

YOU AND YOUR CHILD ARE INVITED TO TAKE PART IN THE GROWING UP IN DIGITAL EUROPE (GUIDE) AGE 8 UK PILOT STUDY

Dear Parent/Guardian

University College London (UCL) and Manchester Metropolitan University (MMU) would like to invite children aged 8 and their parent or legal guardian to take part in a new study that looks at how children grow up in the digital age – Growing up in a Digital Europe (GUIDE). The GUIDE study will track children's wellbeing as well as their social and emotional development over time. Results from this study will help improve policies that support children's wellbeing.

We are currently testing the study to make sure it works well before we launch the main GUIDE study in the UK.

Taking part involves an interviewer from Ipsos, an independent research company, visiting your home. If you decide to take part, an interviewer from Ipsos will be visiting your home. The parent/legal guardian interview will take approximately 60 minutes to complete and the interview with your 8-year-old child will take approximately 30-40 minutes to complete. As a token of appreciation, you will receive a **£20 gift voucher**, and your child will receive a **£10 gift voucher as well as a certificate of participation**. We will also provide your school with **£100** for helping us with this study.

To register your interest in taking part, please go to the link below and complete a short 5-minute questionnaire https://ipsos.uk/GUIDE_Pilot or scan the QR code.

For more information about the study, you can visit the following websites:

- For more details on what participation involves an information sheet for you and your child can be found on the Ipsos GUIDE UK website:
<https://guidestudy.ipsos.com/>
- The Privacy Notice can also be found on that website or at:
<https://guidestudy.ipsos.com/privacy-policy/>
- More information on the GUIDE Europe study can be found here:
<https://www.guidecohort.eu>



You can contact the study team directly on:

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

Thank you for your help. We hope you will choose to be part of this important study.

Yours sincerely,

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