

# Social Media Minimum Age Evaluation

## Evaluation Design SIG Meeting 1

27 June 2025 | 10:00 – 11:30am (AEST)

### Meeting Notes

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- The group noted that there is a need to consider the variability in harms when considering outcomes and measurement as they can vary significantly between individuals – e.g., FOMO vs. exposure to self-harm content.
- Research questions addressing individual differences (i.e., *to what extent are there individual differences in experiences and outcomes?*) should be considered as a secondary question for all themes.
  - We need to first understand what the experiences and outcomes are at the cohort level (e.g., for all young people), and individual differences are secondary to this, albeit extremely important.
  - We also need to ensure there is sufficient power to detect individual differences.
  - Individual differences for exploration included age and gender differences, particularly among 10–13-year-olds and young girls.
  - Priority groups identified also included First Nations, LGBTQIA+, and young people with disabilities.

- Individual differences to be examined as a secondary question, as noted above.

### **Sampling Strategy and Representation Considerations**

- Likely approach is a convenience sample from existing research panels, with acknowledged limitations.
- It was noted that we need to be mindful with sampling to include a broad cross-section of the population. This sort of study will likely attract a certain kind of person, and we want to reduce self-selection bias as much as possible.
- Large sample sizes are not always best—smaller, well-targeted samples often experience lower attrition rates and yield more reliable data.

#### *Improving Sampling Strategy:*

- Focus on reaching hard-to-access groups, including those in remote and rural areas.
- Consider household-based sampling methods to enhance representativeness.
- Computer Assisted Telephone Interviews (CATI) to online may be worth investigating during procurement.

- A higher incentive may attract a more diverse and unbiased sample, as monetary motivation can reduce self-selection bias and help with participant retention.
- Consider scaled incentive model to increase response rates and engagement.

**Meeting close.**

# **Social Media Minimum Age Evaluation Evaluation Design SIG Meeting 3**

**16 July 2025 | 7:00 – 8:30am (AEST)**

## **Meeting Notes**

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*Theme 3: Impact on children's wellbeing and functioning*

- There was general agreement with the proposed timings of measurement for this theme.
- Demographic information was initially intended to be captured only in the baseline survey; however, we should consider re-asking key items (e.g., sexual orientation and gender identity) in later waves in case there are changes.

### Sampling Strategy

- We anticipate up to 50% attrition for the evaluation, though high engagement is expected in Waves 1 and 2 (estimated 80-90%).
- Data linkage and non-linked admin data is expected to help mitigate attrition effects, with reasonable consent rates allowing for tracking of longer-term outcomes, even if participants drop out.
- We had previously discussed whether we should increase incentives and reduce sample size or boost sample size and maintain current incentives.
  - The group agreed that boosting the initial sample would be a better approach.
  - It was noted that incentives may be more influential for parents, while children and young people may be more influenced by other factors.
  - Although a non-scientific rationale for a larger sample - there is a strong emphasis on producing credible evidence for both public and academic audiences. A larger sample size and strong subgroup effects will be important for building credibility and offers a safer option for government.
- It was suggested that the ideal sample would be  $n=8000-10000$  dyads.

### *Oversampling*

- **First Nations** children and families should be prioritised as previous research showed greater experience of online harms but also greater digital connectivity. Important to ensure appropriate representation and sensitivity in approach.
- **People with mental health concerns** is a group of interest but given the high prevalence of symptoms within the community, it is unlikely that we would need to boost the sample for this demographic.
  - Use of a validated tool is recommended to identify probable depression and anxiety, noting a diagnostic interview approach is not feasible.
- **Lower socio-economic status** - consider oversampling lower SES groups, as they are less likely to respond or remain in the study over time.
- **Rural** participants were acknowledged as difficult to engage, requiring targeted strategies to improve participation.
- Political orientation - no anticipated issues in recruiting participants across the conservative-liberal spectrum.
- Family structure should be considered:

- Single-parent households may experience different dynamics, particularly in implementing interventions.
- Co-parenting households may find implementation easier due to aligned parenting (if aligned).
- Important to ask about family structure, especially since only one parent per household is surveyed. This may be relevant to understanding unintended consequences.
- **Culturally and linguistically diverse communities** – challenges in defining and measuring, but important to capture. Consider using language spoken at home and country of birth as proxies.
  - eSafety to confirm how this was operationalised in youth survey.
- **Sexual orientation and gender diversity** will be important to capture and explore group differences. These identities are expected to naturally occur within the sample without the need for targeted oversampling (consider setting a soft quota for monitoring during recruitment).
- Sex and gender representation will be addressed via nationally representative quotas.





Social media minimum age evaluation: introductory meeting and sampling	
Date:	9 October 2025 (9:30am-10:30am AEDT)
Attendees:	eSafety, Stanford and the Social Research Centre (SRC)
Chair:	§ 22 (eSafety) and § 47F (SRC)

Agenda	Time guide
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[Redacted]	

5. Discussion of sampling with a focus on consent for passive data metering	10 mins
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[Redacted]	

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- s 47F - power analysis sharing would be really useful
  - Sample size for baseline vs going forward is really important
  - Doing a lot of work with model-based estimation so interested
  - Want the highest quality sample at baseline and get a really strong baseline and be very confident
  - Large sample sizes you can get a lot of numbers that are not real people so a lot of screen fraud and bots even after all the checks
  - Want really high quality at baseline even if less numbers but higher in quality
  - Then we're focussing on the areas that are harder to reach going forward
  - Best chance for handover is working with people who have a relationship already
  - Less confidence in social media
  - Smaller and better at the baseline is where we need to focus

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- s 47F - when you get data from multiple services, you lose the power as well and weighting so it's a balancing act between amount of sample and quality of sample.

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- s - for the power analysis we included attrition rate for the 4 wave final sample and wondering whether you have estimates of what we could expect for each wave.
  - For now we calculated it at around 20% which results in around 50% final sample
- s 47F - Rule of thumb is we retain about 90% annually
  - Opt in panels will be below that

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To be included in this project, participants are required to be aged 10-16 and living in Australia. While all children living in Australia who are aged 10-16 will initially be eligible for inclusion, recruitment quotas will mean that children will become ineligible to participate as these quotas are achieved. Participants will be recruited to quotas with regard to age, gender, state/territory, area, region, and Aboriginal and Torres Strait Islander identity, to

ensure the sample is representative of Australian children aged 10-16. Quotas have been derived from ABS 2021 Census data (filtered for children aged 10-16 years; detailed further below).

Participants will be recruited via an online research panel, who will monitor recruitment quotas while the survey is in field and manage the sample to increase the likelihood of quotas being achieved (for example, by sending additional invites to panel participants from underfilled quota groups, where relevant demographic characteristics are known). In the event it is not possible to meet all quotas, weighting may be considered to correct the difference between the final sample and population profiles.

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To be included in this project, participants are required to be aged 10-16 and living in Australia. While all children living in Australia who are aged 10-16 will initially be eligible for inclusion, recruitment quotas will mean that children will become ineligible to participate as these quotas are achieved. Participants will be recruited to quotas with regard to age, gender, state/territory, area, region, and Aboriginal and Torres Strait Islander identity, to ensure the sample is representative of Australian children aged 10-16. Quotas have been derived from ABS 2021 Census data (filtered for children aged 10-16 years; detailed further below).

Participants will be recruited via an online research panel, that will monitor recruitment quotas while the survey is in the field and manage the sample to increase the likelihood of quotas being achieved (for example, by sending additional invitations to panel participants from underfilled quota groups, where relevant demographic characteristics are known). In the event it is not possible to meet all quotas, weighting may be considered to correct the difference between the final sample and population profiles.

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**RE: SMMA sample and neurodiversity [SEC=OFFICIAL]**

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From Susan Sawyer s 47F @rch.org.au>

Date Tue 2/24/2026 1:07 PM

To s 22 @eSafety.gov.au>

Cc s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>

Excellent news! Can I share this with s 47F from LaTrobe's autism centre as she was really interested in exploring this more explicitly but my sense is that any additional data may well not be necessary (at least not quant data).

S

Professor Susan M Sawyer AM MBBS MD FRACP FAHMS  
Geoff and Helen Handbury Chair of Adolescent Health  
Department of Paediatrics, The University of Melbourne;  
Director, Centre for Adolescent Health  
Royal Children's Hospital and Murdoch Children's Research Institute.

s 47F Executive Assistant s 47F  
s 47F  
s 47F @rch.org.au

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**From:** s 22 @eSafety.gov.au>

**Sent:** Tuesday, 24 February 2026 1:06 PM

**To:** Susan Sawyer s 47F @rch.org.au>

**Cc:** s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>

**Subject:** SMMA sample and neurodiversity [SEC=OFFICIAL]

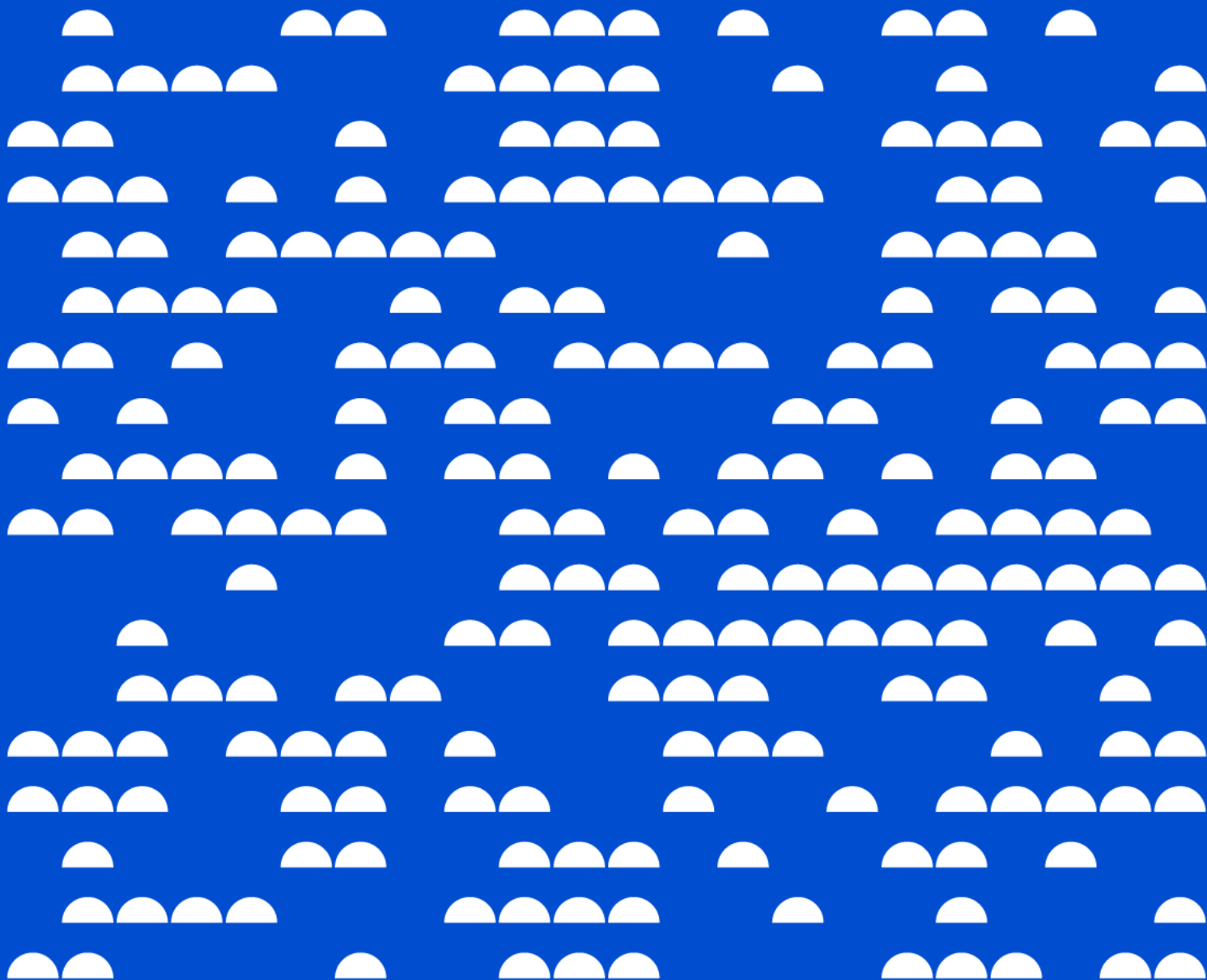
**OFFICIAL**

Hi Susan,

We've reviewed the unweighted interim data this morning and wanted to let you know that 23% of the sample are neurodivergent, so a very healthy sample to explore the impact of SMMA on this group of children :)

Thanks,

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# Social Media Minimum Age Evaluation

Technical Report

March 2026



Social  
Research  
Centre



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## 2.8. Sample design and size

### 2.8.1 Target population

The primary in-scope population for the research is Australian residents aged 10–16 years and their parents / guardians, to collect data that are nationally representative of the Australian community, including:

- parents of children aged 10 to 16 years
- children aged 10 to 16 years
- diverse community members (those with disability, culturally and linguistically diverse backgrounds, Indigenous Australians, and those who identify as LGBTQIA+).

This is a longitudinal survey with collections at baseline (1 month pre-regulation) and 4 collections at 3, 6, 12, and 24-months post-regulation.

#### Sampling

A sample structure was developed for the project, taking into account the following elements:

- A sample structure that is representative of the Australian population or parents and children aged 10–16 years.
- The sample accounting for gender, age and include cohorts of; those with disability, culturally and linguistically diverse backgrounds, First Nations Australians, and those who identify as LGBTQIA+.

- Selection priority to determine which child should take part in the survey was based on child age, gender, and Aboriginal and / or Torres Strait Islander status as follows:
  1. ATSI + 14 to 16 + boys & others
  2. ATSI + 14 to 16 + girls
  3. ATSI + 10 to 13 + boys & others
  4. ATSI + 10 to 13 + girls
  5. non-ATSI + 14 to 16 boys & others
  6. non-ATSI + 14 to 16 girls
  7. non-ATSI + 10 to 13 boys & others
  8. non-ATSI + 10 to 13 girls

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### 3.1. Respondent profile

The demographic profile of the final baseline respondents has been outlined below. Demographics were primarily collected for parents, but the child demographics collected (as reported by the participating child) are also included below.

Table 11 Unweighted respondent demographics – parent and child

Demographics	n	% of final sample
<b>State (parent report)</b>		
NSW	1,272	30.9%
VIC	1,118	27.1%
QLD	794	19.3%
SA	298	7.2%
WA	421	10.2%
TAS	121	2.9%
NT	28	0.7%
ACT	68	1.7%
<b>Remoteness (parent report)</b>		
Major cities	3186	77.3%
Inner regional	669	16.2%
Outer regional	240	5.8%
Remote	19	0.5%
Very remote	6	0.1%
<b>SEIFA (parent report)</b>		
Quintile 1 – Most disadvantage	635	15.4%
Quintile 2	747	18.1%

Quintile 3	1,008	24.5%
Quintile 4	940	22.8%
Quintile 5 – Least disadvantage	788	19.1%
<b>Age (parent)</b>		
18-24 years	17	0.4%
25-34 years	506	12.3%
35-44 years	2,027	49.2%
45-54 years	1,351	32.8%
55-64 years	203	4.9%
65-74 years	14	0.3%
75+ years	3	0.1%
<b>Gender (parent)</b>		
Man or male	1,356	32.9%
Woman or female	2,759	66.9%
Non-binary	5	0.1%
<b>Language diversity</b>		
Parent uses languages other than English at home	855	20.7%
Parent does not use languages other than English at home	3,263	79.2%
Other parents use languages other than English at home	798	19.4%
Other parents do not use languages other than English	3,336	81.0%
<b>Education (parent)</b>		
Year 9 and below	91	2.2%
Certificate I/II	7	0.2%
Years 10 and 11	193	4.7%
Year 12	338	8.2%
Certificate III and/or IV Level	810	19.7%
Advanced Diploma and/or Diploma Level	463	11.2%
Bachelor Degree Level	1,175	28.5%
Graduate Diploma and/or Graduate Certificate Level	342	8.3%
Postgraduate Degree Level	696	16.9%
<b>Age (child)</b>		
10 years	559	13.6%
11 years	608	14.8%
12 years	547	13.3%
13 years	516	12.5%
14 years	616	14.9%
15 years	706	17.1%

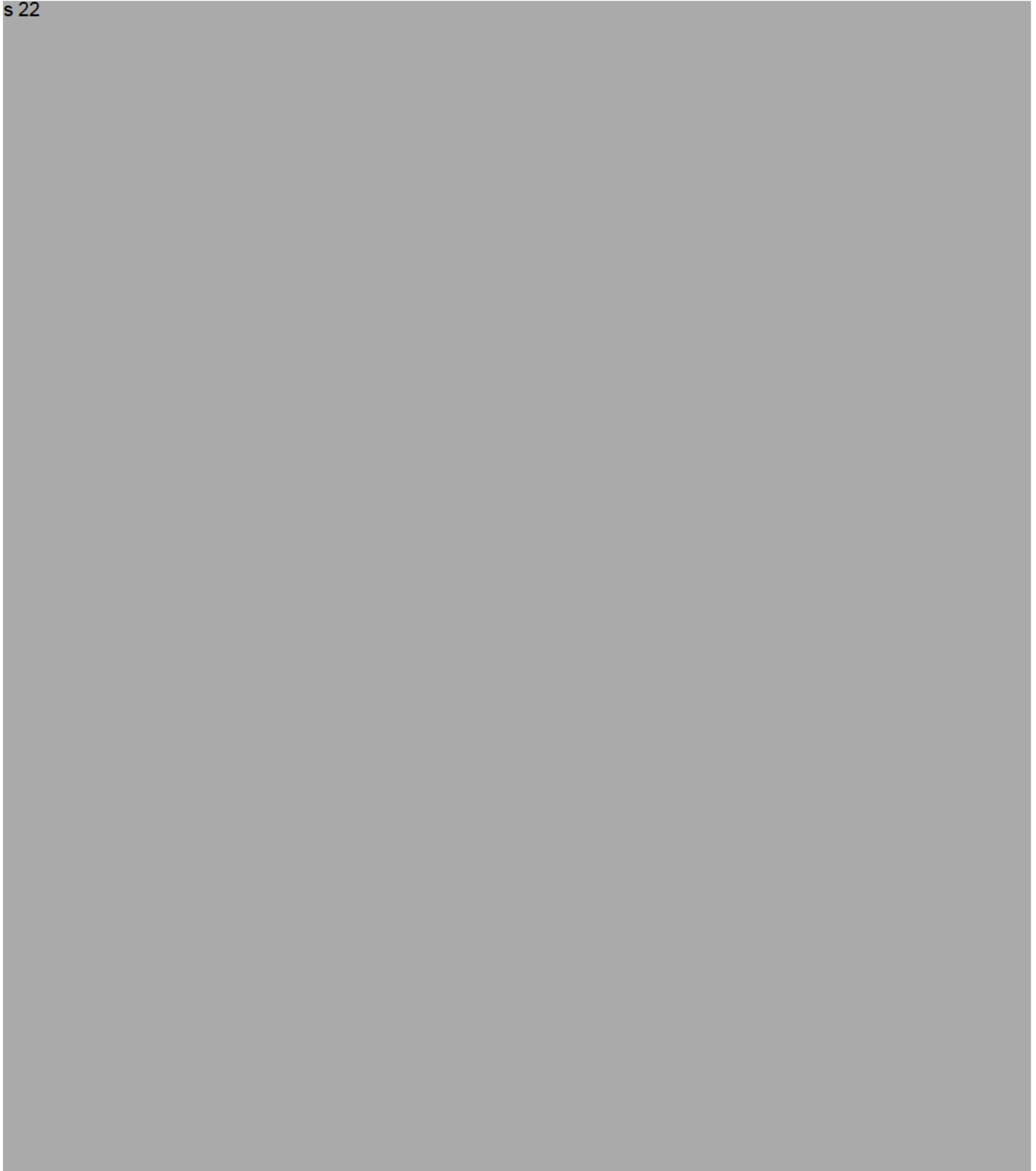
16 years	569	13.8%
<b>Gender (child)</b>		
A boy (he/him)	2,194	53.2%
A girl (she/her)	1,833	44.5%
Non-binary	26	0.6%
A trans boy	9	0.2%
A trans girl	7	0.2%
A sistergirl	1	0.0%
A brotherboy	1	0.0%
I use a different term	8	0.2%
I'm still working on it	13	0.3%
I don't want to say	5	0.1%

# Social Media Minimum Age Evaluation

## Academic Advisory Group Meeting 4 – Talking Points

24 March 2026 | 7:00 – 9:00am (AEDT)

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## 2. Evaluation updates (s 22 | 7:05am–7:25am)

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- We received the final weighted datafile last week, and have begun to explore the representativeness of the cohort by other variables of interest, such as disability status, child language and language background, and sexual orientation.
  - **30.9% of parents reported that their child is a person with a disability** (which broadly captures neurodivergence; cognitive, intellectual, physical, and sensory disabilities; behavioural disorders; and diagnosed mental health conditions)
    - 23.2% neurodivergence
    - 10.3% diagnosed mental health condition
  - Approximately 24% of parents reported that they or the child's other caregivers **speaks a language other than English at home**

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- Of the 2209 children who were asked about sexual identity (optional question for 13+), **approximately 10.2% Identify as LGBTQ+** (i.e., gay, lesbian, bisexual, queer, asexual, or questioning).
- We're broadly satisfied with how the sample has come together overall. However, we note some limitations in representation of sexual and gender diversity within the sample.
- As a reminder, gender and sexual orientation were optional questions and sexual orientation was only asked of those aged 13+, This makes it somewhat challenging to make a determination as to the representativeness of the cohort as a whole with regards sexual identity. We are currently considering how we might seek additional information to bolster this understanding in future waves, particularly as these younger children reach the age of 13 years. We'd welcome members' feedback and ideas.

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# Appendix I – Sampling

**REC-0599:** Monitoring and outcome evaluation of the Social Media

## Inclusion criteria

To be included in this project, participants are required to be aged 10-16 and living in Australia. While all children living in Australia who are aged 10-16 will initially be eligible for inclusion, recruitment quotas will mean that children will become ineligible to participate as these quotas are achieved. Participants will be recruited to quotas with regard to age, gender, state/territory, area, region, and Aboriginal and Torres Strait Islander identity, to ensure the sample is representative of Australian children aged 10-16. Quotas have been derived from ABS 2021 Census data (filtered for children aged 10-16 years; detailed further below).

Participants will be recruited via an online research panel, who will monitor recruitment quotas while the survey is in field and manage the sample to increase the likelihood of quotas being achieved (for example, by sending additional invites to panel participants from underfilled quota groups, where relevant demographic characteristics are known). In the event it is not possible to meet all quotas, weighting may be considered to correct difference between the final sample and population profiles.

## Sampling

We are aiming to recruit a large sample size ( $n=8,000$ ) to ensure our analysis is based on a robust and representative sample of the Australian community, and to account for attrition over the study period. We estimate approximately 50% attrition over the two-years.

At baseline, the maximum margin of error of this sample is 1.1%, meaning that for any statistic calculated from the entire sample, we can be 95% confident that the true proportion would be within 1.1 percentage points of this estimate. This sample size will also allow researchers to investigate specific sub-samples, for example children aged 10-13 vs young people aged 14-16.

Quotas will be based on the characteristics of the child participants as the key focus of this evaluation (rather than their parents/caregivers). As shown in Table 1, quotas have been derived from Australian Bureau of Statistics 2021 Census data (filtered for people aged 10-16 years). Target quotas have been set for age/gender, state/territory, area and region to align with the Australian population (aged 10-16) profile.

We will seek guidance from the selected panel provider as to how many participants residing in remote areas of Australia they have on their panel, and best efforts will be made to recruit a representative sample of children living in remote Australia.

We will also seek guidance from the selected panel provider as to how many Aboriginal and Torres Strait Islander children they have on their panel. A minimum quota of 6% has been set for Aboriginal and Torres Strait Islander children. However, we know from previous research that Aboriginal and Torres Strait Islander young people can be at higher risk of experiencing online harms, but that they also use social media for connection and cultural expression. Therefore, we will aim to boost the sample (i.e., sample specific groups at higher incidence than they exist in the population) of Aboriginal and Torres Strait Islander young people to a target of  $n= 600$  if feasible.

There appears to be a lack of reliable population level data for the incidence of trans and gender diverse people in Australia, which precludes setting quotas for this group. Therefore, rather than setting an exact quota for gender/age, a target quota for each gender/age category will be set that is 1% lower than the incidence in the Australian population. This will allow for up to 6% of the sample to comprise people who identify as trans and/or gender diverse, with the final  $n$  falling out naturally, as shown in Table 1.

Quotas will not be set for young people with disability, lived experience of mental ill-health, or LGBTQIA+ young people. Rather, it is expected that the sample will naturally include a mix of young people in terms of these characteristics. The demographic profile of the final sample will be compared to the population profile (where this profile information is available).

The survey will capture young people's gender and (for those aged 13+) sexuality. These questions have been informed by [ACON's best practice guidelines](#).

Table 1. Sample Frame

Child demographics	Population (10-16 years old)	Online sample %	Online sample n	Max margin of error at 95% confidence
<b>Gender by age</b>		<b>Target (quota)</b>		<b>(± percentage points)</b>
Male aged 10-13	29.9%	29%	2400	2.0%
Female aged 10-13	28.3%	27%	2240	2.1%
Male aged 14-16	21.6%	20%	1760	2.3%
Female aged 14-16	20.2%	19%	1600	2.5%
Other than cisgender (any age)	Unknown	Natural fall-out (up to 6%)		
<b>State/territory</b>		<b>Target (quota)</b>		
NSW	31.5%	31%	2480	2.0%
VIC	24.6%	25%	2000	2.2%
QLD	21.6%	21%	1680	2.4%
WA	10.8%	11%	880	3.3%
SA	6.6%	7%	560	4.1%
ACT, TAS, NT	4.8%	5%	400	4.9%
<b>SEIFA</b>		<b>Target (quota)</b>		
IRSAD Quintile 1 <sup>1</sup>	18.5%	19%	1520	2.5%
IRSAD Quintile 2	19.3%	19%	1520	2.5%

<sup>1</sup> Socio-Economic Indexes for Areas (SEIFA), Australia, 2021 | Australian Bureau of Statistics (abs.gov.au)

IRSAD Quintile 3	20.5%	20%	1600	2.5%
IRSAD Quintile 4	20.7%	21%	1680	2.4%
IRSAD Quintile 5	20.9%	21%	1680	2.4%
<b>Remoteness</b>				
Major cities <sup>2</sup>	71.1%	71%	5680	1.3%
Regional and remote areas	28.9%	29%	2320	2.0%
<b>Aboriginal and Torres Strait Islander</b>		<b>Minimum(quota)</b>		
Aboriginal and/or Torres Strait Islander <sup>3</sup>	6.0%	6%	480	4.5%
<b>Total</b>	n= 8000	100%	100%	1.1%

### Qualitative sub-sample

Qualitative participants will be recruited from the broader survey cohort, forming a nested sample. When completing the survey, participants will be asked if they are interested in taking part in future qualitative research and can opt in to be contacted. Parents and caregivers will also be eligible to take part in qualitative activities. Recruitment for qualitative activities will not be based on strict quotas; instead, the qualitative sample will be drawn from the subset of participants who express interest in participating. While we will not be recruiting to strict quotas, best efforts will be made to ensure the qualitative samples reflect the diversity of the Australian population.

Participation is entirely voluntary and not consenting to this component will not affect participation in the main cohort survey.

The exact number of participants for inclusion in qualitative components will be guided by the principle of data saturation, whereby recruitment will cease once sufficient depth and breadth of data has been collected to address the research questions. Saturation will be

<sup>2</sup> <https://www.abs.gov.au/census/guide-census-data/geography/census-geography-glossary#remoteness-areas-ra->

<sup>3</sup> Estimates of Aboriginal and Torres Strait Islander Australians, 30 June 2021 | Australian Bureau of Statistics (abs.gov.au) - based on data tables from this release

assessed through ongoing thematic analysis conducted by the research team, with regular review of emerging themes to determine whether new data continues to contribute novel insights. This approach ensures that the sample size is responsive to the richness of the data rather than a predetermined number.

### **Objective data sub-sample**

Like the qualitative activities, participants for objective data collection (i.e., passive smartphone tracking with informed consent) will be recruited from the broader survey cohort, forming a nested sample. During the survey consent process, children/young people will have the opportunity to register interest in participating in objective data collection. Children and young people aged 10–16 years living in Australia will be eligible for participation. This sample will be made of up those cohort participants who volunteer, and as such will not be recruited to strict quotas.

Participation is entirely voluntary and not consenting to this component will not affect participation in the main cohort survey.

# Appendix I – Sampling

**REC-0599:** Monitoring and outcome evaluation of the Social Media

## Inclusion criteria

To be included in this project, participants are required to be aged 10-16 and living in Australia. All children living in Australia aged 10-16 will be eligible to participate, with the aim of recruiting a nationally representative sample. Quotas for age, gender, state/territory, area, region, and Aboriginal and Torres Strait Islander identity will be monitored, but given the large sample required for this study, strict quota management may not be possible. Quotas have been derived from ABS 2021 Census data (filtered for children aged 10-16 years; detailed further below).

Participants will be recruited via SRC's probability-based panel and subcontracted non-probability-based panels. SRC will monitor recruitment quotas while the survey is in field and manage the sample to increase the likelihood of quotas being achieved (for example, by sending additional invites to panel participants from underfilled quota groups, where relevant demographic characteristics are known). In the event it is not possible to meet quotas, weighting may be considered to correct difference between the final sample and population profiles.

## Sampling

Our revised sample size, following feedback from our fieldwork supplier and subcontractors is  $n=4,500$ . Best efforts will be made to ensure our analysis is based on a robust and representative sample of the Australian community, and to account for attrition over the study period. We estimate approximately 50% attrition over the two-years.

At baseline, the maximum margin of error of this sample is 1.5%, meaning that for any statistic calculated from the entire sample, we can be 95% confident that the true proportion would be within 1.5 percentage points of this estimate. This sample size will also allow researchers to investigate specific sub-samples, for example children aged 10-13 vs young people aged 14-16.

Quotas will be based on the characteristics of the child participants as the key focus of this evaluation (rather than their parents/caregivers). As shown in Table 1, quotas have been derived from Australian Bureau of Statistics 2021 Census data (filtered for people aged 10-16 years). Target quotas have been set for age/gender, state/territory, area and region to align with the Australian population (aged 10-16) profile.

Best efforts will be made to recruit a representative sample of children living in remote Australia.

A minimum quota of 6% has been set for Aboriginal and Torres Strait Islander children. However, we know from previous research that Aboriginal and Torres Strait Islander young people can be at higher risk of experiencing online harms, but that they also use social media for connection and cultural expression. We have instructed SRC to use best efforts to boost the sample (i.e., sample specific groups at higher incidence than they exist in the population) of Aboriginal and Torres Strait Islander young people to a target of  $n= 400$  if feasible.

There appears to be a lack of reliable population level data for the incidence of trans and gender diverse people in Australia, which precludes setting quotas for this group. Therefore, rather than setting an exact quota for gender/age, a target quota for each gender/age category will be set that is 1% lower than the incidence in the Australian population. This will allow for up to 6% of the sample to comprise people who identify as trans and/or gender diverse, with the final  $n$  falling out naturally, as shown in Table 1.

Quotas will not be set for young people with disability, lived experience of mental ill-health, or LGBTQIA+ young people. Rather, it is expected that the sample will naturally include a mix of young people in terms of these characteristics. The demographic profile of the final sample will be compared to the population profile (where this profile information is available).

The survey will capture young people’s gender and (for those aged 13+) sexuality. These questions have been informed by [ACON’s best practice guidelines](#).

**Table 1. Sample Frame**

<b>Child demographics</b>	<b>Population (10-16 years old)</b>	<b>Online sample %</b>	<b>Online sample n</b>
<b>Gender by age</b>		<b>Target (quota)</b>	
Male aged 10–13	29.9%	29%	1305

Female aged 10–13	28.3%	27%	1215
Male aged 14-16	21.6%	20%	900
Female aged 14-16	20.2%	19%	855
Other than cisgender (any age)	Unknown	Natural fall-out (up to 6%)	
<b>State/territory</b>		<b>Target (quota)</b>	
NSW	31.5%	31%	1395
VIC	24.6%	25%	1125
QLD	21.6%	21%	945
WA	10.8%	11%	495
SA	6.6%	7%	315
ACT, TAS, NT	4.8%	5%	225
<b>SEIFA</b>		<b>Target (quota)</b>	
IRSAD Quintile 1 <sup>1</sup>	18.5%	19%	855
IRSAD Quintile 2	19.3%	19%	855
IRSAD Quintile 3	20.5%	20%	900
IRSAD Quintile 4	20.7%	21%	945
IRSAD Quintile 5	20.9%	21%	945
<b>Remoteness</b>			
Major cities <sup>2</sup>	71.1%	71%	3195
Regional and remote areas	28.9%	29%	1305

<sup>1</sup> Socio-Economic Indexes for Areas (SEIFA), Australia, 2021 | Australian Bureau of Statistics (abs.gov.au)

<sup>2</sup> <https://www.abs.gov.au/census/guide-census-data/geography/census-geography-glossary#remoteness-areas-ra>

Aboriginal and Torres Strait Islander			Minimum(quota)	
Aboriginal and/or Torres Strait Islander <sup>3</sup>		6.0%	6%	270
<b>Total</b>	n= 4500	100%	100%	

### Qualitative sub-sample

Qualitative participants will be recruited from the broader survey cohort, forming a nested sample. When completing the survey at Wave 3, participants will be asked if they are interested in taking part in qualitative research and can opt in to be contacted. Parents and caregivers will also be eligible to take part in qualitative activities. Recruitment for qualitative activities will not be based on strict quotas; instead, the qualitative sample will be drawn from the subset of participants who express interest in participating. While we will not be recruiting to strict quotas, best efforts will be made to ensure the qualitative samples reflect the diversity of the Australian population.

Participation is entirely voluntary and not consenting to this component will not affect participation in the main cohort survey.

The exact number of participants for inclusion in qualitative components will be guided by the principle of data saturation, whereby recruitment will cease once sufficient depth and breadth of data has been collected to address the research questions. Saturation will be assessed through ongoing thematic analysis conducted by the research team, with regular review of emerging themes to determine whether new data continues to contribute novel insights. This approach ensures that the sample size is responsive to the richness of the data rather than a predetermined number.

### Objective data sub-sample

Like the qualitative activities, participants for objective data collection (i.e., passive smartphone tracking with informed consent) will be recruited from the broader survey cohort, forming a nested sample. During study enrolment and the baseline survey, parents and children/young people will have the opportunity opt in and consent to participating in objective data collection. Children and young people aged 10–16 years living in Australia will

<sup>3</sup> Estimates of Aboriginal and Torres Strait Islander Australians, 30 June 2021 | Australian Bureau of Statistics (abs.gov.au) - based on data tables from this release

be eligible for participation. This sample will be made up of those cohort participants who volunteer, and as such will not be recruited to strict quotas.

Participation is entirely voluntary and not consenting to this component will not affect participation in the main cohort survey.

# eSafety Response to HREC Chair Review

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10. I see that young people with significant challenges will not be specifically targeted. Maybe there is a need for a small qual study for children with autism and other such challenges who have

We agree that it is important to understand how the legislation may impact children living with disability and neurodiverse children, including those with autism. To clarify, there are no exclusion criteria for participation in the study (beyond age and Australian residence). We aim to include a broad and diverse

sufficient ability to use the internet and social media. The impact of the ban on them may be very different.

sample of children and families, including those with varying abilities and experiences.

The parent survey includes a question about child diagnoses, which will allow us to identify and explore the experiences of children with disability and neurodivergence in our analysis. While the qualitative component of the study is not specifically targeting these groups at the outset, the focus of the qualitative research will be informed by the survey findings. If the data indicate that children with disability or neurodivergent children are experiencing the legislation differently, we will consider conducting dedicated focus groups to explore their perspectives in more depth.

Should we proceed with this, we will ensure that these sessions are conducted in ways that are inclusive and sensitive to participants' identities and lived experiences, using appropriate supports and adaptations as needed.

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