**Bulletin**                                                    **July 2017**

This is the third of Ofcom's media literacy updates for 2017. These updates bring together summaries of news, initiatives and events on the topic of media literacy, submitted by stakeholders in this field, both in the UK and overseas. Inclusion here does not imply endorsement by Ofcom.

Ofcom has a statutory duty to promote media literacy, which it discharges through the provision of research to help stakeholders to understand how best to target their resources.

Each summary is included under one of the five categories below; please click on one of the links if you would like to go directly to this category:

# **Research | Events | Projects | Awards | International**

If you have any queries about Ofcom's media literacy activities, please get in touch with the media literacy team (media.literacy@ofcom.org.uk).

# **Research**

**Ofcom**

*Media literacy – Critical thinking summary piece*

In June 2017, Ofcom published its annual Adults' Media Use & Attitudes report, which looks at media use, attitudes and understanding and how these have changed over time. Published alongside this report were Ofcom's Adults' Media Lives report – a longitudinal ethnographic study tracking a small number of individuals and their evolving relationships with digital media; and Ofcom's Internet Citizens Report, which draws on quantitative sources to give an overview of people's online use of services and content in a range of citizen-orientated areas. Drawing on these reports, our critical thinking summary highlights selected key findings on people's ability to understand, and make judgements about, their media environment.

**Oxford Internet Institute**

***New research on cyberbullying***
We believe our study is the largest to date to examine the prevalence of traditional and cyberbullying in adolescents in England. We find that traditional bullying is about eight times more prevalent than cyberbullying and the relationship between traditional bullying and mental well-being is much larger than that of cyberbullying. Our study highlights the need for cyberbullying interventions being based on evidence based programs devised to tackle traditional bullying and highlight the need for robust, open, and replicable research on cyberbullying.
http://www.thelancet.com/journals/lanchi/article/PIIS2352-4642(17)30011-1/fulltext?elsca1=tlpr

**Suffolk Cybersurvey**

The annual Suffolk Cybersurvey, delivered in partnership with Youthworks Consulting, aims to make it easier for children, young people and vulnerable adults to share how they use the internet and social media, and the experiences they have had - whether positive or negative. In 2016, we received 3142 responses from those in mainstream education and further education. A new separate survey for children with special educational needs and disabilities, developed in partnership with the Priory School in Bury St Edmunds, was also undertaken, and received 82 responses.
Further details: https://www.suffolk.gov.uk/community-and-safety/staying-safe-online/e-safer-suffolk-cybersurvey/

**University of Bedfordshire**

A practice-based research project, 'Sherwood Rise', investigated multilinear storytelling within the news through a fictional, time-based story.

Archived on Vimeo at https://vimeo.com/65450877, it focused sharply on media and information literacy. David Miller and Alexis Weedon, UNESCO chair in New Media Forms of the Book, University of Bedfordshire, worked on the project which referenced the large 'number of related existing literacies that can be identified in the digital age, such as news literacy, television literacy, film literacy, computer literacy, Internet literacy and digital literacy, as well as other emerging concepts like social media literacy.[1]
Media and Information Literacy Curriculum Strategy and Policy, UNESCO 2013

**University of Stirling**

***Life in Data***
'Life in data: literacy, openness, education policy and creative data innovation in Scotland' is a research project funded by the Royal Society of Edinburgh. It brings together, for the first time in Scotland, a multidisciplinary network of scholars, creative and social entrepreneurs, policy-makers, industry, educators, and civic, public, and voluntary sectors, to deliberate the creative and pedagogical challenges, and the civic potential of data literacy.

The network includes partners from The Scottish Cities Alliance, The Data Lab, the Scottish Government, Wikimedia UK, Big Data Centre, GTCS, SQA, SCVO, Young Scot, Creative Stirling, Coder Dojo, and StirHack.

Through this collaborative enterprise, the project facilitates knowledge exchange between networks not previously connected, with the civic aim of transforming lives for the better, and to make innovative research on data literacy in Scotland more visible in the global research community. Find more about it here: http://www.lifeindata.org

## Youthworks

The Cybersurvey, now in its tenth year, has gathered time-series data from 36,000 young people. It explores their online experiences, the e-safety education they received, plus a wide range of potential risks, harms and positive aspects of the digital world. A research partnership with Dr Aiman El Asam analyses the data further, with a focus on the digital lives of vulnerable young people.
The Cybersurvey is designed and managed by Adrienne Katz of Youthworks. Reports, books and training are developed from this data. Forthcoming publication: *An Emerging Digital Divide: Vulnerable Young People and Online Risk* (under consideration).
http://youthworksconsulting.co.uk/survey.php

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## Events

## DCMS

On Wednesday 5 July the Department for Digital, Culture, Media and Sport launched its online stakeholder discussion platform for the *#CultureisDigital* project. The project is considering how culture and technology can work together to drive audience engagement, unleash the creative potential of technology and boost the capability of cultural organisations. DCMS is keen to encourage the sharing of views on the opportunities and challenges in this area. You can get involved in the conversation from now until 4th August at cultureisdigital.uk.

## Ofcom

In June Ofcom published its annual **Adults' Media Use and Attitudes report https://www.ofcom.org.uk/__data/assets/pdf_file/0020/102755/adults-media-use-attitudes-2017.pdf,** setting out the latest findings on the ways in which adults use, understand and create media, and how this has changed over time.

You can come and hear more about the findings, and other current research in the area, at our Adults' Media Literacy research event on **Wednesday 20 September 2017**, from 10am to 1pm, at the Ofcom offices at Riverside House, London SE1 9HA.

The event brings together stakeholders from government, academia, research agencies, the voluntary sector and industry. It will include presentations on a range of areas including:

* changes in the ways adults are using media;

* the extent to which they understand and are able to make critical judgments about advertising and online information; and,
* current levels of digital exclusion and changes to the way digital exclusion manifests itself.

### *Would you like to share your research?*

If you or your organisation have recent or current research exploring these areas that you would like to present at the event, we would love to hear from you. Please get in touch with us with a brief description of the research and the areas that you think would be most relevant to this event. Please note that there are a limited number of presentation slots so it may not be possible to include all proposals.

To book your place at the event, or to discuss presenting your research, please email Evie Owen at evie.owen@ofcom.org.uk.

## Parent Zone

### *Digital Families 2017*

A joint conference from Parent Zone and CEOP - 12 October 2017, Central London location (tbc)

Our first conference with CEOP will look at how all professionals working with children, young people and families can develop and support digital resilience.  We'll hear from a range of speakers on harm, research and response including Jono Baggeley, Chief Executive of the PSHE Association;  Dr Elly Hanson, clinical psychologist; and Professor Sonia Livingstone from EU Kids Online and the LSE.

For more information and to book your ticket - https://parentzone.org.uk/digital-families-2017/conference-booking

## UNESCO

### *Global Media and Information Literacy (MIL) week 2017*:

Registration is now open for events/activities around the globe in celebration of Global MIL Week 2017 taking place from 25 October to 1 November 2017: https://en.unesco.org/feedback/global-mil-week-2017-global-event-registration, and for Global MIL Week 2017 Feature Conference to be held from 24 to 27 October 2017 in Kingston (Jamaica): https://en.unesco.org/feedback/global-media-and-information-literacy-week-2017-feature-conference-registration.

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## Projects and initiatives

## ADAPT

The ADAPT project on the history of TV production technologies has added material on how TV was made on both film and video to its YouTube channel: https://www.youtube.com/channel/UC1tyHL_QPD-Awgl71JHdYqA

and features on the BBC History website
http://www.bbc.co.uk/historyofthebbc/research/programming/bbccolour?lang=cy


**BT Tech Literacy team**

***Rio Ferdinand Foundation partnership launch in Belfast:***
In June we announced a partnership with the Rio Ferdinand Foundation to help kick-start young people's careers in Northern Ireland. We work together with Rio's charity, and with support from Active Communities Network, to provide mentoring and teaching skills for work and help young people from deprived communities. The programme focuses initially on Belfast, with the aim of introducing it more widely across Northern Ireland. The partnership already supports young people in London, Manchester and Doncaster.

BT currently offers a range of pre-employment opportunities through its Work Ready programme including traineeships, work placements, and skills-for-work bootcamps. The programme is designed to help 14-24 year olds build confidence and get the essential skills and work experience they need to get a job.

***Barefoot Bytes Series:***
The Barefoot Computing Project has released a series of five bite-size videos, featuring Dr Jon Chippindall, a Barefoot learning resource developer. The videos are aimed at teachers to show them how easy and fun it can be to teach computational thinking in the classroom. All five videos are available on the Barefoot YouTube channel.
Learn more about BT's Tech Literacy campaign.


**Children's Commissioners' Office**

The OCC recently commissioned Sonia Livingstone, Gerison Lansdown and Amanda Third (LSE) to examine the case for the United Nations Committee on the Rights of the Child to supplement the Convention with a General Comment outlining children's rights in an increasingly digital world. The report examines global evidence, children's voices and expert opinion all of which urge that society's growing reliance on digital environments has profound consequences for children's rights and that this needs to be recognised within the Convention.
Link to the report:
https://www.childrenscommissioner.gov.uk/publication/the-case-for-a-uncrc-general-comment-on-childrens-rights-and-digital-media/


**Global Kids Online and Parenting for a Digital Future**

Global Kids Online is expanding the global evidence base on children's online opportunities, risks, and well-being. Country-level findings are now available from Argentina, Brazil, Bulgaria, Chile, Montenegro, Serbia, South Africa and the Philippines. Ghana and Uruguay are currently carrying out representative surveys using the research toolkit developed by Global Kids Online. You can read more about our approach to engaging children's voices and experiences in research and the comparative research findings, and sign up to receive research updates from the project.

At Parenting for a Digital Future we provide a round-up of recent research on the media use of children, young people and families, emphasizing pressing issues and debates from

'screen time' to 'sharenting.' Recently we have looked at the ethical and educational implications of the Internet of Toys and digital books, and what children learn from watching TV. We have explored the reality behind so-called 'suicide games' and heard directly from children about how they felt when they first encountered sexual content online. You can subscribe to the blog or follow us on Twitter to receive updates.

**Grandparents of Media Literacy**

At the Grandparents of Media Literacy website, you can explore the rich multidisciplinary roots of media literacy history. Review the Gallery of Grandparents to learn more about the symbolic and metaphorical grandparents whose ideas influenced the current theory and practice of media literacy education.

Contribute to the website by uploading information about an author, scholar or creative individual whose work influenced you. Include a photo, a short biography, and links to relevant additional content. Then explain how and why your intellectual grandparent influenced you. By sharing our stories of how these metaphorical grandparents influenced our work, we **connect across the generations** to deepen our appreciation of the multi-faceted nature of this field.

**Internet Matters**

Internet Matters is getting out and about this summer to raise awareness among parents about the importance of keeping children screen safe this summer. We'll be giving out free sunscreen at a series of summer festivals with handy safety tips attached to each sachet.The aim is to remind parents that they need to protect their children both indoors and outdoors - as their kids will spend time exploring the web this summer. https://www.internetmatters.org/keeping-kids-safe-in-the-sun-and-on-the-screen/

**Media & Learning Association**

The Media & Learning Association, or to give it its full name the MEDEA : MEDIA & LEARNING ivzw, is an international, not-for-profit association with its headquarters in Belgium. The Association promotes and stimulates the use of media as a way to enhance innovation and creativity in teaching and learning across all levels of education in Europe. Currently the association has 37 institutional members from 17 European countries – you can find out more about the association here: http://association.media-and-learning.eu

The association organises the international Media & Learning conference, the annual MEDEA Awards and publishes a monthly newsletter which is sent out to more than 12,000 recipients each month, see: http://media-and-learning.eu/newsletter

**Media Smart**

Media Smart and First News launched the 'Boys' Biggest Conversation in June - a campaign to encourage young men, across the UK, to talk about body image and the effect it has on their mental wellbeing.

Backed by the NSPCC and ChildLine, the initiative includes a short film and PSHE accredited educational resources for 11-14 year olds. The film features TV doctor and youth specialist, Dr Ranj, talking to boys from schools around the country. Have a watch and hear what they have to say on the matter **www.boysbiggestconversation.com**

For more information please contact Rachel Barber-Mack, Director of Media Smart on mediasmart@adassoc.org.uk


**NSPCC**

*Share Aware campaign:*
The NSPCC and O2 launched the next wave of their Share Aware campaign in mid-May, which helps parents to have frequent and informed conversations with their children about staying safe online. The campaign ran across TV, radio, a Mumsnet partnership, YouTube, social and through our school networks.

*Icebreaker email series:*
One key part of the campaign was the Icebreaker email series, with O2, giving parents practical tools to start conversations. It is a personalised six week email series, covering issues such as sexting and cyberbullying. Visit https://nspcc.o2.co.uk/ for more information.

*Right to remove sexual images:*
Childline and the Internet Watch Foundation have joined together to help young people remove sexual images of themselves from the internet. All children need to do is contact a Childline counsellor, then verify their identity with a passport or provisional driving licence through the secure YOTI app. Childline provides instructions on how to do this and will keep children updated on the status of their report.  Find out more at nspcc.org.uk/sexting


**Ofcom**

*Consumer advice*
We have recently published information for consumers to help explain the EU Regulation on open internet access (also known as net neutrality). It sets out what a consumer's broadband provider can and can't do in relation to managing internet traffic on their network. The information has been published on our website:
https://www.ofcom.org.uk/phones-telecoms-and-internet/advice-for-consumers/advice/net-neutrality


**UNESCO**

*UNESCO MIL CLICKS:*
Here is a fun, creative, and controlled way to use social media in your learning environments to increase learners' understanding of media and information literacy (MIL). You are invited to participate in UNESCO MIL CLICKS. The three social media channels of MIL CLICKS

are: https://www.facebook.com/MILCLICKS/ (Facebook), https://twitter.com/milclicks (Twitter) and https://www.instagram.com/unescomilclicks/ (Instagram).

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# **International**

## **CZECH REPUBLIC**

Published on 4 July 2017,  'Digital Intelligence in Need' is a short video documentary on media literacy from Radio Free Europe/Radio Liberty. Created by Salome Apkhazishvili, Vaclav Havel Journalism Fellow, the documentary includes quotes from the Center for Media Literacy's president, Tessa Jolls:  https://www.youtube.com/watch?v=gx1qRe5Unt8.

## **PORTUGAL**

**The Portuguese Media Regulatory Authority's literacy team** (**ERC - Entidade Reguladora para a Comunicação Social**) continues to develop its media literacy activities close to citizens.

In May 2016 **ERC** signed a three-year cooperation protocol with EPIS, the Portuguese Entrepreneurs' Association for Social Inclusion. With this commitment we intend to contribute to improve the media literacy levels of students in schools, under the EPIS programme, to avoid school failure.

Between **November 2016 and May this year**, the ERC developed its first experience under the ERC/EPIS protocol. This consisted of the presentation of four/five ERC media literacy activities, in five 2nd and 3rd-cycle basic schools, four located in the Lisbon metropolitan area and one in Oporto.
The media literacy activities presented were chosen considering the needs of students as active citizens and as media consumers, but also taking into account their school programmes (at the moment, we are preparing the second edition).

As the last activity took place in May 2017 it was symbolically included in *Seven Days with the Media,* 2017 edition*,* an annual national initiative also promoted by the Portuguese Informal Group on Media Literacy (GILM), which has ERC among its nine permanent members.

Also in May, along with the other GILM members, ERC cooperated in the promotion and organization of the 4th edition of the Literacy, Media and Citizenship Congress, which had as its central theme 'For a new awareness of the public space'. As in the previous editions, this initiative was another opportunity to join stakeholders (from academia, libraries, journalism, associations, etc) and to understand what is being done.

*If you do not wish to receive this update in the future, please contact us at media.literacy@ofcom.org.uk so that we can amend  the distribution list*