

# Amaze Generation Supporting Material

## Sample Size

The sample size consists of a group of 20, 10-15 year olds, with a 1:1 ratio of males to females. From this group, eight members who said they were users of Facebook, were selected for a further, in-depth analysis of their use and attitudes towards the social media platform.

The gender ratio of this group was also 1:1, and the sample included a mixture of high, medium and low level users of Facebook.

## Data Collection

Interviews were carried out with all of the children in the form of a structured baseline questionnaire, which was based on the questionnaire used for the initial report in winter 2010/2011 with some changes.

In addition to this, a series of face-to-face, in-depth interviews were conducted with some of the Facebook users, outlined above.

It is worth noting some of the changes which will be identified in the report could be due to the Amaze Generation members becoming older and having more experience of using digital technologies. However, we will continue to watch these areas to see the trends that occur and changes that take place.

**1 Which of these do you use?**  
Tick any which apply to you.

<b>Mobile Phone</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>iPhone</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Blackberry</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally
<b>Android</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally		
<b>Xbox</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Playstation</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Wii</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally
<b>PSP</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Gameboy</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Nintendo DS</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally
<b>iPad</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Please give details of any others</b> <input type="text"/>	
<b>Computer</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>TV</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally	<b>Digital Camera</b>  <input type="checkbox"/> Everyday <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally

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