

Ofcom's Making Sense of Media Advisory Panel

Minutes of meeting, 29 June 2021, 11.30am – 1.00pm

Attendees

Ofcom attendees: Yih-Choung Teh; Kate Davies; Ian Macrae; Ayesha Dasgupta; Alberto Fernandes; Alana Finn and Francesca Hannay

Panel attendees: Alton Grizzle (UNESCO); Claire Levens (Internet Matters); Fay Lant (Literacy Trust); Glen Tarman (FullFact); Josie Verghese (BBC); and Shahneila Saeed (UKIE/Digital Schoolhouse).

Panel observers: Olive Baring; and Rachel Beggs (both DCMS)

Guests: Professor Lee Edwards (LSE)

Apologies: Ian Bundred (Google); Nikki Chowdry (Department for Education); Sonia Livingstone (LSE); and Stephane Goldstein (InformAll CIC)

Item 1: Chair's introduction

Welcome from the Chair (Yih-Choung Teh, Group Director Strategy & Research).

Item 2: Ofcom updates and follow-up from February Panel meeting

Kate Davies provided an update on recent Ofcom media literacy activities, including the recent publication of the draft Online Safety Bill, ongoing recruitment into a range of exciting roles as Ofcom's media literacy role evolves, and [three recent Ofcom publications](#) designed to provide new insights into online behaviours, how to measure it and what works in improving it.

Kate provided an update on the work that Ofcom has done since the February Panel meeting on developing its strategic approach to media literacy and noted that Ofcom was keen to work with Panel members on these areas. The discussion highlighted opportunities to work together, and particular interest in evidence building and evaluation, as well as developing and driving educational initiatives aimed at improving media literacy.

Item 3: Panel member updates

Claire Levens provided an update on the work that Internet Matters is doing in relation to children in care.

Rachel Beggs provided an update on DCMS' media literacy activities, and separately the publication of the draft Online Safety Bill.

Item 4: Building an evidence base for media literacy

Professor Lee Edwards talked through the backdrop, key findings, limitations, and recommendations from the LSE rapid evidence assessment on media literacy and misinformation.

A discussion followed on where to focus efforts to build evidence. The discussion highlighted various issues, including areas where there is currently a lack of and/or limited evidence, the need for a

consistent evaluation framework, and the need for the research that is conducted in this space to be collaborative.

Item 5: AOB and actions

Ofcom to develop its media literacy approach further and welcome Panel's views and input here.
Ofcom to suggest next meeting dates by email.

The Chair closed the meeting by thanking everyone for their time and input today.