knows how to create something new from existing online images, music or video.
- q. My child knows how to make basic changes to the content that others have produced.
- r. My child knows how to design a website.
- s. My child knows which different types of licences apply to online content.
- t. My child would feel confident putting online video content he/she has created.

#### **Mobile**

- u. My child knows how to install apps on a mobile device.
- v. My child knows how to keep track of the costs of mobile app use.
- w. My child knows how to make an in-app purchase.
- x. My child knows my password enabling him/her to make an in-app purchase.

<sup>1</sup> Measuring Digital skills. From Digital Skills to Tangible Outcomes Project report (2014)

<sup>2</sup> This scale needs to be reversed

**Q2. Please indicate how accurate the following statements are when thinking about how YOU use the Internet. Please tick one option per row<sup>3</sup> [These will appear in the questionnaire without the headings and random order]**

- |   |    |
|---|----|
| Very true of me                           | 5. |
| Mostly true of me                         | 4. |
| Neither true nor untrue of me             | 3. |
| Not very true of me                       | 2. |
| Not at all true of me                     | 1. |
| I do not understand what you mean by that | 9. |

**Operational**

- a. I know how to open downloaded files
- b. I know how to download/save a photo I found online
- c. I know how to use shortcut keys (e.g. CTRL-C for copy, CTRL-S for save)
- d. I know how to open a new tab in my browser
- e. I know how to adjust privacy settings

**Information / Navigation**

- a. I find it easy to decide what the best keywords are to use for online searches
- f. I find it easy to find a website I visited before
- g. I enjoy looking for information online
- h. Sometimes I end up on websites without knowing how I got there<sup>4</sup>
- i. I find it easy to verify information I found online

**Social**

- a. I know which information I should and shouldn't share online
- b. I know when I should and shouldn't share information online
- c. I am careful to make my comments and behaviours appropriate to the situation I find myself in online
- d. I know how to change who I share content with (e.g. friends, friends of friends or public)
- e. I know how to remove friends from my contact lists

**Creative**

- a. I know how to create something new from existing online images, music or video
- b. I know how to make basic changes to the content that others have produced
- c. I know how to design a website
- d. I know which different types of licences apply to online content
- e. I would feel confident putting video content I have created online

**Mobile**

- a. I know how to install apps on a mobile device.
- b. I know how to keep track of the costs of mobile app use.
- c. I know how to make an in-app purchase.

---

<sup>3</sup> Measuring Digital skills. From Digital Skills to Tangible Outcomes Project report (2014)

<sup>4</sup> This scale needs to be reversed