

Q Lydia Hall (researcher)

A Woman with daughter (aged 3)

Q So we are recording. So just to let you know that this is voluntary. You don't have to participate in the whole interview if you don't want to. Just let me know. We can end it at any point. You don't have to tell me why. You can just do that. That's fine. So I'm going to ask you the first question, which is how does technology feature in your daughter's play?

A She plays with technology. She's got a Leap Pad and things like that so she plays on it quite a lot. She goes onto YouTube and goes on things like Baby Bus and ABC things and stuff. She knows how to use it. She goes on it all on her own. Well, I put the apps up for her, but she knows how to change over the channels and stuff, which is quite mad for a three-year-old.

Q I know, and do you think she likes to play with particular sorts of devices or toys or does she prefer any apps?

A Like I said, she's got a Leap Pad 3, which she plays with quite frequently. I heard her on it this morning, and she likes going on things like talking dogs and talking cats and things and she likes to draw, obviously, with the paint pad thing. She likes the app for that. That's it, really. She loves painting and stuff.

Q And how often would she do that?

A I try and limit the time that she goes on it but she's on it for an hour, maybe two hours a day, just whilst I'm getting the cleaning done, just so I can distract her.

Q So would she be on her own while she's playing?

A Yes.

Q And when you think she's playing with a particular toy, do you think it is significant to her?

A Yes, it depends what toy it is. She will get easily bored of something, like really easily, if you know what I mean. So it varies, really. She can sit there and play with a toy that's really good, like if it's a Leap Pad or something like that. She can sit there and be occupied on it for an hour or two. But if it's just a toy, like a car or something like that, she'll probably be playing with it for ten minutes. Because it bores her quickly.

Q Why do you think she gets bored when she's playing with normal toys over digital toys?

A Because obviously, I think when she plays with digital toys, she has the option of changing it over so she gets bored with it, she can change that over quickly. But I don't know what I'm saying here, because she's got loads of toys in her bedroom, so she could easily just chop and change from different toys. I don't know.

- Q And I had another question for you there. Why... no, I'm not sure what the question was. When it comes back to me, I will let you know. So next question. Does your daughter play while she's watching TV?
- A She does, yes.
- Q And can you tell me how she plays?
- A [Unclear] I've got my telly on and there's something like The Simpsons or CBeebies is on, she'll just sit in front of the telly. I'll bring a doll's house in and a load of dolls in and she'll just sit there and it'll just be dependent between both, really. She'll just sit there and watch telly and sit and play with her toys. She's quite good like that.
- Q And how, then, does she play with her toys? What sort of things does she do, when she's watching telly and playing with the toys?
- A She role plays, so say she's playing with the doll's house, she'll play with like role play, so she'll pretend to have a little dolly. And be like, you okay? Talk to the doll, so she's quite characteristic when it comes to things like that. Do you know what I mean? She pretends and makes up the characters and stuff.
- Q And do you think that your daughter's engagement with apps and other online sites, like YouTube or Netflix or CBeebies impacts on how she plays?
- A Yes, I would say that. Because say if I stuck my phone in front of her and put an app on, she'd sit there and be glued to it. Then she wouldn't want to do anything else. But that's why I've got to vary how long she's on it for, because she could be on it. If I left her on it, she'd be on it all night if she could. I try and take it away from her, an hour and a half, she's on it, to two hours. And then she's not zombified on the phone or something like that.
- Q What does she like to... what site does she enjoy most, watching?
- A She does like watching YouTube.
- Q What sort of things does she like to watch?
- A She goes on things like Baby Bus and Chip and Potato. There's something called Chip and Potato, Coco Melon. Things like that, like learning, with nursery rhymes, kind of thing.
- Q And does your daughter ever play video games on either a mobile or a tablet?
- A No, she don't.
- Q That's fine. And does your daughter have any physical toys that then relate to her online digital interests?
- A Obviously, the Leap Pad that she's got. She used to have an iPad but I did get rid of it because she just wanted to be on it too much. So I just let her use my phone now.
- Q And when she did have the iPad, then, did she play with the iPad at the same time as her play?

A No, because I'd try and not, do you know what I mean? I'd make her not to, if that makes sense because she'd get a bit confuddled in what she's doing. So one minute she's playing with the phone and then, because she's put the phone down, she's staring at what's going on on the phone and trying to play with her toys. But spilling stuff at the same time because she's so zombified on the phone, she won't take her eyes off that.

Q And you mentioned that your daughter plays with the Leap Pad. How does she play with that? What sort of things does she do with it?

A I've got games that come with it. It's like a Toy Story game and then a Frozen game that you can put into the side of it, so she plays them. And then obviously she plays... there's a paint app on there so she does painting and drawing on there. And then there's this pet friendly thing that shows you what kind of mood that you're in. So say you're feeling frustrated or happy or moody or stuff like that, the dog will tell you how the dog's feeling and then show you what kind of mood it's in.

Q And then how often would she play with the Leap Pad?

A She's been playing with it this morning. She plays with it every day. I'd rather she play with the Leap Pad than watch my phone, to be honest.

Q Why is that?

A Because I go on my phone and because she wears glasses as well and she's got a lazy eye. So I try and make her... because when she holds my phone, she'll hold it straight up to her face and watch the phone like that, whereas the Leap Pad, you'll have it at a distance. I don't know why but she does.

Q And then again, is she normally on her own when she's playing with that?

A Yes, she's on her own when she plays with the Leap Pad. That's not actually connected to the internet so she can't go on YouTube or anything like that on there.

Q And does your daughter play with any internet-enabled toys? So for example, like a Furby or anything robotic?

A No, but I've got her something like that for Christmas.

Q Can you tell me a bit more about that?

A So it's like a Buzz Lightyear robot thing, so I think it tells you what to do and everything like that. It's a new things that's just come out because of Toy Story. Not tells her what to do but it goes along with her moves and stuff like that.

Q Does your daughter ever play with augmented reality, so that is stuff like Pokémon Go, or you know on Snapchat, they have the filters where you switch it to a frog?

A No, she don't play with anything like that.

Q And how about virtual reality?

A No, she don't, no.

Q And do you have any artificial intelligence assistants at home like Alexa, Siri, Google?

A No, I have obviously Google on my phone, where you go, hey Google. But other than that, no.

Q Does she ever try to use that?

A No. I don't think she's at that age yet to be able to understand that.

Q And do you think that your daughter's play while she's outside tends to feature technology in any way?

A Sorry, could you say that again?

Q So when your daughter's playing outside, does her play tend to feature technology in any way?

A No, she plays with... I try and keep her most independent as I can as possible, so on the street, they're using bikes. If we go out, I try and take her to the park so she's more active around swings and slides and stuff, so it keeps her mentally boosted, if you know what I mean? Honestly, I feel like technology can be mentally draining sometimes, like how you can be sat there on a phone, especially for a three-year-old, sat there in front of it for hours and hours.

It'll mentally drain you and then you'll be tired because that's all you've been doing for a couple of hours. So trying... I try and not avoid it, but I try and make sure she does the most physical activities that she can. So yes, she might have two hours a day on the phone or Leap Pad or whatever but then also she goes for the other two hours, she'll go out maybe into town and we'll go and get a hot chocolate or we'll go to the park or something like that.

Q So when she is outside or when she's doing other things that are not out playing with digital toys, do you think that she's influenced in any way by something that she might have seen?

A I don't know.

Q On her Leap Pad, for example, would she then act in a way or speak in a way that she has seen on the Leap Pad?

A [Overtalking] say if she's seen something on YouTube or something and she's watched something that day, say it's like a nursery rhyme, she will not get that nursery rhyme out of her head all day. And then even when she goes out, she's singing it all day, so in a way, she's watched something on YouTube and then gone out and that's been in her head all day. And then even when we are out sometimes, she does ask to use my phone.

So say we're out in town and then she's sat there or we're eating and stuff, she'll go, can I watch your phone, mummy? Or out for a meal, I try not to let her use it.

Q And who decides, then, what sort of devices or toys or games that your daughter can use?

A Me.

Q And what do you think guides your choices?

A Just because obviously the influence it has on me, just as a 25-year-old. I know for a fact obviously I sit on my phone a few hours a day. So I know for a fact that can be mentally draining. So I try and keep her off it and promote her independence as much as I can, whether that's taking her out to the park or whatnot. Because I wouldn't want to sit at home and be comatose on my phone all day. I'd like to get a bit of fresh air and live life.

Q So in your opinion, then, do you think there's any types of digital toys or digital games or apps, per se, that would then promote play?

A I don't know. Obviously, there's a few apps that you can obviously, to promote not just play but spelling ones. Like you've got apps that help you spell and learn and everything like that. So in essence, there are apps that help you do that, but there are apps that can help promote her learning and things like that, and influence her decisions. Because with nursery rhymes and things like that, she can easily pick them up. And for something that I don't even know, a three-year-old knows and she knows it really well, back to front.

Q Can you... what sort of apps were you thinking of? Can you think of any names?

A There's an app that I did download that I had to pay £5.99. It was called the Homer Learning and Spelling app, and she was playing with that when she had her iPad but obviously I had to cancel the subscription once I got rid of the iPad so she don't no longer play that.

Q So again, in your opinion, are there any types of devices or digital toys, and again games and apps, that would then limit how she plays?

A Yes, obviously YouTube and that's it. Probably YouTube because all the other ones are learning apps.

Q What is it, do you think, about YouTube that limit how she's playing?

A Because it, not suckers them in but takes away their attention of playing with other things. Because you can easily just change her options of what she wants to do and it's so easy to do it. It's all there in front of you, so instead of wanting to go and pick up a toy and go to your bedroom and play with a toy, because she's got that there in front of her, she'll just choose a different choice of things to watch. And if I weren't in control of that, I would be like, no. You've been on that long enough now, she'll probably be on it all day.

Q And then a similar sort of question. In your opinion, are there any devices or toys or games or apps, would then promote her creativity?

A Obviously, you've got the drawing apps and things like that, and the painting apps what I said to you about. I think they promote that. Obviously, the learning apps that I was telling you about, spelling apps. I think they promote that in that kind of way. Drawing... I've said the drawing one, didn't I?

Q You did, yes.

A And obviously that Leap Pad game that I was telling you about with the pets on it. I think it's called Pet Friendly, where it shows different moods that you're in. I think that's really good because it'll show her how she's feeling so moody, frustrated, happy, sad, whatever. That all will be able to explain to her in-depth what her feelings really are.

Don't get me wrong, I think in that way, in that essence, it's good because as a three-year-old, they're not going to know what their feelings are and everything like that. So to have a little doggy sit there and go, I'm feeling sad or I'm frustrated, she'll pick up on that and then the facial expression that the dog is showing at the time.

Q So do you think she identifies with that, then, as she's watching it?

A Yes, I think she does. I think she's quite intelligent.

Q And does she ever speak to you, then, after she's seen a particular emotion or anything like that?

A Yes, if she's feeling like that as well, she'll be like, mummy. I'm feeling sad, and then obviously I'll ask her why and everything like that. And then she'll explain it, but in a way, she'll get a bit uppity in what she's saying.

Q And then similar sort of question. In your opinion, are there any types of devices, toys or apps that you think limit her creativity?

A Obviously, YouTube again, I'd say.

Q And any kinds of toys or products that you think LEGO should be developing for children like in the digital age?

A If they brought something out like the Leap Pad has, I think that would be really beneficial for kids from three years old up, that they brought out a Leap Pad, iPad thing, where that has portable games like Toy Story or Frozen or Disney and it can go in with it.

I think that would be beneficial towards LEGO and really help the company because I think it's just a set for a kid. Say if you were to go and buy that for your daughter or your son for Christmas, they'd probably be happy about that because the new Frozen film's just come out in time for Christmas. You buy them that LEGO digital toy that has the same thing concept, and then obviously it has things that are learning on it as well. The learning apps, like if you've got spelling apps to go with it, painting apps. Or put LEGO block things, like a LEGO Tetris thing.

Q And when your daughter is playing with a digital toy, do you think that she's quite focused on what she's doing?

A Yes. When she's watching the iPad or something like that, I'd say she's 100% focused on what she's doing because she won't want to take her eyes off that because she's so fixed on doing that. Even if I was to do dinner up, and I was like, you can watch my phone while we do dinner, she would be more interested in watching the film than eating her dinner.

- Q And so is it quite hard to disengage her, then, once she is watching something on the phone, for example?
- A It is, yes. She does lack concentration when it comes to having a digital toy in front of her.
- Q And you know when she's playing with her toys that are like digital based, do you think that they are meaningful to her play?
- A Sorry, could you just repeat that again, sorry?
- Q Yes, so when she's playing with her digital toys, or the Leap Pad, for example, do you think she finds it meaningful to her play?
- A Yes, possibly because the time she's on it, that's what she's doing. Like I'll say go play with your Leap Pad or something like that, so she'll probably think, that's my play, kind of thing.
- Q So how do you think that is meaningful to her? Is there any... I don't know how best to ask this question. Is there any signs that she would give off that it was important to her?
- A Yes, so say if I was to take the phone away, she'd probably cry her eyes out, get moody and get a bit stressed out because obviously I've taken that away from her. But when going on the iPad or Leap Pad or anything like that, I do explain to her, you're only going to be on it for an hour and a half, use your time wisely.
- Q And then when your daughter is playing with her digital toys or with the Leap Pad or on apps, do you think she tries to enjoy, she tries to do new things?
- A Yes.
- Q And what sort of things does she like to do to change it up?
- A She'll probably want to go out or something like that. She likes being active so she'll probably want to go out or something like that, say if I've taken the phone off her. She'll be like, can we go out instead or can we go to the park.
- Q What sort of things does she like doing at the park, then?
- A Obviously go on slides, going on the swings, running around and, to be honest, the park that I've got, she likes to go on the ramps and then take a toy with her, like a Postman Pat car or Postman Pat van and then put the van going down the ramps and sliding down, or the car.
- Q So she likes to pretend to slide them down the ramps.
- A Yes, so pretending the car's going really fast down the ramp. And then she also will take a little figure with her sometimes and then put the figure in the car, take it to the park and go to the ramps. And then she'll just put the car on top of the ramps and just push it down and laugh at it.
- Q And we're also exploring the link between play with children's toys, with technology and children's emotions and wellbeing. Have you got any thoughts on that topic?

A Obviously, I feel if a kid's on a digital device for a long time, it can make them a bit zombified. They won't want to take their eyes off it. They won't want nothing else, and I only say that because of the experience that I have with my daughter. I know for a fact, like I said to you a minute ago, if I was to put food in front of her, and she was watching YouTube on her phone, she won't want to eat her food.

So it's like I've got to take the phone off her to make her eat her food. The same if we're out at a restaurant, kind of thing. She'll just be too distracted to be able to get on with the other thing whilst doing that.

Q So do you think that then... without wanting to put words in your mouth, do you think that technology is quite negative?

A Bad for kids. In an essence, it is, yes. Because I know for a fact, when I was younger, I used to just have... I used to be able to run out with my friends and do technology gaming. I was just out and about and very independent, but obviously now, technology has come in, it's not just about the Leap Pads or the phones, it's the Xboxes as well, and the PlayStations.

It has a knock-on effect to kids, I feel. But in an essence, it's good as well because it also stops them from going out and you know all the crimes that are happening at the moment. It stops them from getting themselves into trouble and essence like that.

Q What's...

A So a mixed opinion there.

Q I suppose it's right, though, and what sort of emotions do you think that your daughter has while she's involved playing with her digital toys?

A She's quite happy, to be honest. I've not given her a phone and then she's started crying and being frustrated or anything. She's just been happy to just get on with it, and as her mother, I'm happy to just let her get on with it because I'm getting on with the stuff that I do and then she's not round me going, mum.

And that's frustrating sometimes. I'm pregnant as well and I'm trying to wash up or something like that. So sometimes it can be very hard. Obviously I don't like to just have her on the phone, but sometimes it's an easy option, as bad as that sounds.

Q And what sorts of technology toys, technology/toys do you think your daughter is most likely to get bored quickly while playing?

A I don't know. Remote control cars, kind of thing, which they have digital. I don't think she's got much interest in things like that.

Q Why do you think that might be?

A I'm not sure. Probably because it doesn't interact back with her, yes. Because obviously YouTube, when she's on it, the nursery rhymes, they sing to her and then she sings along with it and all buzzing and happy. But obviously, with a

remote control toy, she'll drive it for two minutes and then that'll be, fun's over now. Because you don't get much more out of it than just driving it around.

Q And then when she's playing with normal toys, then, do you think that she gets bored quickly playing with normal toys?

A Yes, I would say that.

Q And when your daughter plays with digital toys that allow for social interaction, do you think that your daughter engages well with others, either through the internet, for example, or around her?

A Is that while she's on the... is that while she's on it? Yes, I won't get nothing out of her nor will my partner while she's on it.

Q And what sorts of technology do you think support social play?

A That's a hard question. What do you mean, social play?

Q What I think they're trying to get at here is interactive sorts of play?

A Like Facebook?

Q I don't know whether Facebook per se. I think they're looking more at the interactive sort of technology.

A There isn't really anything like it that she uses because obviously she has the Leap Pad but I haven't actually hooked that up to the internet as such yet, otherwise that would be live, kind of thing. She did have this talking tom cat a couple of years ago or a year ago but I got rid of it because apparently there was a worry going around that apparently it can get hacked into by perverts and things like that through the system and then start talking to the children.

And that's the last thing I want, is someone hacking into my daughter's toy and then, you know what I mean, starting to try and manipulate my daughter and things like that. So I got rid of it because I had that concern and that worry.

Q And then when your daughter is playing with her digital toys, do you ever play with her? And if so, in what ways do you play with her?

A Obviously, I'd say if she's on her painting app and I'm not doing anything, I'll draw her a little picture and I'll say, you colour it in. Or obviously, if she's doing spelling and learning and things like that, I'll sit down and help her because she's not going to know how to learn, learn how to spell unless someone's sat there with her, guiding her through with it.

Q And how often do you do that with her?

A I try and do it with her every day. I know I'm busy at the start of the day and I leave her on it for a bit watching nursery rhymes but I'll try my best to interact with her so that she's not on her own and feels like she's on her own on the phone.

Q And then how long would you normally do that?

A About half an hour, 45 minutes.

Q And are there any digital toys or games or apps that you think are better than others for playing together with your daughter?

A I prefer the learning apps, to be honest. Obviously things like YouTube because I know it connects their skills and mindset and things like that. Compared to YouTube. Don't get me wrong, some things on YouTube can be good but other things are bad.

Like apparently there was this thing called MoMo a couple of years ago going around telling kids to kill themselves or things like that. Things like that, I don't agree with because it can cause kids to take their lives, kind of thing. But other essence, yes, it has a beneficial thing where it can help them learn nursery rhymes and things like that.

Q Can you give me any examples, like with a toy, for example, or with an app, as another example? Or another game that you would play together?

A I play that Toy Story game with her on her... obviously if she gets a new game on her Leap Pad, I have to sit there and play it myself to be able to understand it, to let her go on it first. And then I explain the concept to her, otherwise she's just going to be running around in the game and not knowing what to do. So I try and explain it to her before I give it to her, if that makes sense. So I interact with her in that kind of way.

Q So does your daughter ever ask to play on your phone or on your tablet?

A Yes.

Q She does?

A Yes, all the time.

Q Do you ever play anything on them together?

A She mainly asks me when I'm out, basically, because she knows I'm busy and she feels like I just give her a phone to stop her from causing havoc. Say if we're shopping around in Primark and stuff, she'll cause a load of hassle to expect me to give her my phone and to shut her up. But I won't. That's the problem. I won't do that, so then I'll wait till I get home, and that's when I interact with her on that. I can't do it, obviously, when I'm out but she knows I can't do it when I'm out. And I think that's why. I think she likes to do it on her own.

Q What sort of things does she like to do?

A Like I said, she likes to go on the painting things.

Q On your phone?

A On my phone, she goes on YouTube and she mostly goes on Coco Melon and Baby Bus.

Q And are there any sorts of devices or apps that she can only access with you or another family member around her?

A No, because I don't have a parental lock on my phone, which I should really put on, shouldn't I?

- Q Do you ever initiate any technological play with your daughter?
- A Sorry, could you just explain that a bit more in-depth?
- Q Yes, I think what they're asking here is do you ever initiate any sorts of play on a digital toy with your daughter?
- A So come and play this, or do you want to watch mummy's phone for a bit or something? So if she doesn't ask and she's sat there bored, I'll say, do you want to come and do this? Do you want to come and do that. So in that way, I initiate.
- Q What sort of things, then, would you initiate her to come and do with you?
- A On the phone? I like obviously doing the painting apps and stuff on my phone as well. I try and download a painting app on my phone so she can do that. Because I prefer her to do that than sit there and be on YouTube. I think it's more creative.
- Q And do you think that...
- A And I like drawing myself anyway.
- Q Does she like to do that with you, then, while you are drawing?
- A Yes, so say I'll draw the picture and she'll paint it in so we'll work together.
- Q And do you think she is quite creative in that way, then?
- A Yes, she loves doing things like that. Just yesterday, she wanted to write out all her Christmas cards and things like that.
- Q And do you think that there are any certain technologies or digital toys that would offer a more positive experience for your daughter?
- A Yes, I think obviously if they brought out a technology thing that didn't have YouTube on it, like a Leap Pad thing, I think that would be good. I think, to be honest, Leap Pads are really good because they don't sit there comatose on it for hours.
- Say if I was to give my daughter my phone, she'd be on it for hours and hours, but after the Leap Pad, she'll be on it for a couple of hours and then go and play with her toys and then come back to it. So she won't be on it all day, do you know what I mean? She's varying it in digital play and normal play or colouring and drawing. It depends on what mood she's in, I suppose.
- Q Why do you think that might be, then? What is it do you think that makes it different from watching YouTube, for instance?
- A I don't know, because I feel like obviously YouTube is a bit more appealing, isn't it, when you're sat there watching videos on your phone and you've got different animations, haven't you? You've got different cats, different dogs, you've got singing cats. You've got singing dogs and whatever, so that opens her eyes to that. Open the eyes to like a three-year-old, wow. But whereas if they're on a Leap Pad and stuff and they haven't got the access to YouTube and stuff like that, then they're quite... they've got other apps. They don't just stick to one thing.

They've got the other games that come with the Leap Pad. They've got the paint app. They've got a calendar on there. They've got everything, so if she gets bored of one thing, she can go on the other, whereas I don't think she really knows how to use my phone that much where she can just get off YouTube, download an app and then go on the app and then chop and change between the two. I don't think she's that experienced with that at the moment, which is kind of good.

Q And then is there, with the Leap Pad, is there a limit as per the game, for example? Are there games a set amount of time or do they last?

A You've obviously got different missions on the games, so on this Toy Story game that I bought last Christmas, on the Toy Story game you've got spelling. You've got mission mode and then you've got reading mode, so it don't just come with a game. It comes with a learning game as well. So even if she completed the mission on the mission game, and she wanted to change over to that, to do the spelling game, she could because she hasn't completed it all. Or because she's got bored of one, she can go on the other, kind of thing.

Q Do you feel like then it could be because she's getting frustrated because she's not been able to do something? And then that's why she swaps?

A Possibly, yes.

Q And how about with the negative technology? Do you think that there are certain technologies or digital toys that are more negative for your daughter?

A I'd just say my phone, to be honest. My phone and obviously iPads and anything like that. I'd say they're negative towards children just because of how I was saying to you, how she goes on it and then puts it right up to her eyes and then that's really bad. And that she goes to like a zombie when she's on it. She won't want to meet anyone.

She won't want to eat her dinner and sometimes she might not even want to watch what's on telly at home time, do you know what I mean? But if there's something on telly, she'll sit there and play with her toys. But if there's something on her phone, she won't communicate with no one. She won't want to play with her toys. So that's a negative way, with her phone and iPad, I'd say are negative.

Q And then what do you think has shaped those worries, of the personal experience, do you think anything else has shaped those worries?

A Yes, obviously because anyone can hack your phone nowadays, so anything can just pop up on YouTube. Anything can pop up on your phone, so obviously it's a big worry in 2019 because that... you didn't have all this rubbish. You did but it weren't that much of a worry because not everyone's doing it. But nowadays, everyone's waiting to hack into your phone or do something and it's just not safe. The internet's not safe nowadays.

Q And do you have any concerns about the safety aspect of internet-enabled toys?

A Yes, obviously because of being hacked into and stuff like that.

Q What's shaped that worry?

- A Just because obviously all the conspiracies and stuff that go around and all the stuff that I've watched on telly and all these documentaries and stuff. I watched this thing called The Great Hack where obviously things can get hacked into. Data protection, you can get hacked into and everything like that. And it don't matter what app that you're on or anything, you can get hacked into nowadays.
- And it's just scary. Your three-year-old being on that and you allowing your three-year-old on it, it's hard because that's why I limit the time that she's on it as well because she... you don't know. Sometimes you don't know what she's up to on the phone. So if I'm sat there doing the washing up for five or ten minutes, you don't know what she's doing.
- Q And do you think that your daughter's use of technology has a positive influence on family life?
- A No because she's on the phone. She won't sit there and talk to me and my partner. She won't sit and have dinner with me and my partner. She'll get really aggy as well and I've taken it away and on that initial half hour after I've taken it away, she'll get frustrated and angry. Because I've taken that away from her, and she's not allowed to play it so in a way it can.
- Q And have you got any concern about your daughter's use of technology overall?
- A No, I think she's all right at it. For a three-year-old, I think she's doing pretty well.
- Q And if you did have any concerns about it, what sort of actions or steps would you take to solve that?
- A I'd stop her using my phone entirely.
- Q But with regards to...
- A I'd stop her using all the digital technology or entirely and just let her use [unclear] play with her hands.
- Q But with regards to the other sorts of digital toys, would you then limit access to those?
- A What do you mean, with the toys?
- Q Like the Leap Pad, for example?
- A If she got really bad, to the point where I'm like, worrying about her health and things like that, yes, I would take it away. When I worried about her eye and stuff like that because she had to wear patches on her eye and glasses and stuff, I stopped her using my... because that's why I got rid of the iPad. I got rid of that.
- She stopped using my phone and then she stopped using it altogether just because there's concerns about her health and as a mother, you want to do the best for your child. So that's what I done, whether it was me being cruel or not, I couldn't care less. But I want the best for my child [unclear].
- Q And what advice or guidance would you offer new parents on issues relating to data privacy and safety in relation to their child?

A Obviously, just watch what you go on and make sure that you're 100% sure of the security when you're going on it? And read the terms and conditions and everything like that of the app because sometimes people can download the app, not have read the terms and conditions of the app and then they can easily get hacked into. And all their data's gone.

All their pictures on their phone of their children have gone. And that's a private thing for someone to take. So that's what I'd raise concerns about. Obviously, just check before you use.

Q Last question. We're interested in learning more about how your daughter plays with LEGO or anything similar, or whether she does or not.

A She plays with LEGO. At the moment, she's not really interested in it. Actually, when she was two years old, she weren't really interested in it. I bought her a LEGO thing. I bought her the Duplo LEGO, first stages thing, and she weren't really interested in it. But I think I've got her a Frozen LEGO set for Christmas, and where she's now four in April, so her skills have developed a lot. And building things and everything like that, yes.

Q So you feel that she will be a little bit more engaged when she's playing LEGO.

A Yes.

Q And is there any other aspects of the LEGO brand that she likes, like the bags, the films, the little LEGO mini figures, or has she ever been to Legoland?

A She likes the films and she's been to Legoland, yes, with her dad before. She really enjoyed that and like I said, she's into Disney things so when you bring out the Disney sets for LEGO, she likes to do things like that. So she likes to build things, more of a building type LEGO.

Q That's the last question. Thank you.