



Department of  
Media and  
Communications



## PlatFAMs interview guide – Phase 2 (group interviews)

### 1. Introduction (5 mins)

Let's begin with what's happened since we last met in June. **Has anything changed in your family? (new school or work or health issues or...) Or perhaps in how you use [name the apps they talked about for family use e.g. WhatsApp]? Did the interview bring up anything interesting for you?**

*[Encourage dialogue in the family to ensure the opinions of all three generations are heard]*

### 2. Media childhoods (30-45 mins)

**So, let's now talk about your childhoods and what media use was like in your family. [Ask if anyone brought an item, thank them and discuss what they have brought.]**

*Before our meeting, we invite you each to find something that tells us about your media when you were a child (e.g. around 14, like XXX). Especially if it is something that you and your family enjoyed or did together at the time. It might be, for instance, a radio, a phone, a book, a game, some music, or a photo. The idea is to bring something to the interview that tells us about your family at the time to help our conversation. No pressure, if you don't have time.*

*[Ask Qs 1-4 to all participants in the order suggested. Make sure that each participant answers all main questions (to capture individual experiences) AND encourage family discussion.]*

**3.1 Let us start with [the name of the grandparent]. Think about when you were a child [of the present child's age] and the media of that time. What was something you used to talk with your family members, or that you and your family used to do together that helped you spend time together or talk with each other? [Then ask parent, then child - NB present tense for the child; focus on the media.]**

**3.2. Is there anything particular about media use in your childhood compared with the other generations in your family? Are there ways that media use in your childhood is similar or different? Why/How? Do you sometimes think of yourself as belonging to a specific generation? Maybe one that's special in its media habits? Can give a name to that generation? [Ask parent → grandparent → child]**

**3.3. Ask the child:** please think about the different ways you communicate with members of your family. What do you enjoy? Is there anything that's not so good? Is this linked to technology in any way? **Ask the grandparent:** What do you think of what XXX said? Do you agree? What do you see as similar or different in how you communicated in your childhood? **Ask the same Qs of the parent.**

**3.4. Ask the parent:** are there any skills or lessons that you have learned from how you communicated with people in your childhood? Are there any useful tips or practical advice that you learned as a child (or a young person) that you can now teach other members of your family? **Prompt, if necessary:** For instance, whom or what to trust, how to control the time you or your family members spend on media, etc. **Ask the same Qs of the child and grandparent. Then ask the whole family (anyone can start):** Can you make use of any of those skills or lessons when you use digital apps or platforms today?

*[Remember to take photos of the things they brought!]*

#### 4. Designing your “perfect” family app (30-45 mins)

**Let’s try to imagine what your ideal family app might look like! Last time, we discussed activities you already do on apps or platforms. Now let’s focus on what you would like to use in the future.**

1.1. **Define needs** [*involve all generations, encourage discussion of diverse views; yellow post-its*]

**Let’s create a list of activities that you would like to be able to do together ONLINE.** Use a YELLOW post-it for each activity you would like to be able to do together. Of course, you may prefer to do these things together but offline - please tell us about that too.

Prompts: planning a family event, sharing a funny moment, playing games, discussing a health issue, shopping or paying for something, learning something together, relaxing/playing together, organising care, supporting homework, writing the family chronicle, etc.

[Prompts can also be from interview 1 areas: education; care, health or fitness; travel; streaming and entertainment; social networking; content; communication; cloud/storage; shopping; parental control & family tracking; gaming; payment and finance.]

1.2. **Define features** [*take one of the activities that all 3 generations wish to do together and ask them to reflect on the features that such an app would need. Use GREEN post-its, put them around the activity*]

**Let’s take for example [activity 1, e.g. organise a get-together on Saturday]. What app features would you need for this?**

Prompts if needed: a shared calendar, a shared space for family photos, a place to put cinema tickets, a way to invite a friend to the group, quizzes, doing school work or learning activities etc.

Prompts: privacy, safety, trustworthiness, care, belonging, personalization, ease of use?

[*Do the same with one or more other activities, depending on time.*]

1.3. **Design** [*Return to the yellow post-its of activities and ask about pros and cons, identify any activities that they want to keep “offline”, create a list of post-its, use PINK post-its*]

**Imagine a single app that does all of this. What’s good about being able to do this via an app? Any downsides or worries that you might have?**

Prompts: Good: relations, belonging, care etc. Negative: ask about privacy, safety, trustworthiness, datafication.

**Are there activities that you currently do only offline?** [*generate with the family a list of offline activities*] How would it be if you could also do those online? [*Discuss pros and cons, and then identify any further features needed*]. Any activities you would like to keep offline only? Why?

[*Remember to take photos of the design*]

#### 5. Reflections on the future (30 min)

[*Offer the child to draw the app while you continue the conversation*]

**Imagine your family some time into the future. In the future, what do you think about the app we have designed today? Will it meet your family’s needs? Or result in problems? What will it mean for your family in the future to have this app?**

**What do you imagine might be available for you in that future? Could you imagine any new digital features that we do not have now, that you would build into the app? [Prompts - better**

ease-of-use, better camera, privacy, safety, fewer notifications, easier settings, less advertising, doesn't collect your data, works on different devices...)

Thinking about the present, can you think of anything that you need to do that would make for a better future for your family? Anything you need to stop doing?

If you could send a message to your family's next generation who would read it in 20 years from now, what would you tell them? [warnings? Positive message?]

#### 6. Wrap-up (5 min)

Is there anything else you would like to add? Anything you thought about but didn't find an opportunity to discuss? Anything you want to share with your family before we finish? Anything you want to be sure that we write in our report?

Thank you very much for your valuable contributions!