

2017/18

Youth Aware Focus Group



Produced by:

Young people of;
Youth Aware Focus Group

Supported by:
Uneed (Digital Communities)

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Acknowledgments:

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- BMBC South Area Council.
- BMBC South Area Team.
- BMBC Communication Dept.,
- The Forge Community Partnership.
- Kirk Balk Academy.
- Komplex Youth Centre.
- Forge Youth Partnership.
- The young people who formed the Youth Aware Focus Group.

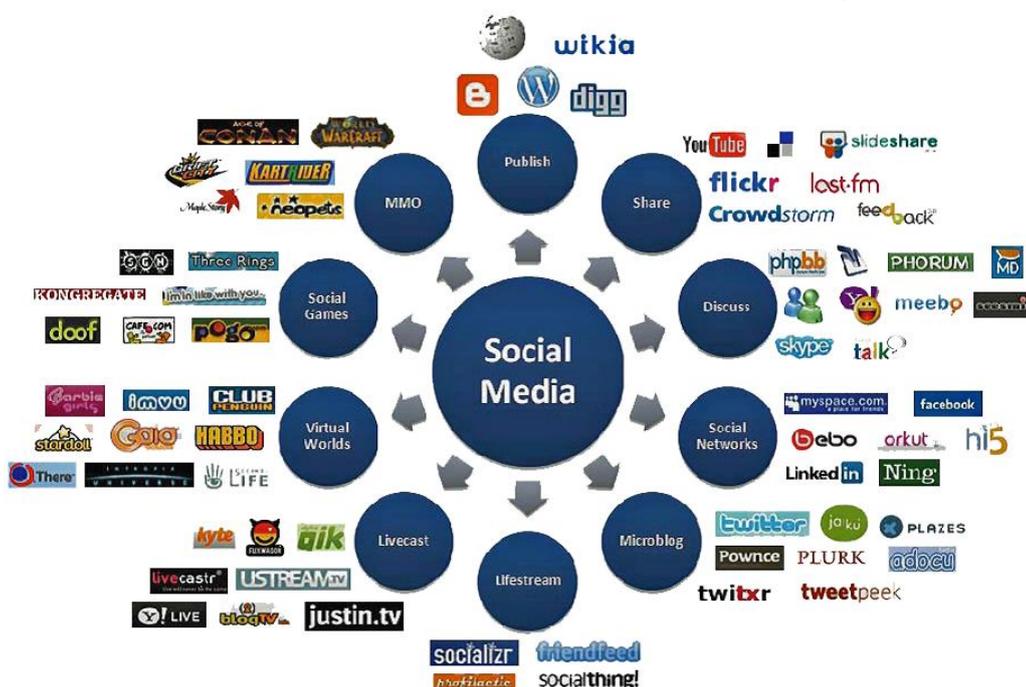
We also give a special thanks to all the young people that took the time to complete and return the Youth Communication Survey 2017 and the Principal, Staff and students of the Kirk Balk Academy for their support and help.

The Forge Youth Partnership

Forward:

It is well documented that over the last decade the use of technologies including social media has become an increasingly popular activity not only here in the UK but around the world. People of all ages are visiting social media sites to engage in many different types of activity, including playing games, socialising, passing time, communicating, and posting pictures etc. Indeed young people have adopted a wide range of digital technologies into their communication repertoire. More and more they are using it to find things out and to obtain and relay news and information. Which they then can and do share amongst their friends, their wider networks and even the rest of the digital world.

Social Media Landscape



The vast majority of young people in the UK are engaging with these technologies and the associated social media platforms, particularly through the use of mobile phones. There is clearly a role for online communication, in terms of exploiting this space for communicating with young people in a meaningful way, supporting digital literacy and enabling young people to deal with some of the associated risks by providing them with correct and relevant local information of value to them and their wider community.

John Lang
 Uneed (Digital Communities)
 Feb 2018.

Introduction:

This report follows on to the earlier 'Youth Mapping Report' commissioned by the BMBC South Area Council back in 2016. The findings of which indicated that many young people in the area were unaware of local activities and opportunities available to them in their communities. To a lesser extent but no less an important part in raising awareness of local digital communications was the earlier (2012) research 'Online engagement and Hyper-local Community Websites in Barnsley'. Carried out by Roza Tchoukaleyska, which was based around Barnsley communities (*see the summary of this research at appendix a.*).

To address this lack of awareness and identify possible solutions for making young people more aware of the opportunities available to them. BMBC South Area Council provided funding to commission research into the best ways of reaching, communicating with and publicising relevant and localised information to a majority of young people in a localised area.

Representatives from BMBC South Area Team, Forge Community Partnership, BMBC Communication Department and the Komplex Youth Club met in September 2017 to discuss how this could be best achieved. It was felt that the way forward was to ask the young people themselves and that a Working Group made up of young people should be established to undertake the research. This should be administrated and overseen by the Forge Community Partnership, with the Forge Youth Partnership undertaking the research as they had been a major part of the original Youth Survey Report 2016 project.

This report presents an overview of the key findings from the research conducted by a focus group made up of local young people living in the Hoyland Area of Barnsley, South Yorkshire. It specific aims being to identify and answer the question how to best disseminate appropriate, accurate and relevant information of value to young people at a hyper local level around the youth communities.

(It is presumed that readers of this report will have a common knowledge and understanding of what digital technologies and social media is and the numerous platforms involved and to a greater or lesser extent their uses.)



Background:

The Forge Youth Partnership were approached on the basis that they had undertaken works on this scale and importance before and had delivered them with a high level of success. Being an independent youth group led by young people it was logical to assume that they should and could deliver this research with a genuine youth perspective that was relevant to young people today.

The youth Partnership elected to establish a focus group made up of two members of the youth partnership and three non-members to ensure an unbiased and even approach. The young people involved in the focus group were:

- Molly Jo Lee and Jaden Pudlich (Forge Youth Partnership).
- Masiy Walton Spendlove , Regan Harrington and Arron Lea (Neutral).

The group held regular meetings at West Bank House, Hoyland (a local community venue), outside of school hours and convenient for all members of the group to access. The meetings were facilitated by an adult support worker. Discussion included identifying the best approaches to the research, the methodology and the delivery mechanisms that would maximise response, including setting of questions and how to collect, collate and scrutinise the resulting data.

They identified that to be effective the research needed to involve as many young people and return the largest number of responses possible. It was thought the best methodology to achieve this would be to undertake a questionnaire style survey using a multiple choice format. To deliver this to the largest possible number of young people locally within the ideal age range the involvement of Kirk Balk Academy (a large secondary school) should be sought. They approached the Principal (Mr D. Buckley) of KBA who embraced the idea and offered the support and help of the school.

Having identified the methodology and a delivery means the young people then looked at the requirements of the research and identified the following requirements?

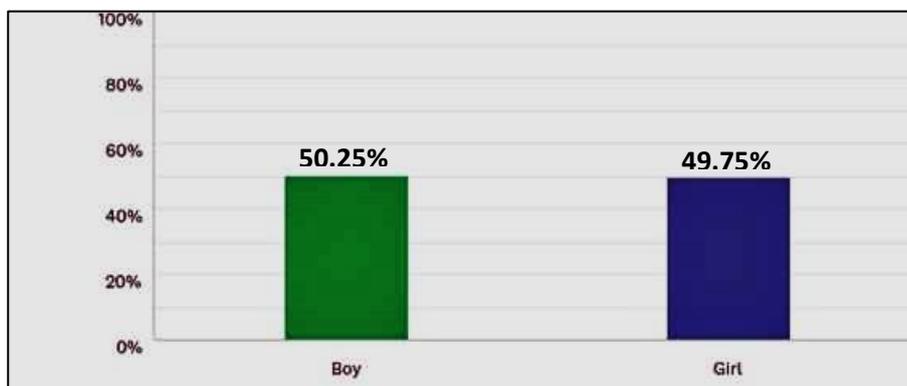
- How do young people communicate today?
- How do they share information with each other?
- Where do they find out about things they want to be involved in?
- What type of information do they feel they need to know?
- What's the best way to get information to a maximum number of young people?

To gain meaningful and useful data that could help identify not only answers but provide possible pathways for improving how young people could become aware of relevant local information. The group designed a simple 10 question survey (*see appendix b.*) using a multiple choice format with tick box responses. This data would then be entered into Survey Monkey a digital data collection program to aid with analysis. The survey went live over January 2018 and resulted in a total of 804 responses from young people aged 8 - 16+ years of age.

Survey Data:

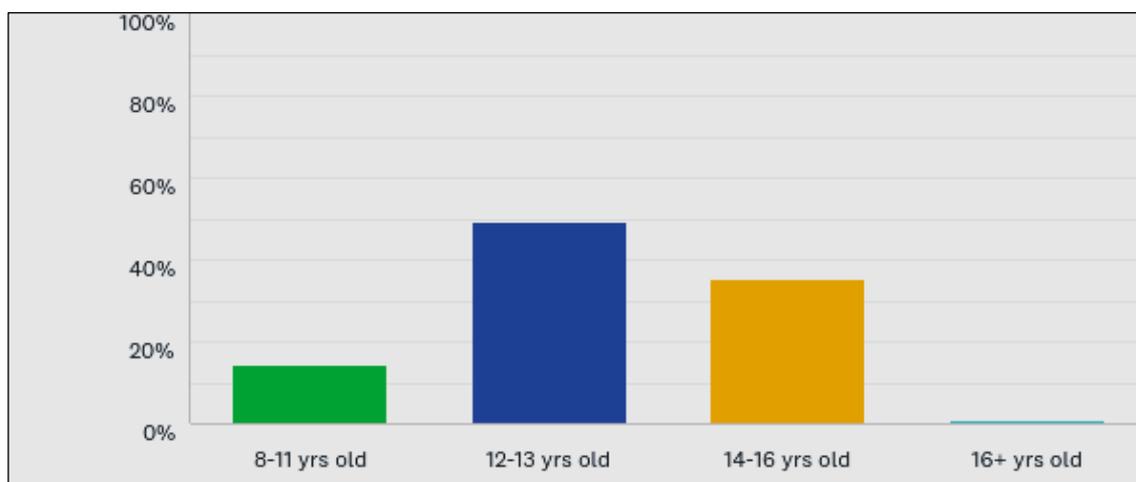
The following pages present the data findings obtained from the Youth Communication survey taken by 804 young people.

Q1. Are You?



Question 1: The data shows that the gender split amongst respondents to the survey was almost equal and therefore presented a fair gender balance and insight to the research.

Q2. How old are you?

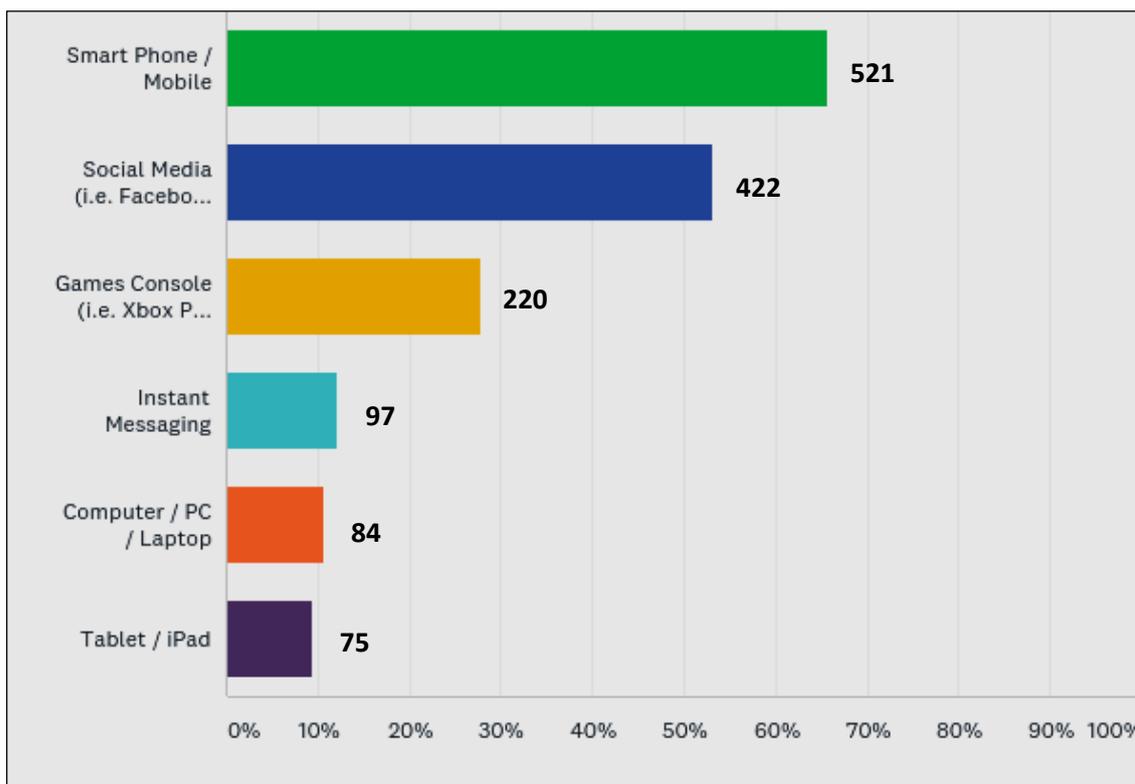


ANSWER CHOICES	RESPONSES	
8-11 yrs old	14.30%	115
12-13 yrs old	49.25%	396
14-16 yrs old	35.32%	284
16+ yrs old	1.12%	9
TOTAL		804

Question 2: The data indicates a strong mix across the targeted age range of 8 - 16+ year olds.

Q3: Which of the following devices do you use most to communicate with others?

Answered: 793 Skipped: 11



Question 3: The data shows that 65.70% of respondents used a mobile phone to communicate, with 53.22% using social media apps like Facebook or snapchat. Whilst 27.4% of young people use their games console (PS4 / Xbox) to chat, whilst Laptops, PC and Tablets are less used.

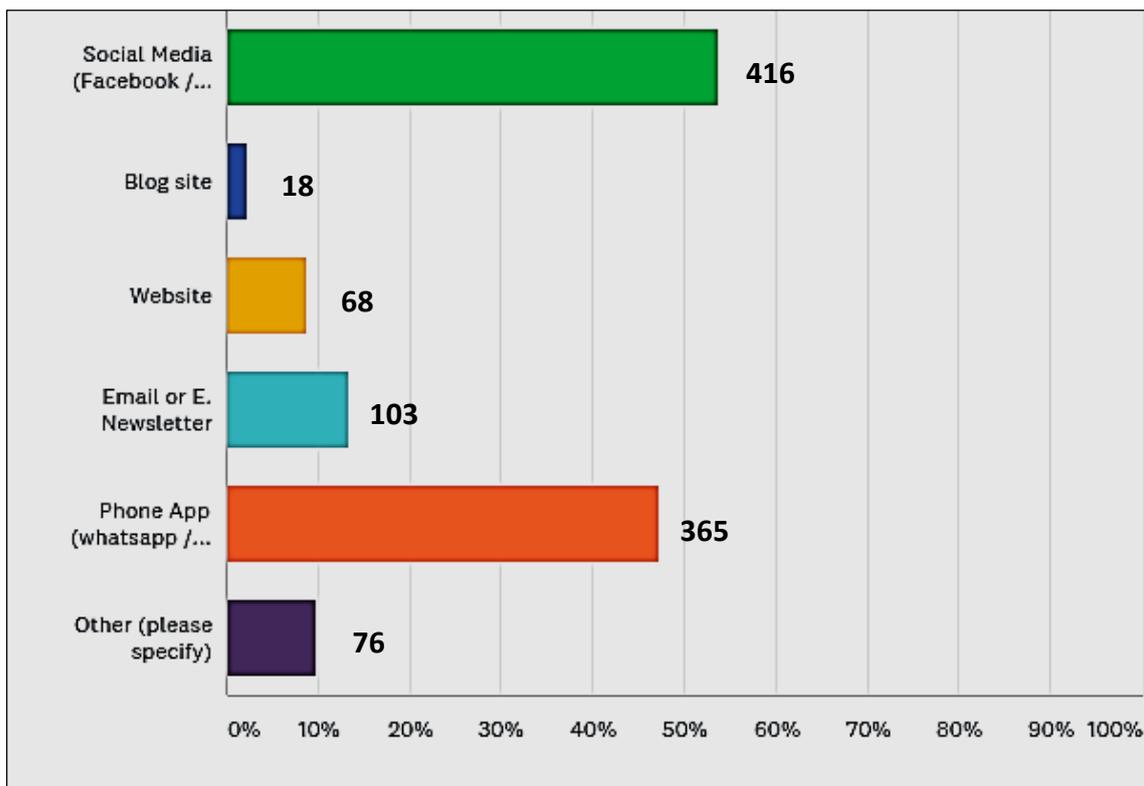
Q4: Which of the following do you prefer to use to digitally communicate with others?

ANSWER CHOICES	RESPONSES
Email	2.52% 20
Instant Messaging	9.08% 72
Smart phone app (i.e. snapchat, whatsapp etc.)	53.22% 422
Online chat room	3.15% 25
Txt Messages	37.20% 295
Smart phone (call and talk)	27.99% 222
Social media site (i.e. Facebook, Instagram, twitter etc.)	33.54% 266
Games console.	18.54% 147
Other (please specify)	2.65% 21
Total Respondents: 793	

Question 4: The data indicates that young people use their mobile phones mainly to communicate using text, calling and apps with social media and games consoles less so.

Q5: Which of the following do you feel is best for sharing important information?

Answered: 773 Skipped: 31



Question 5: When it comes to important information young people feel social media is a good medium to use to share it, with the mobile phone still having a strong role to play.

Q6: Which of the following social media sites do you use most to find things out?

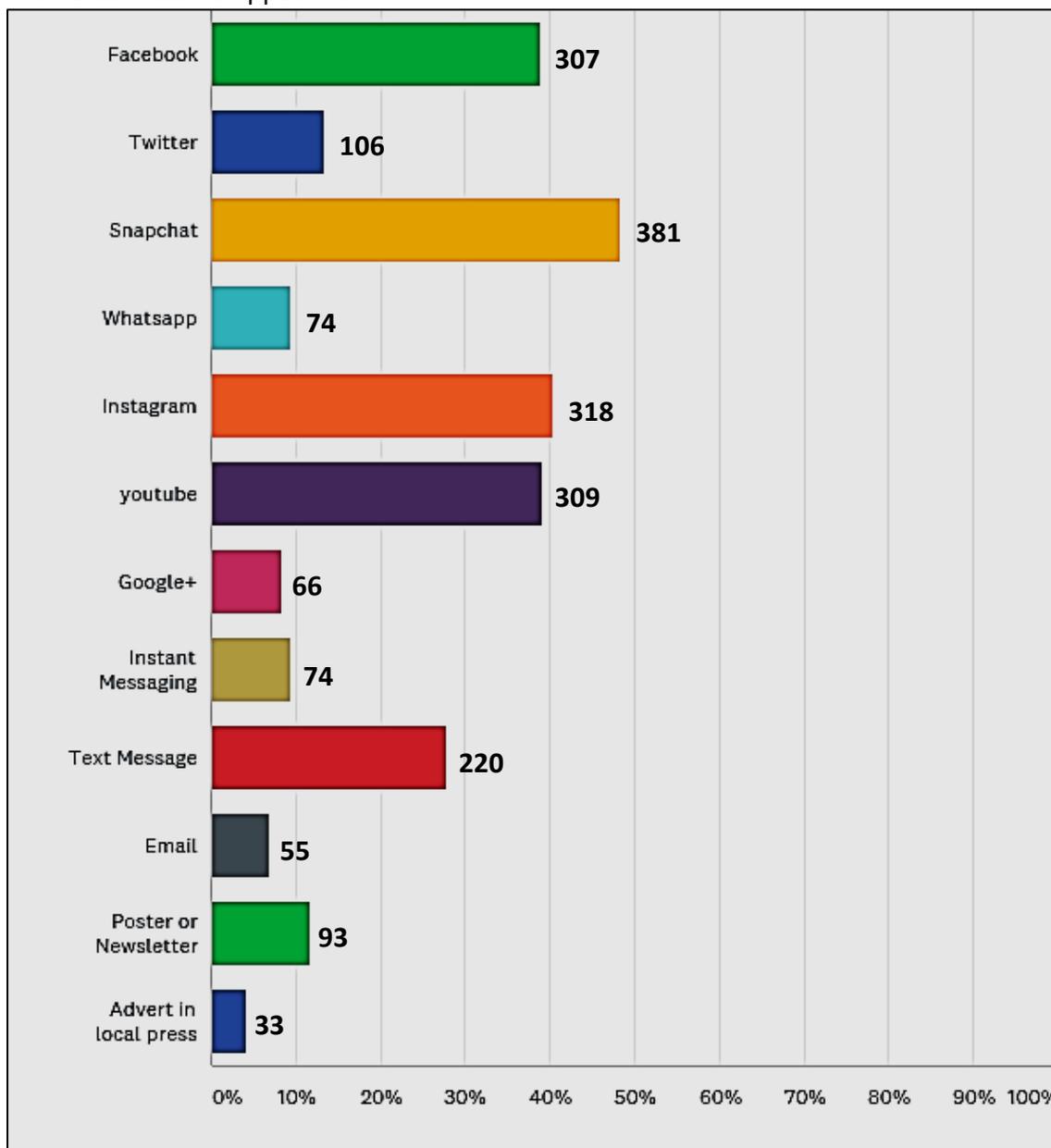
Answered: 794 Skipped: 10

ANSWER CHOICES	RESPONSES	
Facebook	36.02%	286
Twitter	11.59%	92
Instagram	38.92%	309
Snapchat	50.13%	398
Whatsapp	9.45%	75
Google+	20.15%	160
Youtube	52.52%	417
Pinterest	4.28%	34
Other (please specify)	2.64%	21
Total Respondents: 794		

Question 6: The data demonstrates that more young people feel that YouTube is the platform to find things out with Snapchat and Instagram also being favoured.

Q7: Which of the following do you think would be the best to use for sharing important information with as many young people as possible?

Answered: 788 Skipped: 16



Question 7: Snapchat, Instagram, Facebook and YouTube appear to be the preferred option for sharing information amongst young people. With text messaging, twitter and the old fashioned method of posters and leaflets still being considered a good way to provide information to a youth audience.



Q8: What local information do you think is important for young people to know about?

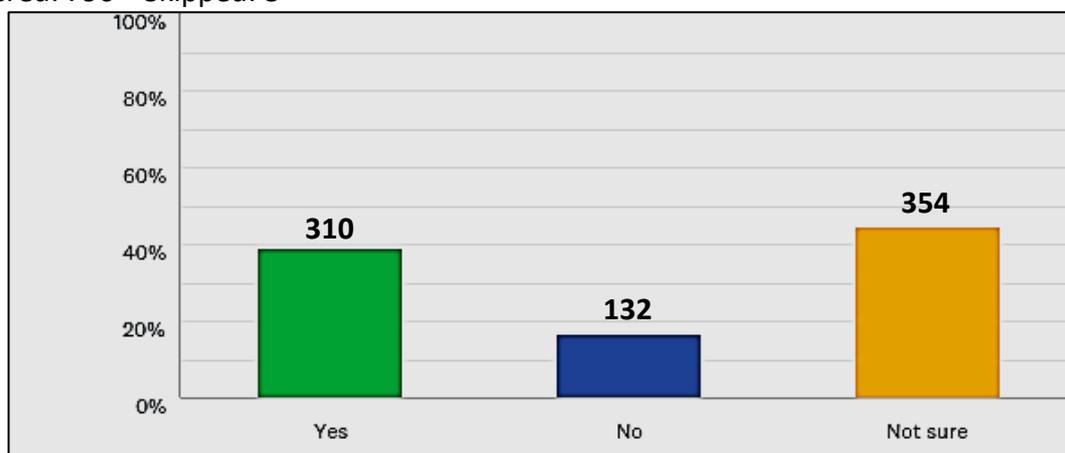
Answered: 762 Skipped: 42

ANSWER CHOICES	RESPONSES	
School information.	35.43%	270
Local activities / events for young people.	24.15%	184
Local clubs and groups for young people.	17.85%	136
Travel information for young .	19.29%	147
Career information.	36.22%	276
After school clubs and activities.	22.44%	171
Health and wellness help and advice for young people.	31.76%	242
Support and help with personal problems for young people.	26.51%	202
Relevant advice and guidance for young people.	16.01%	122
Who you can talk to about anything.	24.41%	186
Homework help	0.00%	0
Next step / options advice.	0.00%	0
Other (please specify)	1.71%	13
Total Respondents: 762		

Question 8: Over a third of respondents felt that career information was important along with school information and health and wellbeing advice. Whilst homework help and options advice was far less important scoring 0 responses.

Q9: Do you think young people could set up and run a service to provide and share relevant information with local young people?

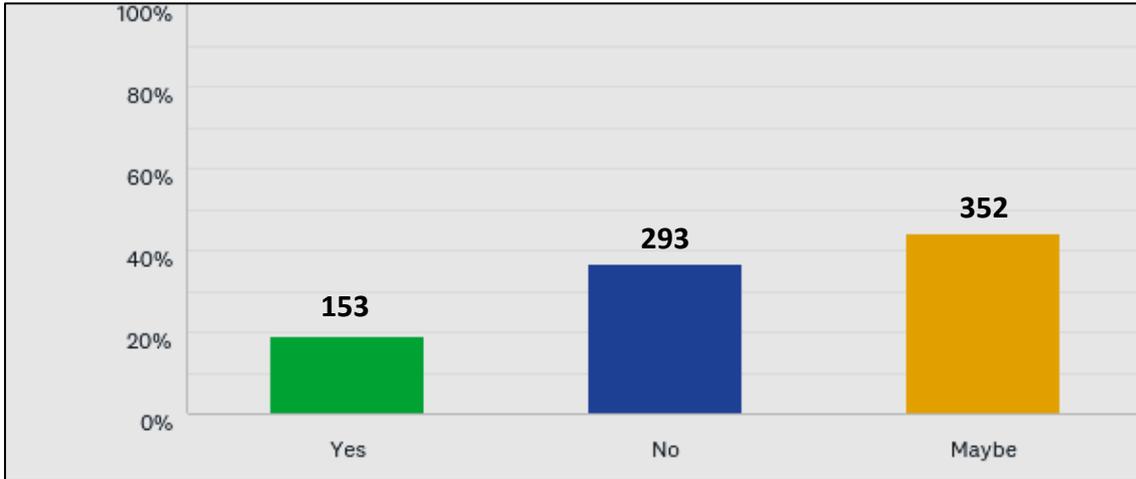
Answered: 796 Skipped: 8



Question 9: Respondents showed that over a third (39%) believed that young people could set up and run a youth communication network. With only (16%) did not think they could and the remaining 45% felt unsure.

Q10: If you could, would you volunteer to work on a project to share appropriate and relevant information with other local young people?

Answered: 798 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	19.17%	153
No	36.72%	293
Maybe	44.11%	352
TOTAL		798

Question 10: The data here demonstrates that 153 young people would be willing to be involved in setting up and running a youth communications network to share information.



Summary

From the earlier Youth Mapping Report it had become apparent that many young people were not aware of the plethora of statutory, voluntary and commercial openings available to them locally. The BMBC South Area Council felt that further research was needed to find out how to best communicate such information and share it amongst as many young people as possible in a local area.

A meeting was held in September 2017 between the interested parties at which it was established that young people would need to be at the centre of the project. That the Forge Community Partnership should lead on the project and that the Youth Partnership should undertake and carry out the research.

To do this the young people of the Forge Youth Partnership established an independent focus group made up of five young people and one adult facilitator to undertake the research and deliver the resulting findings. This group held regular meetings in the community to identifying the best approach, the methodology and delivery mechanisms that would maximise response, including setting of questions, how to collect, collate and scrutinise the resulting data.

To answer the research needs a multiple-choice questionnaire was created and with the approval Kirk Balk Academy, Hoyland, it was put to the young people there. The Youth Communication Survey went live in January 2018 and resulted in some 804 local young people responding to the survey. The responses were then entered into Survey Monkey a analytical program that helped to analyse and present the findings in written and graphical data sets.

The results were then clarified and presented in this written report. Question one and two identified the gender balance and age range of the young people and established that the survey was well balanced and covered a good mix of the targeted age range. Whilst question three and four aimed to answer which device and means they mostly used to access/communicate information. With the data here showing that mobile phones and social media top the results with only a small number feeling posters and leaflets along with face to face communication being of value. Question five asked about sharing important information and here Social Media followed by mobile phone was the preference. At question six the data identified that young people choice to find things out was YouTube, with Snapchat and Instagram also being favoured. With question seven asking which they thought was the best platform to use for sharing important information with as many young people as possible. The data here was spread amongst Snapchat, Instagram, Facebook and YouTube with text messaging, twitter and using posters and leaflets still being considered a good way to provide information to a youth audience. Question 8 sought to identify what young people considered to be important information. Over a third of respondents felt that career information was important along with school information and health and wellbeing advice also high on the list.

Question nine and ten sought to discover if young people felt that they could set up and run such a communications network for young people and would they volunteer to do so. Question nine respondents showed that over a third (39%) believed that young people could set up and run a youth communication network. With only (16%) saying no and the remaining 45% felt unsure. The finale question would you volunteer showed that 153 young people

would be willing to be involved in setting up and running a youth communications network to share information.

The resulting findings of this research shows that young people's lifestyles are so entrenched in technology, that it is not an option as to whether we should use social and digital media to best communicate with them. But rather how best to do this and what is the best method/platforms to use to achieve a maximum number of 'likes' from young people. The collated data here gives a genuine insight in to current trends amongst young people locally. It further shows that a good number of young people would get involved. If we fail to embrace the passion of these young people and the use of technology and social media to connect with them there is a risk of becoming outdated and irrelevant to young people.



'Social media is the GOAT (greatest of all time) communication tool for younger generations, providing various platforms to broadcast their opinions to a large audience and to create a #squad. It allows an easy connection to communities and individuals. Through social media and engaging online, the more quiet members of communities are given the opportunity to voice their opinions, rather than exclusively the dominant members and voices.' (Online 20/02/18 at: <https://www.socialpinpoint.com/blog/staywoke-engage-with-young-people-through-social-media/>)

Attachments:

- Appendix a. Hyper local community (Summary).
- Appendix b. Youth Communication Survey 2017/18

Summary of findings: online engagement and Hyper-local Community Websites in Barnsley

This research project examined online usage patterns and internet engagement in Barnsley, and considers the uptake potential for a new Community Website for Barnsley. As part of Digital Barnsley, this new Community Website would seek to help all of Barnsley's communities establish their own web presence and help them link to each other and the websites of the agencies that they need the most. The research project was carried out by Roza Tchoukaleyska, and is funded by the Public Services Academy and Roberts Funding of the University of Sheffield.

Online usage patterns in Barnsley

While 66% of Barnsley households (compared to a national average of 73% in 2010) enjoy home internet, online access is uneven across the Borough, as are rates of email and social media usage. Survey results highlighted the importance of library computers, access at the homes of family and friends, and Learning Centre courses for getting online.

Uptake potential for a new hyper-local website for Barnsley

Focus groups and interviews in Worsbrough, Hoyland, Pogmoor, Dodworth, Goldthorpe, Elsecar and Thurnscoe indicate a high uptake potential for a new Community Website in Barnsley. Neighbourhood associations and local interest groups are especially keen on the possibility of free, user-friendly online space that would allow them to link to similar groups across the Borough. Local history groups indicated that such a site would permit their existing, face-to-face links with similar association to go online and potentially attract new members all the while raising the profile of regional history education initiatives. Neighbourhood groups who have already developed an online presence found the opportunity for a Barnsley-wide network appealing, especially if it allowed opportunities for networking and the sharing of experiences and knowledge. In all instances local associations noted the need to:

- Provide a 'getting online' toolkit so that users of all abilities could learn how to promote their neighbourhood/interest group and establish an online presence. Some groups suggested a special 'get online' course for neighbourhood associations to be run through Learning Centre and Libraries.
- Opportunities to have a chat forum, and be able to load photographs and documents
- The need for a moderator(s) to ensure equal and fair usage
- The possibility to link existing association sites with the new Community Website Barnsley

Residents interviewed note that a new Community Website could fill a void in current Borough internet activities: while 'We Are Barnsley' lists events, and BMBC sites note Council services there is not a unified, easy to navigate website to find information on local groups and association activity. Although individuals do not envisage having a personal site/space on the

Appendix a.

site they indicated an interest in the potential for more local information, and especially the opportunity to see what is happening in other areas of the Borough. Several residents noted that Barnsley events are often focused on the town centre, and argued that a Barnsley Community Website could have a decentralizing function by showing that activities are happening and residents are active in all areas of the Borough. Residents also noted that the site would have to be updated very regularly to stay relevant, and that it would require considerable promotion to make all residents aware of its existence.

Youth Communication Survey 2017

(Please put a ✓ or X in the box that's best fits your answers.)

1. Are you a? Boy Girl
2. How old are you? 8 - 11 12 - 13 14 - 16 16+
3. Which of the following devices do you use most to communicate with others?
 Smart Phone / Mobile Instant Messaging
 Social Media (i.e. Facebook, Twitter, Instagram etc.) Computer / PC / Laptop
 Games Console (i.e. Xbox PS4, DS, PlayStation etc.) Tablet / iPad
4. Which of the following do you prefer to use to digitally communicate with others?
 Email Txt Messages
 Instant Messaging Smart phone (call and talk)
 Smart phone app (i.e. Snapchat, WhatsApp etc.) Social media site (i.e. Facebook, Instagram, twitter etc.)
 Online chat room Games console.
 Other: (Please say) _____
5. Which of the following do you feel is best for sharing important information?
 Social Media (Facebook / twitter etc.) Email or E. Newsletter
 Blog site Phone App (WhatsApp / Snapchat etc.)
 Website Poster / Leaflets
 Other: (Please say) _____
6. Which of the following social media sites do you use most to find out about things?
 Facebook WhatsApp
 Twitter Google+
 Instagram YouTube
 Snapchat Pinterest
 Other: (Please say) _____

Please turn over >>>

Youth Communication Survey 2017 - Page 2 of 2

7. Which of the following do you think would be the best to use for sharing important information with as many young people as possible?

- | | |
|---|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Instant Messaging |
| <input type="checkbox"/> Snapchat | <input type="checkbox"/> Text Message |
| <input type="checkbox"/> WhatsApp | <input type="checkbox"/> Email |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Poster or Newsletter |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Advert in local press |
| <input type="checkbox"/> Other: <i>(Please say)</i> _____ | |

8. What local information do you think is important for young people to know about?

- | | |
|---|--|
| <input type="checkbox"/> School information. | <input type="checkbox"/> After school activities. |
| <input type="checkbox"/> Local activities / events. | <input type="checkbox"/> Health and wellness advice. |
| <input type="checkbox"/> Local clubs and groups. | <input type="checkbox"/> Support and help with problems. |
| <input type="checkbox"/> Travel information for young. | <input type="checkbox"/> Relevant advice and guidance. |
| <input type="checkbox"/> Career advice & information. | <input type="checkbox"/> Who you can talk to about anything. |
| <input type="checkbox"/> Other: <i>(Please say)</i> _____ | |

9. Do you think young people could set up and run a service to provide and share relevant information with local young people?

- Yes No Not Sure

10. If you could, would you volunteer to work on a project to share appropriate and relevant information with other local young people?

- Yes No Maybe

Thank you for taking the time to complete this survey, your input is important to us.

Supported by and thanks to:

*Young Peoples Working Group
Forge Youth Partnership
Forge Community Partnership
Kirk Balk Academy
BMBC South Area Council
Love Where You Live*