

EUKidsOnline qualitative analysis definitions

AREA

- 9 Every quote receives a minimum of one and a maximum of two codes for each area.
- 9 Only the quotes within the areas of risk experience, risk impact, risk awareness, preventive coping and mediation are further analyzed and are coded for the subsequent fields.
- 9 If the quote is about risk awareness + preventive coping + mediation (e.g. my mother tells me not to accept friendship request from strangers because they could harass you), only preventive coping + mediation are coded.

Topics/themes	Definitions	Examples
Risk experience	<p>Direct and indirect experiences with online risks.</p> <ul style="list-style-type: none"> 9 Own/personal risk experiences 9 Risk experiences that children hear about from friends, peers, siblings, parents, teachers, media, other people <p>Absence of experience: explicit statement that no experience/exposure to online risk took place.</p>	<p>Direct experience: child was exposed to shocking content, was a victim of online bullying, etc.</p> <p>Indirect experience: schoolmate has been victimized, younger sister has seen shocking content, story in on the news about a victim of cyberbullying etc.</p> <p>Absence of experience: child never encountered sexual images, child was never a victim of online bullying, the child never had contact with strangers, etc.</p>
Risk impact	<p>Emotional impact: negative consequences or signs of harm after risk experience, indicated by (negative) feelings, emotional reactions, changes in opinion.</p>	

	<p>online activity and not as opportunity.</p>	<p>dance moves r Using Google to search for pictures for school presentations r Using Facebook to get in touch with other schoolmates and make more friends r Creating a Facebook group with members from a youth organization to exchange pictures</p>
<p>Researcher Comments</p>	<p>Quotes labelled as 'researcher comments' in the first stage of coding.</p> <ul style="list-style-type: none"> 9 Associations or interpretations of the interview 9 Culturally specific situations 9 Comments about the behavior or emotional state of the child 9 Comments of the social context of the child (SES, family situation) 	<p>Comments about country r</p>

	Attention! This is about active communication, personally directed at the victim. It's not about harmful mass communicated messages.	<ul style="list-style-type: none"> r Being ridiculed about an edited (ugly) picture r Being ridiculed on a hate page r Embarrassing video being shared r Name calling in chat while playing online games
Sex	<p>Any message picture or video with sexual content.</p> <ul style="list-style-type: none"> 9 Mass distributed pornographic content 9 Advertisor pop ups with sexy images 9 Sexy pictures or videos from peers 9 Conversations on webcam or chat about sex 	<ul style="list-style-type: none"> r Being asked on the webcam to take off clothes r Encountering a pop up with naked women r A story about a girl whose boyfriend took sexy pictures of her and shared these pictures with friends r Seeing a video about someone masturbating
Unwanted content	<p>Content that is perceived as bothering or disturbing in any way. Often this is encountered on mass public platforms such as websites, blogs, boards or forums, video sharing platforms, etc.</p> <ul style="list-style-type: none"> 9 Content perceived as 'unpleasant' 9 Violent, rude, nasty, shocking, disgusting content 9 Information that is wrong, untrue, misleading or fake <p>Attention! This is about mass distributed content, not directed at a specific person.</p>	<ul style="list-style-type: none"> r Shocking video about animal abuse r Pictures with blood, people beating up each other r Chain messages saying something bad will happen if you don't forward them r Website with scary things about drugs or eating disorders

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	9 Overuse problems, feeling of being addicted 9 Physical problems with eyes, back,...	able to go online r Getting headache because of playing games for too long
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PLATFORM

- 9 Only quotes in the areas of risk experience, risk impact, risk awareness preventive coping and mediation are coded for 'platform'.
- 9 Only one platform can be coded for each quote. If more platforms are mentioned, the 'highest level platform' will be coded (i.e. when it's about chatting in SNS we code SNS).
- 9 Normally, only the quotes in which the platform is explicitly mentioned are coded. However, when it's clear from a previous quote on which platform the event took place, the quotes belonging to this story are also coded for 'platform'.
- 9 When there is no indication about the platform, this is not coded.
- 9 When the platform is too general (e.g. 'on the internet', 'on the computer') this is not coded.

Topics/themes	Definitions and examples
SNS	All social networking sites, including country specific SNS or SNS created for younger children. Also think about Twitter, Instagram, Pinterest, Google+ Foursquare MySpace etc.
E mail	Anything related to e mail accounts.
Pop ups	Anything related to pop ups.
Websites	Websites that don't belong to the other categories such as search engines, Wikipedia, news websites, pornographic websites, etc.
Chat & message	Quotes about chatting or instant messaging without any further specification on which platform or service.
Video platforms	Video sharing websites or platforms such as YouTube.
Games & virtual worlds	Portal websites offering online games, accounts for online games or virtual worlds (e.g. MovieStarPlanet), online multiplayer games on the Playstation etc.
Online phone & video	Services that offer webcam communication or voice calling (e.g. Skype). Also platforms that offer random webcam communication with strangers (e.g. Chatroulette, Omegle).
School platforms	Platforms created for educational assistance and communication with school and teachers.
Boards & forums	Any (public) board or forum, often related to specific topics or interests.
Mobiles & tablets	Things happening on mobile devices with an internet connection such as smartphones, tablets, iPods, etc.

ACTORS WHO IS INVOLVED

- 9 Only quotes in the areas of risk experience, risk impact, risk awareness preventive coping and mediation are coded for 'actors – who is involved'.
- 9 This code is used to indicate if the event/incident happened to the respondent him/herself, or to another person, and if other people were involved or not. awareness, U I ã A \ • Ì Ö RiPRaP

Topics/themes	Definitions	Examples
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	<p>people, or when other people are involved.</p> <p>9 'other people' = people having a connection with the respondent's own (offline) social network</p> <p>9 Neighbors, acquaintances, cousins, grandparents, uncles & aunts, friends of friends, distant family members, etc.</p>	<p>Facebook posts and reporting to the parents</p> <p>r Cousin who doesn't take care about his privacy settings</p> <p>r A friend of a schoolmate having troubles with a sexting video</p> <p>r A neighbour being totally addicted to online games</p>
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FEELINGS

- 9 Only quotes in the areas of risk experience, risk impact, risk awareness, preventive coping and mediation are coded for 'actors – who is involved'.
- 9 If any feeling is present, both positive and negative, this code is given

METHOD

- 9 All quotes receive a code for method.
- 9 This code indicates whether the quote comes from a focus group discussion or personal interview.

GENDER, AGE GROUP, COUNTRY

- 9 All quotes receive a code for gender, age group and country.
- 9 For the interviews, the gender is male or female. Because a few focus groups were mixed gender, the code 'mixed gender' was added.
- 9 Three age groups are created: 9-11 years old, 11-13 years old and 14-16 years old. Depending on the school system and the composition of the focus groups, 11 year olds are coded for the youngest or for the intermediate group.
 - r When in a country most 11 year olds are in primary school, they are coded as the youngest age group. If 11 year olds are generally in secondary school, they are coded as the intermediate group.
 - r When most participants of a focus group are 13 years old and one is 14 years old, the focus group is coded as intermediate. When most are 14 years old, and one is 13 years old, the focus group is coded as the oldest age group.