

## Making Sense of Media Bulletin

**April 2022**

Thank you to everyone who shared their updates of initiatives, research, and events for April's Making Sense of Media bulletin. We have provided points of contact wherever possible, for purposes of collaboration between network members. Submissions are listed alphabetically under the categories below; please click on the quick links if you would like to go directly to specific categories. A reminder that these updates are provided by our network members and reflect the views of the individual members. Inclusion here does not imply endorsement by Ofcom.

You can find [previous bulletins](#) on our website.

### Quick links

[Ofcom activity](#)

[Events](#)

[Research](#)

[Projects and initiatives](#)

[International](#)

## Ofcom activity

### Life online

Ofcom has launched Life Online, a [new podcast](#) diving into themes around online safety.

Across the series we talk to experts about what really happens online, how people feel about it, and what can be done to help everyone live safer lives online.

The first episode of Life Online from Ofcom discusses misinformation, disinformation, and how to identify it. We speak to Rebecca Skippage, the BBC's Disinformation Editor, Luca Antilli, Ofcom's Head of Media Literacy Research, and Professor Rasmus Nielsen from the Reuters Institute, to unpack the findings from our latest research and understand what they mean for the spread of misinformation.

On 30<sup>th</sup> March we published a suite of media literacy research reports:

### Adults' Media Use and Attitudes

Our annual *Adults' Media Use and Attitudes* report provides evidence on media use, attitudes and understanding among UK adults aged 16 and over. It has a particular focus on critical understanding, which is a core component of media literacy, enabling people to assess and evaluate their media environment.

### Adults' Media Lives

Our qualitative *Adults' Media Lives* research is a longitudinal, ethnographic project which has been running since 2005 and complements our quantitative survey data to provide an over-arching narrative on the key themes of adults' media experience. The research has followed the same (as far as possible) 20 participants over time – with 12 of them having been in the study for at least 14 years.

### Children and Parents: Media Use and Attitudes

The *Children and parents: media use and attitudes* report gives an overview of media literacy among children aged 3-17 including, where appropriate, parents' attitudes and mediation strategies. Analysis is conducted on relevant demographics such as age, gender and UK nation.

### Children's Media Lives

This report provides analysis of the findings from the eighth year of Ofcom's *Children's Media Lives* study following a small group of children (recently expanded from 18 to 21 participants) aged 8 to 18, over consecutive years, interviewing them on camera each year about their media habits and attitudes.

### Digital Exclusion Review

Our Digital Exclusion Review draws together Ofcom's research, historical and recent, on the levels of digital exclusion amongst adults in the UK. Using data from a range of sources, both quantitative and qualitative, the report explores barriers to digital access through the three pillars of access, ability, and affordability.

## Adults' and Children's Media Literacy Research Event

On Monday 25th April, 12.00 - 13.30, we will be hosting our virtual event on Ofcom's latest Adults' and Children's Media Literacy Research, introduced by our Group Director of Strategy and Research, Yih-Choung Teh.

The event will showcase our latest findings from our media literacy reports. These include our Adults' and Children's Media Use and Attitudes reports, as well as our Media Lives qualitative insights. Key themes include critical understanding, online behaviour and digital exclusion.

There will be an opportunity for you to comment and ask questions to our team about the findings.

[Please register to join the event](#)

## Keep in touch

If you would like more information on any of Ofcom's Making Sense of Media work or Ofcom's wider activities, please email us at [makingsenseofmedia@ofcom.org.uk](mailto:makingsenseofmedia@ofcom.org.uk)

----- Back to top -----

## Events

### Community Media Association

On Saturday 7th May, the Community Media Association will be Celebrating The Power of Inclusion as we head to the University of Bedfordshire's Luton campus for the long-awaited arrival of our [Community Media Festival](#). Confirmed sessions so far include: Dr Rosena Allin-Khan, Shadow Cabinet Minister for Mental Health; Matt Fisher, Lead Station Sound Producer for BBC Radio 1, Radio 1 Dance, 1Xtra, Radio 2, 6 Music & Asian Network; Darryl Morris, talkRADIO

### FutureDotNow

Join FutureDotNow at the Guildhall in London 26<sup>th</sup> May 10am – 2pm, to be the first to hear new findings about the state of Essential Digital Skills across UK industry. And be part of crucial discussions on how to understand – and bridge – the digital skills gap, at their first in-person [event](#) for more than two years.

For more information please contact: [hello@futuresdotnow.uk](mailto:hello@futuresdotnow.uk)

### Voice of the Listener & Viewer

Annual Spring Conference: Wednesday April 27<sup>th</sup>, 10am -1pm online. Tim Davie, Director General of the BBC, will be a keynote speaker. His appearance comes at a pivotal time, when the BBC will face difficult decisions on which content to cut, following a below-inflation funding settlement for the years 2022-2027. The conference will provide a valuable opportunity to ask him how the BBC intends to continue delivering its mission.

For more information please contact: [info@vlv.org.uk](mailto:info@vlv.org.uk)

----- Back to top -----

## Research

### Community Media Association

The University of Leicester and the Community Media Association are carrying out new [research](#) to find the range and quantity of programmes presented in South Asian languages on community radio

in Britain. This research will provide answers to the questions: How many languages are used, how many programmes are broadcast, and where are they produced?

## IMPRESS

IMPRESS has launched a [public consultation](#) on proposed changes to its Standards Code and Guidance for news publishers. IMPRESS welcomes feedback and submissions to the consultation from individuals and organisations across the media sector and civic society on whether the updated Code is fit for purpose for the future of journalism and continues to serve the needs of publishers and the public.

For more information please contact: [alexandra@impressreg.org.uk](mailto:alexandra@impressreg.org.uk)

## Independent researcher: Honorary Research Fellow, UCL Institute of Education

Palgrave publishes Bazalgette's book '[How Toddlers Learn the Secret Language of Movies](#)' as an e-book this month. Bazalgette proposes a refocus on the learning processes that children must go through to understand what they watch on any devices. Based on her 18-month study of dizygotic twins, she uses embodied cognition approaches to analyse toddlers' viewing behaviour in fine detail and suggests a rethink of 'screen time' rules and the risk-benefit paradigm.

For more information please contact: [carybaz@gmail.com](mailto:carybaz@gmail.com)

## Internet Matters

[Changing Conversations](#) - produced in partnership with the University of East Anglia - explored the views and experiences of frontline professionals, vulnerable children, and parents/carers to better understand the support children receive with their connected lives.

For more information please contact: [simone.vibert@internetmatters.org](mailto:simone.vibert@internetmatters.org)

----- [Back to top](#) -----

## Projects and initiatives

### Internet Matters

[Fostering Digital Skills course](#) - a free and CPD certified online learning course for foster carers was developed in partnership with The Fostering Network and Dr Simon P Hammond (UEA).

For more information please contact: [simone.vibert@internetmatters.org](mailto:simone.vibert@internetmatters.org)

## UKCIS Vulnerable Users Working Group

[UKCIS Principles for Social Work](#) - Developed by the UKCIS Vulnerable Users Working Group, this guide contains nine principles to help social workers and other social work professionals support foster carers and care experienced children to safely benefit from being online.

For more information please contact: [simone.vibert@internetmatters.org](mailto:simone.vibert@internetmatters.org)

## NewsGuard

NewsGuard's latest [report](#) highlights the serious challenges around misinformation and disinformation that TikTok has yet to overcome.

For more information please contact: [alex.cadier@newsguardtech.com](mailto:alex.cadier@newsguardtech.com)

## International

### Portuguese Media Regulatory Authority for the Media - Entidade Reguladora para a Comunicação Social (ERC)

The GILM (a Portuguese Informal Network on Media Literacy) is preparing the 10th edition of "[7 Days with the Media](#)" (the Portuguese media literacy week) held week commencing 3rd May (World Press Freedom Day). Schools have been the main participants, GILM encourages others to join. The ERC has been a permanent member of the GILM since 2009.

### [European Media Literacy Fund](#)

There are four open calls for funding applications. The fund partners are **Calouste Gulbenkian Foundation, European University Institute**. The donor is **Google**. These are open to applications from entities established in the EU, EFTA or UK. Note that these funds require a consortium and you can apply for one fund (not all).

- [Media and Information Literacy for Citizens Empowerment](#) – open until 29 April 2022. The key aim is to support initiatives that enhance digital media and information literacy skills in Europe. Maximum 18 months, grant up to **400K€**. Must apply as a consortium.
- [Research into Media, Disinformation and Information Literacy](#) - open until 29 April 2022. Aimed at supporting wide and deep scientific studies on the disinformation phenomenon, encompassing its causes, societal impacts and possible responses. Maximum 18 months grant up to **400K€**. Must apply as a consortium.
- [Multidisciplinary Investigations on Disinformation](#) - open until 29 April 2022. The key aim is to address the existing knowledge gaps on the scale and scope of disinformation in Europe and gain a better understanding of the policies implemented to counter it. Maximum 12 months grant up to **130K€**. Must apply as a consortium.
- [Boosting fact-checking activities in Europe](#) - Special Funding Round – Ukraine Open until 29 April 2022 / 2nd Funding Round Open until 30 June 2022. Aimed at supporting projects from independent fact-checking organisations, which play a key role in limiting

the negative effects of disinformation on the public discourse and democratic processes.  
Max. 6-12 months, grant **55-80K€**. No need for a consortium

## Empowerment and protection of minors – call for presentations

The **EPRA Media and Information Literacy Taskforce (EMIL)** would like to hear from media literacy projects with a focus on empowerment and protection of minors. EPRA is the European Platform of Regulatory Authorities, their Taskforce on media literacy aims to promote and share best practice and experiences of media literacy networks across Europe. Ofcom is an active participant in EMIL and would like to hear from any Network members who would be interested in sharing their work with EMIL on **22<sup>nd</sup> April**. Please contact [Maria.donde@ofcom.org.uk](mailto:Maria.donde@ofcom.org.uk) by **14<sup>th</sup> April** if you would like to discuss this opportunity.

----- [Back to top](#) -----