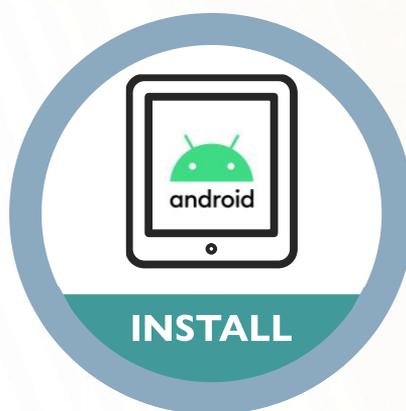


Growing Up in the 2020s: Internet Use Study

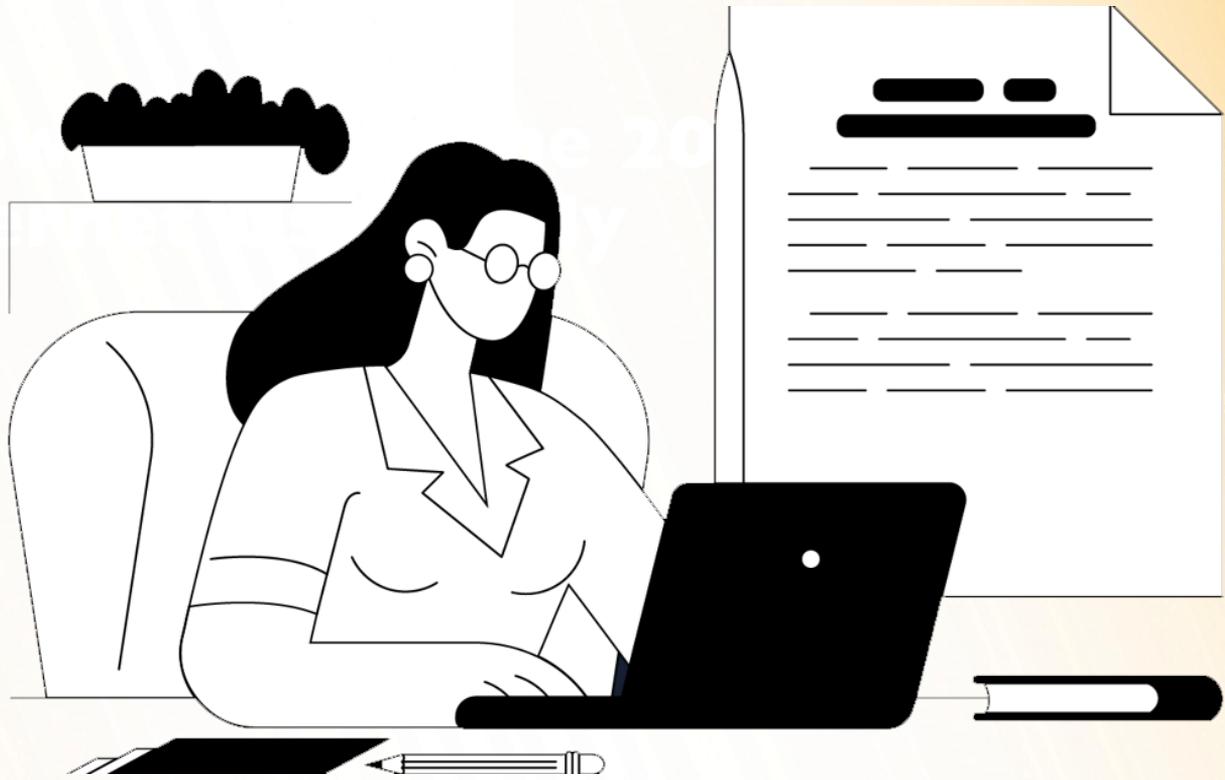
Android download instructions



Thank you very much for agreeing to take part in the Internet Use Study.

Full instructions on how to install and use the App on your Android smartphone or tablet can be found in this document.

If you would like to print this document to follow along while installing, we suggest printing in black and white or greyscale.



Thank you for taking part in the Growing Up in the 2020s Internet Use Study.

This installation guide will help you get the Ipsos MediaLink app set up and running on your Android smartphone / tablet so that we can start collecting data about young people's internet use.

Please get in touch with our helpline if you have any questions regarding the download process:



via email at
growingup2020s@ipsos.com



or call
0800 182 2137

Please note that by downloading and installing this App you are agreeing to the Ipsos terms of use that have been previously shared with you





The process ▼

- These instructions/images may vary depending on the device model you are using.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.
- You may need to ask your parent to approve when you download the app

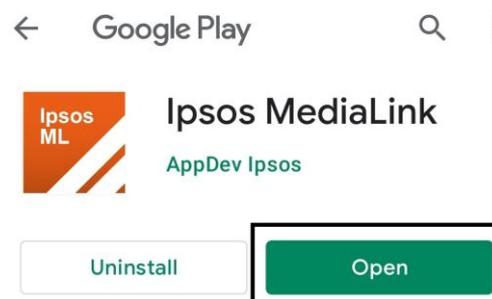
Step #1

Click on the link in the email / text message we send you. This will open Google Play Store on the '**Ipsos MediaLink**' page:

- Please tap '**Install**' – the app will begin to download & install.



- Once installed, tap '**Open**'



Ipsos MediaLink will attempt to sign you in automatically and may show '**Configuring**', please kindly wait for a few seconds for this to complete.





The process ▼

Step #2

App Terms & Conditions / Privacy Policy

Please read and **accept** the Terms & Conditions



TERMS & CONDITIONS

PRIVACY POLICY

Classification: CONFIDENTIAL

Ipsos | Online Behaviours Terms and Conditions, Public, October 2022

2

1. Participation

By joining the online behaviours study and installing the VPN monitor, known as MediaLink app, you accept that you must abide by these Terms and Conditions. We reserve the right to amend or change these Terms and Conditions, so please ensure you read them regularly.

Participation to the study:

- Is restricted to the below, who are also residents in the United Kingdom:
 - Children who are aged 8-12
 - Must access the internet at least once a week on a smartphone and/or tablet and/or PC/laptop.
- Ipsos reserves the right to refuse any participant and/or terminate participant without giving a reason.
- Participation is voluntary and you, or your child, can choose to leave the study at any point
- You will NOT be eligible to join the online behaviours study if:
 - You, or any of your immediate family members, are employees of Ipsos or their respective parent companies, subsidiaries, affiliates.
 - You have already signed up to the study, this includes signing up twice or more for the same study. Any duplicate participants will be excluded from the study and will not be eligible for any incentives
 - You are already a member of another market research panel (with Ipsos or any other organisation) which involves the installation of a research VPN monitor or using a VPN on your smartphone, computer or tablet.
 - Your child aged 8-12 will not be eligible for the study if you have not given your permission for them to participate (as well as them giving permission too)
- To the extent permitted by law, Ipsos shall not be liable for any losses, costs or expenses, (including indirect, consequential or incidental losses, costs or damages) however caused, arising out of your participation in the online behaviours study, your use of MediaLink app or use of any additional Ipsos research apps.

Step #3

Tap '**Next**' on the following two screens.



Ipsos MediaLink

Welcome to Ipsos MediaLink

Ipsos MediaLink is a market research tool that collects specific information about your device and how you use it, as defined in your Privacy Policy. We take your privacy and security seriously. Ipsos MediaLink is fully compliant with all regulatory bodies

The following steps will take you through the setup process for the application and VPN.

NEXT



Ipsos MediaLink

Setup Guide

These are the steps to setup Ipsos MediaLink

Setup Data Collection

- 1 Accessibility Permission
- 2 Install VPN
- 3 Install VPN Certificate

NEXT





The process ▼

Step #4

Enable Accessibility Service

- Tap **'Next'** – this will open the accessibility settings for your Android smartphone / tablet
- Find & tap on **'Ipsos MediaLink'**

Note: Some device models may require you to find 'Installed Services' or scroll down to Services

- **Tap once** on the toggle to switch the service to **'On'** for Ipsos MediaLink and tap **'OK'** or **'ALLOW'** on the ensuing popup

Ipsos MediaLink

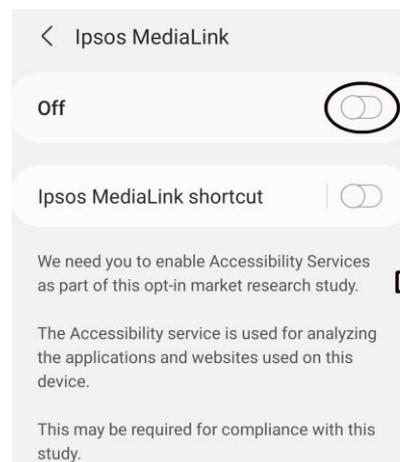
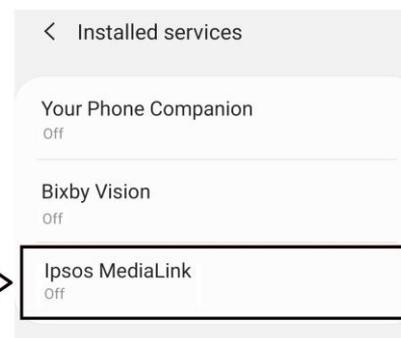
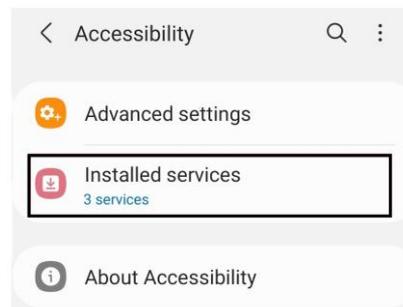
Accessibility Service

We need special permission from you to access Android's accessibility service.

On the Accessibility screen, please find the Ipsos MediaLink app and switch on Accessibility.

SKIP

NEXT



Allow Ipsos MediaLink to have full control of your phone?

Full control is appropriate for apps that help you with accessibility needs, but not for most apps. It includes these permissions:

- View and control screen
Used to read all content on the screen and display content over other apps
- View and perform actions
Used to track your interactions with apps or hardware sensors and to interact with apps on your behalf

Deny

Allow

How will Ipsos MediaLink use Accessibility Services?

To **'view'** apps actively moved into the foreground to understand time spent.

To **'view'** the browser address bar to determine web URL and how sites were accessed.

We **do not** under any circumstances modify what you see on your screen.



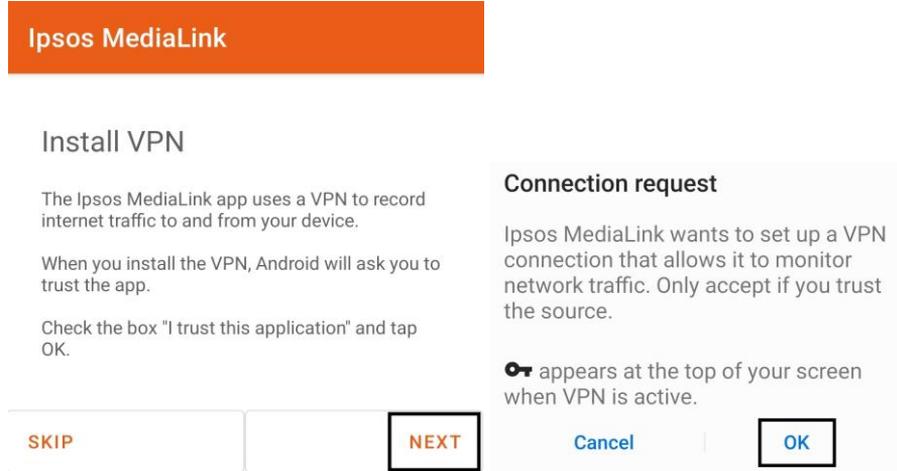
The process ▼

Step #5

Enable the VPN Connection

Tap **Next**

You will now be prompted to allow permission for Ipsos MediaLink to create a VPN connection, tap **OK** / **Always Allow**



Step #6

Install VPN Certificate

For devices running Android 10 or under

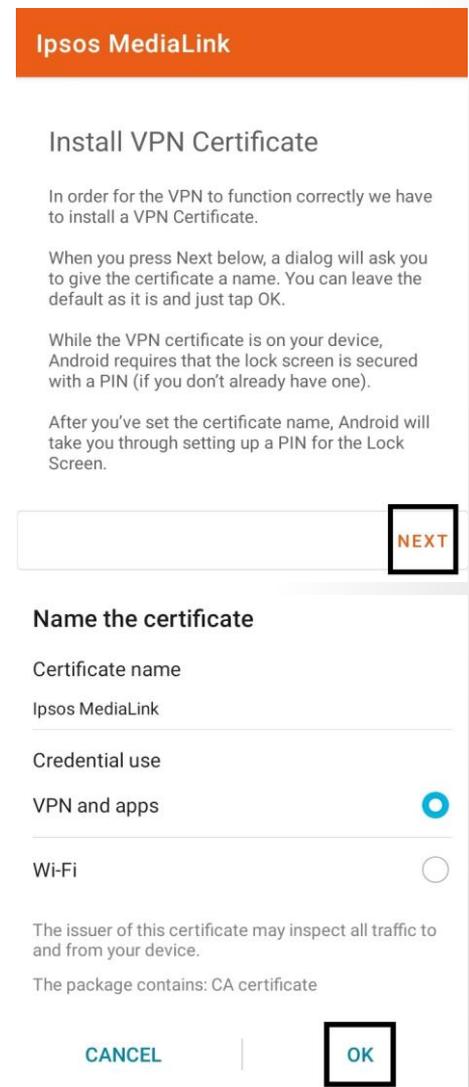
[For devices running **Android 11**, skip to the next page]

Tap **Next**

Note: You may at this point be prompted to enter your lockscreen password/pin – please enter this.

You will now receive a prompt to save the Ipsos MediaLink certificate, please tap **OK**

Once you have done this, tap **Next** in the Ipsos MediaLink app and move to **Step 8** in this guide.





The process ▼

***For devices running
Android 11 only – for other devices, go to next page***

On Android 11 devices, users need to:

1. Save the VPN certificate first.
2. Install the CA certificate manually from the Settings menu.

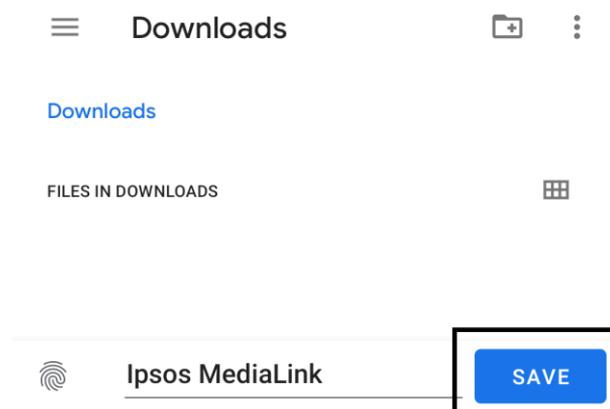
Save VPN Certificate

- Tap '**Next**', this will open your files app.



- Tap '**Save**' to save our certificate file (.crt).

Please remember the place you have saved this file (by default, “**Downloads**” folder) ~ you will need to find this file in the next step.





The process ▼

Ipsos MediaLink

Installing the Saved VPN Certificate

You are now required to **INSTALL** the certificate file that you saved.

- Please tap '**Next**' – this will open your device '**Security**' settings

Install VPN Certificate

You are now ready to install the certificate.

When you press Next below, the Settings app will be launched. Please navigate to the option to install a CA Certificate, and then select the file you have just saved.

While the VPN certificate is on your device, Android requires that the lock screen is secured with a PIN. If you don't already have one then Android will take you through setting up a PIN for the Lock Screen.



THE EXACT LOCATION OF THE SETTING YOU NEED TO GO TO MAY VARY DEPENDING ON DEVICE MAKE/MODEL.

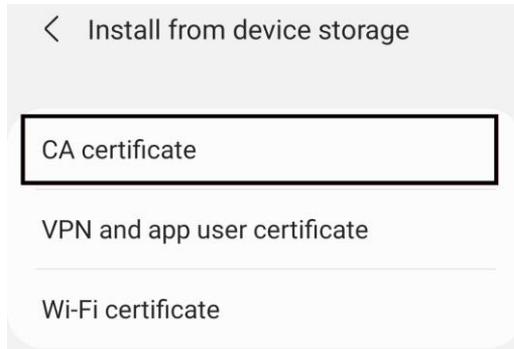
Please use the appropriate settings for your device listed below or alternatively, search your 'Settings' app for "***install certificate***".

- **Samsung:** 'Settings' > 'Biometrics & Security' > 'Other security settings' > 'Install from device storage' > 'CA Certificate'
- **Google Pixel/Sony/Nokia/Motorola:** 'Settings' > 'Security' > 'Encryptions & credentials/certificates' > 'Install from storage/certificate' > 'CA Certificate'.
- **Huawei:** 'Settings' > 'Security' > 'More Settings' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate'.
- **OnePlus** 'Settings' > 'Security & lock screen' > 'Encryptions & credentials' > 'Install from SD Card' > 'CA Certificate'
- **Xiaomi** 'Settings' > 'Password & Security' > 'Privacy' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate'
- **Oppo/Realme** 'Settings' > 'Security' > 'Credentials Storage' > 'Install certificates from storage'

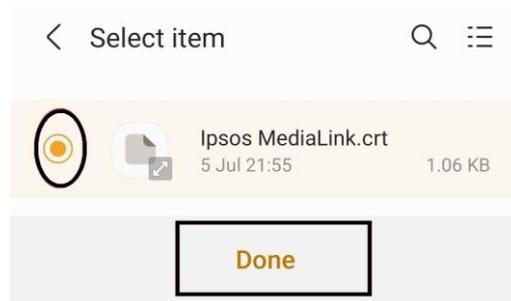


The process ▼

- Find and tap '**CA certificate**' (in the following security warning, tap '**Install anyway**')



- To install the saved certificate, please find the certificate you saved and **tap/select the certificate Ipsos MediaLink (.crt)** ~ if prompted, please tap '**Done**'.



Step #7

Confirm the completion of the installation

- Tap '**Done**'

Ipsos MediaLink

All Set!

That's it, setup is complete. All you have to do is keep the Ipsos MediaLink app running on your device and follow any further notifications it may send to you.

Thanks for your participation in the study.

DONE

The Ipsos MediaLink application is now installed and set up.



The process ▼

Step #8

Disable Battery Optimisation

The Android software on your handset will look to save battery by stopping background running apps like Ipsos MediaLink.

- To make sure you are eligible for your voucher, please carry out the instruction below for your device.

THE EXACT LOCATION OF THE SETTING YOU NEED TO GO TO MAY VARY DEPENDING ON DEVICE MAKE/MODEL SO WE'VE DONE OUR BEST TO ADVISE BELOW.

Please check some of the settings on your device listed below or alternatively, search your 'Settings' app for "**battery**" or "**optimise**".

Most Android 12 devices

Settings' > 'Apps' > 'Ipsos MediaLink'

Most devices running Android 11 or lower

Settings' > 'Apps' > Tap 'more options'/'advanced' > Tap 'Special app/access' > Tap 'Optimise battery use' > Select 'not optimised' and tap 'All apps' > Find an tap 'Ipsos MediaLink' > Tap 'Don't

Xiaomi Devices

- Tap '**Settings**' > Find '**Privacy protection**' > '**Special permissions**' > '**Battery optimisation**' > Select '**not optimised**' and tap '**All apps**' > Find and tap '**Ipsos MediaLink**' > Tap '**Don't optimise**'.

Oppo/OnePlus Devices

- '**Settings**' > '**Battery**' > '**More battery settings**' > '**Optimise battery use**' > Find an tap '**Ipsos MediaLink**' > Tap '**Don't optimise**'.



The process ▼

YOU'RE ALL SET

Ipsos MediaLink for your Android smartphone is complete.

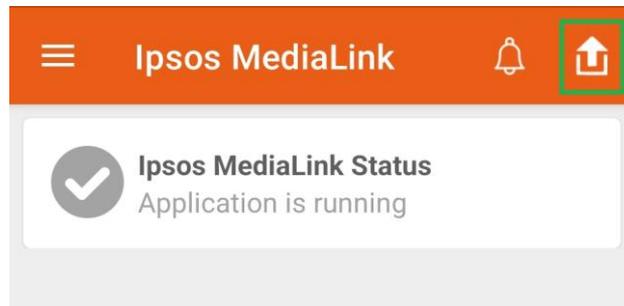
In the app: you should see a notification stating 'Application is running'

Status Bar: 1 x VPN key and 1 x Ipsos MediaLink icon will be present

Notification Panel: 1 x Ipsos MediaLink notification

Note: Visibility of the icons may vary depending on device model.

Displayed in the Ipsos MediaLink app

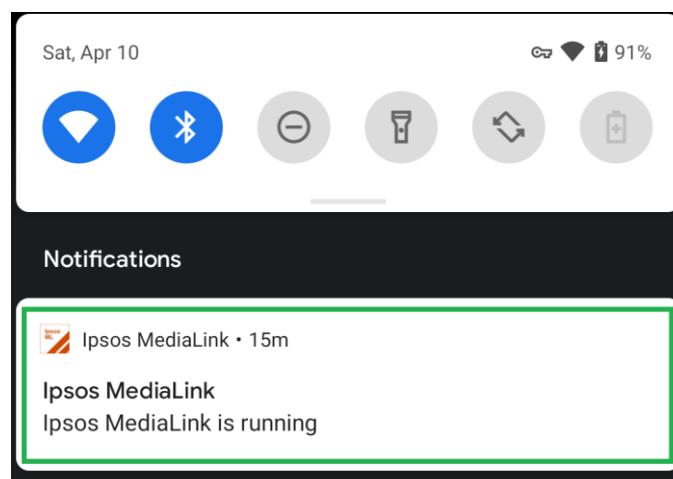


You can tap the '**Upload**' button (**top right corner in-app**) to send data manually.

12:19



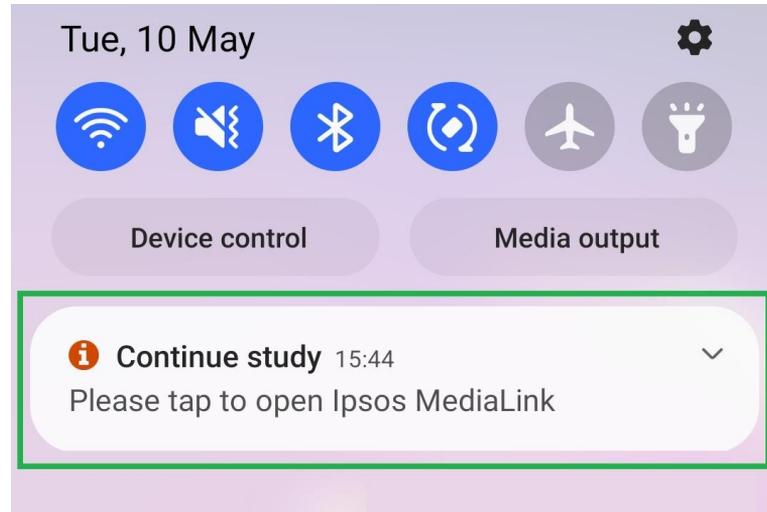
Notification Panel





The process ▼

Device Restart Notification (Android 11+)



- Due to restrictions on Android, for devices running on Android 11 or higher, when you restart your Android device you will be prompted to open the Ipsos MediaLink app in order for the app to start.



Using the App ▼



Using the Ipsos MediaLink app is really simple!

All you need to do is ensure that the app is running in the background at all times, and use your Android smartphone as you would normally.

You will know if the app is running because there **will be** a VPN key icon and Ipsos MediaLink icon at the top of your screen, and one app notifications present on the notification panel.

Thank you for installing and using the Ipsos MediaLink app!

If you have any questions, please don't hesitate to get in touch with us

@ growingup2020s@ipsos.com

0800 182 2137

Monday – Friday 10am – 6pm



To uninstall

We will remind you how to uninstall the app at the end of the project

1. Open 'Settings' and click 'Apps'
2. Click 'RealityMeter'
3. Click 'Uninstall'
4. Confirm with 'OK' to remove RealityMeter

