



GROWING UP IN DIGITAL EUROPE

Information about the study for parents & legal guardians



Your permission is being asked for you and your child to take part in the GUIDE Age 8 UK Pilot Study. Please read this information before you decide if you want to take part.

What is the purpose of the study?

GUIDE is Europe's first study comparing children's health and wellbeing in different countries. Researchers from many universities in Europe are working together on it. The study will collect important information about how children grow up in the digital age. The results will help improve policies that support children's wellbeing.

The GUIDE UK Pilot Study will collect survey information from a group of eight-year-old children and one of their parents. This will let us test our survey questions and methods before we run the main study.



Who is running the study?

The study is run by researchers at University College London (UCL) and Manchester Metropolitan University (MMU). Ipsos, an independent research company, will collect the data. The UKRI Economic and Social Research Council is funding the study.

What will it involve?

As the parent or legal guardian, you will answer questions in a survey with an interviewer. This will take about 60 minutes. The questions will ask about your experiences as a parent and about your child. Your child will also answer questions with the same interviewer about their own experiences. This will take about 30-40 minutes.

The interviewer will come to your home at a time that suits you and your child. They are trained to work with children and will show a photo ID card.

Benefits of participation

We hope that you and your child will enjoy taking part in the study. As a thank you:

- You will be given a £20 voucher.
- Your child will be given a £10 voucher and a special certificate.

Voluntary participation

Taking part is your choice. You and/or your child can say no at any time before, during, or after the interview. The interviewer will remind you of this and will ask for consent from both you and your child before starting. You can also skip any questions you don't want to answer without giving a reason.

Confidentiality

Your answers will be kept private. The only exception is if someone tells us that they are being seriously harmed or ill-treated. In that case, we may have to tell relevant services to keep them safe.

Data protection

We will store the information you give us securely and keep it confidential, following the Data Protection Act 2018 and UK General Data Protection Regulations. Your personal details – such as your name and address – will always be stored separately from your survey answers – and will never be shared outside of the direct study team.

The answers from the survey will be shared securely in a de-identified format (without your name or contact details) for researchers who are conducting legitimate research on children in the public interest. If you decide you want to withdraw from the study and want us to remove your data, then please get in touch with us within 30 days from the end of the interview.



Who has approved this research?

This project has been reviewed and approved by the UCL Institute of Education Research Ethics Committee (Reference: Z6364106/2025/07/140).

If you have any concerns regarding the personal data collected from you, our Data Protection Officer can be contacted by:

- Email: data-protection@ucl.ac.uk;
- Phone: +44 (0)20 7679 2000; or
- Post: Data Protection Officer, University College London, Gower Street, London, WC1E 6BT.

Further information

For further information about the study please visit the project website: GUIDEstudy.ipsos.com.

You can find the privacy policy [here](#).

You can also contact Ipsos, using:

- Freephone 0800 0688 055
- Email: UK-PA-GUIDE@ipsos.com

