

Q Julia Bishop (researcher)
Q2 Beth Nutbrown (researcher)
A Marina (mum)
C Anna (7)
D John (5)

C Yes, press the thing what you want to put on the hair.

Q2 Ok, so what would you suggest I do first? Shampoo?

C I always put soap and then you put shower on it, get it off.

Q2 OK. I see. What's your favourite part about this game? The bit that you like the best?

C And then, oop, you can't dry it.

Q2 Oh ok.

C Cos you can cut it.

Q2 Oh so is that the last step?

C No, I don't usually use that cos it gets all the hair messy.

Q2 Does it? OK, but if it gets messy could you use the brush?

C Yeah.

Q2 Shall I try it, shall I see what happens? Yeah. Oh I see what you mean. All the hair goes in lots of different directions, doesn't it?

C Yeah, if you try that it gets more messier.

Q2 Does it? What other stuff? The hairdrier.

[Noise of hairdrier on app]

Q2 And then what would you suggest I do?

C Cut her hair.

Q2 And which bit shall I use? Shall I use the scissors?

C Yeah. Scissors. Or you can use the shave.

Q2 OK. Shall we try that?

[Noise of electric shaver on the app. They laugh]

Q2 What do you think? Or shall we brush it?

C ?? Oh, do you think your games are done?

Q2 Do you want to have a look?

C Yeah. Cos I don't know what's happened yet.

Q2 There you go.

C Ooh yeah, they've loaded!

Q2 They have loaded, haven't they?

C You ready?

Q2 Yeah.

C Oh, I need to take a picture ?? to you on my T-shirt(?)

Q2 OK. And how did you find out about this game?

C Cos my friend. She's not my next-door neighbour, she's like that way. Oop, this what the game is. The aim of the game is.

Q2 And you found out about it from your neighbour?

C Yeah.

Q2 And she said ?? or just tell you about it?

C She said, if you get it, and then she were keeping it a surprise?

Q2 Ah! And do you play on your iPad when you see each other, do you play games?

C Yeah.

Q2 And do you play the same games but on your own iPads. Or do you play games together?

[Music playing in background]

C So she doesn't have anything to wear, so you've got to do something. Find something. Is that right?

[Music playing in background on tv?]

C I've never watched Mary Poppins. Ooh, adverts.

Q2 Do you ever then download any games that you see on adverts?

C Yeah, but when's it ballerina one ?? Soon I'm going to be a ballerina.

Q2 Yeah?

C I'm ??

Q2 I remember you saying that you enjoy dancing. Are you going to do ballet at school.

C I've got ballet clothes in my drawer(?)

Q2 Wow. Are you going to show me while the advert's playing?

C Yeah.

[Noise of advert playing]

C ???