



# The University of Sheffield

## **Young Children's Use of Popular Culture, Media and New Technologies**

### **Questionnaire for Practitioners**

Research project funded by BBC Worldwide and  
the Esmée Fairbairn Foundation

SERIAL NUMBER:

## YOUNG CHILDREN'S USE OF POPULAR CULTURE, MEDIA AND NEW TECHNOLOGIES

All information is given **ANONYMOUSLY**. You or your setting cannot be identified from this questionnaire.

### How to complete this questionnaire

For each question please write a **TICK** ✓ in the box next to your answer. Sometimes you may need to tick more than one box or may be asked to write in your answer.

If you change your mind about one of your answers, or you have ticked the wrong box by mistake, simply shade in the old box completely and then put a tick in the box that you want, as shown in the example below.

	Strongly agree	Agree	Disagree	Strongly disagree
I think children learn from TV	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PLEASE TELL US A LITTLE ABOUT YOURSELF

Q1	What early years qualification do you have?												
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">I am not qualified</td> <td style="width: 20%; text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Level 1 (CACHE Foundation Award in Caring)</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Level 2 (BTEC First in Early Years ; CCE; Certificate in Pre-School Practice; Introduction to Pre-School Practice ; NVQ2 Early Years Care and Education)</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Level 3 (BTEC Teaching Assistants; Diploma in Childcare and Education (DCE); Diploma in Nursery Nursing (DNN); Diploma in Pre-school Practice (DPP); National Certificate Early Years; National Diploma Early Years; NNEB; NVQ 3 Early Years Care and Education; NVQ 3 Teaching Assistants)</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Level 4 (Advance Diploma in Childcare and Education (ADCE); BA (Hons) Early Childhood Studies; BA or BEd (Hons) with QTS; Diploma in Post Qualified Studies (DPQS); HNC Early Childhood Studies; PGCE Early Years)</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Other (please state)</td> <td></td> </tr> </table>	I am not qualified	<input type="checkbox"/>	Level 1 (CACHE Foundation Award in Caring)	<input type="checkbox"/>	Level 2 (BTEC First in Early Years ; CCE; Certificate in Pre-School Practice; Introduction to Pre-School Practice ; NVQ2 Early Years Care and Education)	<input type="checkbox"/>	Level 3 (BTEC Teaching Assistants; Diploma in Childcare and Education (DCE); Diploma in Nursery Nursing (DNN); Diploma in Pre-school Practice (DPP); National Certificate Early Years; National Diploma Early Years; NNEB; NVQ 3 Early Years Care and Education; NVQ 3 Teaching Assistants)	<input type="checkbox"/>	Level 4 (Advance Diploma in Childcare and Education (ADCE); BA (Hons) Early Childhood Studies; BA or BEd (Hons) with QTS; Diploma in Post Qualified Studies (DPQS); HNC Early Childhood Studies; PGCE Early Years)	<input type="checkbox"/>	Other (please state)	
I am not qualified	<input type="checkbox"/>												
Level 1 (CACHE Foundation Award in Caring)	<input type="checkbox"/>												
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Level 4 (Advance Diploma in Childcare and Education (ADCE); BA (Hons) Early Childhood Studies; BA or BEd (Hons) with QTS; Diploma in Post Qualified Studies (DPQS); HNC Early Childhood Studies; PGCE Early Years)	<input type="checkbox"/>												
Other (please state)													

Q2	How long have you been working in the field of early childhood education?	
		<input style="width: 50px;" type="text"/> years

Q3	How long have you been working at this particular setting?		
		<input style="width: 50px;" type="text"/> years	<input style="width: 50px;" type="text"/> months

Q4	Do you currently work:(Tick one)		
		<input type="checkbox"/> Full-time	<input type="checkbox"/> Part-time
		<input type="checkbox"/> As a volunteer	

Q5	What is your gender? (Tick one)
	<input type="checkbox"/> Female <input type="checkbox"/> Male

Q6	What is your age?										
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; text-align: center;">18 - 21</td> <td style="width: 20%; text-align: center;">22 - 35</td> <td style="width: 20%; text-align: center;">36 - 45</td> <td style="width: 20%; text-align: center;">46 - 55</td> <td style="width: 20%; text-align: center;">56 - 65</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	18 - 21	22 - 35	36 - 45	46 - 55	56 - 65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 - 21	22 - 35	36 - 45	46 - 55	56 - 65							
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>							

**Q7** What is your ethnic group? *Put a tick in ONE box only*

### A. White

British ☐Irish ☐

Any other white background (please write in) ☐

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### B. Mixed

White and Black Caribbean ☐

White and Black African ☐

White and Asian ☐

Any other mixed background (please write in) ☐

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### C. Asian or Asian British

Indian ☐

Pakistani ☐

Bangladeshi ☐

Any other Asian  
background ☐  
(please write in)

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#### D. Black or Black British

Caribbean ☐

African ☐

Any other Black background (please write in) ☐

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**E. Chinese or other ethnic group**

Chinese ☐

Any other ethnic group  
(please write in) ☐

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**Q8** Do you have a position of responsibility within this early years settings (e.g. manager, teacher-in-charge, key worker etc)? If so, please state what this is (list all if you have more than one position of responsibility):

THE NEXT SET OF QUESTIONS ARE ABOUT YOUR PRACTICE

**Q9** How often are the following activities planned for in your setting? (Approximately)

[illegible]

Q9 Continued....						
How often are the following activities planned for in your setting? (Approximately)						
	Very often (at least weekly)	Often (e.g. 2 or 3 times a month)	Occasionally (e.g. 2 or 3 times a half-term)	Rarely (e.g. 2 or 3 times a year)	Very rarely (e.g. once a year)	Never
Children watching TV/ films to discuss media effects e.g. lighting/ soundtrack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children using the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children sending emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of popular TV or popular culture characters in role-play areas (e.g. Bob the Builder building site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of popular TV or popular culture characters in small-world play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of popular TV or popular culture characters to promote reading/ writing/ speaking and listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of comics to promote engagement in reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of popular TV or popular culture characters in board games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group discussion of items in newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group discussion of children's popular culture/ media interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10	If you have ever used popular culture to promote children's learning in the foundation stage, please describe the activity below:

Q11	What was the children's response? Please describe below.

<b>Q12</b>	<b>How many of the following do you have in your setting? Please write 0 if you have none.</b>		
Television		Laptop	
Video/ DVD player		Digital still camera	
A music CD player or audiocassette		Digital video camera	
Desktop computer		Interactive whiteboard	

<b>Q13</b>	<b>How many of the following have you used with children in the setting in the past WEEK? (Tick ALL that apply)</b>		
Television	<input type="checkbox"/>	Laptop	<input type="checkbox"/>
Video/ DVD player	<input type="checkbox"/>	Digital still camera	<input type="checkbox"/>
A music CD player or audiocassette	<input type="checkbox"/>	Digital video camera	<input type="checkbox"/>
Desktop computer	<input type="checkbox"/>	Interactive whiteboard	<input type="checkbox"/>

<b>Q14</b>	<b>Do you have broadband access in the setting?</b>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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<b>Q15</b>	<b>Which websites do you encourage children to visit, if any?</b>		
(1)	(2)	(3)	

<b>Q16 How confident are you with the following? Put a tick in ONE box in each row.</b>				
	<b>Very confident</b>	<b>Quite confident</b>	<b>Not very confident</b>	<b>Not at all confident</b>
Using a computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using a digital still camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using a digital video camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using photo editing software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using film editing software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analysing film and TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowing about children's popular culture interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowing about children's media and popular culture activities at home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowing how to use these interests in the foundation stage curriculum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using media (e.g. films, television, comics, magazines, newspapers) as a basis for group time activities/ discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Q17</b>	<b>If you have ever used media to promote learning in the foundation stage, please describe the activity below:</b>
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**Q18 These questions ask what you think about children's use of popular culture media/ new technologies.**

*Tick ONE box in EACH row.*

	Strongly agree	Agree	Disagree	Strongly disagree
Children generally watch too much TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children learn from TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children in the foundation stage should be taught about the media e.g. how films/ TV programmes/ newspapers/ magazines etc. are produced, how they shape messages, audience response and so on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV is harmful for children's language development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like more training on how to develop young children's understanding of the media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing video games is harmful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nurseries and schools should include more activities based on children's interests in popular culture and media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like more training on how to develop young children's media production skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children can learn skills from playing video games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children spend enough time watching TV without wasting more time on it in nursery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like more training on using ICT in the foundation stage curriculum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Many children come to nursery with well-developed skills in relation to new technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like more information on how to use popular culture productively in the foundation stage curriculum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have other, more important priorities for training than the use of popular culture/ media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Please make further comments below on any of these questions:**

**Q19 I think, for most of the children in this nursery/ early years setting, home educational experiences are:**

Very different to nursery	Different to nursery	Some similarities, but more differences	Similar to nursery	Very similar to nursery
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Q20</b>	<b>I think, for most of the children in this nursery/ early years setting, parental involvement in their learning is:</b>			
	Very extensive	Extensive	Not very extensive	Non-existent
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Q21</b>	<b>What would be your definition of 'media literacy'?</b>

<b>Q22</b>	<b>How important is 'media literacy' for children's future development?</b>			
	Very important	Important	Not very important	Not at all important
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q 23 Please give reasons for your answer:**

<b>Q24</b>	<b>How important are skills and knowledge in relation to new technologies for children's future development?</b>			
	Very important	Important	Not very important	Not at all important
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q 25 Please give reasons for your answer:**

<b>Q 26</b>	<b>How many hours of television do you watch, on average, a day at home? Tick ONE box.</b>				
	Do not watch <input type="checkbox"/>	Less than 1 hour <input type="checkbox"/>	1 - 2 hours <input type="checkbox"/>	3 - 4 hours <input type="checkbox"/>	More than 4 hours <input type="checkbox"/>

<b>Q 27</b>	<b>Do you ever talk with the children in the setting about <i>your</i> TV viewing? Tick ONE box.</b>				
	Never <input type="checkbox"/>	Very rarely <input type="checkbox"/>	Sometimes <input type="checkbox"/>	Often <input type="checkbox"/>	Very often <input type="checkbox"/>

<b>Q 28</b>	<b>Do you ever talk with the children in the setting about <i>their</i> TV viewing? Tick ONE box.</b>				
	Never <input type="checkbox"/>	Very rarely <input type="checkbox"/>	Sometimes <input type="checkbox"/>	Often <input type="checkbox"/>	Very often <input type="checkbox"/>

**Q 29 Do you have any other comments about children's use of popular culture, media and technology?**

All information given is anonymous. You cannot be identified from this form.

**Thank you for taking the time to answer our questions!**  
**Please return this form to the relevant contact person in your setting.**

Serial number: