

Young people's trust in co-created online resources to promote mental health literacy:  
Qualitative study

TrustScapes transcripts (TrustScapes 1-6)

### **TrustScape 1**

INT1: OK so what I am going to do now is I am going to share my screen again, and OK so my screen is this one. So this is the... once you enter the webpage What's Up with Everyone, this is the landing page, and I am pretty sure you had this experience when you first erm accessed the webpage. So is there something here that you feel is erm I don't know, doesn't inspire your trust? Do you accept or decline this?

RES1: I think personally I was OK with it, normally with websites I do click on learn more and sometimes I adjust them but sometimes with this website I didn't, I just clicked allow.

INT1: Hmm. What about you [RES3] did you have any issues with this landing page?

RES3: No personally I don't, although I could see how maybe if someone is you know really hesitant to access you know these resources that are meant to help them and then they see that maybe it might kind of pop up elsewhere if they are on another website after they have visited it, they might have I don't know, it might increase their anxiousness slightly but I am personally OK with it, it is just depends how far down the line of erm help you need basically and if you are you know really anxious then that might... it possibly could deter you but I don't think it is that big of a deal.

INT1: No but it is interesting that you can erm yes put yourself in a position of someone that is... could be more anxious and not understanding yes, visiting this page is going to suddenly trigger you receiving mental health messages from other webpages or is going to be explicit that you were maybe looking for mental health support which we know is all.. there is still a lot of stigma around. And what about you sorry I cannot see your name?

RES2: Oh hi I am pretty much similar to everyone else, I feel like personally I would just click on allow, I don't really have an opinion on this, but I think some people would be a bit more cautious and when you're trying to go into a website that is supposed to kind of help you out, if you are feeling a bit cautious you might feel a bit... you won't want to go on the website. So yes.

INT1: And why do you think some people maybe are a bit more cautious?

RES2: I am not entirely sure about how cookies work but I know some people are very like they try to delete it a lot and stuff so I think if people read a lot about the cookies being bad for your computer or whatever, like they will be more cautious about it.

INT1: OK, so erm yes and I think this is something I see very often that users don't know what cookies are, can any of you two explain what cookies are and what type of cookies there are and what the cookies do?

RES1: So in terms of this specific website because I didn't click on learn more I am not 100% sure but from what I remember about cookies from like learning about them back in school I think they are like... they kind of temporarily store your data erm sometimes erm like this... sometimes the cookies allow you to see kind of personalised ads I think erm so yes that is what I know about cookies.

INT1: And [RES3] do you have anything else to add about cookies, what cookies are?

RES3: Yes I think it is pretty much erm the same really, I think it is just if you click allow... if you go and surf on another website it may show up you know the same personalised ads or things like that. So it kind of just temporarily... I am not sure how you know how long they keep the data for, but it has your data about where you visited and then tries to kind of tailor your online experience based off of what you visited.

INT1: Yes that is well cookies there are many actually different types of cookies and erm yes some cookies will be tracking you for specific purpose and other to provide you with that experience, others are necessary for you to access the webpage so yes I think it is always important to have a choice of what type of cookies you allow. So in this case, you can allow the cookies, or you can decline the cookies, there is no option to erm select the cookies you may want. Do you think that is OK? Because erm it is a webpage that is providing information about mental health, or you think this should be an option? Or didn't you even consider it until I mentioned it which is fine?

RES1: Personally I didn't even consider it, I thought that when you clicked on learn more, maybe it would give you the option, erm but I think if it doesn't give you the option at the moment to accept or reject or to choose which cookies you can allow, then I think maybe that would be something to consider adding in. Because I know that when I go to some other websites and they don't really give me the option to decide which cookies I want on erm it doesn't annoy me, but it is kind of like I wish they had that option.

INT1: Hmm and what do the others think? Do you think that having an option is important or erm it is not important for you?

RES3: I personally think maybe you could have like an extra sentence in there maybe just to reassure somebody that they are not going to... I don't know like these cookies aren't going to track them for the next like you know day or so or I don't know like another sentence, I mean I know there is the learn more link which people could click on but I think there is a danger of maybe getting too erm in depth with how many different types of cookies there are and then that could be quite overwhelming before you have even got to the actual erm content that you want the user to get to but erm I think for now it is pretty good and it kind of confronts you at the very start so it doesn't spring up after a minute of browsing so you know and it has been quite transparent with the user which I think is quite good.

INT1: Perfect, thank you. And any more comments from sorry the third person I never remember the name.

RES2: OK I agree with what everyone has said, I think it will be nice to have like a sentence reassuring the person using the website, and erm even me personally I never think to click on learn more because in my head if I click on it there is just going to be lots of words that I am not going to read or I am not going to understand very well. So if it is just before the learn more, then it will be reassuring and also before you said that erm you can have an option to kind of choose which ones you want and I think that is a really good idea because for people who really care about this, it will be a nice way to reassure them and make them feel better about using the website.

INT1: Perfect yes, thank you so much for sharing your opinions. So in this case, this webpage actually doesn't collect much... it doesn't collect any personal data, it may collect your IP address, or we know how many times that the specific machine or computer has accessed the webpage and it sends some statistics to google and to Facebook etc. so you can have basically the same experience if you allow cookies or decline cookies which I think is not bad so I am going to decline the cookies and this is the [unclear 16:33] so did you have time to navigate a little bit about the webpage?

RES1: Yes I think I clicked on a few of the speech bubbles and just read through the pages.

INT1: OK so from this landing page, so this is like the welcome page, is there anything that stands out to you that actually inspires your confidence that the information you are going to access is reliable [unclear 17:03] or is something there that you feel or actually I am not sure and we know mental health is extremely important so it is health information, so it is not selling you shoes so we need to ensure that the way we portray the information is really trustworthy so is there anything that you feel we could improve or if there is any issues that makes you trust this webpage maybe less?

RES1: Personally I didn't really see anything that made me trust the website less, if anything erm you know at the bottom how it kind of says the universities that are involved, that kind of made me trust the website more because I could see that you know the information and the website had been compiled by these respected universities.

INT1: OK thank you, yes so their reputation of yes an established institution, yes will always inspire trust. Do you think having the logos more visible, do you think that is big enough? Or do you think it stands out a little bit more or do you think that is fine?

RES3: I think maybe you could have erm the university logos down the bottom erm just as a I don't know like a picture I think that could possibly help and maybe having the Aardman logo next to that as well could also help but yes I kind of agree, it presents itself in a very trustworthy way and there is not really much that can be improved on. I think it is quite transparent and quite clear and basically you know gives you a good amount of trust before clicking through and you know exploring the rest of the website.

INT1: OK because if you go to about us, this is when you see the logos, and you see who are the partners and... but I guess my question is, do we want to bring that to the forefront, or you feel that if you want to know a little bit more that is the option, and you should focus on the five topics that these webpage deals with.

RES2: Personally I would like to... I would like the logos and stuff on the main page, purely because I rarely read their About Us on websites that I use so I think if I go on a website and I see the logos and I know like organisations that work with their website I'll just feel better about using the website and it will feel more like legit to me.

INT1: Thank you.

RES3: Erm sorry I was going to say maybe you could put it... because yes on most websites the About Us is like a really small bit of text so where you have got like join the conversation and watch the films, I don't know maybe you had a section in between those that had the About Us just so it seemed a little bit more important on this website. So yes so because normally it is in small print and it is still quite small on this website so I think if you made that a little bit bigger erm and a little bit erm more important, I think that would be you know pretty reassuring, and people would find it you know easier to erm navigate to and then they can find the logos from there.

INT1: Yes and so yes I think there are different options and different possibilities and obviously they design and have the information gets displayed it is extremely important from a design point of view to inspire trust or less trust. And did any of you look at the privacy policy? At all?

RES1: No I didn't either.

INT1: Yes you see privacy policies are usually very complex, very complex documents that are extremely difficult to access, very lengthy and they are erm attempts to simplify and make them more readable. In this case this website accesses or shares the same privacy policies as the mental health foundation so they don't have their own privacy policies or cookie policies. So you can read... and it is relatively accessible but that it doesn't match exactly because while the mental health foundation webpage can access personal information, collect personal information What's Up with Everyone doesn't. So... tell me a little bit about your initial thoughts about this privacy policy, do you think this is relevant, or not at all because actually nobody reads them, or you think they should have their own privacy policies, or do you think it is a good idea to share the privacy policies of established erm organisation that actually does really amazing work around mental health?

RES1: Sorry [RES2] you go.

RES2: No it is OK you go.

RES1: I was just going to say I think it is definitely important to have the privacy policy available to people on the website. I think as you were saying I think they

should have their own, just to make it really clear what is like what is being collected on this website specifically rather than the mental health foundation's one.

INT1: Thank you, more opinions around sharing or not sharing policy, privacy policies with established institutions?

RES3: Yes I think the... I don't think most people would click on the privacy policy but I think it is actually quite a good thing that it takes you to an established foundation that probably if somebody is interested then they know it is kind of supported and backed up by you know one of the main mental health bodies so I think that is quite good but maybe have a I don't know, slight like disclaimer message when you like click on the privacy policy to say this isn't specific to this website maybe, something like that but other than that I think it is fine.

INT1: Thank you.

RES2: I think that privacy policy is really important to people, like I personally don't click on it, but I think if you are clicking on it, it must be really important to you and that is why I think it should be like tailored to this website because if someone is reading it and it is important to them, it should be more tailored to the one they are reading as opposed to kind of a generalised one.

INT1: Hmm, OK so then it is... there are a few.. maybe a few improvements to make regarding the privacy policies and they are good news which from you know actually the changes are happening now, the legislation is changing so webpages like this that are accessed by under 16, which young people under 16, they will erm they will have by law to have different settings in the way they collect personal data which is very good news. So, here you can see that during the conversation, so I am going to click... and so look we have... [laughs] that is interesting, so you are still seeing this webpage with Instagram? Yes perfect so we can learn more, we can accept and then we have the cookie, which is quite interesting, that is not important... but I am going to learn more erm OK and are they not giving me an option... that is interesting... erm... OK they explain to you a few things but then they are not giving me an option, that is very interesting. Sorry this morning I had to download... sorry to delete all of the cookies because otherwise you couldn't see the cookie landing page or the webpage. So it is interesting so very unethical they only ask me to accept which I am not going to accept. So anyway this is the Instagram webpage, erm [unclear 25:57] a few followers and some yes... well material that has been basically promoted. So what do you think about having this link to Instagram and having this webpage advertised and promoted via Instagram?

RES1: I like it, I think it makes it just the whole What's Up with Everyone website I think it just makes it a lot more accessible to people and I think that erm it is definitely something positive that people can see on their Instagram feed rather than maybe what they are used to seeing.

INT1: Hmm, OK anybody else? Any views about promoting erm this erm in a way it is a campaign it is a campaign to promote mental health literacy among young people, do you think it is OK to have it in Instagram and then have the link here?

RES3: Yes I think it is quite good that it is there because most of the young people who have been visiting will have Instagram so you know if they can see it occasionally pop up on their feed I think that will be... that is a good feature to have.

INT1: OK and anything else, sorry the third person?

RES2: I definitely agree with them, I think having Instagram is a really lovely way to erm kind of spread the message because even though the website is really good, I think Instagram is used way more than like the internet, so I think it is good that you have a little section saying join the conversation with the link.

INT1: OK. What about Facebook? I am aware there is a Facebook for some reason Facebook hasn't been... there is not a link to the Facebook, do you think we should include Facebook too or do you think this is fine only with Instagram?

RES1: I think erm maybe adding the Facebook link in would be good just because if you didn't tell me that there was like a Facebook page, I really wouldn't have known. Erm I am not someone that uses Facebook so I am not sure if I have Facebook, I don't think I would have gone to look for it either. I think maybe just making it clear that there is that available for people that do use Facebook, maybe that would be helpful.

INT1: OK, anymore views about adding erm Facebook or shall we keep Facebook not on this landing page?

RES2: Erm I personally don't think Facebook is necessary, purely because I don't use Facebook, I feel like Instagram is something that is kind of it is what more people use, and I feel like it is easier to... I don't really use Facebook, so I am not entirely sure, but I do feel like it is easier to use Instagram and kind of spread the word through something like Instagram because you're like controlling the post. But I thought in my opinion Facebook seems more like a conversational thing so yes.

INT1: OK.

RES3: Yes I don't think there is a huge need to have Facebook, I only got Facebook recently just because of joining like a university WhatsApp groups and things like that. But I know if you're on Facebook and you kind of like something, then your whole kind of friends and it all pops up on their feed, so if somebody doesn't really want to notify everybody else that they are kind of starting to struggle with their mental health and they are seeking help, then I think maybe just keeping it to one kind of social media page is probably quite a good idea. But I don't think it would be a problem just to have it available in like a smaller link or on another page.

INT1: Yes, Facebook it is interesting because the age, so Facebook is now more for an older age, erm Instagram is more targeting the audience of this webpage and I believe that is the rationale behind not including Facebook. And also I am aware that yes Facebook has some privacy settings that allow you to have a bit more control on what other people can see that you are accessing, but it is not easy, and I understand that there are sometimes reservations about accessing or liking specific things in Facebook because it is not as easy or as straight forward to control. Yes because the privacy settings again are quite complex. OK right so before we move to erm one of

the themes that have been identified by young people as elements or erm or yes well concepts or not a concepts, themes that may affect your well-being and mental health. Is there anything else you would like to comment on for this page, if you feel it increases your sense of trustworthiness or maybe decreases them?

RES3: A comment I had about... on the About Us bit, from before, erm because like lots of websites have an about us page, and this one is more kind of tailored to being you know meant to help you with your mental health and meant to build trust. Maybe instead of.. I don't know if it is like a thing that you have to name it About Us but the name of that little like link could be changed to maybe something like come and meet us or meet us or who we are or something? Just so it is something slightly different and then people might be encouraged to click on it more. Than like a About Us because that is kind of a general thing that you see on pretty much every webpage you visit.

INT1: Yes, that is a very good suggestion thank you. Yes... didn't think about it and that is a new idea, that is fantastic thanks. OK anymore comments before we move to one of the erm themes? And [INT2] do you mind reminding me which erm because we are exploring one per workshop, today's is... let me just quickly check, is there a set or...?

INT2: We didn't really decide erm but maybe we can start with perfectionism?

INT1: OK so when... [unclear 33:02] so can you see when I click here can you see this? Or you are still looking at the webpage?

INT2: I am looking at the landing page right now.

INT1: Ah perfect no it is because I don't know what you can see, I was looking at this. OK so let's go... you mentioned independence?

INT2: Perfectionism.

INT1: Perfectionism sorry, perfectionism OK so to access the perfectionism theme we either go here, to the top or erm I guess it is this one? There is too many decisions to make... yes erm... which one is... that is interesting, I didn't... so everyone else seems to feel... so this is loneliness. I didn't get the grades, failure, this is the perfectionism one. The best of everything, that is competitiveness, it is interesting that yes these too can be confused. Anyway so this is when we click in perfectionism so the first thing we see is the video that is also in YouTube and then we have text. So, if you have a quick look, is there anything you think erm... so here we have like a personal testimony from Charlie, that is this [unclear 34:41] situation that is affecting the... well his mental health and his initial around perfectionism. So what is the issue, why perfectionism may affect people, how does that affect you personally, what can you do to help yourself, so there are lots of resources well there are lots of tips so these are practical tips you can engage with and then if you need help, where to go and then there are... before we move to the seeking help page, what do you think about the way we have presented the issue about perfectionism and do you think it is... yes I don't want to prompt you so tell me what you think?

RES3: I think it is quite good that you have got when it is Charlie speaking is in a different font, so you can kind of distinguish what is going on there. I think maybe there is a little bit too much text all banded together. I think it could be slightly overwhelming when you have to read lots and lots of text so I think most of it is divided up in to good paragraphs but as you go down, erm it does kind of increase so I think maybe they could have a look at trying to just cut little bits out or maybe have a section where it is bullet points about how to help erm how you can help yourself just to kind of erm switch it up but yes I think most of it is quite good, it is just there is a little bit too much text I think. At certain points.

INT1: Thank you [RES3] what do the others think? So [RES3] just mentioned this maybe a bit too much text, [unclear 36:49] users may not be engaging, not reading it erm and maybe disengaging, what do you think erm... not only about the amount of text but maybe any other features that you feel could be improved?

RES1: I was quite happy with the layout erm I like the structure of it, and I thought that it erm floored well as well, like the order made a lot of sense to me when I was reading it. I think maybe... I am not sure maybe a couple more images, even though they are quite... there is already some on this page. I am not really sure how you could improve it, apart from maybe kind of making things a little bit more concise and cutting down text just a little bit because other than that, I do really like the structure of the page.

INT1: Thank you, OK and the third person?

RES2: I actually really like the way the page is laid out, I think the colours and the pictures, and everything just makes it like more interesting to read because I feel like when you're looking at other websites like generic ones, it is normally just a white background and black font and it just... it feels like when you are already reading something to try and help yourself, it feels more overwhelming. I think this is more like almost a light-hearted way of laying everything out. My only thing is I think maybe some bullet points or something just to make it easier to read because yes or just make it easier to flow and like if someone is just skimming through it, it seems a bit more... it seems like there is a lot of writing so if there is bullet points, it might help break it up a bit.

INT1: Hmm, OK and so each section has a different background colour so we had the orange one with yes personal testimony then the purple one, describing what the issue is, yellow around how it can affect you, what can you do to help yourself in pink and then we have different... not bullet points but more understand erm like sections. And then finally we have erm [unclear 39:00] to get help and then where to go for help. Are you... do you think that is enough sections or too many or... or you're happy with that?

RES1: Personally I am happy with the sections, I feel like everything that needs to be there is there. Erm just going back to what [RES2] said about erm maybe it is not as easy to navigate erm I was going to say maybe because we have got the different sections so you know like what's it issue, how does it affect you? maybe at the top of the page just having erm a guide to the contents of the page so this is what you can find on this page and you can find about what the issue is, how to get help erm just

with little bullet points and then when you click on... when you click on each bullet point it is like a hyperlink and it takes you to that section of the page.

INT1: Hmm yes that is a good solution, yes then the information is erm... yes organised well, you access it with yes I guess more control and you know in a distributed fashion, not all of it at once. OK anymore suggestions for this erm this page? Before we move to the seeking help page?

RES2: I think one thing with the layout, I think it will be nice to have a section on how to help, as opposed to like the person seeking for help because if like for example if I am looking for my friend, I think I would like to see a section that says how I can help personally, so yes.

INT1: Yes that is a very, very useful point because we know that around mental health it is so important, it is also self-care, but it is also how you can contribute to the wellbeing and positive mental health of others which is equally important. Yes thank for that erm reference. OK so I am going to move to the seeking help page, so this is what happens when you access... so first the main message is if you are concerned actually so you can call your GP, you can seek advice and support of your GP or you can call 111 so if you click see your GP again it takes you to the mental health foundation and it provides information about actually do you need to see your GP and also very important is how to initiate that conversation with erm your GP, how to prepare for your appointment, how to find so it is all about preparing you for that conversation you may have with your GP so it is quite I think it is quite useful information, but then also you can call 111 and you can call the Samaritans here is the information in Shout, Step Up, tell someone you trust, talk to your school nurse, counsellor or teacher or GP, specialist, so there are a lot of different erm even the citizen advice bureau so a lot of information, different options. Tell me what you think about all of these options we have selected?

RES2: I really like it, I think it is a nice way to summarise who you can go to for help, I think one thing with the seek the advice and support of your GP, I think it should be really normalised to ask like health care professionals for mental health support so I think like at the bottom if you write like seek the advice and support of your GP kind of bigger like you have done for the others, it will be a nice way to kind of normalise asking for help from your GP. Because I think there is a part where they like kind of include it alongside teachers and staff, but a section alone with your GP or calling 111 I think would be nice because when it is small it seems like kind of like a last resort almost and lots of people won't feel comfortable doing it, but I think it should be normalised and by adding a separate section, it will seem like a...

INT1: Yes because this is more yes school reference and GP seems to be a standing erm yes different section, you're right yes. And then we have here NHS choices that could be linked to this GP section and then especially it is mental health services. OK yes that is a very good suggestion, any more so basically what we want is to increase the trustworthiness of the webpage, so with that in mind, any more suggestions of how can we improve this? So more young people... if young people actually need help, so how inviting, how trustworthy we can make it, so they actually seek help when it is needed, when they feel they need support?

RES1: Sorry I am just looking at it, I am not sure how it could be made like more trustworthy, I feel like it is already quite inviting erm the way that there are loads of different resources that people can get in touch with.

INT1: Yes that is good news and [RES3] do you have any suggestions? Do you think the amount of text... the way it is written, the links we also have here another link to rethink mental illness and together with step up?

RES3: No I kind of second what has been said really, it is kind of as trustworthy as it can be, and everything is erm presented quite well and you know using the same kind of colour scheme I think helps to erm you know carry on that same idea so yes I think it is pretty well made.

INT1: OK thank you. OK so... we could maybe have a quick look through another one, do you have any preference on another theme? This is the one erm... for perfectionism, and do you think it is good to have a combination between the video the film and the text?

RES1: Yes definitely, I think especially because the videos are quite short, I think it is definitely good to have them here.

INT1: OK thank you. [unclear 45:47] same layout, it is always the theme, the video, then a testimony of Mary which is the main character of the video, so it is more like yes a personal reflection. And this is the same, it is always the same it is what is the issue, how does it affect me, who can... what can I do to help myself, so some practical tips that they have been identified by young people and backed up by a clinical team and then... but then maybe that is something erm well maybe we can go back to the About Us to see if that is clear enough. When do you need help, where to get help and then if we click again to the seeking help it goes to exactly the same resources, there is no specialisation of our loneliness? With that in mind, is there... any comments? And this is... so after this I will ask you to start completing the TrustScapes we are going to have a little break but before we go there, erm so is there any... is there anything else so do you think erm is it clear that this has been co-produced by young people, so we go back to the home page, it is when we talk about us, here it says a little bit erm so there is erm clinical partners and everything has been co-produced with and for young people. To increase their mental health literacy. [unclear 47:44] navigating do you get a sense that this has been co-produced, or do you think we should make that more explicit? And if it is more explicit do you think it will increase the trustworthiness or the webpage or maybe not?

RES1: I think just in the layout of the website you can kind of tell that it has been produced by young people erm well maybe not that you can tell that it has been produced by young people, but I think I wouldn't be surprised if you told me that it was. I think I wouldn't have thought that without you telling me. So I don't know, maybe just kind of having a running header at the top or at the bottom somewhere that says kind of erm that says something like co-produced by young people for young people or something just to kind of make the users constantly aware that like what they are reading has been defined by people like them essentially.

INT1: And do you think that can increase the trustworthiness of the material or decrease it?

RES1: I think it can increase erm the trustworthiness of the material. I think that if you feel like erm the material that you're reading has been written by someone who is maybe a similar age to you and you might just trust the material more, you might kind of feel more confident with erm seeking out this material and going through it.

INT1: Hmm. OK and the rest agrees, disagrees with erm making maybe more explicit that this has been co-produced with young people?

RES2: I think that erm if you make it explicit it can one of like two ways. I think it can increase the trustworthiness for some people because it will make them feel like if it is young people everyone is kind of going through the same thing, but then I think it can also make it like untrustworthy for some because it feels like sometimes having it backed by an organisation as opposed to kind of normal people, might make people feel more reassured when they are like looking for advice because I don't... if I am looking for advice personally and I see that someone else like a young person has developed the website as opposed to like an organisation, I would feel less erm confident about using the website as opposed to using the website as kind of backed by the NHS or something like that.

INT1: OK and [RES3] do you agree with... what is your stance on making more explicit erm... the contribution of young people?

RES3: Erm I don't think there is a huge need, I think it possibly can increase the trustworthiness but I think the layout kind of... and the colour scheme erm and you know like the fact that there is videos voiced by you know young people and things like that, I think that kind of tells you and like if somebody was looking and it said this has been co-produced by young people like I don't know, maybe people will feel like it is not a personal experience because like it could be seen as a bit of a token sentence if it is put at the front because people... a young person might read it and think but I am not the same as all other young people, or something like that. I know that is not how you know the research has been conducted, it has been conducted in quite you know a diverse manner, but you know for somebody like reading it, it might just kind of put a slight doubt in their head or think you know they don't know me, or they don't know what I am going through. So I think it could go either of two ways, but I don't think there is a huge need to include it.

INT1: That is interesting that we have erm kind of three different views and it is excellent because we are trying to understand the perception of young people when they access and it is good for us to know that there are different possibilities and we need to make a choice sometimes and there are trade offs and negotiations and this is what we are very interested in, understanding your perceptions. So what we are going to do now, is we're going to have a little break and what I would love you to do is have a little break, stand up and maybe have a drink, and what I would like you to do is start completing the TrustScapes so let me go back to... right so I am going to stop sharing here and I am going to... OK so I am going to move to teams, and I am going to change this to the documents. OK. Right and here I am going to share this. Am I sharing this? Am I sharing the TrustScapes?

INT2: Yes.

INT1: Thank you right so what I would love you to do is think about any issue that we may have discussed today or any issue around trustworthiness so tell us about any issue that we can improve around trust of the webpage then tell us why it is important and what is important to you about this experience of untrustworthiness and then think about a possible solution that is realistic and also a more idealistic solution and you're welcome to use the words, the key words, the drawings, just write... so try to... what I am going to ask you is to take a picture of it when it is completed and send it to [INT2] so if you try to make it as clear as possible so we can understand exactly what you're trying to say.

[Break] 1:13:00

INT1: Good so do you have enough time to develop a little bit that Trust Scape, did you find the tool useful, the key words or the sketches or do you think it is just a bit of noise, and it doesn't relate to what you want it to say?

RES1: I think for me the sketches didn't relate so much to what I wanted to say. Well a little bit but I didn't... there was one sketch that did but I didn't use it, just because I was worried that I was going to run out of time.

INT1: OK and the rest? You think they...?

RES3: Erm I didn't really use the sketches but yes it was more just on obviously what you showed us going round the website and then that just sparked thoughts so I thought I would just get those down on the page but when I looked at the sketches last night, before, it was quite interesting to see how you know different feelings can be brought to life in a kind of animation or you know sketch, so I thought they were quite interesting to look at individually.

INT1: OK perfect thank you. And sorry was [RES1] or [RES2] the one that already talked about the sketches.

RES1: Yes that was me [RES1].

INT1: OK so [RES2] do you think the sketches were...

RES2: I personally didn't actually use the sketches they didn't really help me as much as the words did so the keywords I think it was really useful to put my thoughts in to words.

INT1: OK good. So do you... who would like to go first?

RES2: I don't mind going first. So in terms of like I had three points for each section, so for the untrustworthiness I spoke about the privacy policy, the About Us and also seeking help, like that section. So erm I think in terms of the privacy policy it was important because I think especially for some people who click on that, you kind of want a lot of information on the privacy policy because if you're looking to seek help

for mental health reasons, you don't really... you want to know what they are doing with your data. And erm I think the issue with it is that it wasn't specific to the website, like we saw before so I think for the solution I said have a disclaimer or erm have a specific policy and then have it accredited by the Mental Health Foundation in order to kind of improve the trust of the people using the website and then another one that was untrustworthiness, like a point for that was the seeking help is not specific for each category and this was important for me because I think it would like reassure people if... I think the issue was like for like perfectionism and loneliness they had erm very different problems but when you click on seeking help it goes to the same links and it was... it was like that kind of didn't help with the trustworthiness for me personally because erm if I am looking for help for like loneliness I would expect it to be more catered towards like links that were all companies or numbers that will help me tackle that problem but I think having a generic one just didn't make me feel like I can trust the website as much as I can. So the solution would be to kind of have individual links to different resources and not have a generalised one. And then the last one I think we spoke about was the About Us erm I liked... it would be good to be like reassured that you're using like a legit website and not something that was just created like a blog post or something like that so I think erm clicking on About Us, people rarely do that and I think the solution was include logos of organisations just at the bottom like a little logo so I think that LSE and stuff like that just to kind of improve like authority and credibility of the website. But yes.

INT1: And so when you completed the TrustScape is it text or did you make any drawings?

RES2: It is text.

INT1: OK so could you mind taking a picture and send it to [INT2] via email?

RES2: Yes I will do that right now.

INT1: Thank you. OK so who would like to go next?

RES3: Yes I don't mind going next so I have two main points, the first one is about the About Us link which we talked about before and obviously it is important to make it more personal and more trustworthy for somebody who is seeking help so you know changing it to something like you know come and meet us or who we are, or you know what made us do this or something like that would I think encourage somebody to click on it more. And then the other point was I am not sure if this is just me, but during the... on each page like the perfectionism and the ones that followed, it followed that same structure with the colour scheme and erm how this affects you and so on. And I think it was the last two or the last three that all say erm the word help in them and, but I just thought maybe like the first step to kind of erm treating your mental health is accepting you need help and I think that possibly having that... I think it is good that it throws a pattern, but I think possibly having too many repetitions of the word help, especially in the font that it is in, could be slightly overwhelming for somebody, and this could be changed to support or you could just even leave it and put like I think one of them said where can I go to get help? You can just put where can I go, or you know just something to leave it a little bit more open ended and let people feel more comfortable accessing it. Because I think people have

erm problems accepting they need help and that is why they don't then go ahead and call these numbers and follow the links and things like that.

And then a couple of like points about you know in an ideal world what would I like to see, erm I think maybe erm like an online chat bot system could be like cool, I know that would take you know a lot of resources but in an ideal world that would be quite cool having somebody instantly there to kind of speak to on the screen. Or even you know the website could participate with a partner from I don't know Samaritans or something and see if they could set up a chat bot and then it could ask you... it could just make the whole experience a little bit more interactive and it could ask you like erm how has your day been or how are you feeling or you know just something like that, and I think that could be quite a cool feature to have in the future. And then the other thing would be maybe to work with the social media companies like especially for the social media page, erm to have like links or to have bits of information from Instagram and from Facebook and the other social media sites that say erm that say you know how to kind of stay safe online and how to stay happy online and how to kind of you know as were talking about the Facebook thing that you mentioned, erm how to adjust your user settings and things like that. That could be quite a good feature for erm you know people struggling with social media but yes that is kind of fine and I will send the picture to the email as well.

INT1: Thank you and yes when we asked you to think big, that is exactly the solution so a chat bot is complicated but that is exactly... so that would help us to be ambitious about the next step. Thank you and the last person to share the TrustScapes please?

RES1: Yes so I was struggling to come up with like an issue of untrustworthiness from the website, so I just went with what we said about like the privacy policy and cookies. So I talked about how it is not that clear or specific what cookies are being used, and I think you mentioned before that they are not actually storing much data about us compared to other websites so I think that should maybe be made more clear and I think having a privacy policy that is specific to the What's Up with Everyone, rather than the erm mental health foundation thing would be good just because people would like to know erm what exactly... what exactly like in terms of the data is being stored and what it is being used for, if it is being used at all erm and just because people who are kind of concerned erm about their own mental health and if they are kind of seeking out resources, they might feel more concerned or anxious when they are seeking out this resources that they have got this additional worry about what information the website is using from them and whether for example they are going to see erm different ads now or kind of personalised experience and stuff. So I just said ideally what I would like to see done is a clear description or explanation about what cookies are being used erm and for what purposes. And what data is being collected or if there isn't really much data being collected then just making that clear to the users of the website and a specific privacy policy for What's Up with Everyone.

INT1: Fantastic and well I think it is yes the issues you have pointed at yes are bang on in terms of elements that need to improve, and we really appreciate your opinions and all of the feedback you have given us because that is what can help us to keep improving these types of resources.

END.



## TrustScape 2

INT1: So think about elements of this webpage that may... could be improved in terms of the trustworthiness of the content, the design, the layout, the experience, you name it. So this is what happens when you erm enter for the first time to this webpage, anybody who would like to start by telling me what you think? Do you think the erm just give me your first impression about this landing page around cookies? What would you click for example?

RES7: I would probably just... if I was trying to get to the webpage quickly I would probably just press allow because it is like bolded, and I guess you're kind of drawn towards it first.

INT1: And anybody else, what would you do? Would you... anybody would go to learn more or decline or simply go to accept all cookies?

RES6: I just click decline because it gives me the option to. But a lot of websites don't give you the option.

INT1: Sorry did you say usually you would decline because erm... any specific reason?

RES6: I just think like the less is better because obviously cookies track you. Some websites just don't give you the option to click decline so you have to click allow but if I get the option, I am going to click decline so...

INT1: Yes thank you that is good to know. Anybody else would like to... anybody who would click learn more or not really? Not at this stage?

RES5: Can I comment on this?

INT1: Sorry?

RES5: I was saying I would click allow cookies simply because clicking decline for me that is around declining them and it is better just to get over it so I would click allow cookies.

INT1: OK you would click allow cookies, interestingly what I would like to hear is from all of you, anybody that maybe hasn't said anything yet, yes?

RES4: I would say I would probably just click allow just to get to the website quicker, erm possibly just click around the box just... if I was in a rush or something just to try and get rid of it because there isn't obviously a clear close button if that makes sense.

INT1: Thank you, thanks [RES 4]. Anybody else who would like to tell us about this cookie page? Some of you would allow it, some of you would decline it. Is there anything that you notice that is maybe unusual nowadays about the cookie policies and things like that or...? Sorry I need to see erm... your names without it...

RES6: I think compared to a lot of websites it is quite a lot smaller so you can actually see the stuff around it and see what you know which website you're going to go to because some block the whole page and it kind of puts you off, but this is quite good.

INT1: And you think that the reason that you can see what is behind, do you think it helps you to decline or allow?

RES6: I mean the fact for this certain website, I probably would click allow just because it shows me like it is not like a scam website or something like that. So I think it is good that it shows you.

INT1: I see so you have a little glimpse of what it is.

RES6: Yes.

INT1: OK that is very interesting. OK so before we move into the page erm yes I would like to hear, sorry [INT2] do you know who maybe hasn't commented on these cookies option?

INT2: I am not 100% sure, but maybe [RES9] and erm [RES10], have you talked?

RES10: I think I would just say that I have seen this notification come up on every page that I have... that I go on so erm I am not really affected by it, and I usually just press allow on everything, I am not sure if that is the right thing to do so I wouldn't be... I wouldn't mind too much seeing this notification, it wouldn't really affect me.

INT1: Thank you and interestingly [RES7] the allow cookies is in a box and is actually this one is easier to click there, do you think that is OK, or there is some ethical issues there?

RES7: Erm well I feel like it is kind of a trick on the surface because erm I feel like on some websites I don't even notice that there is a decline box so I just automatically click allow when maybe otherwise I would have pressed decline, but I think here it is OK since at least the decline is still quite big in text so you can clearly see it, but it is definitely like trying to like push me towards allowing but I am fine with that I guess.

INT1: OK so yes shall we move to the erm page? So in this case it doesn't... well your experience definitely doesn't change this, if you decline all of the cookies, it is just that it provides in this case because it doesn't really collect much personal information, IP addresses and all of that but it will erm note erm if you declined it doesn't change your experience basically. So shall well, [INT2] shall we go in the webpage?

INT1: That is it, OK can you move it... yes perfect so we can see also the bottom, right so this is the landing page of What's Up with Everyone, which some of you know this is an online resource to promote and support erm mental health literacy and by mental health literacy what we understand is... so if you are literate around mental health you know where to access information, you know what symptoms are normal

and there is less of a stigma around... so you are more supportive and more understanding of others. So anybody who would like to say something about the first impression when you see the page? Do you think erm it is erm I don't want to prompt you so tell me what you think, first impressions of when you access this webpage?

RES4: It is quite bright, so it sort of attracts the eye quite a lot, it is... you want to see what is going on because there is quite a lot of colours and things going on.

RES7: I would also say that it is quite clear, I feel like on some webpages if there is lots of like erm... like those scroll down kind of button things that unravel I kind of get lost there if it is really complicated in design but I feel like all of the buttons you need are just there so you can just look at it and like quickly go to where you need to go.

INT1: Thank you. Any more comments on first impressions?

RES6: I think it looks quite good. Because it is all displayed in like one bit instead of having to scroll down like she said and I like how it is quite simple as you know where to go, if you look at the top it says it all, spaced out quite well.

INT1: Good to hear that, any more comments erm you feel access in any content, do you feel... can you anticipate that what you're going to find is going to be good quality and erm reliable, reliable information or at this point you don't really know?

RES5: For me, personally I would say I want to [unclear 17:55] the first impression it is so bright, and the colours are kind of clashing so I would say I would feel frustrated from the first [unclear 18:12] the colour blending isn't so fine for me personally. Depending on the colours, the background brightness, it would frustrate me, and I would lose interest as it is so bright, yes I can say that.

INT1: OK yes that is interesting to hear so you think the colours are a bit too bright and for you it is not pleasant to look at this.. the design of how it is presented?

RES5: Yes, yes, that is what I am saying.

INT1: Thank you, any more comments about this first... so you can see at the bottom there is... it says copyright 2021 University of Nottingham, Loughborough, all of this information is erm and there are hyperlinks you can access, mental health foundation is there, all of these names give you more... the webpage is going to be more trustworthy, or you actually don't care much or tell me about this information that we are providing?

RES4: I am not sure erm that people will sort of look into that as much because they don't tend to look sort of right at the bottom of the page, those kinds of things aren't usually linked so people aren't going to look out for the link if it is not normally there on any other sort of website if that makes sense? It probably makes it more trustworthy that it is linked but people won't check to see if it is linked because it isn't normally.

INT1: Yes we actually had suggestions of how maybe adding the logos of those institutions and maybe bringing it a little bit more up, but maybe we may break the design a little bit but yes I agree, this is almost you don't see it, I don't know what the other think? Do you think that is important to be highlighted so you feel that the information you are going to access is very reliable?

RES7: I definitely think that it improves my confidence in the reliability, I think it is nice to have like the actual writing rather than the logos because I don't really recognise logos that well and I think the writing is enough. I personally when I looked at it, I was able to notice it just because it was there, and because the page itself isn't really that cluttered, it doesn't get like swallowed up totally in everything else.

INT1: Thanks, any more opinions?

RES8: I agree with [RES4] in the way that no one goes to look at the bottom of the page for the links. If you are there and you see them, it you know makes you trust the website a little bit more because you see some well-known universities and erm Aardman animations as well.

INT1: OK and recognising for example Aardman's animation, do you feel that brings erm a positive element or do you think it can influence the way young people perceive these resources?

RES8: The animations themselves on the screen right now, the ones on the left and right, they are quite useful. To like paint an image of what someone might be currently, and they might need help from that so yes.

INT1: Sorry [INT2] I cannot see the name of the participants, only those that have the camera on.

INT2: Yes [RES9] and maybe [RES9] do you have any opinion?

RES9: I liked that the Instagram link is like included at the bottom so if you weren't too sure about the page you can go and have a look at the Instagram and see what is on there. If you did trust that you come back to the website and have a look there.

INT1: OK that is interesting because the chances of you clicking About Us, is... so you would always go first to maybe the Instagram to see how... shall we click [INT2] the Instagram link? That is another example, you can either accept or not... OK so yes we can go back if you want but it gives you... this is the landing page. OK so do you mind if we move to the About Us button, so who... any of you would click that button? Or it is not very likely that you would check out who is behind this project?

RES7: I probably wouldn't click it because it is not really my main interest about erm who it is by and I feel like I just wouldn't really be too bothered but if I was especially curious maybe I would check it out, but I rarely read the about us.

INT1: Anybody else?

RES10: I actually like this page and I think this could sort of be incorporated into the main home page because I think this tells you exactly what you can expect from this website and also I really like that there are logos from these universities and even if you haven't heard of most of these places, I think you just erm you just kind of subconsciously associate them with professional body, and then you're more likely to trust the information that you're going to see on this website. Whereas I think the main home page that you erm like as soon as you enter the website I think it is really good because of the simplicity of it and it is all on one page, you don't have to scroll but I think people might not know what to expect from the website and it might be yes whereas I think this is good, I am not sure so just an idea.

INT1: No but it is a good suggestion [RES10] to incorporate maybe that in the landing page. Any... and it is good to agree and disagree because we're here to hear you erm yes share with us your opinions. So, anybody else have an opinion about maybe adding this into the landing page?

RES4: I was going to say I like the erm sort of character that is on each of the pages as well, it is not sort of just because it is About Us page, it is not a sort of really informative page that sort of really sort of professional and adulty if that makes sense? It has still got those characters and colours and everything on it that sort of keeps it with the rest of the website.

INT1: Thank you.

RES7: Maybe if you had like the main page that is before that and erm like under that if you scrolled down then you got to like this bit of the About Us so like if you wanted... if someone wanted to see it, it would be more accessible, but they don't especially need to look at it, but it is definitely there and would catch their eye.

INT1: Yes I completely agree. Yes that is erm well I agree don't disagree I am just here to get... but I like, I like your idea. OK so shall we move to... I don't know if anybody else would like to comment on this About Us.

RES6: I probably wouldn't click on it from the home page, but I feel like having these badges of like University of Nottingham and Loughborough University at the bottom of the page with the other stuff would make me feel more confident that it is legit and not like a scam.

INT1: Yes and that is very important to have that, yes feeling that you can trust the content you... and the reassurance. Thank you. OK so [INT2] shall we move back to the erm maybe the home page? OK so that is the... so we have also a privacy policy, do you mind clicking there [INT2]? So I guess from what you are saying that the likelihood of clicking there is very, very low. But as you notice this is the so the webpage is linked to the privacy policy so the mental health foundation. The mental health foundation is a partner in the project, and they are somehow borrowing their privacy policies. Do you think this is fine, and you're not really bothered, or you think they should have their own privacy policies, do you have any opinions about?

RES4: I think they could use the same privacy policy but possible sort of copy and paste it to them, keep it with the same theme and everything of the other website

rather than going to a completely... because now if they wanted to go back by clicking on the sort of home button or something they couldn't, they have actually got to go back to the other website which might for some people be a little bit confusing.

INT1: Yes that is a very important point because yes we saw how you navigate and that is important. Anybody else erm any more opinions about this privacy policy?

RES6: I mean I would likely never click on it in the first place but when I did if it was like a different format, I probably would just close it straight away. So like maybe if it was on like the same theme and the other home page, it would make me feel more confident, but I don't think there is much point because I would never look at the privacy policy anyway, personally.

INT1: Well you're not the only one, the privacy policies are lengthy, complicated and nobody really reads them. So [RES10] or anybody else Iqra would you like to maybe comment a little bit about privacy?

RES5: For me I like the fact that it is separate from the site we are accessing so which means I would extract some information from the home page, then I click on the privacy policy, I have to... it opens a new tab which means I could compare with maybe a... maybe do a comparison or if it doesn't conflict what I was browsing initially, I would say that.

INT1: So you think that erm the fact that it appears in a different way, is that a plus or a minus, do you like that or not?

RES5: I like that, I like that it appears on a different link.

INT1: OK because it is easier for your navigate or because you like the design? The colours and everything is easier for you to engage with?

RES5: It is easier to navigate yes. And the design OK this is quite OK yes.

INT1: OK thank you. It is interesting to hear pros and cons and different opinions and that is absolutely fine because we want to really get a grasp of your impressions of this, the webpage, with the view to improve so because that is what we are here for, to create and co-create resources that are going to promote your mental health literacy and therefore we want you to engage with them and therefore they need to be very engageable. So [INT2] shall we go back to... OK perfect so before we move to the webpage, is there anybody else that would like to comment on I don't know the designs or you have these labels on the top, home, perfectionism, loneliness, independence, social media, competitiveness, seeking help erm shall we move...

RES10: Sorry I was just going to say that maybe that About Us link could be somewhere at the top because I just don't think I would see it and then wouldn't click on it, but it is actually a really important page because of the information on it.

INT1: Yes, that is a very good suggestion thank you. OK anymore suggestions before maybe we move to... shall we go to... loneliness? So the layout of each page is the same, we have the concept or theme, in this case loneliness and isolation, then you

can watch a very short movie and then there is always a like a personal statement from the main character, in this case Mav and then it goes about providing information about what is the issue, what is erm why loneliness might be a problem for your well-being and mental health. How does it affect you? what can you do to help yourself, some tips and recommendations about things you can actually do to feel less lonely and then if you need to go for help, then provide information where to get it. And all of the themes have a similar well they all go to the seeking help page. So before we move there, is there anything in these...the way we are presenting the information or anything that you feel could improve?

RES4: I think the page is quite long but the fact that it has got all of the information that is necessary on it, it doesn't feel as long as it could do erm like there is a lot of words on it, but they are all separated into different coloured sections and things which doesn't make it feel as sort of lengthy as it might be. And I also liked the character that sort of is appearing quite a few times on the page. Sort of for young people it is sort of attracts them and is something to... it is something to engage them I think.

INT1: OK thank you, anybody else? Did you manage to stay there, perfect. Anymore comments about the way we are presenting all of this information, any suggestions?

RES10: I actually like how you can scroll down and sort of read it in order, I like the structure of it, so it is not like all over the place and you're not confused as to where to look or what to read first, so I think I like how... I like how it is in like an organised structure.

INT1: Thank you, anymore comments? I don't know if you have had time to read it, or if you want to comment on any of the text or of any wording or anything that maybe is not clear or read repetitive or words that you may think could improve?

RES9: I like that each section starts with a new question and the questions are quite direct, so when the person does scroll down the page they know like in each section what they will be reading about.

INT1: OK. Anymore comments? So shall we move to seeking help? And oh sorry and I want to also tell you the... there is a chat in the zoom... one of the zoom features so if you want to type something or you feel you want to say something and maybe you don't feel confident or you want to rethink the answer, or your comment and I am moving too fast please use the chat. Right so when we land in the seeking help page, what we have first is so it starts with if you are concerned that you are developing a mental health problem, you can talk so the first advice is talk with the school nurse, counsellor, teacher and then it provides a link to advice and support for your GP and if you access that link, again it takes you to the mental health foundation and it provides erm tips of how to initiate a conversation with your GP about your mental health and is very informative on giving you an idea of if the way you are feeling is normal or not or if you actually need to talk erm to a professional about it and in case you need more support. So if we go back, then what we have is erm if you are actually in lots of distress and need immediate help then you can go straight...you should call 111 and actually I haven't clicked that, what happens if you click 111? OK so yes it takes you to the NHS online.. OK. Good. So that is the first information the

webpage is... it gives you some support and there is links to the Samaritans then Shout 85258, Step Up, so there are either resources so for example Step UP is a co-produced peer led programme that delivers rethink mental illness, so there are a variety of resources. But also in terms of this escalating you can talk to someone you trust, you can go and talk with any of these professionals or especially mental saving so there is a lot of information around what to do if you are not feeling... you are feeling a bit distressed or you feel you need some help. Can I hear you opinions about all of this information? You think it is useful, you think it is too much, is too little? Is well phrased erm tell us about what you think, how can we improve this?

RES10: I actually like it, I think from personal experience erm I would say more is better, I think I have seen websites where they might have just given two options to seek help and then it just feels like erm as if the person who has written it doesn't really care or as if there is not much you can do and then you just don't feel good. Whereas I like this because it makes you feel important, and it makes you feel like oh I can actually do something about it. So I actually like how there is quite a lot on there.

INT1: Thank you, anybody else who would like to share your opinion about this seeking help page?

RES4: I think even though it is quite sort of serious with obviously the places to go to, the fact that it is still keeping with that sort of colourful colour scheme is quite helpful, erm because it keeps in with the sort of same theme of the website and things like that even though it is talking about something that is sort of linking to external pages, it is still keeping with that theme.

INT1: And the choice of erm resources, do you think the choices... it is a good choice, do you have any suggestions for any other resources, or could you take something away? Shout, did anyone know about Shout before? Probably everybody knows about the Samaritans yes.

RES6: Yes Samaritans is the only one that I know of, I don't know the other ones, but I think it is quite informative because the fact that haven't heard of the other ones before shows how little information other websites have.

INT1: Good we have a message in the chat, so yes [RES5] is saying the phrasing of words and choice of words looks fine to me, thank you, seems plausible to the user. It is good to hear positive feedback. And if you have any suggestions for improvement it is good to hear the layout and the choices are good. And the information is so each theme, perfectionisms and loneliness, isolation, they all end up here if you seek help. Do you think we should distribute something more tailored for each specific erm issues? Or do you think this is good? This is a general... because everyone is different so you cannot really tailor...

RES4: I think if it was split between each sort of topic then it would end up being either a lot of repetition or too many... like a lot of places it is good, a lot of information is good, but then you can sort of go over board and feel like it is just everything being thrown at you at the same time and then there is sort of too much to take in and you think well actually I just don't want to look at this because there is

sort of too much information there. So I think having them all go to one page it is sort of quite nice that there is a few on one page rather than sort of one or two on sort of I don't know ten different pages.

INT1: OK. And any more opinions before we move on?

RES7: Also I think that it is useful that there is just one page because if for instance you related to erm more than one of the mental health issues then you might have to open like multiple pages and you might kind of get confused as to what... which one to choose.

INT1: Yes, yes too much choice can be a problem.

RES10: Yes I agree, I think there is a lot of overlap with some of the mental health issues and some people might not even know what exactly they are feeling. So then it is good that they don't have to categorise their feeling or their mental health issues and they can just have a look at the list and then yes like how it is all in one place.

INT1: Thank you. OK and just out of curiosity, I don't know if you have navigated around but is there any theme that you felt that it was erm better described or you know it resonated more with you or with someone you know?

RES4: I was just about to say sort of obviously with the Shout and Step Up there is quite a lot of information for them but with the Samaritans one it is just sort of a few words which I am not sure if there sort of wanted to be a little bit more information about the Samaritans on there, like there are for the Shout and the Step Up, it feels as though it sort of has just been put on there to make up a number rather than sort of obviously with the others having lots of information, it feels like it has just sort of been added on as an extra last minute kind of thing possibly.

INT1: OK so then a little bit more text describing what the Samaritans can offer? Thank you and we have a comment from [RES8] I think putting the heading speaking to someone you trust should be higher as it is quite far down, that is a very good point, yes so maybe move that yes higher up. It was actually when I was reading it loudly I also noticed that it is also embedded between the services to professionals when sometimes yes that one is.. yes it can be a friend or family. Thank you. I don't know do you all agree that maybe tell someone you trust could be higher? Do you think that is a good idea?

RES6: I was going to say if I have come to a website for like help on mental health, I think I wouldn't be looking for the website to tell me to tell someone I trust, personally that is something I would do straight away, that would be like one of the first things and if I was coming to a website I kind of want stuff like the Samaritans and Step Up and stuff like that, would be more helpful.

INT1: OK, no it is good to hear the different opinion. And so would you still keep it, or would you move it down?

RES6: I would probably keep it but I would put other things above it so what is below the talk to school nurse.

INT1: Yes.

RES8: Yes I would probably put it at the bottom, but that is just my personal opinion.

INT1: Yes and this is what we are here... I know that there are lots of different opinions and we cannot feed something for everyone, but it is so important to know that for some people tell someone should be on the top and then for others on the bottom and then that gives us an idea of what can we do to maybe... or maybe something we can change regularly so sometimes it is on the top and sometimes it is on the bottom every month. OK and [RES5] yes he also had a good suggestion to compress the list or highlight all of them at the very top and then you just click and see what erm what is there. OK so I am conscious of time so now it is 5:48.

[Break]

INT1: So I guess everybody is back, thank you, so I hope you found the activity erm interesting and clear. So shall we... would you like to share your TrustScapes, for example [RES10] would you like to go first?

RES10: Yes of course. So in my experience of untrustworthiness was probably just the access to the About Us page and also the erm not knowing what the website would be about on the landing page, that might just be me to be honest but that is what I thought. I thought this was important because it could create a sense of anxiety if users aren't sure what to expect from the page, what the purpose of the page is or where to go from it, so I thought it might end up closing it or giving up, especially if they are not in the right mental state. So I think the about us page, the logos and the explanation that could be incorporated into the landing page or the button could be bigger and more clear so users can click on it as soon as they see it and are able to like locate that button, so I think that is how it can be addressed, and I think that is what I said for what should be done as well. Yes those were the ideas I had. Sorry I think you are on mute.

INT1: Sorry, and your more idealistic because that is a plausible solution, it is quite relatively easy to incorporate these suggestions, could you go for something more radical, more extreme if you had all of the resources you need?

RES10: I am sorry, what do you mean by that?

INT1: So we are asking you to reflect on two different types of solutions so the solutions you have presented there are very easy to incorporate in a way, so what we want is to challenge you to also think about more extreme solutions, more radical solutions, if you have all of the resources you need, so we want you to put in that powerful precision where you say actually I would like to see this...

RES10: Yes erm could I think about that?

INT1: Of course yes thank you. Shall we move to [RES6]?

RES6: Yes I have emailed mine already but erm I said for the icons for the Instagram and YouTube don't look official and so makes me question whether they are real or fake or something like that... I think just add the official ones, even though it goes against the colour scheme of the rest of the website, I think it is good that it stands out erm and makes me more likely to click it and once I click it I can know like verify it myself, say OK this has to be legit. And I think also having the icons for the About Us page on the home screen would be a lot better because if I am thinking... if I am sceptical about a website, I am more likely to click off straight away rather than look at the About Us and stuff like that. So having those logos like University of Nottingham and stuff like that, having it on the home page would make me feel more trusting with the website.

INT1: Thank you and any more erm solutions if you imagined you are a policy maker?

RES6: Erm maybe having a lot more like links like having a drop-down menu at the top left so where it says home, instead of there if there was like three lines and a menu and it is basically all out in a list of everything.

INT1: OK thank you, that is good thanks. Next who would like to go next? Maybe erm [RES5]?

RES5: Yes, for me I am a little bit uncomfortable with the background, blending of the background colour and the colour of the things themselves so I don't know whether it is me since most men we are colour blind so when we tend to see the proper colours or the colours on the background they for me personally they start being... I hate to see such bright colours so it might switch me off before I get to the information. Then on the side of I [unclear 1:12:43] since it is a webpage, I would say in that part of the possible solutions or where you could seek advice, you first highlighted them so when I want to shout out I click on that, I get more information about it but when I need to visit a doctor I click more information about it and the [unclear 1:13:12] so it can take me directly to it so that maybe since some of the time we are kind of switching on for a moment, then I am like let me go look for it. Then I don't want to go through a frustration kind of where I am browsing through the options, I don't like so I would prefer having then highlighted at the top so there is maybe a click more button or a click me button to find out more, that is my suggestion.

INT1: Thank you and yes I have noticed also you typed that on the chat which is really appreciated. And if you could have lots of power, is there any improvement you could provide to this website, to this resource, apart from the colours and the highlights, the functionalities, the design, the layout, anything else?

RES5: I think so far so good, the information in there is good, they just need to be... have the information is fine, so far, so good.

INT1: Thank you, perfect. OK so let's move to [RES10] have you described your TrustScapes?

RES10: Yes I went first.

INT1: Sorry and [RES6] too yes and [RES7]? No [RES8] sorry I am confused?

RES8: Yes... yes. Erm can you hear me? It says my internet connection is unstable?

INT1: Now it is OK.

RES8: OK yes the main issue was like cookies because both of the buttons... I think both of the buttons should be in bold, accept and decline, since that is the first thing that you see when you see the website, it might reduce your trust of the website, the button at the bottom. I think at the top of the bar where it had all of the options, it should be added on to the end of that and as I said earlier, talk to someone you trust, being higher because it is one of the most important parts of the well yes it is quite important and I think it might be disregarded if it was at the bottom.

INT1: Thank you and if any suggestions for bigger improvement if you have all of the budget you need?

RES8: I am not sure, I have not really thought about that, but I think the website is presented quite well with the characters so yes.

INT1: Thank you good so [RES4] would you like to go next?

RES4: So I have got a few points that I thought of, the first one, instead of just being sort of a straight change between each of the pages, having it to sort of be a little fade or something like that, it just for me would make it feel more calming just to fade between each of the pages rather than it being sort of not a flash but just a block between each of them. And also having a sort of return to the top bottom at each of the pages or erm so that the user can go because obviously they are quite long pages with each of the topics, so they can just go back to the top and look at the video if they haven't done to begin with, they can just sort of click that button and it will go straight to the top with obviously that video and everything, and then on a similar note, instead of having to scroll right to the bottom to find the button to signpost to sort of the other places to have that as like a little... each of the characters can have their own signpost on each of the pages to point them to that sort of help page because you don't want to sort of if you were reading through some of it and you think oh I just want to find out how I can get some help, you don't want to have to go through sort of right through to the bottom of the page to find that. And finally just having something to be able to like hide the page or sort of if somebody is walking past and you think actually I don't want them to see that, without physically closing the page and then completely losing where you are, being able to sort of... if you click a button or press a button on your keyboard it just takes you to Google or something like that just to hide it and then they can go back to it and carry on looking when a parent or whoever has walked passed that they don't feel comfortable sharing something with at that moment. It just sort of.. they can get rid of it and come back to it rather than getting rid of it and then saying well I have gone away from that page now I can't be bothered to keep going through all of these different menus or wherever and finding it again. I think you're on mute again.

INT1: Sorry, perfect yes really, really interesting suggestions thank you [RES4], and [RES7] do you have any more comments? Well share with us.

RES7: Yes I have pretty much similar points to [RES4] I think my point about untrustworthiness was just about erm perhaps people being erm worried about what information... about themselves and their own issues might get to erm either people they know or people they don't know and so I suppose anonymity is the main issue and erm like [RES4] said, I suggested perhaps a button that could send you to a completely different page and also erm with the cookies, maybe a short kind of description of like what is... what is actually going to be done when you press accept erm because some people might not be exactly as clear erm, clearly understanding what accepting cookies would actually do.

INT1: Thank you and if you could have a bigger, huge budget is there anything you could add or... change?

RES7: I can't really think of any erm bigger things because I suppose things like that have quite simple solutions.

INT: Thank you, I appreciate all of your comments. Have I left any one behind without asking? Everybody has shared their TrustScapes? Yes good.

END.

### TrustScape 3

INT1: So any questions at this stage? No? OK so [INT2] if you... so what I am going to do, I am going to share my own screen and... so this one here... OK so when accessing... so can you see here? So when accessing the webpage for the first time, this is what you see, so there is a pop up, a cookie pop up, it says this webpages uses cookies to ensure you get the best experience. And then you have three options you can learn more and that takes you to the privacy policy of the mental health foundation which is one of our partners or you can allow all of the cookies so you can decline all of them. At this very early stage can I ask you just for your general opinion, what did you think about this pop up?

RES12: I normally don't pay much attention, I just press allow cookies most of the time.

INT1: Thank you. And anybody else, do you care about the cookies?

RES14: Sometimes I do pay attention to the cookies but for a website like this I would just allow it, but I do think it is quite good that it has popped up just to tell you that it will take you know the cookies.

INT1: And you said you wouldn't check it for a website like this, what do you mean by that?

RES14: I mean so like for a website like this which is like quire trustworthy and everything, well that is how I feel it is, I would definitely allow the cookies erm but there might be other websites which... I don't really know how to explain it, yes I would allow the cookies.

INT1: OK and you said that for this webpage you feel is quite trustworthy, do you think it is trustworthy because it is part of a piece of research or how do you know it is trustworthy before you access the webpage? You can see what is going on in the background?

RES14: Mainly because of the study but also whilst looking at the URL it seems quite concrete, and it doesn't have you know weird letters or numbers that suddenly appear in it. And the background from what I can see is quite structured and formatted yes.

INT1: Perfect thank you so much.

RES12: I have something to add on to that as well, yes also if I am to check the cookies it is normally for like a website where they would want to get something out of me, so a website like this, like the motive wouldn't really be like... well I would assume this isn't to attract like my internet activity whereas with Facebook I am more inclined to check the cookies there because there I know they have like monetary incentive to like track what I am going and like shopping websites that I have been on and stuff.

RES14: Yes definitely.

RES13: Also just to add to that, it kind of looks like this website is kind of inviting you to allow the cookies because if you look at the layout of that pop up box you can see that the allow cookies box has like a black background and white text and it is kind of more popping against the background, whereas the decline option is kind of more blending in with the text so it kind of looks like the designer of this website kind of is inviting you to accept the cookies which I assume most people would do.

INT1: And do you think that is fair, do you think that something... because this is for young people, do you think the allow cookies and decline cookies should be both at the same level or do you think there is nothing wrong with designing a more erm... so by adding the black square you feel more prone to allow the cookies. Do you think that is OK or you... is there any issues with that?

RES13: I think that is completely fine because every single website would do you something like this because generally websites want you to accept the cookies because cookies provide a better user experience when someone is browsing the site so whether it is Facebook, Twitter or any website you go to they will basically make the allow cookies thing pop out more so like I think most users are used to it, and I think it is completely fine.

INT1: OK thank you and any more opinions about erm this erm screen?

RES12: Oh actually don't worry, I thought that the learn more wasn't under lined but now I can see it was because otherwise I was going to say it would be better if it was underlined which I can see it is now.

INT1: OK good and OK there is one person maybe... let me go back to...

RES11: Yes I think it is fine, if I saw this I would just click allow cookies. Because yes the website looks like behind it, looks all very like professional so... yes.

INT1: OK so I am going to click decline because actually the [unclear 12:51] experiences is more or less the same, erm so this is the landing page, well the second landing page and this is... so can you see everything including the bottom line where you have the copyright and then some universities, then we have about us, privacy policies, watch the films, join Instagram, so at this landing page is there anything that you would like to comment?

RES13: I have just one comment like erm well I am... if I was going to this webpage then kind of like the first thing I would see is that big yellow background with sound familiar? And if I didn't scroll down on the page I wouldn't be able to see the other links for example, so I think maybe if all of those were visible without having to scroll down.

INT1: Because you are viewing the page from your laptop or a mobile phone?

RES13: Phone, so yes.

INT1: OK so then maybe the experience through when it is a mobile phone or smart phone, yes to ensure that includes who is behind. OK so yes that is a good suggestion yes for functionality and useability, is there anything so... so as a first-time user, would you go maybe to the I don't know the privacy policy or to the About Us? Or would you just go straight to one of these erm bubbles or maybe one of these themes? As a user, tell us a little bit about how you would... your journey, navigating through these webpages the first time?

RES14: I personally would probably start tapping on the little bubbles, just because I feel like there is an added bit of fun to it rather than you know just scrolling up to any of the other stuff at the top. And then I would see where the bubbles take me and then from that I probably would then go to the top but maybe go to home and see a bit more about what it is about, unless that is... is that the home page?

INT1: Yes this is the home page.

RES14: Oh OK, OK yes so I would mainly focus in on the bubbles.

INT1: OK yes obviously this one is the most prominent and most salient so yes it is easier to click in one of the bubbles which they relate to... is that clear? That they relate to one of the... there are five themes that young people have identified as problematic or that can contribute to poor mental health. One is perfectionism, loneliness and isolation, independence, social media, competitiveness so each one so social media will erm... link to that one, why don't I look like that on insta, or I am so stressed trying to be the best that is more on I guess competitiveness yes? And then I didn't get this so... so I guess it is not necessarily... the link doesn't need to be clear, but by... would you click because of the colour or would you click because what you are reading in the bubble or do you just click in the first one that is easier for you?

RES14: Erm in all honestly I am mainly focused on the colour so that would initially be what I would look at and then after that I would check you know what it says inside the box and see if that is relevant to what I am experiencing or not.

INT1: OK thank you.

RES11: I would just read through them, I wouldn't really take in the colour personally.

INT1: And... yes?

RES12: Yes erm when I looked at the website I just clicked on the statement which is related to the most and I clicked that one.

INT1: Sorry say that again?

RES12: When I was familiarising myself with the website, I clicked on the text comment that I related to the most and then I read further about it. Like that was what the most grabbed my attention.

INT1: Thank you, OK and anymore comments about this first impression when you first accessed this home page?

RES13: I kind of got the impression that this was designed for like a really young audience, because erm I kind of feel like if it was designed for a slightly older audience then the colour scheme would be more subtle whereas website that are designed for much younger audiences have like these more very contrasting colouring and cartoon figures etc.

INT1: So which age do you think erm is targeting these webpages?

RES13: I thought this targeted... this website was targeting like erm 12 to 17 or maybe even 12 to 15 range.

INT1: Thank you, really interesting, and anymore comments about this home page?

RES14: I just think that it looks very clean, and it is not too busy erm I just think that the information as a start-up is really good and it is quite capturing, and it is not a website that I would click on and leave quite like because it is quite interactive, and it seems quite fun so I would be more inclined to stay on it longer and sort of explore the website a bit more and see what it has to offer.

INT1: OK and would you... so this About Us, that is quite yes on the bottom, so if we click it takes us to who is behind this project. So we have Aardman which is the producers of the animations and then we have three different higher education institutions, Nottingham University, London School of Economics, Loughborough and then we have here the funders, is UKRI Arts and Humanities Research Council and then we have also the one... well four groups, four institutions that are providing clinical advice and clinical input. So, is this...and obviously here explains just a little bit that this has been co-produced with and for young people, to increase mental health literacy, it explains a little bit the partnership so tell me a little bit about this webpage, how likely is it that you click on the... let's go back... on this tiny About Us and how important you think it is to provide this type of information, to increase the trustworthiness of the content and the experience?

RES11: I think it is an important bit of information and erm I think it would be better to have the... because the About Us would be something that I would look or first if I was using something that was like to do with mental health, to kind of check where it came from. So erm I think it would be better to have that About Us maybe even on the top bar to make it like slightly easier to find. Sometimes like in a bit of a kind of tiny like weird place erm yes.

INT1: Thank you, what do the others think? Do you agree, disagree?

RES13: I think I would probably never click on that About Us because if you look at the size of that link and compare it to like every other object on the website it is like absolutely tiny, probably wouldn't even notice it.

INT1: And would you suggest to click to make it a little bit bigger or maybe rephrase it with I don't know erm... who is behind the project or something erm different?

Because what I am hearing is you think it is important for young people to know a little bit who is behind and you're asking for maybe that to be a bit bigger? Erm is that correct?

RES13: I think maybe if it was on the same plain as... I think there were some other icons on there like watch the video or something, like that, maybe if it was that size, it would be better.

INT1: OK thank you, [RES14] do you agree, disagree?

RES14: Erm the About Us is definitely something that I always go to look for when I do access a website, especially when it has a lot of information on it because I like to know sort of where it is come from and make sure that the people behind it sort of line up with my beliefs and that they are trustworthy. I do agree that the about us is quite small at the bottom but at the same time I feel like it might be a bit over whelming if it was on top of the rest of it and if this is a website that is aimed at younger people they tend to ignore it anyway. At least most of my friends and I when I was younger erm the About Us wasn't really something that I looked in to.

INT1: OK thank you and [RES12] do you agree, disagree?

RES12: Yes I agree that it could be bigger erm just not at the bottom of the page, perhaps in the subheading like title like kind of where [RES11] said the other headings were because then I would notice it better. Because it is like next to the privacy policy and I never check privacy policies to be honest, so yes I would ignore that to be honest.

INT1: OK thank you. Yes OK let's go back to the home page and yes the privacy policy if you click... it takes you straight to the mental health foundation privacy policy erm so yes... not many... very rarely we check privacy policies because I just find it very lengthy, they are difficult to access because of the language and yes especially for young people so they usually privacy policies explain how they take your personal information and in this case, this webpage doesn't... well they take maybe IP so they want to know which computer is accessing the web, the service, but maybe not who is erm so the personal information is quite small. But tell me, do you think having this erm link to this different organisation, do you think it matters or actually is a positive thing because the mental health foundation is a well-established organisation, tell me a little bit about this external link to privacy, do you think it is good, it is bad? What do you think?

RES12: Yes I think it is a good idea because it makes it as if there is kind of like an independent or kind of like impartial erm like erm company or something giving like... reinforcing what the other website, what the main website is saying whilst like you can see that it is like a different website, a different company. So you don't think that they are like working against you almost. I think it is a good idea and then it means that it is there for anybody who does want to read it.

INT1: Thank you, so [RES12] she thinks it is good, I guess also for the reputation and impartiality and external organisation partnering with this project can provide. What do you think, the rest?

RES14: I think pretty much the same actually, I think it is really good to have it there, even though not necessarily people might not click on it, it is nice for people that will click on it and it is also nice to know that it is linked with the mental health foundation and the values are very much... well because obviously the privacy policy is straight away linked to it, you know that they hold the same values erm yes.

INT1: Thank you.

RES13: I think that...

INT1: [RES13] you are muted.

RES13: Oh I was going to say that this privacy policy link, I think it doesn't really matter for this website because this website isn't asking for your name, it is not asking for your email, it is not asking for practically any personal details whatsoever, like even in Facebook which is asking for your name and various other personal details like phone number, email. Even on there, people wouldn't check the privacy policy typically and compared to that, this website is literally asking for nothing, so I think like that doesn't really matter either way.

RES14: Sorry if I could just add to that, erm I know that the website isn't asking for anything necessarily but when you obviously... like coming back to the cookies, when we allowed that it is you know if someone was to wonder a bit more about the cookies and they have already read the other part about the cookies you know it is nice to read the privacy policy that comes after that. If that makes sense?

INT1: Yes, yes and actually the... when the first pop up erm the cookie pop up when it says learn more actually it takes you straight away to this privacy policy, there is no explicit cookie policy but from other Trustscapes we heard that young people would like to know exactly what type of cookies you are actually downloading, your computer or your phone when you click accept all. And which ones you are not downloading when you click reject. Is that something you would like to see a little erm inform... just a little bit of information about the type of cookies you are actually downloading when you access...well accept all of them?

RES14: Yes definitely, I think especially this day and age where there are so many companies that do profit off your cookies and then sell your information to other companies, it is quite nice to know, you know where that information is going.

INT1: Yes so I believe so far this webpage has links to Instagram, to Facebook and then it will erm recognise if you visit this... you have visited this webpage for the first time or not. The number of cookies are minimum, and I believe is just to provide statistics of usage but nothing else, yes I agree with you, but this should be more information about it. Anymore comments about this privacy policy external link?

RES11: I think that it makes it like erm if I was to click on the privacy policy which I probably wouldn't do, that it would like reassure me and I probably wouldn't even like read through it in the end. Erm because it looks very like fancy and formal.

INT1: Hmm, OK. Good. So shall we keep going? Is there any more comments on this privacy policy that is... it isn't externally associated with What's Up with Everyone, but it is actually not 100% relevant because this one is for a different company? Anymore comments? OK so I am going to go back and so... so there are now different options so any suggestions, where would you like me to click, so we... we yes we talk and we discuss the next page after the home page, any suggestions to go to any specific speech bubble?

RES13: I would maybe start with the first one on the left like that is where my eyes normally drift to.

INT1: OK so everyone else seems to fit in, that one. OK. So this one erm this erm section explored the loneliness and isolation, what it means to feel lonely and isolated, and the structure is as you have noticed is always the same, so we have a very short clip and then a bit like a personal testimony that in this case the main character Merve erm shares with the user so why do I feel alone, even when I have company? And this is in first person so he is... Merve is thinking as he is probably saying I know it sounds odd but even when I am with friends, I can feel shy, and sorry.. I will not read the whole thing, but this is always how it starts with a personal statement or reflection and then information about what is the issue. And here we provide information a little bit about what loneliness means and isolation. And then the information about how does loneliness and isolation could affect people, and a bit of text there and then what can you do to help yourself? And these are very practical tips and suggestions that have been produced or co-produced with young people, so we know this is actually what young people do to get out of a bit of that sense and that feeling of loneliness and isolation. And then here again provides more information about when do I need to get help? When is normal to feel lonely and isolated and maybe when is not and you need to actually seek help from a professional or not? And this is where we go to for help and before I click in the seeking help page, do you have any comments about the way the information is provided and the sections, the layout? Tell me a little bit about the way we have organised all of this information or resources?

RES11: I really like it, I think that it is very like easy to use and like flows really well to like the next part. And like when I was looking at it before now, like it was just really like kind of erm yes just like simple and you didn't have to like think too much about what was happening on the page kind of thing.

INT1: OK thank you and anymore comments on maybe areas or issues that maybe need a little bit of improving, you think the text is appropriate both content and the quantity of text?

RES13: I think maybe at the bottom you could maybe not the bottom, maybe at the top we can have maybe a TLDR section, so that like if someone didn't want to read the whole thing and maybe wanted two or three sentence summary then they can just read the TLDR.

INT1: OK yes that is... obviously we want young people to engage with the content but that is maybe you have less time, maybe you can just go for a short summary and a summary that maybe can inspire or... you can become a bit curious for what else, maybe you can come back when you have a bit more time to explore what the page is

about. Anymore comments about this... not just the layout but the content? Anything that you feel could be improved?

RES14: I think that the content is really great, again I love the colour scheme behind it, erm I also really enjoy the fact that you have sort of... put it in a different perspective like through someone else so by using Merve as a character, it is a lot easier for people to relate, erm rather than it just being you know general information. Erm I do think that possibly you know I quite enjoy at the top of you know when I click on sections to have the links to like the most important sections if that makes sense? So like a link to what is the issue? And then sorry I am just looking at it, and then another one, how does it affect me? Rather than having to scroll down through the whole thing. If I just want to look at one section in particular but other than that it is great.

INT1: OK thank you. [RES12] do you have any suggestion or comments?

RES12: No sorry, I think it is quite good.

INT1: OK good so if we move yes to the... sorry that makes you dizzy, so we go to... so a user, a person accessing this, wants to go for help, when clicking here, seeking help, what we get first is first is erm the suggestion is talk to school nurse, maybe a counsellor, a teacher, or seek the advice and support of your GP. And if you click here that is the first hyperlink, again goes back to the mental health foundation webpage and explain a little bit how to talk to your GP, what do you need, it provides information actually do you really need to see a GP and then how your GP can help you with and also how can you prepare your appointment, how can you start that difficult conversation about feeling lonely and isolated and how this maybe impacting your well-being. So this is a very practical webpage with next steps, with tips. So this is the first hyperlink if you are very distressed and you need immediate help, they ask you to go 111 which it takes you to the NHS start erm helpline that you can actually click and get help. They also as a first instance is talk to the Samaritans erm Samaritans are well known but there is less description of what the Samaritans can offer, and we heard from young people that some suggestions were maybe you can add a little bit more text to describe what the Samaritans can do. And then there is a series of services, so Shout is erm 24/7 text message and is there for erm again feelings of stress and anxiety, worry, there are also other resources like Step Up that is being co-produced with rethink mental health illness which is again a good and well-known institution organisation to support well being and mental health and this is targeting young people. Also they suggest you maybe tell someone you trust and here there is a friendship page which again takes you to the mental health foundation and it provides information about again why friendship is important, and how to again engage with that conversation and what friendship may mean to support your well-being. Again suggestions to talk to your nurse, teacher, GP, again information about talking to the GP which takes you again to the same webpage. And also suggestions for specialist mental health services, citizens advice bureau and how to access support so there are again different ways you can access some more information about the mental health foundation or how to access support. So, with all of this information around seeking help, tell me what you think, is it too much, is it too little? Is it all... all the resources are... you feel are trustworthy, tell us a little bit of how maybe we

can improve this seeking help so people that need it actually erm get the help they need?

RES13: Sorry you can go ahead.

RES14: I was just going to say that the part that you have erm about seeking support from your GP, I think it is absolutely phenomenal the amount of information that you have on that tab once you click on it and about how to approach the appointment because it is really important you know that people do seek help from their GP but a lot of the time they feel quite lost and don't know how to go about it. Erm I was going to say that I do think that the... so you have talked to the Samaritans so like the big headline there, but I feel like the talk to your GP one should probably be next to the top bit if that makes sense? Rather than having it in two separate sections.

INT1: OK so maybe half of a rectangle like this, talk to the Samaritans maybe start with talk to your GP at the same level?

RES14: Erm.... Yes.

INT1: At the same level with a similar design so it is very...?

RES14: Yes with a similar design, not at the same level necessarily because I do think you know sometimes you don't necessarily need to go and see your GP but then obviously you have the school nurse/counsellor/teacher at the sam... all in the same box.

INT1: Yes two different so one is school nurse/counsellor/teacher and then another one is yes GP to separate that?

RES14: Yes and then for the Samaritans like you said, it would be nice to have a bit more information because it does just say Samaritans, it doesn't necessarily say that it is a 24/7 service. Erm and what they do.

INT1: OK well it says call free day or night, but yes maybe 24/7 is a more visual way to do with numbers.

RES14: Yes I think so, yes that is it.

INT1: Thank you.

RES13: So I was going to say like erm I think the first section on this page should be like a self help section, like how you can kind of help yourself with these issues, because I kind of feel like erm the previous page was talking about oh if you're feeling lonely then do this, this, this and then you click on this how to seek help section and then it takes you to this erm like these options which seem like a massive escalation kind of so I kind of feel like compared to the tone of the previous page, it is very light and then was talking about good lifestyle changes you can do then if you click on that help section, it suddenly becomes very serious and it feels

like erm things have escalated or something so I think maybe the tone could be a bit different and lighter on that page.

INT1: OK thank you. So when... what we have heard from young people is that maybe they tell someone you trust maybe should go first?

RES13: Yes I think maybe like how you can help yourself and then tell someone you trust like I think that the options that lead to the least amount of escalation should go first and then like the more serious options like contact your GP, call 111, those ones should go at the bottom like... kind of like last resort options.

INT1: OK yes that is very interesting.

RES14: I was just going to say that I do agree that there should be like a sort of escalation process throughout, I don't necessarily think that 111 should go at the bottom because if someone is in immediate distress they are not going to want to you know sieve through all of the information, erm they want to... it is much nicer to have it there and clear. Erm I was going to say... no I don't know because obviously if someone is in like immediate distress, or they have done something, you might want to include 999 as an option erm but at the same time if they were to contact 111 they would immediately go straight to 999 through the 111 service so I am not sure if that is... yes I don't know, but the matter of escalation is quite good.

INT1: Yes I think you are touching a very interesting dilemma which is erm yes do we escalate with the more serious and more clinically or medically related support at the bottom or should we bring that at the beginning? So this... these are all of the dilemmas actually we still have and that is why it is so important to hear your opinions to see what erm solution may... maybe not fit more people but maybe those who are in need. So [RES12], do you have any comments about this seek help page? Sorry you are on mute.

RES12: Sorry I forgot. Yes no I think it is quite useful, erm and I would actually disagree with... I think [RES13] point because I think it actually does incorporate like a manner of escalation because on the previous page it does say how you can first seek help and then the external seeking help is right at the bottom of the previous page so yes I think it is quite good.

INT1: OK thank you and what do you think... so this seek help page is the same for all of the erm... themes that we are exploring, so for example if we go to social media, so issues with social media erm so again we have the same structure so we have Alex with a personal testimony a reflection of I cannot stop comparing myself so this again is written in first person, and then we describe what the issue is with spending too much time online, not being able to disengage at will. How does this can affect people erm causing maybe low self-esteem, poor mental health and what can you do to help yourself? So here the advice is tailored to the specific issue, so all of the tips are targeting that social media in this case and that explains when do I need to get help? When things are actually not normal and where to go for help? So we keep...again click seek help page, we go back to the same page. So that resources are let's say universal or general for all of them, but the tips are specific. Do you think

this is a good idea? Tell us a little bit erm about this more specific tips but also more general universal approach to seeking help?

RES11: I think that is it good because I used to have the kind of erm specific tips involved but then at a certain point is it like just general. So like rather than like it also means that there is like the seeking help tab and stuff like that which I think is really helpful, at the top of the page and like incorporating it in to each one, it is easier to find and like go back to maybe. They wanted to like revisit it without having to scroll through loads of stuff.

INT1: Thank you, anymore suggestions? Erm and you're... it is OK to disagree or agree, it is just about telling us what you think so we can make sure this online service to promote well-being and promote mental health literacy is as effective as possible.

RES14: I think it is specific help for each of the sections and then to have a general seeking help tab because you know a lot of the time, some... like people they might not necessarily just be struggling with one thing, it might be several other things so in that case you know it is nice to have a general tab rather than oh which one do I click? Which road do I go down? Without realising that they all sort of lead down the same path.

INT1: Yes, yes it is a different way to get to the same info. OK so I am going to go back to the home page, and I don't know [INT2] is there something I maybe have missed before we start describing the task? Well the TrustScapes exercise?

INT2: I don't think so...maybe one thing could be if young people would go to Instagram, if they would actually click Instagram?

INT1: Yes so in this homepage you have the option to join erm the conversation with Instagram and also you can watch all of the films so if you click watch all of the films it takes you to a You Tube page where you have the five clips and you can just watch the clips, and if you go to the erm Instagram page, interestingly, it asks you to accept the cookies and really annoyingly you have to accept or learn more and by learning more it doesn't really give you any options. They have a cookie policy erm but again I don't think it gives you many options. Managing your account... OK anyway so this is the... I don't want to accept so how do I go back? Here... so these two options joining the Instagram, well visiting the Instagram webpage or What's Up with Everyone, and watching the films, do you think this is two functions that young people may use just to go straight to the films, or did you check Instagram?

RES14: Sorry I was going to say I didn't check Instagram, but I did check the films because sometimes the films you know it can be a lot more interactive or some you know like young people they might not necessarily want to sit down and read through the whole thing, it is much easier to you know watch a quick little video and understand it in a much simpler way, without actually having to engage your mind that much with it. But I didn't check Instagram, but it is nice to have the option.

INT1: Thank you and the rest?

RES12: Erm not too long ago I had seen like an advert for like this campaign on Instagram and so when I like had erm seen it, I went on to the name like the Instagram page and engaged with it and like looked at the short clips that were on there.

INT1: OK.

RES11: I would say because I am already on the website I would presume that all of the information would be on there and I wouldn't really go to Instagram because I wouldn't really see the need to and like I wouldn't be that into Instagram and if I am already accessing the information on the website then...

RES13: Personally I wouldn't want like this mental health stuff anywhere near my Instagram so I wouldn't click on that.

INT1: OK and may I ask you why you wouldn't want this to be linked to your Instagram?

RES13: Like imagine it gets... imagine like there is some Instagram links like if you click on them, they will take you to like a follow site and then other people can kind of see what you're following and stuff and like I wouldn't want that being associated with my insta so that is why I wouldn't click on it.

INT1: OK so for privacy reasons?

RES13: Yes kind of.

INT1: Yes and actually you tackle a really interesting issue around mental health which is the stigma associated and it is true that when online it is so difficult to protect your privacy and how your browse history or the cookies, everything keeps erm in a way drawing a picture of who you are online and sometimes we don't want to be associated with any mental health resources because the stigma and the potential erm discrimination, we may erm suffer because it is unfortunately is a reality but this is something... you are the only person that was concerned about your privacy in relation to mental health, anybody else, was that thought crossed your mind or you are not really... or you think there is nothing wrong in actually accessing mental health online resources?

RES14: Personally... so I have just looked at the Instagram page and I am someone who is like I am a huge advocate for mental health, especially on social media because I know how isolating it can be, so I tend to speak up about it quite a bit and I will like repost things on my story and make sure that people have like the right resources available, such as numbers. So looking at the Instagram it is nice that you have like very short and concise posts with you know the numbers for like the resources on it. So for example, something like that, I wouldn't even hesitate to put it on to my story so that other people can access it because they might not necessarily know which way to go but I... I mean when I go on to Instagram I don't look at what other people are following but even if people were to see that I do follow quite a few mental health accounts, that wouldn't bother me in the slightest. That is my personal opinion.

INT1: That is very interesting because you are... as you said you are advocating to promote mental health so for you that could be actually a positive element for you to be associated maybe with this... erm webpage?

RES14: Yes definitely.

INT1: Thank you and the rest? Do you think... what do you think about yes linking yourself to these resources either through Instagram or sometimes it is less predictable how... maybe that will come out in your feed because you are... yes any issues around privacy and maybe wanting to support this type of initiatives?

RES11: I would be the same as [RES14] I would like post quite a lot about mental health, so it wouldn't really be an issue at all.

INT1: Thank you and [RES12]?

RES12: Yes same likewise, I typically repost mental health related stuff online anyway so wouldn't really be fussed.

INT1: Yes that is quite an interesting observation because we also see the gender differences so in general female, women, we are more open around mental health while men are yes usually they... it is harder for them to share it or to want to be linked to this... to any mental health topics, interesting. OK. So it is now 5, almost 5 past 11, so what we would like to do is give you 15 minutes so you can take maybe a 5-minute break and just for ten minutes if you would like to complete the TrustScapes, if you don't have a printer that is absolutely fine, what we would like you to do is take an A4 and just erm draw a cross in the middle so what you have is four sections. So in the first section we would like you to write or draw anything that you feel this webpage should maybe modify or improve to increase the trustworthiness of everything, the resources, who is behind erm the way the layout, terms and conditions, cookies, anything that you feel could improve for you to identify there and then and tell us why that is important.

[break]

INT1: So, welcome back, are you more or less... finished with your TrustScapes?

RES13: Yes.

INT1: Thank you, so who would like to go next? Not next, who would like to go first?

RES13: I can go if that is all right? So erm on my thing I got on the top left hand box I got the social media functions and the bottom left hand box I got not wanting mental health related resources being associated with my social media profile, on the top right box I got erm add section to privacy policy and maybe some hoover text around the social media buttons, highlighting like what these functions do like say whether there is just a link to your Instagram page or whether it is like one of those follow links to your Instagram page like exactly what the function is and what

kind of content is on there. And the bottom right-hand box I have got maybe add actual content to your Instagram page or maybe even have like some twitter page or something because if you have twitter then like people can kind of keep track of what you're posting, without actually having to like follow you for example. And like there is more privacy associated erm with how follows work on there. And like people can also have anonymous accounts on there so erm I guess that is kind of like something that I would ideally like to see done like erm yes have more social media platforms like twitter.

INT1: OK that is really important, and you are touching the aspects around the transparency, choice, privacy which is fascinating so thank you. OK so for example [RES14] would you like to go next?

RES14: Yes erm I wasn't too sure what to put for the untrustworthiness section erm but for the... what is important about this experience I highlighted the fact that you know it was quite important to me that it is easy to access the resources and the content that it is very clear and easy to understand that it is fun, captivating and engaging and that it is also trustworthy and secure which I personally feel I mean everything that has been shown to me today, it all fits in to that box. In terms of what should be addressed or what could be changed, I just said that having you know sort of hyperlinked headings for each of the sections would be quite useful erm and then also updating the Samaritan section to 24/7 service as opposed to day and night so it is very clear you know to the user that it is a 24/7 service. And I also thought you know more Instagram content would be good because it is all... it is great that you know the page is there, but just to make sure that you know the posting is quite frequent because a lot of the time with these pages, they might post once a month, erm I didn't exactly check the dates so maybe that is already happening, erm but yes just to make sure that the Instagram content is kept up and is consistent.

INT1: Thank you. Very useful suggestions for easy access and I guess more engagement through social media Instagram thank you. OK so erm who would like to go next?

RES11: So erm the like kind of issue was I was worried about overreliance on technology erm in regards to mental health and that is something I would be worried about with all things like this but I think that in general the website did quite a good job of encouraging erm not just use of technology because I see a lot of websites like this where they are basically just feeding you off in to other websites again and again and again but I do think that the website, the bit where it was like help yourself, was really good in that way, so... yes. Not much.

INT1: No but that is a really important topic because we complain that young people spend too much time online and we're just providing more and more opportunities to be online even longer. OK thank you and [RES12] do you have anything that you feel should be improved?

RES12: Yes I didn't really have much to add but erm the small erm but that I did add was what we discussed earlier about the... just adding a cookie policy so that people can be like fully aware of like what they are consenting to. So yes but other than that yes I find it quite trustworthy.

INT1: Thank you...

END.

## TrustScape 4

INT2: OK so erm I hope you received this document but what we would like you to do is to write down in this section, the first top left corner, write down issues erm related to untrustworthiness or something that you feel untrustworthy about this website and this second section, write down why it is important to you, why these issues are important to you. And two different kinds of solutions, the first one is erm realistic solutions and something easy to fix and the last one is idealistic solutions, you may need a little bit more power or time or resources but so idealistic solutions. Do you have any questions? OK. Erm stop share... all right oh sorry I still need to explain the key words. OK so the second document that I sent had all of the key words do you see the key words? Yes OK so both positive words and negative words that you can use to fill out the trustscape, these are just suggestions though, if you want to use them you can, if you don't want to use them that is fine too. And next one had some illustrations erm related to using erm online resources so these two also you are welcome to use them but if you don't want to use them that is absolutely fine too. OK so let me share the website... this one. Right do you see the website now? Yes OK so this is the first page that you see when you first access What's Up with Everyone erm website, do you... what do you think about this pop up? You see this cookie pop up first and you have... it says this website uses cookies to ensure you get the best experience, allow cookies, decline, what do you think about this pop up? Any comments erm especially related to trust?

RES15: I mean most websites have something like that, so it is nothing unusual.

INT2: OK how about [RES16] or [RES17]?

RES16: I would say yes because most websites have it, it is not anything different, but I have noticed that it doesn't have an option to... sometimes you can do allow necessary cookies, sometimes you have to accept all cookies, so it is a bit annoying when it makes you just accept all of them but again it is not that big of a deal.

INT2: OK but do you prefer if erm you have a selection which one to accept, which one to allow and which one you do not allow? Do you prefer that?

RES16: Yes because I like to give the minimum number that s required rather than just do all of them.

INT2: Yes how about... oh we have another participant, [RES18] how are you?

RES18: I am good thanks.

INT2: We have just started erm but erm... yes do you have any questions about the consent form or anything [RES18]?

RES18: Erm no.

INT2: OK all right, please just join the conversation then. So [RES17] do you have any comments or about this cookie pop up?

RES17: I think it is good that you can decline them if you don't want to, because some websites just make you allow all of them.

INT2: That is... so [RES18] we are talking about this cookie pop up now, what do you think about this pop up, especially related to trust? Or do you click any of them, which one would you click first?

RES18: I think that probably it is the best thing that you could do because obviously as you said some websites don't actually allow you to click decline so you have got that trust in where they are telling you everything that is happening on the website and the information that they are getting from you.

INT2: So I think [RES16] said that she prefers if you have options of which one to... which cookie to allow and which one you can decline, what do you think about that? [RES15], [RES17] and [RES18]?

RES15: I don't usually choose which ones to allow, I just like click allow everything and I don't care, so...

INT2: Is that all websites or certain websites?

RES15: Erm so I think... I don't know like all of them but some of them have it like at the bottom of the screen so sometimes when I am browsing the website I just don't click anything but here like I would have to choose. So I would allow it.

INT2: OK thank you, how about you [RES17]?

RES17: Usually if it doesn't have anything saying about cookies or it has it at the bottom then I will allow cookies but if there is an option to decline I always press that.

INT2: How about you [RES18] do you prefer to have options to select which cookies to allow and to decline?

RES18: Yes I quite like the ones where when you first open the website it comes up with a screen and it shows you what cookies are at the moment allowed and then you can choose to like swipe off whichever ones and it tells you exactly which ones you are allowing at the moment.

INT2: All right thank you. OK so erm I am going to decline.

INT1: Sorry I have a question, so how likely are you to press learn more? Is this something you could consider checking before accessing the webpage or do you just yes accept or decline without reading more, so without that option of read more?

RES15: I would not click learn more because I usually just want to go straight to the website so I wouldn't.

INT1: OK, no this is something that is quite common because you can anticipate that you're going to be confronted with some difficult to read terms and conditions.

INT2: What about you [RES16]?

RES16: Yes I was going to say that you know when the data protection laws first came out and all of the accept cookies, allow cookies, I read them maybe once or twice at the beginning but after that I didn't really bother because they are always quite long and have different like language and key words that don't usually make sense.

INT2: Yes erm... did you have more questions [INT1] or...?

INT1: No, no I am happy to move to the landing page.

INT2: OK so this is the landing page, the home page so you see erm some themes and seeking help page and some bubbles with some characters talking about their issues. Erm it has about us, privacy, Instagram, You Tube and some partners names. What do you think about this website? Especially in terms of trust? Is there anything that provokes you untrustworthiness or what do you think? Or a more general comment is fine too? What do you think about this about this website, the home page, the landing page in general?

RES17: I really like the landing page because you don't have to scroll down very much, and you have got everything there to see all at once.

INT2: Thank you and [RES16]?

RES16: Yes I was going to say I quite like how colourful and how bright it is, it makes me feel a little bit more secure rather than not trust it.

RES15: Yes I like how simple it is like there is not too much text and you can like go straight to the different sections at the top like the perfectionism... yes so... that is what I like.

INT2: Thank you, and [RES18]?

RES18: I like the fact that it really captures you straight away you know the relatable things that it has got and because it is aimed at our age group it really you know you are going to want to carry on looking at this website as soon as you see the you know the quote bubbles and I like the colour scheme that they have got as well.

INT2: Great thank you. Erm so which one would you click first if you see this website, this home page? Did anyone click About Us? So when you click... [RES16]?

RES16: Yes the one that I was drawn to straight away was I didn't get the grades I wanted, I am such a failure, so I clicked on that one and I was reading erm that one and then I just went through to the page that says seeking help and what to do, just because I was quite interested in that one.

INT2: OK so you went to this one, I didn't get the grades I wanted, I am such a failure and then you went to the seeking help page?

RES16: Yes.

INT2: That is interesting so this... these bubbles are I guess helpful to erm get attention. Erm so this About Us page, I am not sure if anyone clicked but if you go there it explains about who is involved in this campaign, so we had some universities, LSE, Loughborough and Nottingham and Aardmann is the producer, and it has the funder AHRC and it has clinical partners as well. And also it explains a little bit about erm it's created co-produced with and for young people to promote mental health literacy erm and the rest is the same as the home page. What do you think about this About Us page erm do you think it is helpful? Did anyone click? What do you think?

RES15: I didn't click it, but I think it...

INT2: Sorry are you still raising your hand, sorry I am getting...

RES16: I just raised it now. Yes I was just going to say that erm I didn't click on it, but it is nice to see that the aim is like listed on the page. Although I feel like going through a website you kind of figure out what it aims to do anyway but yes the fact that they have listed the universities it is interesting, but I wouldn't necessarily go to look for it, if that makes sense.

INT2: OK and [RES15] did you want to say something?

RES15: Yes I was just saying that I didn't click on it, but I think it is good that it is there like if someone wants to know who did it, who created it.

INT2: And do you think this is yes because... I can hear that not many people click in this About page, do you think this should be in the landing page, should be more salient, more prominent or you think this is something that erm you may.. if you are interested and you are interested in the content you may click About Us, but it is something that is more like an option and shouldn't be erm right there?

RES18: I think it should be at the top because I at first when I got involved with this project, I didn't know what it was about and so I think that if it was on the bar at the top, with the rest of the subheadings, I think that that would you know it would help people understand a lot more because I think when you get to the actual page it is good because you know it is highlighted you know the aim of the actual project but you're not going to really get that if it is not there straight away I think.

INT2: Thank you.

INT1: And the rest, do you agree, disagree?

RES17: I agree with that, I think that it should be made slightly bigger because it is one of the smallest writing on the page and I think that the fact that on the About Us page it says that it was made with and for young people, I think that that might like

encourage young people to think oh so people like me actually helped to... and understand what it is about.

INT2: Anyone else?

RES15: I think maybe the text About Us should be bigger because it is quite small and next to privacy policy but just having like no one really reads the privacy policy because it is usually long and boring, so maybe About Us should be like the same size and next to the join the conversation, the Instagram logo and watch the films.

INT2: Thank you. Erm anyone else? OK so yes this is the page but erm would you... so do you think... would you click any of these? Because you can go to for example happy space and it describes who they are. You can of course click us the University of Nottingham and it goes to the official website. Would you click any of that and do you think it is good that you can click these logos? Or another question is do you think these logos should be on the first page or having About Us at the top or having it bigger is good enough? Anyone? [RES18]?

RES18: I think it is good to know like who is actually involved in putting together you know this information and the fact that they are people that are generally involved with young people you know universities so I think that maybe like on the front... on the front screen if you had like a sentence or something or like a little bit that said this project has been put together by... and then just list the things and then put read more in the About Us page, and then you can go to the About Us page if you really want to know about that but even so, it is just good to know that you know the people that are involved are there to help you and you know that they have got the professional capacity to do so.

INT2: Yes I guess we have erm very small text here where you can click too but these are very small and also at the bottom so maybe not many people would notice that they are there. OK erm was there anything else you would like to talk about on this About Us, about erm What's Up with Everyone page? No? So a few people already mentioned about privacy policy and erm you don't want to really.. you don't click it because it is erm lengthy, so this one goes to Mental Health Foundation erm it is our partner, mental health foundation is our partner erm, but it is external organisation. And like someone mentioned it is quite long, erm what do you think about it? First of all erm do you think it is good that the privacy policy brings you to erm a different organisation or should we have a tailored privacy policy? Do you have any comments on that?

RES15: I don't really mind either because I never read that, but I just know it is probably a requirement when creating a website, but I just don't go there because they all say the same things, I think so... I don't mind.

INT2: OK thank you, anyone else? It doesn't... so it doesn't matter, do you agree, disagree, it doesn't matter if it is an external organisation, or we have a tailored privacy policy?

RES17: I think that it doesn't really matter that it is with a separate one because the mental health foundation is part of the group of people who collaborated on the About Us page as well.

INT2: Hmm, sorry [RES16]?

RES16: Yes I agree with [RES17] that erm I don't mind that it is between the separate organisations because they helped to make the resource as well.

INT2: Thank you. OK so... so if... because privacy policies actually are quite important, what do you think would erm what would be helpful for young people to actually read it, simplify the language or shorten the length, is there any suggestion for that? You don't like those legal words? Would you read it if it is a lot shorter and the language is a lot erm simplified? [RES16] please.

RES16: I think that it is already fairly simple like it ends up where it says the email address right? So if it is up to there then I think it is already quite short and erm oh wait no that is not the privacy, oh OK yes if it was short I would read it but because I know that from looking at it straight away that it is going to be long and wordy, and it is just going to have a bunch of elements to it, and I am probably not going to even look past the first page.

INT2: Yes, anyone else?

RES15: I am not really concerned about my privacy that much, while browsing the website so I wouldn't read it. Like I would be concerned about my privacy if I was supposed to like give my information, then I would read something like that but just like browsing the website, it is not a big deal for me.

INT2: OK thank you, anyone else? [RES17]

RES17: Yes I agree with that because most people just go on websites to browse but to read the whole privacy policy will probably take longer than someone is going to spend on the actual website. So maybe a bit shorter.

INT2: Thank you erm... [RES16] are you raising your hand again or is it from before?

RES16: Sorry that was from before.

INT2: OK thank you, [RES18] what do you think about privacy policy?

RES18: I don't think it needs to be that much shorter because if I was browsing this website you know it is... it is a website that you should be able to generally trust anyway you know it is mental health, it should be about trust but I guess if you were interested in that, it would help if it was simplified but I think that if you really wanted to read the privacy policy you would be willing to read the full privacy policy anyway you know if you were really interested in that so I don't think it matters that much.

INT2: OK right thank you OK so let's go back to the home page, erm so we have perfectionism, loneliness and isolation, independence, social media, competitiveness erm let's click independence today but the structure and layout are the same for all of the other themes so firstly you see the video, and erm you see the comment by the character and what is the issue. How does it affect me? And erm some practical tips what you can do to help yourself or maybe support other people. And when do I need to get help, where to go to help. So what do you think about this page, like I said the layout is the same, for other themes, do you have any comments about this page?

RES18: I really like the layout of the page, I think the headings are very clear, it is divided in to like you know if you're worried and you think you might need help, just go to the section on how you need help. If you're confused or you want to help someone you just go to the what is the issue page. I think it... I think generally you know it is very well put together and you know it is very engaging you know the colours and pictures and everything, it is not just a block of text which I think is really good as well.

INT2: Thank you.

RES15: Yes I like how each section has a different colour, I think that really helps with reading and not being bored by like the block of text.

INT2: Thank you, how about [RES16] or [RES17]?

RES17: I like that it is all divided up into sections but erm and the title is big but maybe there could be a part at the top where you could click on like how does it affect me? And it takes you straight to that part?

INT2: OK so you have hyperlinks here? At the top?

RES17: Yes maybe.

INT2: OK thank you and [RES16]?

RES16: Yes I like that the video appears straight away because it means that you can first understand what this erm page is about and then I like that each section has like a clear heading and subtitles, so you know what you're reading, what you're moving on to. And I do think that idea of having erm a hyperlink at the top to go straight... like going straight to help if you don't want to read all of that would be a good idea.

INT2: Thank you. Erm how about the content of the this page and also length, is it too long? Good length and the content is it clear? [RES16]?

RES16: I think the contents are quite clear and relatable, it is a little bit long, I think when I was reading it, I was thinking that maybe it could be summarised a bit better because like for example this page, what is the issue? Erm I feel like that could all fit in to one paragraph. I know the way it is done is just to try and seem relatable for younger kids but younger kids can lose attention quite quickly so they might not want to read all of it. But I do like the examples they have given so moving out to a

new town, country, for example like people might think oh yes that is me, that is the situation I am in and it might make them want to read it more so... yes but if it was just a little bit shorter it might be a bit more engaging.

INT2: OK thank you. How about the rest, what do you think about the content and also length of this page?

RES15: I really liked the first part when there is erm like character and what the character is saying like you're Ashley because it is the first thing I am reading and it... like makes me sure that it is something I am struggling with too and it is relatable so then I am more interested in reading the rest of the page because I am like yes, same.

INT2: Great that is good to hear. Erm how about [RES17] or [RES18]?

RES17: I think that the erm writing could be slightly sort of... yes I do like that it is a character and you feel like even though they are a just a character you feel like you connect with them.

INT2: Thank you and [RES18]?

RES18: Yes I think that maybe the writing could be kind of shortened down in to bullet points just to make it a little bit easier to read, but generally, you know I think it is quite good because especially on the what can I do you know to help myself section, the key points are you know they are highlighted and they are bold anyway, so you know if you only... if you haven't got time, if you only want to skim read then you can very easily do so as well which I think is good.

INT2: Great OK thank you. So when we go to the bottom of the page, you can go to seek help page, OK so yes... OK so this is the seeking help you can access it erm at the top right corner too, but first what you see is that if you have any concerns, about mental health you can talk to school nurse, counsellor, teachers or seeking the advice and support of your GP so when you click this one, it goes to the Mental Health Foundation page, and it describes erm do you need to see your GP? What your GP can help you with, how to prepare for your appointment erm so that erm maybe some people like to be prepared. Erm and preparing for your appointment and during your appointment what happens. Next steps, getting a second opinion. OK. And then you can also erm if you have an immediately help, if you need an immediate help you can call 111, so this one goes to NHS website and you see some options erm talk to the Samaritans, Shout, Step Up and tell someone you trust, your family, friends and talk to your school nurse, counsellor, teacher or GP. And specialist mental health services and how to access support. So there are so many options but erm so what do you think about this website, anything... it doesn't have to be anything doesn't have to be anything erm... just in general what do you think about this website? [RES16]?

RES16: I like the number of options that was on the website because I didn't know about certain... I didn't know about the Samaritans and the Shout, I thought they were quite good because you don't always want to speak to someone by phone because it can feel quite erm like intrusive because you just... like it is a random person and you're telling them all of your issues but if it is texting, it is like you don't

see the other person on the other side, but you can still speak to someone and get all of your kind of feelings out. I liked that there was a bunch of options rather than just go to a GP or call these people.

INT2: Thank you, how about the rest? How about [RES17] maybe? What do you think about this page in general?

RES17: I really like it. I think that it is really good that they have the erm things that you can talk to and highlighted titles because like instantly I see the Shout and then the text number and it says text [unclear 36:35] and even without reading it, like the paragraph underneath I can think oh so I can text that and yes I think that that is helpful that it is highlighted.

INT2: Thank you, do you think that this much description for each organisation is enough? Erm someone has mentioned that for the Samaritans it is a bit erm too short so maybe we should provide more information but for Shout, for others we have a paragraph or two do you think that is enough or can be longer or shorter? [RES18]?

RES18: I think maybe a little bit on like what is right for you, like which help platform is best for you because I think that because there is so many it could be quite overwhelming erm you know if you're not sure which direction you want to take and so I think maybe a little bit more about you know this erm service is best for these kind of people. Because otherwise you know you might just... you might not know which one to go to and then get overwhelmed and then just end up not getting help at all. So I think that maybe that would help.

INT2: Yes that is a very important suggestion. Erm how about other people?

RES15: It is really helpful, I don't think it should be shorter because if I was trying to get help like I would like to know like what is the kind of help and what do they do so I don't think it should be shorter. Erm I think it is an alright length erm maybe it should be longer for the Samaritans because like it is just one sentence and compared to the others it is pretty short but yes overall I liked the layout and everything.

INT2: Anything else? So erm we go back to the home page, so first I click independence but erm it actually doesn't matter if we click social media, it is the same layout. Sorry... I am moving too fast but at the bottom you go to the seeking help page and it goes to exactly the same page erm do you think that is a good idea or do you think we should have separate seeking help page for each theme? For each theme we have more tailored how to help yourself tips but for seeking help it is the same for all of them. Do you think that is good that we have tailored tips for each theme and then we go to the more general seeking help page? Do you think it is a good idea or...what do you think? [RES16]?

RES16: Yes I think that the personalised tips for each theme is quite a good idea. And then having a general one as well I think it goes well together.

INT2: OK thank you. Anyone else?

RES15: Yes I think it is a good idea too because the Samaritans and the numbers are general and the same for each issue but then the tips are obviously different, so I think it is all right.

INT2: Anyone else disagree or agree?

RES17: I think that it is good that there is a personalised tips, but I think that it is good that there is another link to get on to the seek and help because it is saying like here is some ways that you can deal with it with erm and talking to someone else and like you don't just have to do it on your own.

INT2: Thank you, and [RES18], do you agree, disagree?

RES18: Yes I agree, I like the fact that each page has individual help things like specific for that erm subtopic because I think that that is what makes this site different to other websites you know the other ones are just kind of like general advice and whereas I like the fact that these you know you really go into depth about your specific problem and so I think that that is really good.

INT2: Great thank you. OK so I go back to the home page again, oops. OK and so we have two options in terms of social media, one is Instagram and the other one is You Tube, did anyone click erm did anyone use these social media? If... so with Instagram you click, and it brings you to this What's Up with Everyone Instagram page. And erm you can join the conversation. I am going to this one and You Tube you click it, and you can see all of the videos at once. Do you think it is good to have those social network or shall we have more options like twitter, Facebook, anything else? What do you think about these options?

RES16: Yes I like the fact that the two options are there, and I agree with you that if there were a few more social medial platforms for example Facebook because people who don't use these two platforms... I think on Instagram you can't access more than a certain number of posts if you don't have Instagram and I don't know if that is the same for You Tube but yes so if there was a Twitter platform because I don't think you need an account to view erm someone's tweets so that would be like more... it would reach a bigger part of the population.

INT2: Thank you. [RES17]?

RES17: I agree with [RES16] that there should be more erm social media links, but I do think that it is really good that there is the Instagram, and You Tube because I found out that the website was live from seeing the What's Up with Everyone sponsored story post, so I thought that that was really good.

INT2: OK thank you [RES15] or [RES18]?

RES15: A range would maybe reach more people if they had Twitter or something but for me it is enough because Instagram is the app that I use mostly.

INT2: Thank you, someone in a different session said that erm this person doesn't want to access erm or follow-on Instagram because then some... their friends maybe

able to find out that the person is erm interested in mental health issues, what do you think about that? do you care that for example if you follow this What's Up with Everyone and your friend finds out that you are following it, is it positive, negative, what do you think?

RES16: I think the person that said that basically you don't have to follow these pages to be able to gain erm knowledge from them or get help from them. You can always just like browse through because I know that other people can't see your likes and your comments, I mean they can see the comments I guess but they can't see what you're liking so if you're just kind of scrolling through the page each day and you are going to it for help and you're worried about that, you don't have to follow them but also it shouldn't be too big of a deal if you just follow this page because it doesn't mean that you need help, it could just mean that you are supporting the page erm I guess it just depends on the person that... it depends on the person that is going to follow the page like do they feel like other people will be looking at them and thinking oh my god no. People are going to think that I need help and what not so yes I guess it is very dependant on who you are and how you erm perceive other people perceiving you.

INT2: Anyone else? Thank you.

RES15: I wouldn't be embarrassed to follow, I don't know like what friends would I have to have who would like make fun of that, I don't think it is anything weird to admit you are struggling a bit. So... I follow some mental health accounts and stuff and even if someone sees like... I don't think anyone would bring it up and be like hey why do you follow them? I don't think it is that big of a deal but...

INT2: OK thank you anyone else with a different opinion? OK so now we went through most of the pages of this website so we would like you to do is have... to work on your Trustscape on your own so maybe erm we give you 15 minutes or so including a 5-minute break so I will stop share and go to share screen again... this one.

[break]

INT2: Were the keywords and stetches useful?

RES19: Yes they were useful, and I have completed mine.

INT2: OK good, would anyone like to go first to explain what you wrote on TrustScape? Anyone? [RES16] thank you [RES16] please.

RES16: Hi yes so for the describing experience I said that I am worried that the website might access features such as my IP address because I didn't read the learn... the cookies part where it says learn more so I don't know exactly what details erm are being accessed and what not and also since the privacy policy was quite long, obviously I didn't read it and I don't know what it contained so there might be something in there that I have kind of consented to that I erm may... if I read it, then I might not want to consent to it, if that makes sense? And then for what is important to me, I said that erm if I am kind of on the website like I would want to maintain the

anonymously of it all just so I don't have any of my details given to the website. And then how do you think this issue should be addressed? I said that erm maybe make it a little bit clearer what kind of details are exactly taken. Erm from the person that is using the website. I mean there might be small things, but I think just an easy accessible version to kind of read and then what would you like to see done? I also said that it would be nice to erm have two versions of the privacy policy, maybe the original one, the long one which you have to keep I guess for legal reasons but a much shortened down version as well for people who just want to quickly erm scan through it. And also referring back to what I was talking about earlier, erm being able to click exactly what cookies you're accepting and giving erm permission to give would be nice.

INT2: Great thank you very much. Thank you erm how about the rest of the group? [RES19]?

RES19: I completely agree with [RES16] so a lot of what my TrustScape said was the privacy policy, I agree that I guess the layout isn't consistent with the rest of the website and I think for that reason it might be quite off putting to some participants so again just to add on to [RES16] point, I think also for solutions maybe like a video format. I don't know if that is too like idealistic, but I think if erm it wasn't a video maybe explaining, that would be way more helpful and like more accessible to everyone that accesses the website and I think that would be like a nice little solution to kind of explain how the information is being stored, what you're gathering, why it is important. I find that whenever like I do a study, and someone explains to me why each bit is necessary like audio recordings for example I am more inclined to agree and erm yes know where my data is going basically.

INT2: That is a very interesting idea so privacy policy and erm maybe cookies policy, all of them can be recorded on video and maybe even using animations, the same type of animations. Very interesting. How about the rest of the group? [RES15], [RES18] and [RES17]? [RES18] please?

RES18: For my untrustworthiness thing I have put the same kind of things like being watched, having my data collected from when I didn't want it to. Erm and then for what is important to me I put about you know feeling like you can trust your device and not feeling like you're drowning in information. And then so the issue that should be addressed, I put the fact that the privacy policy and the about use section should be bigger erm I think that is really important and ideally erm I put about maybe like a video from some of the creators you know the people that actually created the website because I like the fact that it is animations but I think that it would also be nice to kind of see real people erm maybe telling us, either about the privacy policy or the about us just like a little video from one of the creators. I think that would be really useful.

INT2: Very interesting so having a video now two of you have mentioned and what do you think about erm videos so erm you mentioned about having real people explaining and maybe... another person was talking about maybe using even animation, which one do you think is more effective? Anyone, any of you?

RES19: I think either animation or just someone explaining would be affective, I think maybe just to be in line with the actual website, the animations would make sense, probably even more engaging and erm consistent basically with everything else.

INT2: Thank you, anyone else? Do you think having a video itself is a good idea or erm what do you think about that? And if so which one is better, real people talking or erm animation?

RES16: I personally quite like the animation, but I just think they are cute to watch, and it is just more interesting, and I like the video because you can hear and you can kind of see what they are going through. So it is much more interesting to watch, and I think just erm reading something would be...

INT2: OK thank you. Anyone else agree, disagree?

RES17: I think that you're probably more inclined to watch an animation again, and because the rest of the website is an animation, I think yes... maybe that.

INT2: Thank you, anyone else? A different opinion or do you all agree? OK erm so let's see who else hasn't presented your TrustScape? I am watching the time and we have ten minutes left, [RES15]?

RES15: Yes I didn't so I don't know if that is like what you meant but I wrote like that maybe something that is untrustworthy is if the information is reliable and like true but I know it is but if I was to just see the website it is really like colourful and stuff so I would be wondering like who are those people who wrote the articles so maybe it would be useful if there were some brief descriptions of the people who created it and wrote the advice and everything so like are they psychologists, specialists, what do they do? Just to like know who is behind all of this so I know it is erm universities and the mental health like institutes and stuff but like the exact people like... yes.

INT2: Good thank you and do you have erm any idealistic solution or erm just those more kind of erm realistic solution?

RES15: Erm I think it is pretty realistic, I didn't come up with any idealistic ones to be honest.

INT2: OK that is fine thank you. Anyone else? Sorry I couldn't keep track of who has said... if you have already presented, [RES17]?

RES17: So I thought that erm like what you mentioned about the logos perhaps being on the [unclear 1:17:16] page, I think that if they are under [unclear 1:17:18] then people are more inclined to go and think that it is a legitimate website and trust what they are reading. And I think that what is important to me is that so they have made mental health seem fun through the animations, and they have brought up topics that you wouldn't really always think of mental health like perfectionism. So I think that finding out new stuff is important and that idealistic things was... I thought maybe that could be a search bar on the website, but I am not really sure whether it

would need one because everything is already there for you. And the only other thing I thought was perhaps there could be an app where you could access the information or have a link to a mental health....

INT2: Thank you...

END.

## TrustScape 5

INT2: All right so then... OK can you see the What's Up with Everyone website now? OK so this is the first page that you will see, the first time you access this website, so you see that there is a cookie pop up, so it says this website uses cookies to ensure you get the best experience, learn more, allow cookies, decline. So what do you think about this pop up just in general or something related to trust? Whichever you feel like, what do you think about this pop up?

RES23: It is a very typical thing to see on websites I would say, I know it is usually just for advertising and things or tracking me across the internet which happens anyway, so I am not too like untrusting of it.

INT2: Thank you, how about the rest of the group, do you agree, disagree?

RES24: I agree considering these kinds of pop ups are very common nowadays, so it is not something I am too worried about, it hasn't been an issue so far.

RES20: I was going to say I agree, I normally see it on a website usually on a banner at the top or like a pop up like that, so it is just like a familiar thing. Erm yes it is quite common on most websites.

INT2: How about the rest of the group, what do you think about the design? So there are three places that you could click, erm do you have any comments regarding the design? Do you think...?

RES20: I think the thing I would say I really like if the... because like a lot of websites we just mentioned they have a pop up at the top that doesn't like distract you from actually seeing the website. Normally like I get really frustrated leaving shopping apps where you get lots of pop ups before you even see the website and I think that just like kind of puts me off a little bit because I just don't want to be clicking, I want to see the website and if the cookies thing is at the top, I always click it anyway just so it is not there but I would like... the first thing I would like to see is just the design of the website and if I even want to carry on being on it. But yes I think the actual design of the pop up is not bad at all yes but that is just my opinion of pop ups.

INT2: Thank you, so you can kind of see in the background erm because this pop-up window is small, but do you think that is good enough or it is better if this is at the top so you can see a lot more of the website?

RES20: I would probably rather have it at the top, erm but that pop up out of every pop up that I have seen on websites is probably the nicest, cleanest one because normally they are really big, distracting you, they have like a whole thing it is kind of like a little bit... sort of [unclear 10:23] on it and it just covers the whole thing so in my opinion that way it is not as distracting but I think I would prefer it more at the top, like it pops up at the top.

INT2: Thank you how about Sophie?

RES25: I don't like it because the learn more and decline button don't really seem like you could press them because they are not like a different colour or anything, and the allow button is kind of black so it is like it wants you to press that, so it is like kind of forcing you to allow cookies in a way, like not forcing you but it clearly wants you to press that. I don't know I just... it feels kind of like I want to know that I can learn more and can decline but they clearly just want you to be like allow cookies.

INT2: Yes thank you, yes it is right, it has a big square and it is in black so naturally humans pay more attention to this kind of... so yes. How about other people?

RES23: I agree with having it at the top instead of in the middle, usually website that have this kind of layout if you click decline it throws you out of the website. Erm which is why you need to accept cookies, but this erm when I look at it, it kind of seems like that so I would be a bit worried about clicking decline.

RES20: Yes I agree, it does that quite a lot, on a lot of websites erm yes.

INT2: Would you prefer if there is a very short list of... for each of them so allow cookies, if you click allow cookies, what kind of data are they actually erm taking from your computer and decline cookie, what information are they getting? Would you like to have this kind of information if it is short?

RES24: I think I would want like small drop-down menu, next to the cookies that give a brief overview of what I am allowing, just a really short basic, I think that links you to another website.

RES20: I was going to say I think realistically I understand why the decline has got an underline and the learn more, because I think realistically as users on websites they don't tend to really care what it says on the learn more and there is only very few and far between that do click on the learn more and want to know what they are taking. I think especially as a student when you are researching, you don't really... you wouldn't want to research why it is taking the data like it is something... I guess it is something that as society we should be aware of it is taking data and stuff but I think yes I think I understand why that is laid out the way it is, because we don't actually care as much about like the learn more or declining it because we already know the cookies bit is to obviously target marketing and track you on the website and stuff so yes I think the actual lay out of it is fine but again at the top I think.

INT2: Thank you, [RES26] did you want to say something?

RES26: I was just going to say the same that I would just click allow because I want to look at the website behind it. I think if you're going to put a list of points of what it is actually taking, I would put it in the white box instead because then I would read that before I click allow. But if I have got to click learn more, I don't know if it is going to take me away from the website or anything. Because it is a smaller box, I can see what is behind it and I just want to get to the bit behind it more than being that bothered, I am used to just clicking allow on websites and stuff.

INT2: OK thank you, who about [RES21] or [RES22]?

RES21: Yes I agree, I think you just want it to be a quick process like personally I don't really need to know what they are collecting data wise like want to get to things quick so first impressions I want to see the website first so yes I agree, it should be at the top just because you want to be able to see are you on the right website, are you looking at the right thing? Before you get like bombarded with the cookies.

RES22: Yes I agree with like having it at the top or the bottom because then I would be worried if I clicked decline then I can't access the rest of the website, whereas if it is just an option at the bottom then I would be more happy to sort of carry on looking through.

INT2: Thank you OK so after clicking erm either allow or decline, you will see this home page erm what is your first impression, what do you think about this website, especially in terms of trust?

RES24: I would say it is quite nice, it is very bright, and it gives you a few quotes that make it seem more open and that many people are using it so if no one else has an issue it should be OK.

RES23: I would say it is quite welcoming, the first thing I look for from a website is the little padlock where the next of the website is and obviously that is there so that always reassures me that the website is secure and safe.

INT2: Thank you.

RES25: I really like the font like how clear it is, it is not confusing you can just kind of see as soon as you look at it what is on the website.

RES20: I was going to say I really liked the colours used, I think it is really like soft it is not pressured, there is a lot of like websites about mental health tend to be very like serious and I love the whole animation and stuff and I thought that was more welcoming, especially for like Gen Z and a young consumer but I was going to say I was a little bit overwhelmed by the website, like the layout when I first look at it I just don't know where to look first because you're hovering over the quotes that they were saying, I don't know do I click the quotes, do I click the things at the top? I just didn't know which direction to go in a little bit.

INT2: OK which one did you end up clicking first?

RES20: I think I went at the top I think, it has been a while since I went on it, but I think I went on the top bit because I didn't know where to go first so yes.

RES25: Yes I agree I wish there was more like a structured order, even if the quotes were just like more in a line kind of in a way so you know like start from the top and go down kind of.

INT2: OK thank you, sorry before we carry on, [RES22] would it be possible to turn on your camera? It is just... sorry you can cover it too if you like I am just worried

that when we analyse the data and especially today we have all female participants it is very difficult to distinguish the voice, thank you so much. OK so let's go to... erm so there are many places that you can click erm so join the conversation, Instagram, You Tube, About Us, privacy policy and at the bottom it has lots of... three universities and Aardmann, Mental Health Foundation erm so lets click About Us first... OK so when you click it, it explains who is leading this campaign, these are the three universities that are involved and you can also see that there are many logos including universities, Aardmann, the founder, AHRC and erm four clinical organisations. And also it says that this website is co-produced with and for young people to promote mental health literacy. OK so what do you think about this page? Any opinions?

RES24: I would say there is a lot of text, and it is a bit in your face, it is a bit too much to read and you just want to get to the main points so maybe have all of the universities as just the logos, with maybe the name at the bottom because there is quite a lot there.

RES20: Yes I agree with her I think just going back when you clicked About Us, I even noticed that was at the top, a lot of websites put it right at the top and because it was the bottom sorry, it was at the bottom, I didn't know that was where it was, like I didn't even notice that bottom bit because I was trying to focus on what is happening at the top, I wasn't really sure. So when you clicked on it, it was just yes I agree with what she said, there was quite a lot of text and like I sometimes like when they do About Us and put a bit of imagery to it as well just so I can get a better picture and a better idea of like... because obviously these are brands, but I don't know what the institution of mental health is, I don't know any of it apart from like some of the universities mentioned. So I just... I don't know I think if they maybe added one of the animations to it or just some sort of process so I can see like oh OK this is what they are about rather than just doing the logos because it is just a name to us like to someone who doesn't go to university, they wouldn't know.

INT2: That is an interesting point. Especially maybe for even younger audience, maybe somebody it would be difficult to recognise the logos. So did anyone press... did anyone notice this About Us?

RRES21: No.

INT2: What would you suggest so that erm or do you normally click About Us? Or I guess a better question would be if you... we would like you to click it, erm like erm I think [RES20] mentioned, should we put it at the top or do you have any other suggestions?

RES24: I was thinking maybe you could have it so that you scroll down from this page and it leads down to that one rather than linking to a different space because then straight away you don't need to direct people to it, it is just there or them.

RES20: Yes if there is like a scrolling thing where you can see like it keeps going on then it talks about the brand and it talks about what you guys do erm and yes.

INT2: OK.

RES24: I think if you do that scrolling thing, also actually have that You Tube video like have it down there if you actually do a scrolling thing so that people can just directly watch it.

INT2: OK so instead of having erm You Tube here, watch films, you have all of the films at the bottom?

RES20: Yes that is a really cool idea like if it is just like it shows on and talks about it, like the quotes could be mentioned as it is scrolling up.

INT2: OK erm so let's go back to this page, do you think... so erm do you think this... I don't know if anyone.. I guess no one really clicked but this information co-produced with and for young people, do you think this information would be helpful to increase trust in this website or decrease or it doesn't really matter?

RES26: I think the problem is young people is quite broad so if I... I mean just looking at the colours and everything, erm I would probably think it is aimed for people younger than me. So when I think young people, I might think well is that like 13, is that 16, is that 20, 21, 22? So I mean I definitely think it is a good thing to promote because it does make me think oh well you know people of my age have definitely had a part in it, but I don't know how young, young is?

INT2: That is a very good point actually, in this case young people means 17- to 21-year-olds so just like you, so maybe it was better to put the age group? 17 to 21. You mentioned [RES26] that you thought that this website was targeting a younger audience, what did you think was the target group?

RES26: Erm I mean looking at some of the titles and things about grades and Instagram and stuff like that and I have got younger sisters so that is why I would think well these are problems that they would have as well, erm and one of them is 15 so I would have definitely included... if I hadn't known it was 17 to 21 I would think it is kind of like 13 upwards when these are things that might start to be more important in their lives.

INT2: OK thank you. Any other comments, suggestions about this page?

RES23: I quite like this page, I think it is a bit reassuring just cross referencing with other pages that I have like thought were a bit sketchy, having the logos from like a copyright standpoint definitely makes me feel you know a bit better about it and I like the character design on the side there, it is a bit more like erm alternative. I feel like you usually see quite erm plain characters, so I know that just... I like it.

INT2: Thank you.

RES23: Comment on the character, would it be interesting to see if there was a group of characters instead of one singular to promote the idea that this was done with other people?

INT2: OK so I guess this one is from... [INT1] sorry?

INT1: No continue, sorry I just wanted to ask a question but please yes finish.

INT2: No that is OK please go ahead.

INT1: No I was wondering yes before we move... so if... you can click in any of the logos, to... and it takes you to the main webpage, I am wondering if you think this is erm if you noticed or if you think erm it is important to have that so if you want to find out a little bit more you can actually search and it is an option or it should be more explicit to understand who is behind this webpage.

RES20: I think that bit could be very like smaller and be somewhere at the bottom under the text and stuff, I agree with one of the participants said about the group picture, I think it makes it more seem like a community of people that worked erm on this and stuff. And I actually didn't even think to click on the logos myself.

RES25: Yes me either, I would have thought that you wouldn't be able to click on them, they don't really look clickable.

RES20: Yes usually people put like the brands at the bottom like where the social links are I think, like the social logos and that at the bottom, people who've erm participated and stuff.

RES26: I was just going to say that erm it is good that you have got all of the pictures and everything of who is involved but seeing the name of the professor in the text I don't know who that is, like what does he teach? He is the head of a department? I think if there was some information about what he was a professor in, I would feel a bit more trusting about it because I would think oh well they know... I know where they are coming from. That is all.

RES20: Maybe include like an image of the professor or some sort of the team like a photograph of the team who worked on this, because I think when you see a face behind the brand or face behind the animation you would kind of be like oh it is these people and then because we contribute to your research and stuff it is quite interesting for us to actually see the people who took part in it as well and did the research and I think that would be really interesting. Or like a video explaining it maybe, I think a lot of people our age don't really like reading as much, we're more like we prefer to watch things, especially because yes our attention span is shorter so I think if there is like a short video introducing things and I think that would be something that people would appreciate more.

RES22: I was just going to say that I like that you can click on the erm icons even though like it might not be obvious that you can, but when you can it is like increases your trust in terms of like that this erm website is linked to those different places.

INT2: Thank you, [RES23]?

RES23: I would suggest erm particularly for mentioning things like Aardmann animations, maybe other things that they are more well known for so like erm Wallace and Gromit I know almost everyone knows. I did mention it to someone the other day and they were like I don't know who that is and as soon as I said oh Wallace and Gromit they were like oh yes that animation group.

INT2: Oh I see so just adding more erm famous characters here, that is true, OK thank you so let's go back to the home page and let's go to privacy policy. OK so when you click privacy policy it brings you to another organisation, Mental Health Foundation which is a partner of this project erm so first what do you think about that it brings you to an external website, not... and we don't have a tailored privacy policy, is that OK or erm is it better, it is not really good, what do you think?

RES24: I think if you're going to press the privacy policy, maybe have a brief summary of what it is, just pop up on the page that you were previously on and if they wished to know more then you link back to the other website.

INT2: So maybe it explains, summarises and also explains that it goes to and external website?

RES24: Yes.

RES20: Yes I agree because I think if I click that I don't think I would read it because usually I don't really like on website when they have such external links, especially when you're doing research, look things up. I think so many tabs being open from one website is a bit overwhelming. I don't think I would want to read the privacy policy, I think if they... I agree they should have like a brief thing and then read more and then that will be an external link. I think that if I am really interested in the privacy policy I could carry on reading.

INT2: Thank you, [RES23]?

RES23: I quite like specifically that it is the Mental Health Foundation because it is just something quite well known so seeing that it is from there I would be quite assured that it is erm you know like a legitimate privacy policy and not something that has just been kind of made up to look erm professional.

INT2: So you prefer that erm we have Mental Health Foundation's privacy policy rather than having our own?

RES23: Yes.

INT2: All right thank you. How about other people, do you agree, disagree?

RES22: I like the idea of like a brief pop up and then taking you to the external page, I don't mind that it is an external page and that it is like the Mental Health Foundation as well makes you more trusting of it.

INT2: Thank you, how about other people, maybe [RES21]?

RES21: Yes I think just like considering making it easier to use, I think having something on this website erm would be good just kind of make it easier to find information and then have extra on the other erm extension, I just think it would be easier.

INT2: Thank you.

RES25: I do agree like a few like key kind of things, maybe you could have like one of the speech bubbles kind of as the pop up, maybe? I don't know.

INT2: Oh something like this?

RES22: Yes maybe.

INT2: OK. Good. Right...

RES23: I think if you're using this on a laptop or something like that, then it works, it comes up in a separate tab, but if you're using on a phone it is maybe just a bit annoying that new things are popping up. So I think definitely the idea of like a screen coming up on the screen would work better if it is going to be already on a smaller screen that you're looking at in the first place.

INT2: Yes, yes definitely it is a different experience where you are using the small screen and a big screen yes thank you. Anything else about the privacy policy before we move on? It is very long and very wordy like many other erm privacy policies. OK let's see... now let's move on to... so there are five themes, perfectionism, loneliness and isolation, independence, social media and competitiveness and if you click one of them... you see the title, video and erm erm the statement by the character in the video. What is the issue? How does it affect me? What can I do to help myself? So four ideas of what you can do yourself if you feel like you have some issues with erm social media. And when do I need to get help? And finally where to go for help? So if you click any of the themes the lay out is very similar, at the bottom you will see this seeking help page. So lets click this one. OK erm in the seeking help page... no sorry before I move on, do you have erm any suggestions or comments about this page? It doesn't have to...

RES24: The effective help part, that seemed like quite a lot of words on there and at first glance it just seems overwhelming, and it is just like I don't really want to read all of that, where can I find a quick summary and then...

INT2: Oh so just in general this page has too much text?

RES20: Yes I agree, it has got quite a lot of words on it erm but one thing I do want to say is I really like how you guys have separated the different points, even though it does have quite a lot of words on it, I do like that you have separated within like colour blocks. So it is kind of like I know where to go next, what is the issue, where can I get help? I think that is quite good but yes I agree, it is quite a lot of words.

INT2: So I think [RES24] mentioned that it would be good to have a summary maybe at the top?

RES24: Maybe have like at the top separate links that have all of the titles of each of the parts and then someone can just click on it and immediately goes so there is not overwhelmed by all of the words and they could just easily find everything maybe?

INT2: OK, all right thank you.

RES25: That is a good idea because if you have like one specific like topic that you're looking for like if you want to know erm where to get help or when to get help then you can just go straight to that rather than having to scroll through everything.

INT2: Thank you [RES23]?

RES23: I really like how it is erm kind of in a chronological order, so you have the video first and then it explains about the video erm and then it goes deeper into what the actual issue is. I think the only thing I kind of noticed about it was some of the lingo like drop those pings, I was a bit like I don't know... erm as like a 17-year-old if I would you know say something like drop those pings.

INT2: OK, what would you say as a 17-year-old?

RES23: Erm I would probably just call them notifications to be fair.

INT2: Ah I see OK. Thank you, so there are some comments about content too and text. How about other people, do you have any suggestions about the content?

RES25: I agree about the pings, it is not a word that I would use, and I think just notifications now is fine. It sounds like someone is like our age has written it, not like that but I mean in it sounds... yes I know what you're talking about.

INT2: OK thank you, how about other people, about any of the content, do you think some of them I don't know... yes it could be that you would like more erm tips or you would like to have fewer tips erm anything about content?

RES20: I was just going to say now that you have scrolled back on it I have kind of noticed quite a lot, I think erm I think I did say that I do like how it is colour coordinated but now there is quite a lot of colours and there is so much going on that some of the text I can't really read as well, erm I think it is because you used like white writing, I think it is really hard to read and there is just quite a lot going on with the text and I just don't really know where to look first to be honest. Yes.

INT2: OK.

RES24: If you're going to have this much text, should you take into account kind of your eyes because now there is these things called night mode, dark mode and that helps not produce too much light for your eyes, maybe do something with that

because you have quite a lot and if you're going to read this much, it might damage your eyes a bit?

RES26: I think maybe pick a few, not so many like I know the branding is like very colourful which I really do like, it is a bit different than most websites to do with mental health, it is more welcoming, but I think it is going passed the point of welcoming to like very overwhelming a little bit maybe, so maybe just a few because I know on the videos there is only a few colours used like for the text and stuff but yes.

INT2: Thank you [RES23]?

RES23: I think the only colour that I find a bit jarring is perhaps the red. Erm I think yes I think on every other colour block there is no white text but then for some reason on the red block there is just like this huge white text erm on the red background.

INT2: Oh this one?

RES23: Yes.

RES20: Yes I agree as well like the blue and the yellow is really nice, and yes there is only a few colours that do work really well I think erm and then some are just really like hurt your eyes a little bit.

INT2: Thank you, OK I am looking at the time so erm I will move on to the seeking help page now, OK so we click seeking help you can look at this page, so first it says that if you have any issues you should talk to your school nurse, counsellor, teachers, or seek the advice and support of your GP. So if you click this one, it brings you to again Mental Health Foundation website which gives a lot of information about erm seeing a GP. Erm what your GP can help you with, and how to prepare for the appointment. And if you click 111 it brings you to the NHS, and it gives you lots of options if you have any issues you can call or text these different organisations. The first one is the Samaritans and Shout, Step Up and tell someone you trust. And again talk to your school nurse, counsellor, teacher or GP. And specialist mental health services, and how to access support so it has a long list of places where you can call or text. So what do you think about this page, especially in terms of trust?

RES23: I think it is trustworthy, there is a lot of names that I recognise so Samaritans and Shout are definitely ones that I know.

RES24: Yes I agree it is quite trustworthy, I know a few of these sites so I know yes this is fine.

INT2: How about other people?

RES26: I think it is good that their main points have been almost highlighted because it does make it stand out, erm but what I would say for the Step Up one that I would almost put it in quotes or something because when I first read it, it did make me think a little bit like it was just telling me to get a grip almost. And I know it is the

name of the organisation so other programmes who... you know you can't call it something else, but I would try and rename that if possible.

INT2: Step Up?

RES25: I don't really like the order that it is put in because it is kind of is like erm tell someone you trust is below like calling the NHS and stuff, it feels like that should maybe be like above because it is like a step you will take first if you know what I mean? I get it is not for everyone but...

INT2: So put this tell someone you trust maybe at the top before GP and Samaritans?

RES22: Yes maybe because it is just like kind of the order of severity if you know what I mean?

INT2: Yes.

RES20: I think another thing I would do is definitely I think the website doesn't really... the pages you showed me they do use a couple of like the animation like imagery but I think they could use a bit more because I feel that is what it is about, it is about the animations and I think maybe if you had animations that are calling it to this or it is maybe I don't know one of the characters is just like sat on a chair talking to that other character, something that is a little bit more... because I feel like this website, the seeking help is just kind of very much similar to just most like mental health websites. It is very like this is what you have got to do, this is what you have got to call, call this, call that but I think it just I don't know I think it is detached this kind of like comfort I think. And then like that picture at the bottom so I think... I don't know whether it is the animation that should be included more maybe the way it is laid out, but I just don't feel very like I don't know, supported as much. I don't know. But I do like that you did include like loads of organisations that are well known and do have a name for themselves for helping people so that is really good erm and then I agree with that point that I think talking to someone should be the first thing. And then talking to like a teacher or I don't know someone in your school or anyone close to you.

INT2: Thank you, [INT1] did you want to say something?

INT1: Yes I just wanted to add so someone mentioned it is trustworthy because erm you recognise some of the organisations and my question is... is it because of familiarity because you... or is it because of experience? So you know someone that has erm had experience accessing these services? So is it the trustworthiness comes because it is very familiar or is it because you know... because first-hand or second hand that these are a sound organisation?

RES23: Well Shout in particular has been recommended to me by school before and obviously I trust erm what my school would recommend to me so in that case it would be erm trustworthy.

RES20: Samaritans is a place that I have heard people that I know or people they know that have contacted Samaritans, I have personally never heard of Step Up,

Shout, I think they did back when I was in the school erm they did like a presentation at my school and they just kind of talked about like support and stuff, I think they did like a presentation erm, could you possibly scroll down more sorry? I was looking at the other... yes so yes that is the only two organisations I know.

INT2: So it sounds like...

RES24: I think it would be nice if you had a link where other people using this whole website who want some mental help but don't really want to go to the specialist, rather just talk to someone who is similar to them like your whole community are people who need mental health can just talk to each other, like maybe have a link to something like that.

INT2: So like a community?

RES24: Yes like that.

INT2: OK so it says peer lead programme, Step Up is a co producer peer lead programme but erm slightly different from community maybe. OK erm let's see erm [RES26] and [RES23] have microphones on, do you have any suggestions, comments?

RES23: The only other thing I could think of is would probably have the how to access support part at the top, so that is kind of answering the questions, seeking help you know and then you can have your suggestions after which would be Samaritans, Step Up.

INT2: OK so this one at the top?

RES23: Yes.

INT2: OK great thank you. OK erm so before we go erm to work TrustScape, let's go back to home. OK so there are two social network options, one is Instagram and the other one is YouTube. What do you think about having these options? Would you like to have more options erm do you... do you not go to these social networks anyway? Erm what do you think?

RES24: I think these two social networks are good considering that other ones like Snapchat which wouldn't really work for this I guess and Facebook which many people around our age wouldn't use so Snapchat is definitely one of the high ones to use. And You Tube is good to access all of these videos and things so yes.

RES20: Yes I agree Instagram, I think people our age definitely 20 and below definitely use Instagram the most, if anything... if any other app it would probably be Tik Tok but I don't know if that is appropriate for this erm for them erm and then yes I think the watched films is good so people can actually see what you guys have done and stuff so yes.

INT2: Thank you, did anyone click erm Instagram? If you click it goes to Instagram and you can... I am not going to accept it but you can see some posts, did anyone click or not?

RES23: Yes.

INT2: Yes OK, what did you think about it? was it good experience or did you actually follow, not follow?

RES23: I followed, I like that it kind of matches the website or the post there is like a very obvious theme, makes it a bit more... I don't want to say professional but like put together, it definitely doesn't seem random, and it seems like there is a lot of time that has been put into it.

INT2: OK thank you, anyone else who...

RES24: One of the posts you used like an actual person instead of an animation, I think it would be nice to put more actual people as well as animation so have it kind of 50/50 to make it more personal and more community like instead of you just talking to an unknown face, or looking at unknown people.

INT2: OK so in Instagram or on the website or both?

RES24: I would say for the website you would put that with about us, like have actual people so that you can match the words to the faces and on Instagram definitely have it 50/50.

INT2: OK I see so that that may increase the trustworthiness of the content? OK erm one... someone in another session mentioned that erm the person prefers not to go to Instagram because then somehow they feel like they may be associated with mental health and erm do you worry about that kind of thing or do you feel happy to be associated with mental health related website or erm Instagram, do you have any comments on that?

RES24: I think it is good to be associated with mental health and have a lot of it coming up on... well not a lot of it, a bit of it, so that you're more aware of it in the world. So I wouldn't be too worried about it.

RES20: Yes I agree, I don't really mind being associated with something like this, I think I understand from the perspective of that person or whoever said it that why they wouldn't want to be associated because I think mental health is something that is a little bit erm I don't know a lot of people might think it is a bit embarrassing to talk about or might think it is still like people think I am this, and this and I think people still feel a bit overwhelmed a little bit like don't really want to talk about it and don't want to say this is what I am going through but yes I think it is... I have no issue with it yes.

INT2: Some stigma. How about... let's see, how about [RES21]?

RES21: Yes personally it doesn't bother me because usually with this type of thing once you're associated with it, it suggests other things and personally for me I find it interesting to like find other recommendations and just get to know what is out there but yes I understand why someone wouldn't if they are not ready to talk about it or if they want to be.

RES25: I think because it is presented as like a positive and supportive thing, rather than erm a negative thing if you know what I mean? Because some mental health things are like really upsetting and bland and like black and white and kind of boring, but this is very like oh this is how to improve erm this is what people have done to improve so it is a good... I wouldn't mind being associated with mental health in that sense because it is... rather than it being negative it is positive if you know what I mean?

RES20: Sorry one thing I was going to add, the only time I would mind being associated with it only because sometimes I think [unclear 52:31 (brands?)] just tend to be really pushing and like I don't know, I think I would like on my Instagram if I was to be scrolling I would like to be reminded of good things rather than it being very like forced if you kind of get what I mean. Like remind me of take a breath you know things are all right, yes, I think that is... if it is not too forceful and not too negative on my page because I think that is a lot of people on Instagram who kind of get really down about things on social media, so if it is something really positive that will uplift your day I think that is... yes I think that is really good.

INT2: So something positive and erm rather promotion than maybe curing?

RES20: Because like you said social media is one of the categories on the website so I think if there is something that reminds you of you know... reminding you of like to be more positive or just what other tips they could give you erm I think that will help also because as well as engaging with this we also are still aware of social media and that does affect our mental quite a lot.

INT2: OK thank you so lets see it is 6 o'clock now so let me stop sharing this one... and share the TrustScape again so now what we would like you to do is to have a few minutes break.

[break]

INT2: Yes right after this session or even erm yes... maybe right after the session would be good but now we have 10 minutes left so maybe we can spend five minutes or so to go over what you wrote? So anyone would like to share what you wrote on TrustScape? Anyone?

RES23: I basically wrote about the fact that whilst going through the website a couple of different styles so there was clay characters but then there was also some cartoony characters. I said it was important to me because someone who does Art myself I feel like it is quite nice to have appreciation for different artists erm and from an aesthetics stand point it would be quite nice if they are matched. So for the realistic thing I put perhaps having an appreciation segment to the About Us page and for the idealistic I put maybe a little credit video with the names of the artists and maybe

some of the characters moving around kind of like you see the end of Disney movies or even like making all of the art on the page match each other, just like a bit more cohesive.

INT2: OK thank you, anyone else, maybe one or two more people?

RES20: I think maybe make it more comforting because like you are like the first ever like site that I have seen that comes across more comforting than others and I think maybe find a way like erm I am not sure how, but like find a way to be a little bit more like I want to go and seek help here than anywhere else, I think maybe especially on the seeking help site, I think that is the important thing and it would be like yes...

INT2: OK. Thank you. Maybe one more person.

RES24: Maybe have more people like photos of people in groups, especially with the About Us, so like the professor and stuff like that don't have it in a way that you're... as if taking a photo for your passport, have it as a group, being friendly, interacting with people, just making it more friendly and yes possibly have a section to the whole website where people can post erm issues they are having, comments and things like that. And then others can come and interact with the website can see them and if they have gone through this issue as well, they can give advice. If comfortable but you should have anonymous factor to it but if you are comfortable with sharing ideas or personal experiences you can, and it might help others or others can help you just generally create this way of everyone coming together to help each other instead of just relying on just the website.

RES20: I think if you don't even use a photo of them and you did them in like an animated format, I think that would be quite funny, I think that would be a little bit better than it just being nothing, if they didn't want to necessarily put their face out there, I think if they did like an animation of them, like introducing what we're about and they voiced over I think that would be really cool. Yes I think I would trust them more even though I don't actually see their face, they are doing it because of obviously professionalism and some people because of work, I think that will be quite cool.

INT2: OK thank you...

END.

## TrustScape 6

INT2: OK so, erm... I will share another screen. Do you see the What's Up with Everyone website? OK good so this is the first page that you see when you first access this website so first you see this cookie pop up, it says this website uses cookies to ensure you get the best experience, learn more, allow cookies, and decline. So what do you think about this erm cookie pop up? Anything you would like to say about this?

RES29: Yes I mean quite frankly if I was on a smart mobile and these cookies pop up automatically I would find it as I find it most of the time. A bit annoying. I wouldn't pay much attention.

INT2: Erm so what part of this is annoying especially?

RES29: That is my way to visit the website that I am looking for.

INT2: Yes which one would you click if you see this one for the first time?

RES29: Probably decline.

INT2: OK how about other people? Thank you [RES29].

RES27: Yes I mean I think it is a little off putting, I mean it is something I don't mind doing if...because some websites you have to allow cookies to access but I think if given the choice I normally press decline unless it tells me that I can't get on to the website without accepting.

INT2: Thank you, how about [RES28] or [RES30]?

RES28: I think I would click allow but that is more because most websites I go to ask for Cookies so I am kind of used to seeing it but erm I think the actual box is a bit plain so that might be a bit off putting which might make people want to decline.

INT2: What would you... what else would you put in this pop up? Or is it better if it is more colourful or...?

RES28: I think maybe you could have like a picture of cookie, that might be quite cute because I have seen a website do that before and then it made me really excited to go into the website.

INT2: Ah OK interesting. Thank you [RES30]?

RES30: I would allow the pop up and I think the pop up already has like a link learn more and maybe if the user would click on that and would know what is the purpose of the cookie that it allows the website to operate more efficiently and remember all of your information like in the sense of what language or what settings have you used but maybe if they would put like the definition, what is the let's say two lines, a cookie instead of putting a link to learn more, maybe the user would be more inclined to click on allow cookies.

INT2: So you mean...

RES30: So a cookie is something that will let the website operate more efficiently and improve its services so maybe just two lines to... maybe the user doesn't know. Even they see the pop up every time, every day, they will know what is the cookie.

INT2: So the definition and the purpose of the cookies, OK how about would you... any of you, would you prefer to for example allow cookies and these are the information we are going to get from you, if you click allow cookies, decline, if you click this one, this is the information you will get from... do you think it is helpful or that is too much information already?

RES30: I think that is too much.

INT2: How about other people?

RES29: Yes I agree, I agree with [RES30].

INT2: How about [RES28] or [RES27]?

RES27: I agree as well.

RES28: I think it would be a bit much.

INT2: A bit much so you would rather just want to allow cookies or decline cookies and go straight to the website? Interesting. OK so let's go to the... this is the home page erm maybe before I say anything, what do you think about the page?

RES27: I really like the colour pallet. I think it is really consistent throughout the website, it ties it all together, yes I think it is really pleasing to look at. They have obviously thought a lot about the design and where everything goes.

INT2: Thank you [RES27], [RES29]?

RES29: I think it is too much, I viewed it on a mobile, so I found it overwhelming, the colours.

INT2: The colour is overwhelming?

RES29: Yes too much.

INT2: So you mentioned you were looking at it on the phone, have you ever looked at this on erm a computer or tablet or just...?

RES29: Right now I am doing it and I still believe it is too much.

INT2: OK so it is too much colour.

RES29: As a first impression yes.

INT2: All right thank you [RES29] how about [RES28] or [RES30]?

RES28: I really like the colour and I like the characters as well, I think that makes it feel really warm... not warming, welcoming and I like the font as well because I feel like it... you can look at and read if that makes sense. You know sometimes a font can be too much, but I think this is a really calming one.

INT2: Hmm, thank you.

RES30: The webpage is user friendly, and the colours are just... just to let the user to be attracted to the website.

INT2: Thank you, so those of you who said that this is erm kind of nice because of the colour and layout and font, do you think those things would make you trust this website more than when the colour is not very nice, or the font is a little bit... not your favourite font? Does it influence you in terms of trusting the website or not really, it is just a nice website?

RES27: I think it makes it a bit more trustworthy because it shows that more thought has gone into it. Like if it was like a scam website it would just kind of be like something that you know just like randomly knocked up to get people to click through. But the fact that it is so professionally done, it makes it seem more legitimate.

INT2: Thank you, how about [RES28] or [RES30]?

RES30: If the user would be one of the... like one of the dialogues it is more... the user would tend to click on that just to see what is the... because of their situation it is very familiar with those lines.

INT2: Oh you mean in those bubbles?

RES30: Bubbles yes.

INT2: Yes, because it is more conversational?

RES30: Hmm.

INT2: Thank you, how about you [RES28]?

RES28: I think it is really appealing for people our age, especially with the colour because if you are looking at something that is just like... you know like Wikipedia, sometimes you look at that page and it is so white that you can't really focus on it. But I think this layout and the colour just helps to draw attention and I think it is really nice to look at.

INT2: OK thank you and [RES29] you mentioned that this is too much colour, do you think that would make you less trust this website, is it better if it is a little bit more plain?

RES29: If I may, can I clarify something because I am getting confused by [RES30] point, he keeps referring to a third person, are we telling our own opinion, how do we find ourselves or are we thinking about other users because if it is... you know I answered the questions about how I find it personally. In this case for instance erm yes I find that the choices and the use the extensive use of different colours on the welcome page as a little bit too much for my eyes and I can't say about the trust because I don't see immediately a connection between the website and the trust, but it gets me curious to see what it is about and to browse a little bit of the different sections of the website. So I wouldn't necessarily say about trust or untrust, but I would definitely say this excites my curiosity. Does it make sense?

INT1: Yes sorry can I add? So [RES29] when we talk about trust what we are looking at is if you... is the content, if you trust the content, if you feel the content is reliable, the advice, we will see that there is some signposting to seek more help if you are worried about anything so what we want to understand is how can we improve the erm [unclear 17:34] you feel more inclined if you need any more support to actually access that support and engage with the resources.

RES29: Yes it is too early to say.

INT2: Would you like to look at other pages? OK maybe we can look at the erm... so this page has five themes at the top and seeking help and erm like [RES30] mentioned there are some erm bubbles here and join the conversation, this is Instagram and watch the films, so this is You Tube and About Us and Privacy Policy. Did any of you click About Us here?

RES29: No.

RES27: I didn't really notice it to be honest, it is so small.

INT2: Yes, all right so let's click this one. And it brings you to about What's Up with Everyone page and it explains that it is lead by some universities erm and clinical partners and this erm website and also animations are co-produced with and for young people aiming to increase mental health literacy. It also has some logos, so these are the three universities, Nottingham, LSE and Loughborough. Aardman is the erm producer and AHRC is our funder and four clinical partners, the bottom part is the same as the home page. What do you think about this page now that you look at it? So these logos you can click and go to the official website. So this is Aardman, what do you think about this page?

RES27: Again I like it because it makes it seem more legitimate that you have got those links. I think if I was being nit picky it is a bit annoying the third one isn't like consistent with the rest of them. Like it has got like that blue background makes it look a bit blocky but that is just like an aesthetic thing but in terms of like trustworthiness, I think it makes it a lot more trustworthy that you have got those sources that you can check with.

INT2: You mean this happy space?

RES27: Yes, it just looks a bit weird erm with all of the others, all of the others are kind of like transparent and that one is not. But then again it is a white thing so I don't know how you could get it to stand out but...

INT2: OK thank you that is a good point because yes, OK thank you. How about other people?

RES29: Yes I mean I couldn't find it myself because I think this section About Us is getting somehow lost in the welcome page and we know you [INT2] are taking the link, I couldn't find it myself. The About Us page I think that it was a bit of a mouthful and it is just... long sentences and sometimes I am not sure what it means exactly. And about the logo's, I agree with [RES27] you know what is my problem? I would erm... I have been left with the impression, but they are just logos, I couldn't you know get it that if I go over the logo that is linked to the website. That information would [unclear 21:54.

INT2: OK so first it was difficult to find this About Us?

RES29: Yes, I think that with so much information and the bubbles and the picture size is smaller than the others, it is getting lost. There is no indication, there is no nudge to go and find out more about it. The welcome page, it is getting lost for me. And then when you click no, no About Us can you click... yes here. Again I think that it is too much colour for me. Maybe because I am a neuro atypical person, can I say that? And I find it oh my god this is you know... the next... yes it is something that is not accessible to me as a vocabulary, a jargon sorry. The logos, I thought at first they are just logos without the links to the websites. I couldn't figure them out on my own.

INT2: OK thank you so this is too much text maybe. and also it wasn't clear that you can click these logos to bring you to the official website. I mean I guess we have to make it clearer that you can click it, yes thank you. How about yes I agree that this About Us is quite small. We would like you to... first of all do you think it is important for you to have access to this one? Do you think it... looking at this page, would it help you to trust this erm website more, the contents of this website because erm if it is the case, it is important that this About Us is somewhere a little bit more visible for younger people to click? Any of you?

RES27: I don't think it is something I would necessarily look for erm, but it would be kind of helpful if I did want to find out more about the organisations behind it, I think that might be the only reason I would go to it, but it is kind of like [RES29] said with the links, you don't know that they are links until you're hover over them so some indication that it contains links would be nice.

INT2: Thank you, [RES30]?

RES30: I would even put directory on the first page, just below the bubbles. I think it is really important to give a background. Again it is like the same with the

cookies it is not like maybe the user would click learn more, rather just say [unclear 25:04] cookies so if you would give a paragraph what is the erm... a background, maybe I would say the user would be more trustworthy as... exactly the paragraph I would put it just like on the first page and not like the link About Us or eventually like you say if you put the link about us again yes it shouldn't be bigger. And as I would maybe put the picture of the person who leads the campaign, Professor Paul Crawford. I think if it would start like this with a picture, it would be better in my opinion.

INT2: Would you put...

RES30: Exactly below the title I would put a picture of the professor Paul Crawford.

INT2: OK on this page?

RES30: Hmm and for instance the research team from the Universities and after you list those three universities I would put a full stop and then put those three logos from universities and then the text from charitable organisations and you list them. And then below until the end and then below that I would put the rest of the logos.

INT2: OK thank you, yes thank you I heard other young people mentioning that it would be good to have real people's pictures so erm Professor Crawford and also maybe other researchers and maybe people from Aardman and clinical partners as well.

RES30: Exactly or also a group picture with everyone involved, let's say... yes.

INT2: Thank you, how about this part, so this website and also the animations were co-created with and for young people. Do you think this information is important for other young people like you to increase trust on this website or not? It doesn't matter or does it decrease the trust on this website in your view?

RES28: I think it increases trust because it shows that you really care about the website because it is not just like adults only trying to make something for young people, you have actually interacted with young people to produce something that they want so I think that... it brings like reliability almost. Yes.

INT2: How about other people, do you agree or disagree with [RES28]?

RES27: Yes I would say like in certain ways it is more important than kind of like all of those links down there so it would be nice if that... because it kind of like lost in that big body of text, it will be nice if kind of that were highlighted in the middle of it, maybe like a different colour or underlined so that was a link in itself like the co-produced with young people, so that maybe if you wanted to click on that, I don't know if there could somehow be evidence that it is co-produced with young people, I think it does get lost a bit in all of that text.

INT2: Yes thank you, or maybe they deserve their own logo too because they spent... they contributed a lot for this website and animations. [RES29]?

RES29: I definitely agree with [RES27] I think that erm it is important to have it here, nothing [unclear 28:55] but why not [unclear 29:00] in the form of [unclear 29:02] this process of production, this process of having researchers and young people side by side doing the study. I think the whole point about the website is this warmth, this playfulness, this you know and how certain information can have an impact on trust must be erm similar format not in a line in a big text, somewhere where you know it is hard to find, it is hard to visit.

INT2: Yes thank you [RES29] OK so erm next to this small about us, there is another small one, privacy policy erm if you click this one, it brings you to organisation... external organisation Mental Health Foundation, they are our partner, so they are part of this team, but this is not our own privacy policy, what do you think about that? Do you think it is OK to have a link to mental health foundation or should we have our own privacy policy page, does it matter in terms of trust? Any of you, [RES27]?

RES27: Again it is not something I would really seek out, I wouldn't really read that on a website but it is a little jarring just seeing like the contrast when you click that link of the you know because you have got like this whole like aesthetic of this website and it is really like branded to be you know the What's Up with Everyone style and I think that is very different to the style so maybe just some... even if it were that policy, just like kind of copied and pasted on to that colour palette or using those fonts or something just to tie it in to show that it belongs to that as well. It is [unclear 31:11].

INT2: OK so the content wise we can keep this one?

RES27: Yes I mean I think as lot as you sited that is where you got it from, it doesn't make it any less legitimate, but I just think like in terms of tying it together it might be nice to keep the colours or something.

INT2: Thank you. Anyone else? [RES29]?

RES29: Yes for me it is the language that is inaccessible. I do care about privacy, I want to know more but if I click that wouldn't be my fist choice, my top priority to go and click on privacy. I don't understand about erm I do realise it is important, but I would recommend to take and translate it into plain English and make it accessible. Again not in too much text but with sketches you know such inaccessible format and language.

INT2: Yes thank you, so erm having a plain... written in plain English is quite important because even for adults some of the words are too erm too much to understand and it is quite lengthy as well. How about [RES28] or [RES30]? What do you think about this page?

RES28: I agree with [RES27], I think going from the colour scheme and such like a nice happy feeling website to this is a bit intense. Erm I mean I think for some people it might increase trust because it is the official mental health page, but I think

for me personally I would probably just click off it if I clicked on this and this came up.

INT2: Thank you. Erm how about you [RES30]?

RES30: I agree, I agree with [RES29] like if some... the user would click the privacy policy then the page contains a lengthy text and also with many unknown words so ideally lets say on a privacy policy that it is written by erm What's Up with Everyone but again let's say the first paragraph I would... it is literally like the summary of let's say I would say the webpage so we understand that the privacy is important and we aim to protect it and for instance I would probably so in the privacy policy I would just put this paragraph that in my opinion summarises everything and then a link to learn more and let's say if the user would click that then erm privacy policy written more simplistically and shortly. But the first paragraph in my opinion, it is essential to be put on the page.

INT2: Thank you.

INT1: Sorry can I add something, so there is good news, from November 2021 this year, all online services like What's Up with Everyone that are accessed erm by young people the privacy policies, cookie policies by law, by GDPR law they will have to be very accessible and they can be actually erm prosecuted if they do not comply so there is a new amendment to the privacy on age appropriate, co designed so it has to be designed for young people being able to understand it, it needs to be short, also the design, the font, the length, the complexity of the vocabulary so it is erm... so the... [RES30] I know that you are a computer scientist so did you notice in the cookie... there is no actual cookie policy, explicit right now, erm for you that maybe you understand a little bit more of the consequences of cookies, and that they can actually track and it is not just only sometimes to provide a good service but also to provide more personalised advertisement to sell your personal data to third parties etc. do you think... could you... would you welcome a privacy policy where you can select which cookies you want or because of this...?

RES30: Yes exactly.

INT1: OK so you want some options. What's Up with Everyone, it doesn't collect much personal data, it will collect maybe your IP address and it will link that with Facebook and WhatsApp... sorry Instagram page for What's Up with Everyone but I guess yes so you... you are happy with being able to select?

RES30: Yes select and let's say for instance I saw on many websites there are... there is this option, just that essential cookies and if it just click that option and allow those cookies then those essential cookies that are... let's say for navigation or not just analytical ones but those essential then yes ideally.

INT1: OK thank you. Yes we are working on that. Thanks.

INT2: OK thank you so erm like I mentioned there are five themes at the top, so I am going to click competitiveness today but basically the layout is the same for all five themes. First you see the title, in this case competitiveness, you see the animation, and

erm some just conversational statement by the animation character and what is the issue. How does it affect me? And what can I do to help myself? So four to five tips that you can follow when you feel like you have this issue and when do I need to get help? And where to go for help. Then you can click this seeking help page. Do you have any suggestions or comments about this erm theme page?

RES27: I think opening with the video, that is a really good idea for those like who don't necessarily want to read a lot of text but erm yes I think it looks a bit wordy when you're just scrolling through it, it seems like a lot to read and it maybe like if there is anyway it could be little diagrams or illustrations just to kind of condense that. I know they have got like images of the character, but it doesn't really have much to do with the text so maybe if those illustrations could condense that a little bit.

INT2: Thank you, anyone else?

RES28: I agree, I think it is really good that it starts with a video erm instead of going straight in to text, but I do think it is a bit too wordy. But I like erm the animations at the side, I think that makes it really readable to look at and there were little hearts and little like thumbs up, I really liked that bit especially erm and I just think it looks really aimed towards teenagers and young people. I really like the colour and the blocks like you know where it is like erm pause and reflect, it has like the block of colour, I really like that to erm like what is it called? Break up the text.

INT2: Thank you, how about [RES29] or [RES30]?

RES29: Yes I take some time to process this information, this is a lot of information erm first impression the format of [unclear 39:44] would be really nice to restructure how this story unfolds erm you know I as a user could click and see what comes next and restructure all of this section in to more interactive, more erm playful thing. For instance what happens, how can I fix it, how can I seek help? Instead of having these erm inner way of erm a story line. But yes the text is... there is a very good idea. I hope there are subtitles you are envisaging to have also to add BSL or audio to become more accessible for other audiences that might be in need of subtitles or erm BSL. But yes again this thing with the colour, that is a personal thing.

INT2: OK thank you [RES29], [RES30] do you want to add anything else?

RES30: No I agree pretty much, the video it is ideally placed at the top and lots of stories that it might be... so I don't think it is too much text, I think it is just right and you can read the stories and check if you relate with them.

INT2: OK thank you. OK so at the bottom... erm at the bottom erm you can click seeking help page, and erm this page contains some places where you can call or erm write an email or text but first it says that if you have any issues erm you should talk to your school nurse, counsellor, teachers or seek the advice and support of your GP. And you click this, and it brings again you to Mental Health Foundation, erm also you can call 111, this one brings you to NHS, and erm like I mentioned there are some places where you can call erm Samaritans is a very famous organisation, Shout you can text them, erm Step Up and tell someone you trust, your family member, your

partner, friends. Talk to your school nurse, counsellor, teacher or GP. And specialist mental health services and how to access support. So, what do you think about this page? Do you like it, you don't like it? Erm... anything related with trust?

RES27: I think it has got all of the necessary information on it. I just think getting to that page it might be a bit awkward erm and you know like when you were scrolling through everything, it might be nice if at the top you know like on certain websites where they have like almost like a contents thing so you can click straight to that and it will go straight to the bottom because I think it is rightly placed at the bottom because obviously that will be the last thing you will do after reading all of the information on that page. But I think maybe it would be nice if you could jump straight you know to certain chapters to do it.

INT2: So maybe at the...

RES27: Like with subheadings erm so when you're at the top, if you wanted to get to a certain subheading, maybe if there was some way you could just... it will just automatically go straight to that one.

INT2: OK yes thank you. That is... yes we got erm some other young people had the same erm ideas and I think it is quite valid.

RES30: I just wanted to say there is a button, home that pushes the scroll bar directly up and if you put end on the keyboard it just goes directly down.

INT2: Ah OK.

RES30: But yes ideally there should be a button if you click and it just scrolls up, might help.

INT2: Yes thank you. Erm how about anyone else about this page? So... in erm other themes too, perfectionism, and you go to the bottom and erm you go to seeking help page and it goes to the same seeking help page. Do you think it is OK that all themes bring you to this one seeking help page, or do you think it is better if we have tailored it a bit. So let's see, for each theme... maybe I can click something else, social media... and at the bottom it has four or five tips tailored to this erm issue. But when you click the seeking help page, again it is the same page. Do you think that is OK to have only one seeking help page, or do you think it is better to have different pages for each theme? Or does it not matter? That is fine too.

RES27: Yes I don't think it is too much of an issue, I think they all kind of tie in together anyway erm like social media and competitiveness erm and as long as like on those pages you have got the specific advice, I think the seeking help pages are fine to be the same.

INT2: Thank you, anyone else? Do you all agree or disagree?

RES30: I agree personally. Because once you reach that page and let's say you reach to someone to help you, and once you tell that person more, they can help you no matter what your issue.

INT2: Thank you. OK so last thing I wanted to cover was the social network, so it has Instagram and YouTube. Did anyone click on them?

RES29: No.

INT2: OK so when you click Instagram, it brings you to this Instagram page and you can join the conversation, you can click each of these posts and you can join the conversation, or you can follow this erm Instagram page. What do you think about that? Is it good to have those social network, should we add more social networks like Facebook or Tik Tok or this is enough?

RES28: I think Instagram is a good idea because I would normally click on Instagram if I was on a website erm because it is just easier to scroll through an Instagram page and get a feel for it, so I think that is good. But I think if you had more it might be a bit overwhelming, so I think it is nice that it is just Instagram personally.

INT2: OK thank you.

RES27: Yes I was just going to say the same, I was just going to say I don't really think many other social media erm platforms are really relevant for our age group you know for a target audience like not many people my age like use Facebook or Twitter often I don't know of any way, so I think just keeping it to a couple is probably best.

INT2: OK thank you, how about [RES29] or [RES30]?

RES29: Yes I think it is important to have erm you know any interaction and carry on the conversation around these issues into the community. It depends on what kind of conversation it would be on Instagram and how often. Yes and what kind of resources are on the You Tube, watch the films, I am referring to this.

INT2: Yes the You Tube has the five animations that you can find in this website so I guess if you click the first one, it brings you to... you can watch all of them at once so that maybe convenient for some young people.

RES29: Do you plan to offer any Insta Live events?

INT2: We don't have a plan but erm maybe that is something that you can write on the Trustscape in...

RES29: I mean during the conversation, what conversation? What is happening on Insta?

INT2: Oh OK, so I unfortunately don't want to click accept but... you can click one of the posts and you can make a comment underneath, maybe you can say that I really like this post and I can really relate and maybe another young person would say the same, I feel exactly the same way, so that is the kind of conversation, not live conversation. But you can definitely write that on the Trustscape, we didn't think

about having a live session but you're... that is a good idea to write it on the Trustscape. How about you [RES30]? Anything...?

RES30: I would add Facebook, personally I don't have Insta, I would click more on Facebook and also maybe yes on Facebook. I was just wondering how come sometimes I see the button share this page that is on the left on the Instagram? I don't know sometimes I can see the button and sometimes I can't.

INT2: Sorry could you say that again?

RES30: Yes on the left, on the left button of Instagram, there is a button, share this page. But sometimes it appears but sometimes it doesn't appear. I was wondering if that is what... it is supposed to be.

INT2: Share this page? Next to...

RES30: Yes so for instance I have the first page open and now I have the button share this page.

INT2: Hmm I never noticed that have you noticed [INT1]?

RES30: I can share my screen and show you exactly...

INT2: OK.

RES30: So here share this page. It depends on the browser, I am accessing from Edge.

INT2: Oh I have never seen it before. Do you mind to tell us which...?

RES30: Yes Microsoft Edge I am using, also in Chrome but...

INT2: Ah I never noticed...

RES30: I think it is important to have that button in my opinion, also like I say Facebook as well as You Tube, I think that should be sufficient. I think it depends on the browser if I recall correctly. So maybe from Chrome it doesn't appear.

[break]

INT2: I was looking at the share this page which [RES30] mentioned, it seems like you need to allow the cookies and then you can go to share this page and some browser allows you to click on it but another one I tried didn't so I will have to look at it. Hi [RES28] OK so everyone is back. Did you have enough time everyone? Yes? Were the key words and illustrations useful or not useful? OK so we would like you to share what you have erm written, erm would anyone like to go first?

RES29: I can go first if you like.

INT2: Yes please thank you.

RES29: Just a minute... it is a word document. This might be you know my interpretation but erm I keep thinking about visibly [unclear 1:13:34] the website and erm how I could trust to stay and to be a returning user and to showing their conversation and the community. And for me key is the usefulness why... how can I trust a site that is useful to me? And more over if it is the result of a process with young people working together side by side with the researchers, what is the new affect? You know why to trust this? What is this new and why to trust it? And I am sorry to say, please erm receive it in a good way, I want to be a critical friend here erm it is not clear to me what is new and how this can work for me and why to keep returning to the website. And this is important to me to make a decision. I came across a new websites that I like every week, every month, something new pops up and erm discusses the same thing. A realistic solution would be erm to make it clear to audiences like me what are the new resources? They exist, they are available, they are wonderful animation films, they are the tips at the end of each animation film with the stories. Make it more visible please and turn this conversation in to a real one, not only some new insta posts erm and build a community around this. The ideal solution means more money, more people, resources, more time to invest would be to keep developing more animation films to make them truly accessible, BSL, subtitles, audio files, multiple forms, turn these animations in to themes to make them a little bit more creative but built the community with real life events, showcase young people working on ideas around this, invest more resources in short. I hope this meets the expectations of you [INT2] when doing this task because I had many questions and please accept these comments you know just as straight forward and in good faith, thank you very much. I will stop sharing.

INT2: Thank you [RES29] no it is good that erm we are... it is always good to have criticism as well because that is how we can improve the website like this one so thank you [RES29]. Anyone else who would like to share? You don't have to share your screen you can just say what you have written, or you can show on the camera, whatever you feel comfortable with.

RES27: I am not very good at screen sharing but I will read out what I wrote on the PDF. I wrote about like my main concern being erm probably the use of cookies because that is like the first immediate thing that comes up, and erm like the feeling of being marketed to almost. Like mental health in a way, that might be a concern and also erm of tracking as well, not necessarily for me but say if another young person went on it on like a family computer or something, other people maybe finding out that they are needing to access those resources so I put the good way to address this might be to make it more clear in the language that data isn't being breach erm and saying exactly what the cookies are for erm and like maybe in an ideal world of the cookies [unclear 1:18:07] that might be a bit more reassuring because I think like it is important that you should offer anonymity, however you say it, so people don't feel like they are being tracked.

INT2: Great thank you [RES27]. How about [RES30] or [RES28]?

RES28: I personally really liked the website, so I don't have that much criticism erm because I really liked the colour scheme, I liked the animations and I felt like it was just a really warm welcoming website. But the only thing that I think

would be addressed would be adding photos of the people behind it to make it more erm just like... what is the word? Sorry erm yes just a bit more trustworthy I think and then maybe a bit more signposting on the actual pages. But erm overall I thought it was a really good website in my opinion.

INT2: Thank you [RES28] [RES30] Anything...?

RES30: I will share my screen. Erm mostly I don't trust sometimes my online data, on social media mostly so my fingerprint, I don't know how the social media will use my data even though I have agreed to some terms and conditions but how my data is really used. I am just... I think that I am being watched like most of the time and I think, I don't know, there might be some loopholes that they are able to sell my data and I don't... so it is important, I just feel that they might collect data and they might sell it, but it might happen that this data might leak or just go in to those places that might be unsafe and it can affect me in a negative way. But I think like yes erm... I think What's Up with Everyone it is a really good erm way to express how do you feel about social media and what I would like to see more, maybe security, but I don't know if it could be placed... security, how the data is stored to be more secure and also security in the sense of the data is really protected, it is not sold to anyone, it is stored in a safe place from everyone. It is not sold. I mean more secure but not like just a risk to some terms and conditions, more... something more [unclear 1:21:41].

INT2: Do you have some ideas to make it more secure? Not just writing down privacy policy terms and conditions, but...?

RES30: As long as the purpose is not to sell the data I don't even...

INT2: So you want to be reassured that the data will not be used for marketing purposes or...?

RES30: That is correct so maybe just temporary storage but not something that you investigate more what is the user about.

INT2: Thank you, thank you for sharing the screen too. Great...

END.