

Parents' perspectives on kids and screens
A national survey of Canadian parents of children preschool to Grade 6
-- Final Survey Questionnaire: March 2019 --

Screener

For today's survey we're talking to parents (or caregivers) of young children aged 2 to 12 – that is, preschool to grade 6.

QA. Are you a parent (or caregiver) of a child aged 2 to 12?

Yes – Continue

No – Thanks and Terminate

QB. How many children aged 2 to 12 do you have?

One

Two

Three or more

[If more than one child 2 to 12, display as a standalone screen:]

For some specific questions in this survey, we'll ask you to focus on **just ONE** of those children aged 2 to 12. Let's choose the one who most recently celebrated a birthday.

QC. Please indicate the age and gender of that child.

Age

2

3

4

5

6

7

8

9

10

11

12

Gender

Boy

Girl

Intro Screen:

Today's survey is about technology and how both adults and children are using it in their day-to-day lives. We'll be asking about gadgets with screens, including TV, computers, tablets and smartphones.

We realize people are different in how much they use technology – and that parents have different views and approaches regarding their children's use of these devices too.

As always, there are no right or wrong answers -- we just want to learn more about how these things are being used by Canadian families today.

Part A: Tech ownership and usage – parents and kids

Q1. To begin, which of the following do you have (in working order) in your own household?
(Please select all that apply.)

[This order]

Desktop computer

Laptop computer

Tablet (such as iPad or Galaxy Note)

A kid's tablet (such as LeapPad or KidiBuzz)

Smartphone (such as an iPhone or an android)

Television - attached to traditional cable

Television - accessing streaming services (such as Netflix, Crave TV etc.)

Digital home assistant (such as Amazon Echo or Google Home)

Gaming console (such as X-Box or PlayStation)

[Exclusive] None of the above

[If “none of the above” thank and terminate.]

Q2a. We're interested in people's usage of tech devices. Let's start with you and your own personal usage.

How much do you yourself use each of these things in your household? [Show devices in home at Q1:]

[Rows]

Desktop computer

Laptop computer

Tablet

Smartphone

Television - watching traditional cable

Television - accessing streaming services

Digital home assistant

Gaming console

[Columns]

Never/Do not use

Less often than once a week

Roughly once a week

Few times a week

Daily

Many times per day

Q2b. How would you describe your overall attitude towards the devices we're talking about and the time you personally spend using it - your own "screen time"? Please set aside TV for now, and just focus on other devices such as PC's, tablets and smartphones.

Please use the following five-point scale to indicate how you feel about this screen time.

1 Don't really like tech, just use it as needed

2

3 In the middle – use it regularly but not excited by it

4

5 Love technology – really enjoy my screen time

Q3a. Now let's focus on your child between the ages of 2 and 12 – specifically, your [Pipe in from screener: Boy/Girl aged ___].

How would you describe this child's overall attitude towards technology and their screen time using it?

1 Doesn't really like tech, just uses it as needed

2

3 In the middle – uses it regularly but not excited by it

4

5 Loves technology – really enjoys their screen time

Doesn't use tech at all

Q3b. OK, now, thinking about that child, how much, if at all, do they use each of the tech devices in your household? [Show devices in home at Q1]

[Rows]

Desktop computer

Laptop computer

Tablet (such as iPad or Galaxy Note)

A kid's tablet (such as LeapPad or KidiBuzz)

Smartphone (such as an iPhone or an android)

Television - attached to traditional cable

Television - accessing streaming services (such as Netflix, Crave TV etc.)

Digital home assistant (such as Amazon Echo or Google Home)

Gaming console (such as X-Box or PlayStation)

[Columns]

Never/Do not use

Less often than once a week

Roughly once a week

Few times a week

Daily

Many times per day

Q3c. On a typical weekday, what would you estimate this child's total "screen time" to be? That is, roughly how many hours would you say they spend using all of these tech devices we've been talking about (including TV). If you're not sure, please provide your best estimate.

None – no screens on typical weekday

Less than one 1 hour

1 up to 2 hours

2 up to 4 hours

4 up to 6 hours

6 up to 8 hours

8 hours or more on a typical weekday

Don't know/Can't guess

Part B: Parents' overall perspectives on kid's tech usage

Q4. Now, how do you, yourself feel about the amount of time this child is spending with these tech devices? Use the slider scale here to indicate if you:

1 Wish they'd spend more time

2

3 Are generally comfortable with their screen time

4

5 Are concerned they spend too much time

Q5. What about *what they are doing* with their screen time – specifically, what this child is watching, or the apps they are using, games they are playing with these devices. Is this something you:

1 Never really think about

2

3 Are sometimes aware/Sometimes not

4

5 Are always conscious/aware of

Q6. Overall, what do you believe are the positives -- the good things -- for kids spending time using these tech devices we've been talking about? Please review the list below and select up to 3 of the most important benefits of kids' screen time (or choose Other if you have an important one to add).

[Randomize items]

Learning/educational benefit
 Reading - ability/practice
 Computer skills
 Keeps them occupied
 Safe/I know where they are, what they're doing
 Entertaining/fun for them
 Creative expression
 Keeps them in touch with friends and family
 Mental well-being

[Anchor] Other (Specify:)

[Anchor, Exclusive] No positive things/can't think of any

Q7. Overall, what do you believe are the negatives -- the bad things -- for kids spending time using these tech devices we've been talking about? Please review the list below and select up to 3 of the most important negatives of kids' screen time (or choose Other if you have an important one to add).

[Randomize items]

Addictive
 Distracting from other important things in life
 Attention span lower/less focus/learning issues
 Over-stimulated/Hard to calm down
 Less active/Not getting exercise/fresh air
 Inappropriate content – hate/porn/etc.
 Content generally – fake news/silly things
 Too commercial/advertising
 Hurts social skills/social life
 Privacy concerns/personal info
 Bullying/abuse risks

[Anchor] Other (Specify:)

[Anchor, Exclusive] No negative things/can't think of any

Part C: Screen time: Deeper dive into core activities

There are all kinds of different things kids can be doing with their screen time – such as watching shows on TV, reading a book on a tablet, or playing a popular online game.

We want to get a bit more focused now on the specific things kids are doing with their “screen time”.

We're going to ask about five different types of activities. And again, we want you to focus on your child between the ages of 2 and 12 – specifically, your [Pipe in from screener: Boy/Girl aged ___].

Q8a. First, let's think about your child's overall screen time – to what extent are they doing each of the following activities?

[Randomize presentation of activities and then keep that order through the Q8 series]

[Rows]

Screen activities focused on creating (such as: writing, making videos or music, drawing or photography or other artwork, etc.)

Screen activities focused on learning (educational, such as arithmetic practice or learn to read)

Screen activities focused on consuming content for fun (like watching shows or movies)

Screen activities focused on social interaction and communication (email, text, social media)

Screen activities focused on non-educational gaming (including casual games such as Sago Mini or Candy Crush, immersive games such as Minecraft, etc)

[Columns]

No time/don't do this

Only occasionally

Sometimes

More often

Lots of time on this activity

Q8b. We'd like to get people's general views of each of these screen time activities – regardless of how much time your own child might spend on each. For each one, using the slider scale below, please indicate whether you personally consider those screen activities to be:

[Present items in same order as above]

Screen activities focused on creating (such as: writing, making videos or music, drawing or photography or other artwork, etc.)

Screen activities focused on learning (educational, such as arithmetic practice or learn to read)

Screen activities focused on consuming content for fun (like watching shows or movies)

Screen activities focused on social interaction and communication (email, text, social media)

Screen activities focused on non-educational gaming (including casual games such as Sago Mini or Candy Crush, immersive games such as Minecraft, etc.)

1 A bad thing to be discouraged

2

3 Depends/neutral

4

5 A good thing to be encouraged

Not sure/can't say

[Ask Q8c for each activity rated 3 or 4 or 5 or don't know:]

Q8c We want to get a better sense of why people would encourage certain screen activities for kids (or feel neutral about them).

Below are the activities you said you would encourage (or were neutral/unsure about). For each one, please select **up to three main positives** from the list provided (or choose other if yours is not there).

While the same list of potential positives is shown for each type of activity, you can, of course, choose different positives for different activities.

[Columns]

Creating
Learning
Consuming content for fun
Social interaction
Gaming

[Randomize – keep order for series]

Learning/educational benefit
Reading -- ability/practice
Computer skills
Keeps them occupied, busy
Safe/I know where they are, what they're doing
Entertaining/fun for them
Creative expression
Keeps them in touch with friends and family
Mental well-being
[Anchor] Other (Specify:)
[Anchor, Exclusive] No positive things, can't think of any

[Ask Q8d for each activity rated 1 or 2 or 3 or don't know:]

Q8d We want to get a better sense of why people would discourage certain screen activities for kids (or feel neutral about them).

Below are the activities you said you would discourage (or were neutral/unsure about). For each one, please select **up to three main negatives** from the list provided (or choose "other" if yours is not there).

While the same list of potential negatives is shown for each type of activity, you can, of course, choose different negatives for different activities.

For those screen activities you would discourage for kids (or where you feel somewhat neutral), what do you see as the main negative things or possible problems with kids doing them? Select up to 3 main negatives for each of these screen activities from the list below (or choose Other if yours is not there.)

Negatives of kids' screen time spent...

[Columns]

Creating
Learning
Consuming content for fun

Social interaction

Gaming

[Randomize – keep order for series]

[Rows]

Addictive

Distracting from other important things in life

Attention span lower/less focus/learning issues

Over-stimulated/Hard to calm down

Less active/Not getting exercise/fresh air

Inappropriate content – hate/porn/etc.

Content generally – fake news/silly things

Too commercial/advertising

Hurts social skills/social life

Privacy concerns/personal info

Bullying/abuse risks

Other (Specify:) [Anchor]

[Anchor, Exclusive] No negative things/can't think of any

Text for other open-ends:

QPositive. You indicated you saw some other positives in one or more of these activities. What other positives are you thinking of?

QNegative. You indicated you saw some other negatives in one or more of these activities. What other negatives are you thinking of?

Part D: Parental participation and supervision

Q9. Parents and caregivers take different approaches to their kids' use of technology and screen time. We're interested in understanding people's own individual approaches whatever they may be. How often, if ever, do you do each of the following:

[Randomize items]

[Rows]

Monitor what the child is doing or watching on screen (either “over their shoulder” or alongside them)

Feel bad or guilty for allowing them to spend screen time unsupervised

Check their device(s) to see what they've been doing (what sites, games or posts etc.)

Do screen activities with your child, such as making things or playing games etc.

Encourage some activities or sites over others

Talk to them about being careful online – such as social media privacy or dealing with inappropriate content

[Columns]

Never

Rarely

Sometimes

Often

All the time

Q9b. Some parents set a maximum number of hours of screen time per day or per week for their kids. What about you? Do you ...

Have a firm limit on your kid(s) screen time that you strictly enforce

Have an informal limit that you enforce when they're spending too much time on their screens

No longer have a limit, but used to

Not set a limit on your kid(s) screen time

Q9c. What about parental controls? Many devices and services allow parents to block their kids from seeing certain content (e.g. specific television channels or websites). How would you describe your own use of these parental controls? Are they something you ...

Use all the time/Wherever they're available

Use only sometimes/On certain devices

Don't really use at all

Part E: Focus on Education/Learning

Q10a. As far as you are aware, does your child do anything specifically educational or learning-focused during their at-home screen time?

No, never

Rarely

Sometimes

Often

All the time

Not sure/Don't know

Q10b.

[If rarely, sometimes, often or all the time at Q10a, ask Q10b. Never and DK skip to Q11]

What types of things? Are they: (Select all that apply)

[Randomize list]

Games that are fun while you learn

Math related

Literacy related

Problem-solving

Puzzles

Videos

Musical

Reading

Other (Specify: [anchor])

Q11. Overall, do you think that screen time is generally a good way or a poor way for kids to learn?

An excellent way for kids to learn

A good way

Can be/Depends

A poor way

A Very poor way for kids to learn

Not sure/Don't know

Part F: Overall perspectives

Q12. Thinking again about your child between the ages of 2 and 12 – specifically, your [Pipe in from screener: Boy/Girl aged__]. For the overall purposes of our research, and not to get too personal, please share a general idea of how this child is doing in the following overall areas. (As always, responses are entirely confidential and combined with all others for the survey analysis.)

[Rows]

Mental health

Sociability/Friends

Physical fitness

Playing (e.g. outdoors/without screens)

[Columns]

Has some struggles with this

Is okay/fine

Does very well

Don't know/Not sure

Rather not say

Q12b. And, what about in the following areas? (If your child is too young/not in school yet, please indicate that)

[Rows]

Marks at school
 Reading ability
 Math ability

[Columns]

Has some struggles with this
 Is okay/fine
 Does very well
 Don't know/Not sure
 Rather not say
 Not applicable – too young/not in school

Q13. Again, for the overall purposes of our research, and without getting too personal, we'd like to know if your child – the one we've been asking about in this survey – has any kind of physical, developmental, or learning disabilities. (As always, responses are confidential and combined with all others for the survey analysis).

[Multi-choice]

Yes, a physical disability
 Yes, a developmental disability
 Yes, a learning disability
 [EXCLUSIVE] No, nothing like this
 [EXCLUSIVE] Rather not say

Part G: Socio-Demographic Info

Standard demographics:

Region and sub-region
 Parents' Gender/Age
 Formal Education
 HH Income

Plus:

D8a). Were you born in Canada or in another country?

In Canada
 In another country

[If born in another country, ask D8b and c:]

D8b). How many years have you lived in Canada?

Fewer than 5 years
 5-10 years
 10-20 years

20-30 years
30 years or more

D8c) What country or region were you born in?

China (or Hong Kong)
The Philippines
South Asia (India, Pakistan, Bangladesh, etc)
Elsewhere in Asia (SE Asia, Central Asia, Japan, Korea, etc)
The United States
Africa
Middle East
Latin America
Western Europe
Eastern Europe
Oceania/Australia

[Ask all:]

D8d) What languages are commonly spoken in your home? (Select all that apply)

English

French

Another language: (specify)