CROSS-CULTURAL ADAPTATION OF THE SCREENS QUESTIONNAIRE (SCREENS-Q) FOR THE BRAZILIAN CONTEXT

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Introduction

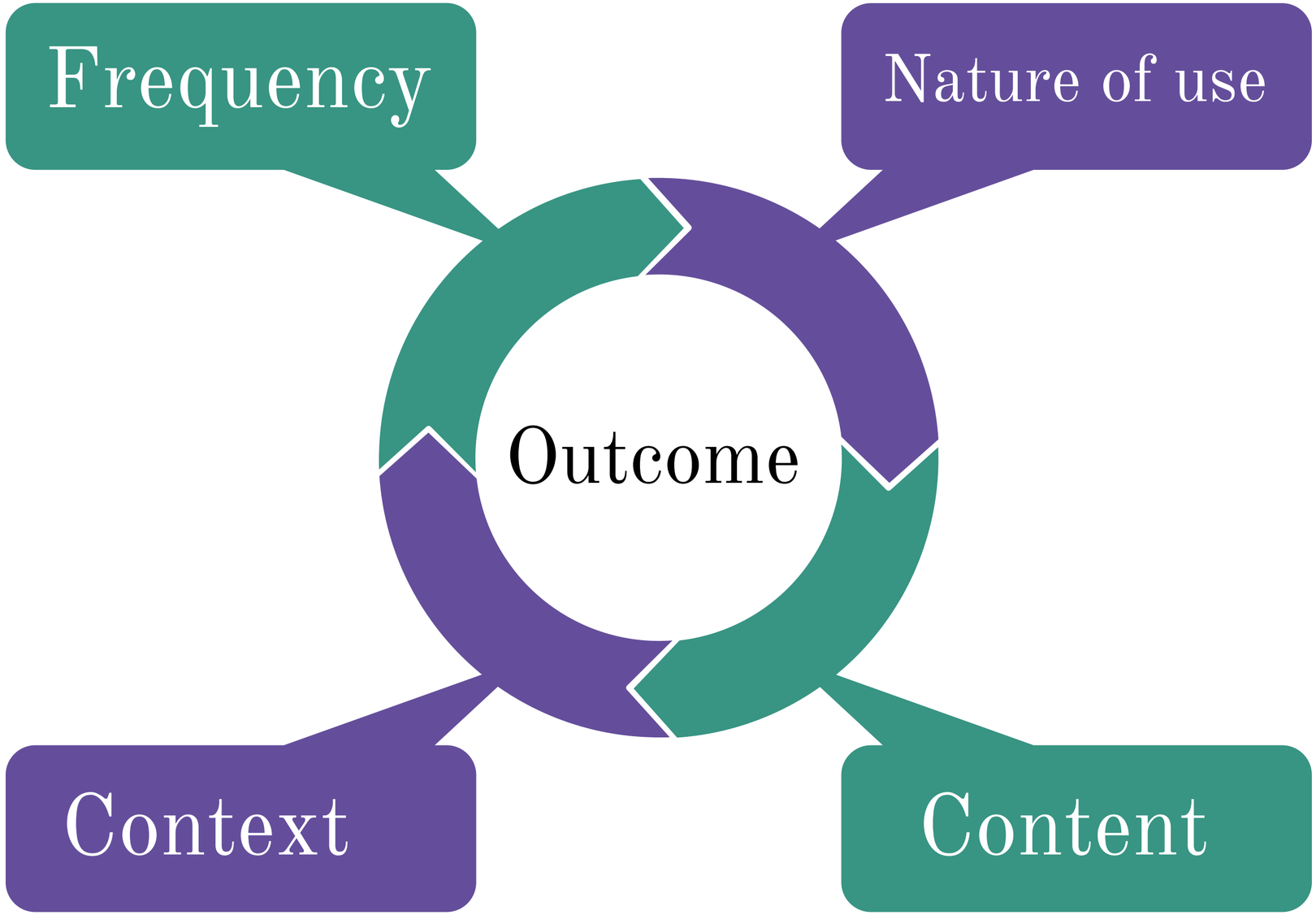
The context in which children are placed plays an important role in their development.

International studies: Daily use: around three hours among children aged between five and eight. Number one choice: television, with 79% preference.

Brazil: In a total of 3,155 children aged between 0 and 60 months, the average total screen time was 2.6 hours per day.



(American Academy of Pediatrics [AAP], 2016; Rocha et al. 2021; Rideout, & Robb, 2020; Tic Kids Online Brasil, 2022).



(Browne et al., 2021; Fitzpatrick et al., 2012; Fitzpatrick et al., 2023; Richards &Calvert, 2017).

In the Brazilian context, studies on the subject are recent and scarce.

There is still research into the use of digital media in childhood that only uses time as a unit of measurement.

There is a gap to be addressed by researchers due to the way in which each population engages with screens and their respective consequences.



Overall aim

The general objective was to translate and cross-culturally adapt the SCREENS-Q scale to the Brazilian context.

Specific aims

1. Carry out the stages of translating the instrument from the source language into the target language.
2. Synthesize the translated versions.
3. Evaluate the synthesis of the translations with the help of expert judges.
4. Assess the suitability of the instrument for the target audience.
5. Perform a reverse translation and check its suitability, with the help of one of the authors of the original version of SCREENS-Q.
6. Verify the quality of the Brazilian version of SCREENS-Q through the pilot study.

Method

SCREENS-Q

The questionnaire consists of 19 questions and 92 items, divided into six domains:

Digital media environment; Child's digital media use; Context of digital media use; Early exposure; Parental perception of child's media use and Parental use of digital media.

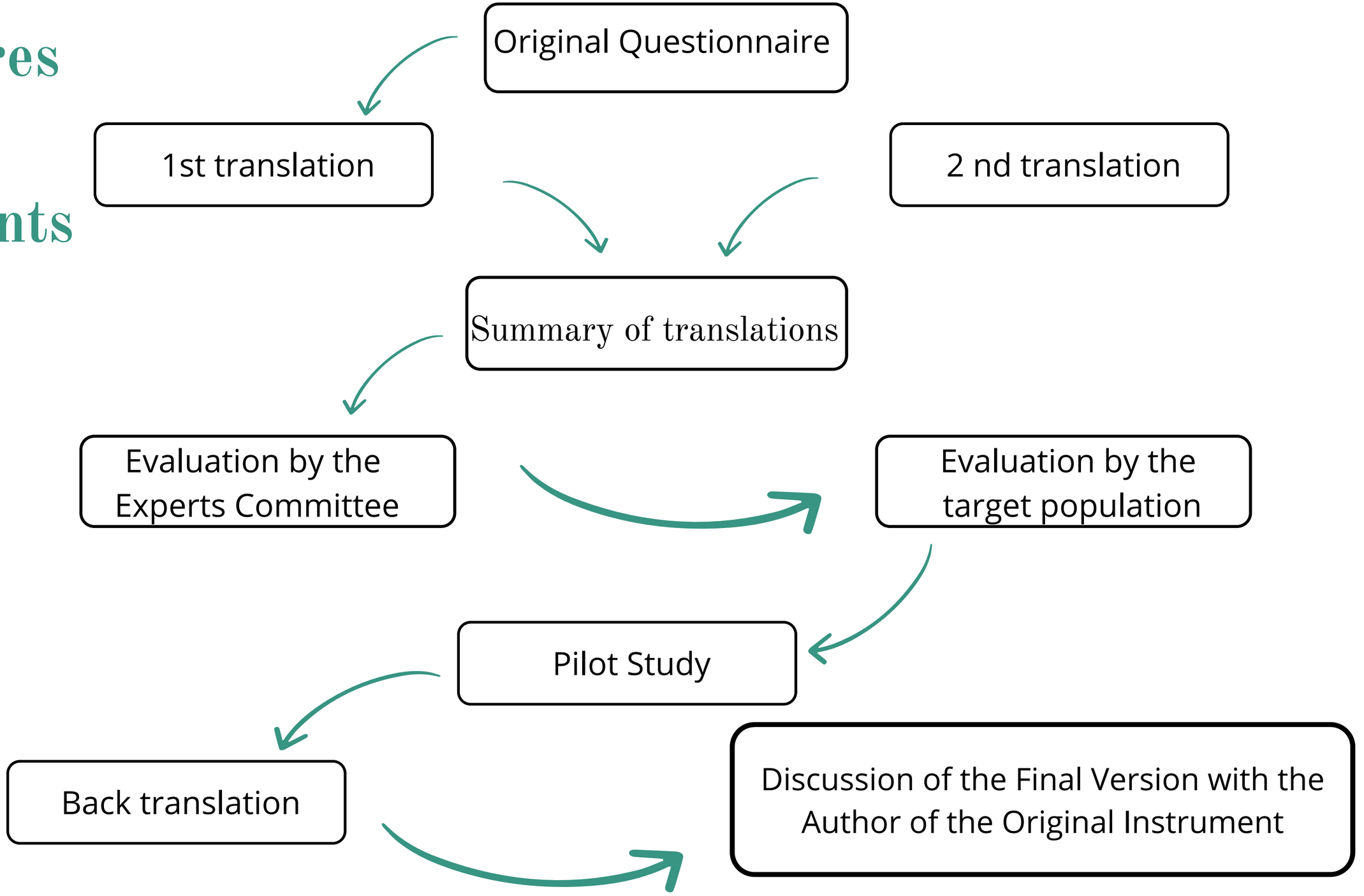
Based on the bioecological model.

Parental report.

Children aged six to ten.

(Borsa et. al, 2012; International Test Commission, 2017).

Procedures and Participants



Data analysis

Qualitative analysis:

- 1) Semantic equivalence
- 2) Idiomatic equivalence
- 3) Experiential equivalence
- 4) Conceptual equivalence

(Borsa et. al, 2012; International Test Commission, 2017).

Results and Discussion

Economic Reality

Purchasing power
- Having their own devide

Entertainment Culture

Brazilian media culture
- expanding the content consumed by kids

(Borsa et. al, 2012; International Test Commission, 2017).

Educacional Landscape

Differences in curriculum

Mothers' interpretation of the term use

Exposure x knowing how to use devices

(Borsa et. al, 2012; International Test Commission, 2017).

Conclusion

Given the lack of psychometrically adequate instruments to assess characteristics associated with the use of digital media in childhood in Brazil, the SCREENS-Q could become a promising tool.

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Muito obrigada!

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