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## Have Your Say

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## Introduction

Welcome to the first of our new, more frequent, media literacy e-bulletins.

Although it's only been a month since the last bumper edition of the e-bulletin, the fifth UK Communications Market Report has been published showing that people's take-up of devices with converged functionality rose significantly in 2007, more evidence (if needed) of the rapidly evolving communications landscape we now live in.

Speaking of evidence, the 2008 Media Literacy Audit of UK adults from ethnic minority groups was published this week and shows that ethnic minority groups are at the forefront of digital communications in the UK, with high levels of mobile phone, internet and multichannel television take-up. But, despite this, many people from ethnic minority groups lack confidence finding content online and are concerned about content delivered via digital platforms.

The media literacy community is buzzing with autumnal activity and September and October look particularly busy with a host of events and conferences on the horizon. See the 'Diary Dates' section for full details.

The e-bulletin now has almost 1000 subscribers and over the coming months we will be changing the format of the e-bulletin to provide you with easily accessible relevant and up-to-date information on media literacy as it rises on policy agendas across all sectors. We would really like to hear your opinion on the e-bulletin so watch out for our web survey that will be coming to an inbox near you soon! This is your opportunity to help shape the e-bulletin of the future and we would really appreciate it if you could take the time to complete the short online form when you receive it.

If you would like to contribute an item for inclusion in the e-bulletin please e-mail us at [media.literacy@ofcom.org.uk](mailto:media.literacy@ofcom.org.uk). We are delighted to consider contributions from everyone in the media literacy community, but please note that the views or opinions in such items are those of the authors and should not be attributed to Ofcom.

If you or your colleagues would like to receive updates when we publish something about media literacy then you can subscribe here:  
<http://www.ofcom.org.uk/static/subscribe/medialiteracy.htm>

If you don't want to receive our media literacy e-bulletin mail us at [media.literacy@ofcom.org.uk](mailto:media.literacy@ofcom.org.uk).

We look forward to hearing from you!

***The Media Literacy Team at Ofcom.***

## News

### **PCC Press Regulation Resource Pack for Teachers**

The Press Complaints Commission (PCC) has just published a resource pack designed for use by sixth-form teachers when designing lessons on press regulation.

The resource includes explanatory information about the PCC which sets out how the system of self-regulation works and provides information about the funding, history and governance of the PCC; as well as a number of case studies which can be worked through in class to help students understand the type of complaints dealt with by the Commission.

The PCC envisages that the document will be a useful source of ideas for teachers and will provide a helpful overview of the work of the PCC. The resource is available as a free download from the PCC website [here](#).

### **UK Online Centres launch 'Digital inclusion, social impact: a research study'**

UK Online centres launched 'Digital inclusion, social impact: a research study' by Ipsos MORI at an event at the House of Lords on the 18 September.

Lord Dearing hosted the event and the highlight was the account given by two young people who had used their basic training in ICT to turn their lives around. You can read their inspirational stories in the report by downloading a copy from [the reading room](#).

Speakers at the launch included Akhtar Badshah, Microsoft's Worldwide Community Affairs Lead and Derek Wyatt MP who is a self-confessed evangelist for all things online and has been promoting his vision of getting everyone online since becoming an MP in 1997.

Helen Milner, Chief Executive of UK Online centres also announced that Get Online day this year will be 24 October. You can find out more about the day at [Get Online day](#).

### **Media Guardian Ethnic Media Summit**

This one-day conference examined the editorial, commercial and strategic challenges facing the media industry as it engages with people from ethnic minority groups in a digital world.

Topics for panel discussions ranged from the difficulties Ethnic Media Agencies face trying to sell their audience when they are not audited by BARB, to whether the media's portrayal of ethnic minority groups are truly reflective of society.

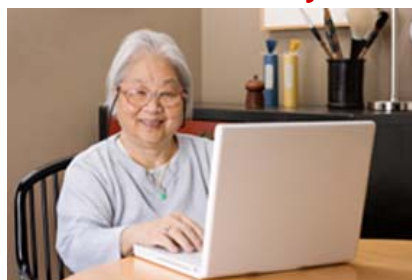
The only independent research to be presented on the day was Ofcom's media literacy audit of UK adults from ethnic minority groups. This research into the behaviour and attitudes of adults from the largest ethnic minority groups in the UK to digital media and services was very well received and parallels were drawn between ethnic media experiences in the UK and the USA. The full Ofcom report can be found [here](#).

### **Film Education provides free digital resource for teachers**

Film Education's free digital resource supporting 'The Boy in the Striped Pyjamas' has been mailed to every secondary school in the UK to support the release of the film on Friday 12th September 2008.

Particularly suitable for English at KS3, the resource could also be used in any subject to develop students' emotional and moving image literacy. Featuring an exclusive interview with author John Boyne as well as clips from the film, the disc of resources has been created to complement Film Education's [website](http://www.filmeducation.org). Teachers can request copies of the disc at [www.filmeducation.org](http://www.filmeducation.org)

### **itea and biscuits anyone?**



As the financial downturn deepens, saving money and finding good deals are a priority for increasing numbers of older people, prompting Age Concern to include guidance and training about online shopping as part of its 'itea and biscuits' week. From 8-12 September, Silver Surfers of all levels participated in the 'itea and biscuit' taster sessions held across the country by local community organisations.

'itea and biscuits week' is now the new name for Age Concern's Silver Surfers' Week and forms part of a wider campaign called Connect with IT which aims to champion digital equality for older people and to reduce the inequalities in access, skills and engagement which lead to digital exclusion. For more information on the campaign go to [www.ageconcern.org.uk/connectwithit](http://www.ageconcern.org.uk/connectwithit)

### **National Eisteddfod, Cardiff**

In August, the Wales Media Literacy Network, in conjunction with S4C and the Royal Television Society Wales Centre, (RTS) held an evening event showcasing media literacy activity from across Wales.

Members of the Network were given the opportunity to showcase some of their activities from the past year, through video and digital storytelling. There were exciting reports on the development of e-petitions in Wales, and the launch of a Welsh-language dictionary of terms for the creative industries.

All contributions to this event were made through the medium of Welsh and presentations were given by the National Assembly for Wales, Ofcom, NIACE Dysgu Cymru, BBC Wales' Mosgido project, ITV Wales, Canllaw Online, Pembrokeshire LEA, Media Education Wales and Swansea University. .

For more information on media literacy events and activities in Wales go to <http://walesmedialiteracy.org.uk/>

## **“Click-thinking” receives Big Tick - Power in Partnership Award**



*Joanne McMullan, Ofcom Northern Ireland, Basil Davidson, Digital Inclusion Manager in the Delivery & Innovation Division of the Department of Finance & Personnel and Kieran Harding, BITC.*

Business in the Community's 'Big Tick' awards are the UK's leading award scheme for responsible business. Peer-assessed and independently assured, the Big Tick is a respected endorsement of responsible business practice. The 'Big Tick - Power in Partnership Award' is for groups of two or more companies that are having an impact on society through collaborative action.

The award recognises the consultative approach taken with specific focus areas including; seniors, disability, rural and digital switchover and the improved business benefits and society benefits over the past year.

Alistair McDonald, Oracle Northern Ireland, is the chairman of the Digital Inclusion Steering Board and stated “This reaccreditation of the ‘Click-thinking’ initiative demonstrates the true power of partnership working together so that everyone has the opportunity to take advantage of the latest technology and realise the benefits of the internet”.

The Digital Inclusion Steering Board is a collaboration between businesses, government and the community and voluntary sectors and was formed to tackle Digital Inclusion in Northern Ireland. As a result of a range of collaborative initiatives such as Silver Surfers' Day, Click-thinking website, Storyfinders, MyGroupNI.com, everybodyonline and the BBC Bus they have made a significant impact on those who were previously digitally excluded. For further details visit [www.click-thinking.org.uk](http://www.click-thinking.org.uk).

### **Mobile Broadband Group Consultation**

The Mobile Broadband Group (MBG) has launched a consultation for the review of the current “UK code of practice for the self-regulation of new forms of content on mobiles”. The aim of the Code is to reduce mobile access to inappropriate content by minors.

Following a request by The Children's Charities' Coalition for Internet Safety (CHIS) and the Home Office, Ofcom carried out an independent review of the Code and found that is effective in reducing young people's access to inappropriate content and is a good example of industry self-regulation. The full Ofcom review can be found [here](#).

The MBG welcomes submissions from all stakeholders such as customers, consumer groups, charities, content providers, regulators and government departments. The closing date for submitting comments is Friday 7 November 2008. For more information click [here](#).

## Learning Technologist of the Year Awards

The Association for Learning Technology's (ALT) Learning Technologist of the Year Award is now in its second year. The aim of the award is to celebrate and reward excellent practice and outstanding achievement in the learning technology field. Three team entries and three individual entries were shortlisted and invited to make presentations to the judging panel. David Cavallo, Chief Learning Architect for OLPC (One Laptop per Child) presented the two awards at the ALT conference in Leeds on 10 September.

Josie Fraser won the individual award for her wide-ranging, influential, and sustained contribution in the learning technology field across a spectrum of contrasting projects.

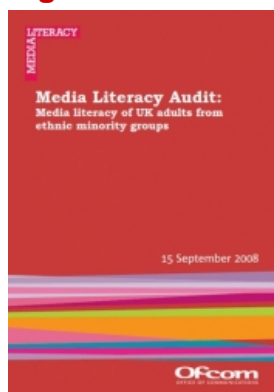
The Learning Technology Group at Lancaster University won the team award for successfully providing an integrated learning technology service that has had a major and beneficial impact for students and staff across the whole of Lancaster University. Team members are Aditya Vadali, Dan Jackson, Georgia Georgiou, Mark Bryson, Mike Cowie, Rich Ranker, Steve Powell, and Tim Ellis. [Click here](#) for more information.

## Teacher Training Curricula for Media and Information Literacy

UNESCO hosted an International Expert Group Meeting at its Headquarters in Paris from 16-18 June 2008 to catalyse processes to introduce media and information literacy components into teacher training curricula worldwide. A follow-up report has now been published and delegates can access it [here](#).

## Research

### New Ofcom research shows that ethnic minority groups are leading the way in digital communications



This week we published the 2008 Media Literacy Audit of UK adults from ethnic minority groups. This report is the most recent addition to the 2008 series of Audits. In May we published two reports on the media literacy of UK adults and children.

This most recent publication shows that take-up, interest in, use and confidence with digital media is higher among ethnic minority households compared with the general UK population.

Ethnic minority groups are more likely to have an internet connection (64 to 76 per cent compared to 62 per cent of the UK population), and they use it more to download music and videos than the UK population (for example, 69 to 74 per cent download video clips compared to 54 per cent of the UK generally).

Mobile phones are big news too. More adults from ethnic minority groups own them (88 to 95 per cent compared with 85 per cent of the UK population) and more would miss their mobile more than any other device (19 to 37 per cent compared to only 13 per cent of the UK generally).

Concerns about television, mobile phones, gaming and radio are higher among ethnic minority groups in the UK than in the UK population in general. Similar to the UK in general,

the top two concerns are about TV and the internet, with concern about TV mainly around poor quality and offensive content. And although overall, concerns about the internet are similar to the UK average, adults from ethnic minority groups are more likely to mention concerns about PC and internet security.

Adults from ethnic minority groups are less likely to say they are confident finding information online (69 to 83 per cent) compared with 91 per cent of the UK population generally, and are less likely to shop or bank online (19 to 29 per cent compared with 41 per cent generally).

Ofcom's media literacy audit of UK adults from ethnic minority groups draws on quantitative research from the four largest ethnic minority groups in the UK: Indians, Pakistanis, Black Caribbeans and Black Africans. The audit provides a rich picture of the different elements of media literacy amongst ethnic minority groups and helps to inform Ofcom's policy thinking.

[Click here](#) to access the full report.

### **LSE study highlights media literacy challenges**

Despite rising on policy agendas across all sectors, the importance of media literacy continues to be a difficult concept for the general public to get to grips with and the research project, 'The Regulators, the Public and the Media', highlights this issue.

The research used focus groups to analyse how people understand the role and work of regulators and concentrated on two regulators, Ofcom and the Financial Services Authority (FSA).

At the launch, co-author of the report, Sonia Livingstone of LSE pointed out the difficulty of engaging people in communications related consultations saying that "People had a lot to say about financial risks but very little to say about communication risks. So, from the point of view of engaging people in a dialogue about communication, there might be a struggle."

Details of the research can be found at the [Public Understanding of Regimes of Risk Regulation website](#).

### **Communications Market Report**



This is the fifth of Ofcom's annual reports to focus on trends and developments in the UK's communications market, with the aim of providing a context for decision-making by Ofcom, as well as by commercial and public service organisations.

The report provides evidence of how new technologies are converging to transform industry structures and user behaviour, for example, the emergence of the internet as an important distribution platform, both for the television industry, with access to online content now offered by all of the major broadcasters, and for consumers, with, for example, 700,000 video streams served daily in May by the BBC iPlayer.

The chapter on convergence in particular will be of interest to media literacy stakeholders and identifies the three emerging trends among converging communications markets as;

- Content on demand – consumers of all ages are showing a growing interest in accessing audio-visual content online; 17% of those with broadband watched TV over the internet, up by eight percentage points on 2006 – and this is particularly apparent among younger people.
- Growing interest in mobile broadband – PCs and laptops that connect to the internet using a third-generation mobile network are growing in popularity, with over 500k sales of new connections via cards and 'dongles' that support this connectivity in the five months from February 2008. As a result, while the base of consumers adopting this means of connectivity is small, it is growing fast.
- The converging capabilities of games consoles – six in ten adults aged 16-24 said in the first quarter of 2008 that they had access to a games console. These devices are emerging as an exemplar of convergence and thirty-nine per cent of all adult users say they use them to watch DVDs, while 26% use them to listen to CDs.

The full 2008 Communications Market Report can be accessed and downloaded [here](#).

## Diary Dates

### **Talktalk Innovation in the Community Awards 2008 - July to September**

Charities and community groups across the UK are being invited to apply for cash grants through TalkTalk's Innovation in the Community Awards 2008. For the second year running, the awards, in conjunction with Citizens Online, are open to UK-based, not-for-profit organisations or community groups looking to extend their work through the use of technology.

30 winners will receive cash grants of £2,000 each to fund technology-related projects, as well as technology equipment to help them make the most of the internet. Five overall winners will also win a one-to-one workshop with celebrity dotcom entrepreneur and co-founder of lastminute.com Martha Lane Fox. The Awards ceremony at the House of Lords and one-to-one workshops with Martha Lane Fox will take place in November 2008.

Applications are invited from 1 July to 30 September 2008 and winners will be notified by 25 October 2008.

Visit the [TalkTalk Innovation in the Community Awards](#) site to enter.

### **Media@Ise Fifth Anniversary Conference - 21 to 23 September**

This London conference is being organised in celebration of the department of media and communications' fifth anniversary year. It has invited critical thinking about how the media and communications environment is implicated in shaping our perceptions of the human condition and thus, increasingly, mediating human values, actions and social relations.

View the [conference programme here](#).

### **Scottish Learning Festival – 24 to 25 September**

Media Literacy is taking a prominent position at this year's Scottish Learning Festival in Glasgow with a wide range of speeches, seminars and sessions.

The Scottish Learning Festival is an annual, national education conference and exhibition, organised by Learning and Teaching Scotland (LTS). LTS is the lead organisation for curriculum development in Scotland. The festival takes place at the SECC on September 24/25.

Visit the website for [information and registration details](#).

### **An Indecent Profit - Preparing a European response to combat the commercial distribution of child abuse images - 16 to 17 October**

The Child Exploitation and Online Protection (CEOP) Centre, supported by Visa Europe and the EU, is hosting a two-day conference in October to tackle the commercial distribution of child sexual abuse images on the internet.



The conference aims to bring together specialists from across Europe to share knowledge and establish a new level of cooperation in the form of a European Financial Coalition in a bid to tackle this crime across borders. For more information visit the [conference website](#).

### **Young People, Mobile and Internet Technologies 2008 - Maximising Opportunities, Addressing Challenges - 20 October**

Held at the Richard Ley Development Centre at the DVLA in Swansea, this conference will focus on raising awareness of young people's use of internet and mobile technologies. It will examine the issues that educators, youth professionals and policy makers need to address to ensure that young people have the necessary skills and knowledge to use these media confidently and explore the opportunities and challenges these present.

The key strands will be around innovative use of technology in education; children's experiences in virtual worlds; digital literacy and e-safety - legal and good practice guidelines. It is hoped that this conference will stimulate debate, ideas and put forth concrete action points that can help the sector move forward in a way that truly supports young people, and those who work with them. [Register here](#).

### **IWF Awareness Day - 24 October**

The aim of the Internet Watch Foundation Awareness Day is to publicise the existence of the IWF 'Hotline' to the UK's vast online population and let them know that IWF is dedicated to getting potentially illegal online content removed. UK internet users can alert the IWF via the Hotline if they inadvertently stumble across online images of children being sexually abused.

For one day each year the IWF asks members and stakeholders to dedicate space for their adverts. Ofcom is delighted to support this activity again this year. The IWF is hoping for a large online presence

24 OCTOBER 2008



AWARENESS DAY

[www.iwf.org.uk](http://www.iwf.org.uk)

on this, the second IWF Awareness Day and is asking its 80+ members and stakeholders to prominently feature IWF advertising and information on their websites and other communications channels. If you feel your organisation can support this important awareness-raising initiative please e-mail the IWF on [media@iwf.org.uk](mailto:media@iwf.org.uk).

### **Get Online Day - 24 October**

The second annual Get Online Day is taking place this year on 24 October 2008 and is part of Campaign for Learning's 'Family Learning Festival'.

A third of adults in the UK are not online, and this includes an estimated 25% of parents. Not being online means those families can't take advantage of the information and benefits the internet has to offer - and it is disadvantaged or poorer families who are most likely to be missing out.

By targeting families, the idea is that the digitally experienced members – often the children – will get the digitally excluded involved. It is a chance for families to share their ICT and internet skills, spend time together and learn how the internet could help in everyday family life. For more information go to [www.getonlineday.com](http://www.getonlineday.com).

### **ISPA Conference – 3 November**

The annual ISPA Conference brings together decision-makers from industry with senior Government officials to address the challenges facing the internet. The one-day event, now in its fourth year, will invite delegates to discuss various important issues including examining the implications of the UK Council on Child Internet Safety and the proposed Communications Data Bill.



For more information phone 020 7340 1421, email [admin@ispa.org.uk](mailto:admin@ispa.org.uk) or [visit the website](#).

### **Media Literacy – Opening Access to Adults - 17 November**

Ofcom and NIACE will hold a Media Literacy Conference entitled 'Opening Access to Adults' at the Thistle Marble Arch Hotel on Monday 17 November 2008.

'Opening Access to Adults' will be of relevance to anyone with an interest in adults' access to new and developing media. The programme for the day will include plenary sessions, round-table discussions and action-planning. There will also be an opportunity to explore showcase projects and share good practices through the knowledge café session.

There are 80 places available on this conference and places will be allocated on a first-come, first-served basis. There are dedicated places reserved for learners so early booking is recommended.

For more information, to download an application form or to reserve a place online, visit the [NIACE website](#) or Tel: 0116 204 2833 / E-mail: [gurjit.kaur@niace.org.uk](mailto:gurjit.kaur@niace.org.uk)

## **Online Information Conference - 2 to 4 December**

The 2007 Online Information Conference attracted 900 delegates from 48 countries. It provided a forum dedicated to learning, debate, professional development, technology reviews and assessments, expert discussion as well as case-study presentations and the sharing of research results and opinion.

Clay Shirky, Author of 'Here Comes Everybody' will open the 2008 conference with a keynote address: 'Every piece of information is a latent community.'

One of the themes for Day Two is 'Information Literacy vs. Media Literacy' and we will be presenting the findings of recent Ofcom research which sheds light on how people in the UK access, understand and create digital communications. We'll examine the skills gaps highlighted by the research and discuss how media literacy initiatives can help to address these. All conference details including the full programme can be found [here](#).

## **Have Your Say**

We want to keep our stakeholders informed about developments in media literacy. Do let us know if you are running an event, undertaking research or have published recently on any aspect of media literacy. We can put information on our website or in our e-bulletin. Also let us know if you have colleagues who may be interested in receiving our e-bulletin.

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If you don't want to receive our media literacy e-bulletin e-mail us at [media.literacy@ofcom.org.uk](mailto:media.literacy@ofcom.org.uk).