

Respondent Screener:
Focus Group Study of Educator and Tween Opinions Related to Online Safety and Privacy

Recruiting Goals

- Two educator groups (up to 8 people per group) and four tween groups (up to 6 people per group) consisting of individuals from the South, Southwest and Midwest regions of the United States will be held.
- The groups will be segmented by age of students that they teach (educators) or their age (twens). See below for breakdown. The tweens groups will also be separated by gender.
 - 1 educator group – teachers of students ages 8-10, with preference for teachers of educational technology
 - 1 educator group – teachers of students ages 11-12, with preference for teachers of educational technology
 - 1 girl group – ages 8-10
 - 1 girl group – ages 11-12
 - 1 boy group – ages 8-10
 - 1 boy group – ages 11-12
- All participants must be able to read, understand, and speak English.
- All participants who normally wear corrective lenses, contacts, or glasses to read must have them with them during the focus group.
- All participants must have access to a desktop or laptop computer or tablet with working audio and video features and Internet or data access to use during the online focus group. They must be able to use the device independent of outside assistance. Younger children may have help initially logging into the focus group but should not have others present when participating in the discussion.
- Participants cannot be employed by a market research or advertising/communications firm.
- Tweens will receive \$100 for participating; educator participants will receive \$150 for participating.
- Educator focus groups will last approximately 90 minutes; tween focus groups will last approximately 60 minutes.
- Upon consent, groups will be recorded via Zoom (audio and video).
- Obtain consent/assent.
- The identity of the participants will remain confidential with responses and key findings reported in aggregate.
- Participants do not have to answer any questions that they do not want to, but are encouraged to fully participate in the session.

Recruitment Script for Tweens

Parent Introduction:

Hello Mr. /Ms. _____, my name is _____ and I would like to talk to you about a focus group study we plan to conduct for the Federal Trade Commission. We are recruiting for an upcoming online focus group in which participants will be asked to share their thoughts and feelings about information regarding online safety and privacy. We believe it is particularly important to talk with kids ages 8 to 12 about this issue. Can we speak to _____ **[tween's name]** to see if they are able to participate in the study? If he/she is able to participate, we will need you to sign a consent form and have him/her bring it to the focus group.

Adolescent Introduction:

Hello _____, my name is _____. I'm _____ with Fieldwork and we're interested in talking to tweens about online safety and privacy. We are planning to conduct focus groups with tweens for the Federal Trade Commission. Everything you share in the focus group will be confidential—which means it will not be shared with anyone outside of the study personnel, including your parents. Would you mind answering a few questions to see if you are able to participate in the study?

Screening Questions

Q1. Before I start, are you between the ages of 8 and 12?

[YES] Continue
[NO] **TERMINATE**

Q2. Have you participated in a focus group or interview within the past 6 months?

[YES] **TERMINATE**
[NO] Continue

Q3. Do you currently use technology or go online at least once a week?

[YES]
[NO] **TERMINATE**

Q4. How often do you go online?

- Daily
- Weekly
- Monthly
- Less than once a month (**TERMINATE**)

Q5. How long have you been using online social platforms?

- Less than 1 year
- 1-2 years
- 3 or more years
- Never used

Demographic Questions

Q8. Are you male or female?

- Male
- Female

Q9. How old are you? _____

- 7 or younger TERMINATE
- 8 – 10 [Recruit 6 female and 6 male]
- 11 – 12 [Recruit 6 female and 6 male]
- 13 or older TERMINATE

Q11. Are you of Hispanic or Latino origin?

- Yes
- No

Q12. What is your race? I am going to read several categories of race. You may choose one or more categories as they apply. Are you... [Recruit a mix of races]

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

Q13. On a scale of 1-5, how comfortable are you understanding and speaking English? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

Q14. On a scale of 1-5, how comfortable are you participating in a group discussion with approximately 5 to 6 other tweens? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

Q15. Do you have access to a desktop or laptop computer or tablet with working audio and video and Internet or data access to use during the online focus group, and are you able to use the device without

help from your parent or guardian? It is okay to have their help to setup and start to Zoom, but no one else should listen or participate in the discussion.

- [YES] Continue
- [NO] Terminate

From what you told me it looks like you are eligible to participate in the study therefore we invite you to meet virtually with a group to discuss issues related to online safety and privacy with about 5 other people in your age group. The discussion will last no more than 60 minutes, will be recorded, and observed by the focus group staff. Your participation and everything you say during the discussion will remain confidential. You will receive \$100 for participating. Are you interested in participating in this focus group?

- [YES] Continue
- [NO] TERMINATE

Because you are under age 18, we will need a parent or guardian's permission for you to be in the focus group. Will you be able to have a parent, or a guardian sign a form giving you permission to attend?

- [YES] Continue
- [NO] TERMINATE

You will need to submit to us the consent form I will send you with your parent's or guardian's signature before you participate in the focus group. If you don't submit this consent form prior, you won't be able to participate.

I'm glad that you will be able to join us! The focus group will take place on **[INSERT INFORMATION ON DATE, TIME, AND FORMAT]**. If you normally wear corrective lenses, contacts, or glasses to read please remember to have them with you during the focus group.

Will you be available to participate at this time?

- [YES] Continue
- [NO] TERMINATE

Because you are under 18, you will need to get written permission from a parent or guardian in order to participate in the focus group. I would also like to send you a confirmation letter and information for the focus group. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____
Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call **[recruiter]** at **[telephone number]** if this should happen. We look forward to seeing you on **[date]** at **[time]**. If you use reading glasses, please bring them with you to the focus group.