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 (tweens). 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 Educators

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 people 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. 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 at least 21 years old?

[YES] Continue

[NO]

> **If no:** Can I speak with someone at least 21 years old?
>
> > **If no**, TERMINATE IF not at least 21

Q2. Are you currently employed by a market research or

advertising/communications firm?

[YES] TERMINATE
[NO]   Continue

Q3. Are you currently employed as a teacher?

[YES] Continue
[NO] Terminate

Q4. What ages of students do you teach?

- ❑ 7 or younger TERMINATE

- ❑ 8 Continue ⌉ [Recruit max of 8 for ages 8 – 10]
- ❑ 9 Continue ⎟
- ❑ 10 Continue⌡
- ❑ 11 Continue⌉ [Recruit max of 8 for ages 11 – 12]
- ❑ 12 Continue⌡

- ❑ 13 or older TERMINATE

Q5. Do you teach any subjects related to technology or computers?
[YES] Continue — Recruit at least ½ of each group
[NO] What subjects do you teach?—Recruit no more than ½ of each group and note the subject taught

Demographic Questions

Q10. Are you male or female?

- ❑ Male
- ❑ Female
- ❑ Prefer not to answer

Q11. How old are you? _____

     If the person refuses to report age, then say "I understand you don't want to tell me your age. Which of the following category of age are you in?"

- ❑ 21-29
- ❑ 30-39
- ❑ 40-49
- ❑ 50-59
- ❑ 60+

Q12. What is the highest level of education you have completed?

- ❑ High school (including GED) TERMINATE
- ❑ Some college TERMINATE
- ❑ College
- ❑ Postgraduate

Q13. Are you of Hispanic or Latino origin?

- ❑ Yes
- ❑ No

Q14. 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

Q15. 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]

Q16. On a scale of 1-5, how comfortable are you participating in a group discussion with approximately 6-8 other adults? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

Q17. 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 independent of outside assistance? Assistance during initial setup is acceptable, 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 products with about 7 other people who are educators. The discussion will last no more than 90 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 $150 for participating. Are you interested in participating in this focus group?

[YES]   Continue
[NO]   TERMINATE

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 readplease remember to have them with you during the focus group.

Will you be available to participate at this time?

[YES] Continue
[NO]   TERMINATE

I would 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 whereyou 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]**.