



Bulletin

March 2018

This is the first Ofcom media literacy update for 2018. 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

Childnet

Project deSHAME Research – Young people's experiences of online sexual harassment

In December, Childnet launched research from Project deSHAME at the Children's Global Media Summit on peer-based online sexual harassment. The report presents findings from quantitative and qualitative research conducted with 3-17 year olds in Denmark, Hungary and the UK designed to provide a unique insight into their experiences of online sexual harassment. Defined as unwanted sexual conduct on any digital platform, the report explores the prevalence of the issue, its impact on young people and barriers to reporting.

This research has been conducted as part of Project deSHAME, a European Commission funded project which aims to increase reporting of online sexual harassment among minors and improve multi-sector cooperation in preventing and responding to this behaviour.

<http://www.childnet.com/our-projects/project-deshame/research>

Data & Society Research Institute

This past year has been a sometimes overwhelming whirl of news events and commentary about the origins of fake news and ways to counter it. At the Data & Society Research Institute our new report, [*The Promises, Challenges, and Futures of Media Literacy*](#), aims to make sense of the complexity of media literacy as a fix or solution (or inoculation as some claim) to fake news. We examine the research base for media literacy across four themes: what is media literacy, how can media literacy help, how can media literacy fail, and the future of media literacy.

Our key findings are:

- Media literacy places responsibility for discerning quality and accuracy of information, which works in a world that assumes either good actors or that through evaluation, quality information can be discerned. In an environment where the mechanisms for serving information are unclear, and traditional markers for quality and trust have been circumvented, individual skills are insufficient.
- Media literacy is not a panacea, it cannot be considered a standalone solution to fake news and misinformation, but one frame in a complex media and information environment. It must be considered in combination with strategies for addressing how state-sponsored disinformation efforts and tech platforms influence the information we see and how we interact with it.

In our media literacy report we highlight Ofcom as a strong model for media literacy initiatives.

Our second report [*Dead Reckoning: Navigating Content Moderation After “Fake News”*](#) by Robyn Caplan, Lauren Hanson and Joan Donovan, clarifies current uses of the term ‘fake news’ and analyses four specific strategies of intervention.

Key findings:

- Moderating ‘fake news’ well requires an understanding of the context of the article and the source. Currently, automated technologies and artificial intelligence (AI) are not advanced enough to address this issue, which requires human-led interventions.
- Third-party fact-checking and media literacy organisations are expected to close the gap between platforms and the public interest, but are currently under-resourced to meet this challenge.

Reviews of our reports have addressed the [partisan nature](#) of media literacy

in the U.S. and the fact that schools alone cannot be expected to counter [fake news](#).

Global Kida Online (LSE)

Maximising research impact

[Global Kids Online](#) recently launched its [new impact tools](#) aimed to guide and support researchers in planning effective research impact strategies and activities. We also used our research evidence to inform UNICEF's annual flagship report on [The State of the World's Children](#), identify good approaches to [promoting digital citizenship](#) and [children's online safety](#), and to understand better [online hurtful behaviour among peers](#).

You can sign up to follow our research [here](#).

Good Things Foundation

New [research findings](#) from Reboot UK, a groundbreaking approach to working with people living in poverty.

- Reboot UK aimed to address three key problems: entrenched digital exclusion amongst vulnerable people (carers, homeless people and people with mental health needs); a lack of resources, staff skills or time to build digital inclusion practice into sector support, and a lack of evidence or models to change practice.
- As a result the project has helped homeless people, people with mental health issues and carers to see significant improvements in their wellbeing.
- The project has been run by Good Things Foundation, alongside Family Fund, Mind and Homeless Link. It has helped vulnerable people to reintegrate with society, building up their skills and confidence, and helping them to feel more positive about their futures.

Rajar

RAJAR has released its Q4 2017 data on Thursday February 8th 2018. The latest wave of RAJAR's Audio Survey 'MIDAS' (Winter 2017) is available on the RAJAR homepage www.rajar.co.uk. RAJAR has introduced a new survey, capturing the audio consumption habits for 9-14 year olds called JAMJAR. Additionally, RAJAR has recently improved its Training Programme for Subscribers; for more information please go to www.rajar.co.uk and see the 'Training' Section. Please download the RAJAR App via the website or app.rajar.co.uk for RAJAR information on the go.

Revealing Reality

We are launching our own independent research project *Through the Looking Glass*, investigating the hidden costs and inequalities of technology use. Using innovative methods, depth interviews and powerful film and photography we are following the

lives of 10 people over the course of a year. Our research will investigate the uncomfortable disparity in the effects that tech can have on different people's lives, the true implications of the increasing proliferation of tech use, and provide suggestions for ways to ensure that everyone has a healthy relationship with it in the future. <https://www.revealingreality.co.uk/2017/11/23/revealing-reality-launches-looking-glass/>

Safer Internet Centre

Safer Internet Day 2018 – Digital Friendships: the role of technology in young people's relationships

Coordinated by the UK Safer Internet Centre, Safer Internet Day 2018 took place on 6 February, seeing over 1700 organisations support the campaign to promote the safe, responsible and positive use of digital technology for children and young people. The UK Safer Internet Centre conducted new research into the role of technology in young people's relationships, presenting the findings on Safer Internet Day. Surveying 2000 young people aged 8-17 the report shows the nuances and complexities of navigating friendships in a digital world, how young people are proactively helping to build a better internet and what support they want from the adults in their lives.

<https://www.saferinternet.org.uk/digital-friendships>

UNESCO

Survey on privacy in media and information literacy (MIL) with youth perspectives

This report aims to provide conceptual, development and policy recommendations to foster privacy in MIL, while enabling the critical engagement of people, including young women and men, in an environment conducive to sustainable development and to freedom of expression online and offline. It seeks to provide clarity on the complex issue of how MIL and privacy intersect.

<http://unesdoc.unesco.org/images/0025/002589/258993e.pdf>

Youthworks

The Youthworks annual Cybersurvey, now in its 10th year, has released the latest report in the series. Data from Cybersurvey 2017 suggest that harmful content is a greater concern than social media.

2018 latest [Suffolk Cybersurvey report](#)

2018 latest [Cybersurvey news infographic](#) on parents' online safety advice

The Suffolk Cybersurvey (a partnership between Youthworks Consulting and Suffolk County Council) explores the experiences of children and young people in a digital era. 1,961 children and young people took part in the survey during October to December 2017. Amongst the key findings it was clear that in terms of high risk

online experiences, 15-year olds are taking more risks and are exposed to significantly more harmful content, than any other age group.

[About](#) the Cybersurvey and our research programme.

Our research programme has just published a new paper: El Asam, A. & Katz, A. (February 2018) Vulnerable Young People and their Experience of Online Risks. *Human-Computer Interaction*.

<https://www.tandfonline.com/eprint/aEz5AzgAEwvwxSnmcMYQ/full>

Events

Community Media Association

On Saturday 20th January the [Community Media Association](#) (CMA) presented a Radio Broadcast Compliance Workshop at Birmingham City University. The Workshop was a collaboration between the CMA and [Ofcom](#) with support and additional input from [Birmingham School of Media \(Faculty of Arts, Design & Media\)](#).

Ofcom was represented by Adam Baxter, Principal in Standards & Audience Protection and by Rowena Burke, Senior Broadcast Licensing Executive. Adam has particular responsibility for regulation in the areas of due impartiality, elections, harm and offence, and protection of children. Rowena works within the broadcast licensing team working with licensees on all matters relating to licence conditions.

Rowena led a radio licensing workshop followed by Adam presenting on Ofcom Standards and the Broadcasting Code. The day finished with a panel session comprised of community radio practitioners who shared their experiences of managing volunteers and maintaining broadcast compliance within a community radio station environment.

Media Smart

Join [Media Smart](#), the not-for-profit media and advertising literacy programme for 7 – 16 year olds, on **1 May 2018 at Portcullis House**.

Andrew Bowie MP will be hosting a screening of the Boys' Biggest Conversation, a short film created with First News, which was part of a wider Media Smart campaign supported by the NSPCC and Child Line, to encourage young men to talk about body image and the effect it has on their mental wellbeing.

There will also be a Q&A session to discuss why media literacy is essential for the young people of today and to debate what topics the programme should be tackling next. On the panel we're delighted to have Nicky Cox MBE, Editor of First News, the UK's only newspaper for young people, read by 2.2 million people each week.

Alongside Nicky we have Mark Lund, UK Group CEO of top marketing services company, McCann Worldgroup and Chair of Media Smart. The full panel will be shared in the coming weeks.

If you are interested in attending the event, which is running from 11am – 12pm, please contact Rachel Barber-Mack, Director of Media Smart, at mediasmart@adassoc.org.uk

NSPCC

Tickets for the NSPCC's annual flagship conference for child protection professionals are now available. This year's conference, *'How safe are our children? Growing up online'* has a focus on online safety. The conference will take place in London on 20th and 21st June 2018. For more information and to book tickets, visit <https://www.nspcc.org.uk/what-you-can-do/charity-runs-cycles-and-challenges/social-and-special-events/how-safe-are-our-children-conference-2018-growing-up-online/>

Children's Media Conference

3 - 5 July 2018, Sheffield, UK

The Children's Media Conference is the only gathering in the UK for everyone involved in developing, producing and distributing content to kids - on all platforms. The conference will take place in Sheffield between the 3rd and 5th July 2018.

The CMC Research Strand Call for Papers is open until Monday 12th March. The conference theme for this year is *'What's Next?'*

Further information on the conference and the Research Strand Call for Papers can be found on the website: <http://www.thechildrensmediaconference.com/cmc-research-2018/>

Parent Zone

Digital Families 2018 – Parent Zone and CEOP's second joint conference: The Future of Young People Online

On 10 October 2018, Parent Zone and CEOP will return with the hugely popular Digital Families conference. The venue has moved to King's Place in North London, a five-minute walk from King's Cross. The event will bring professionals supporting children together with researchers, safeguarding experts and tech companies. Digital Families 2018 will involve more breakout sessions and will focus on the opportunities and risks that the online world poses to young people. Early-bird tickets are available until the end of March from the Parent Zone website:

<https://parentzone.org.uk/digital-families-keeping-children-safe-online>

UNESCO

Global Media and Information Literacy Week, October 2018 – Theme: MIL cities: voices, power, and change makers

Get ready for Global MIL Week 2018 celebrations. The theme will focus enabling Smart Cities through MIL Cities. MIL Cities put people at their heart by helping everyone, through creative means and throughout their lifetimes, to develop the competencies required to make the most of media, information, and technology. They enable citizens to make better use of the practical possibilities a connected city can provide, and engage more creatively, critically and effectively in them. Follow our website: <https://en.unesco.org/global-mil-week-2018>. Start planning your local activities to celebrate the week!

Projects and initiatives

ASA

The ASA has announced the launch of a new project on the labelling and recognition of online ads. It is inviting stakeholders to submit evidence on how people understand the labels and other identifiers that are intended to indicate that online content is advertising. If you have research on this topic, please submit it to the ASA at adlabelling@asa.org.uk by 13 April. You can find more information on the project at <https://www.asa.org.uk/news/our-call-for-evidence-recognition-and-labelling-of-online-ads.html>

BBC

The BBC launched a new service, *Own It*, on Safer Internet Day, in response to a specific need amongst 9-12 year olds. It is an online toolkit which aims to foster confidence in children as they navigate their digital lives, helping them to develop resilience and develop as happy, healthy, engaged digital citizens. Own It works collaboratively with partners both around the BBC and in the wider world to maximise its impact and reach. <https://www.bbc.com/ownit>

BBC School Report

New resources to support young people in identifying real news and facts and filter out fake or false information have been launched by the BBC as part of [BBC School Report](#)'s annual News Day.

BBC School Report is a media literacy project for 11-18 year olds and this year the focus is on giving young people the skills to check the sources, information and news they are using and creating.

The [free online resources](#) include an [interactive game](#) which puts the young person in the role of a BBC journalist working in the heart of the newsroom, video masterclasses, lesson plans and classroom activities. The BBC is also offering school visits and mentoring from BBC News journalists – either in person, online or at group events.

The initiative is open to all secondary educational establishments in the UK – to find out more: www.bbc.co.uk/realnews / realnews@bbc.co.uk

BT Tech Literacy campaign

New milestone for Barefoot schools workshops

Our Barefoot Computing project has marked its 3,000th teacher training workshop.

[Barefoot volunteer](#) David Clingain delivered the milestone workshop to help teachers at St Bernadette's Catholic Primary School in Lancaster become more confident in teaching computer science and computing skills.

Barefoot is a computational thinking programme for primary school teachers from BT and CAS.

Since Barefoot's launch in the 2014-15 academic year, more than 1,000 BT people have volunteered to deliver the 3,000 free workshops. They've supported more than 50,000 teachers, reaching around 1.5 million school children across the UK.

To find out more, visit www.barefootcas.org.uk and <http://www.techliteracy.co.uk>

Cancer Research UK

Cancer Research UK's Policy Research Centre has published a series of reports which add important new data and insights to the evidence base of the impact that marketing has on young people's food choices. The reports find that viewing advertising - in particular on TV and streaming/ on-demand – for products high in fat, sugar or salt is a clear, consistent and cumulative risk factor for high junk food consumption and increased weight among young people. They also show how young people feel under pressure from the obesogenic environment to eat unhealthily. The reports are based on a YouGov survey of 3,348 young people in UK between the ages of 11-19.

10 Years On: New evidence on TV marketing and junk food eating amongst 11-19 year olds 10 years after broadcast regulations.

http://www.cancerresearchuk.org/sites/default/files/10_years_on_executive_summary.pdf

- The more junk food ads on TV young people see, the more they eat – and that could amount to over 500 extra snacks throughout the year

Under Pressure: New evidence of young people's broadcast marketing exposure in the UK

http://www.cancerresearchuk.org/sites/default/files/executive_summary_v1.pdf

- One extra broadcast junk food advert seen a week predicts an extra 18,000 calories consumed in a year, or almost 350 calories per week.

A Prime Time for Action: new evidence on the link between television and on-demand marketing and obesity

<http://www.cancerresearchuk.org/support-us/campaign-for-us/junk-food-marketing>

- Young people from more deprived backgrounds have a higher recall of junk food marketing. Lower recall of junk food marketing is linked to a significantly lower risk to being obese.

Carnegie Trust

The Carnegie UK Trust is delighted to announce the launch of the next phase of its #NotWithoutMe programme. The #NotWithoutMe Accelerator has been designed to stimulate the development of youth-focused digital inclusion initiatives, whilst also building staff and organisational capacity.

Applications are [open](#) until 5pm on Monday 31st April and further information can be found on the [project page](#) or by contacting anna@carnegieuk.org.

Internet Matters

To encourage parents to create a safer environment for children to explore online, Internet Matters has created more than 70 step-by-step *Set Up Safe* parental control and privacy guides that cover a range of devices, networks, platforms and apps.

The guides offer parents simple visual steps and how-to videos to activate controls and settings on a range of platforms. This comes as our [survey](#) reveals that 65% of 11-16 year olds think parental controls are a good idea. For more information visit internetmatters.org/setupsafe

Irish Media Literacy Network

On 23 February the [Irish Media Literacy Network](#) held its second meeting at the offices of Facebook, in Dublin. The Broadcasting Authority of Ireland (BAI) coordinated and drove the creation of the network as part of its recently launched [Media Literacy Policy](#). The Network – now known as Media Literacy Ireland – is an association of member organisations who have an interest in and commitment to the long-term and sustained promotion of media literacy, for all ages, across all media. The objective of the meeting was to begin a planning process for wide range of public information and engagement projects.

Attendees on the day included the Dept of Communications, Climate Action and the Environment, the Dept of Health, the Dept of Education, media researchers, academics and policy makers, traditional media organisations, social media platforms, NGOs, regulatory bodies such as the ASAI, and public relations professionals.

Public relations expert Martina Byrne was one of the guest speakers, providing the diverse group with a primer on the approaches taken by public relations professionals in developing public information and social movement campaigns such as those being planned by Media Literacy Ireland. Other speakers included academics (on evidence for the harms and benefits of online media use) and public policy experts (on running successful campaigns to influence public behaviour).

The Network also took the opportunity to formally ratify the Constitution for Media Literacy Ireland, which was prepared by the Network's Interim Steering Group, chaired by Professor Brian O'Neill. While the Interim Steering Group is tasked with strategic decisions for the Network, a small number of Working Groups will be responsible for the development of the Network activities, including the ambitious but much needed task of carrying out an audit of existing media literacy research, projects and resources with a view to creating a sustainable and manageable database.

The Network's next meeting will take place in June. In the meantime, the working group responsible for public engagement will prepare proposals for the next stages of this area of work.

NSPCC

The NSPCC has partnered with O2 since August 2015. This partnership recently won the Edie Sustainability Award for CSR, Charity and Community Initiative, and the Charity Times Award for Corporate National Partnership Champion. Together, NSPCC and O2 provide a variety of resources and tools to help parents keep their children safe online, from the [Online Safety Helpline](#), which gives advice on parental settings and controls on devices, to the [Net Aware site](#) and app, in addition to campaigns such as [Share Aware](#).

Parent Zone

Parent Zone and Google launch new KS2 internet safety learning curriculum

Parent Zone and Google have collaborated on a new, free Key Stage 2 teaching resource, covering internet safety. The *Be Internet Legends* curriculum is a PSHE Association accredited scheme of work, which is free for all KS2 teachers to order. Containing lesson plans, support materials, worksheets, poster and stickers, the packs will be delivered to schools to encourage discussion and exploration of issues such as appropriate behaviours, critical thinking and spotting risks. A *Be Internet Legends* assembly will also be visiting schools in 2018, with an interactive character-based presentation supporting and engaging pupils in the curriculum's principle pillars of being Sharp, Alert, Secure, Kind and Brave. Teachers can order their free pack, and request an assembly, at <http://www.parentzone.org.uk/be-internet-legends>

One Digital

One Digital recently launched its Community of Practice, a new learning alliance to share best practice approaches to digital inclusion.

The One Digital programme supports people to get online or to develop their basic digital skills through the help of Digital Champions, trusted intermediaries who have been trained to provide one-to-one support. The Community of Practice will bring together the programme's five partner organisations (Age UK, Citizens Online, Clarion Futures (Clarion Housing Group's charitable foundation) Digital Unite and the Scottish Council of Voluntary Organisations (SCVO)) alongside external organisations to share and disseminate knowledge on best practice. Over the next two years the Community of Practice will cover a range of topics such as approaches to using Digital Champions, mapping digital exclusion risk, and evaluating digital inclusion impact, and will produce Toolkits on each.

For more information on the Community of Practice and to see the first Toolkit on different approaches to using Digital Champions, go to

<https://onedigitaluk.com/toolkit/>

UNESCO

MIL CLICKS

MIL CLICKS is a way for people to acquire media and information literacy (MIL) competencies, while engaging in peer to peer education, in their normal day-to-day use of the Internet and social media in an atmosphere of browsing, playing, connecting, sharing, and socializing.

<https://en.unesco.org/MILCLICKS>

Vodafone

This quarter we have focused on the promotion of our digital resilience programmes. Throughout Q3, our [BeStrong Online](#) workshops, run in partnership with the [Diana Award](#), reached 875 students, ambassadors, and members of staff, with an additional 6,500 online module downloads. We also had 364,000 online and offline readers of [Digital Parenting Magazine](#) issue 6, and passed the milestone of 796,550 copies distributed to over 2500 schools and organisations since the issue's launch in September 2017.

International

CANADA

The Association for Media Literacy, Ontario

The AML is 40 years old this year, having been the first jurisdiction in the world to mandate media literacy in its curriculum. It is presently offering professional teacher training courses and one-day seminars in media literacy. It has also made productive contributions to several technology conferences as well as building teaching resources on its website, www.aml.ca. Its EULA posters have been particularly successful: <http://www.aml.ca/category/iagree/>.

PORTUGAL

ERC - PORTUGUESE MEDIA REGULATORY AUTHORITY: Media Analysis Department

The Portuguese Media Regulatory Authority (ERC) started this year developing media literacy activities near the citizens, especially the younger generation. It has been participating in eight classes in five schools (four in the metropolitan area of Lisbon and one in Oporto), with students aged between 15 and 18. The selected schools are all included in programmes of EPIS – the Portuguese Entrepreneurs' Association for Social Inclusion and Education, whose objective is to put an end to scholar drop-out and failure in contexts of greater vulnerability.

In addition, it has begun a cycle of interaction with the public at the Municipal Newspapers and Magazines Library in Lisbon. Both the school sessions and this library cycle dealt with relevant themes in ERC activity: critical analysis of television news, deconstruction of television reality shows, analysis of existing advertising in TV programmes and news, and digital literacy.

Along with GILM (the Portuguese Network of Media Literacy Stakeholders, which has ERC as one of its founders and main members) it has started to promote this

year's *Seven Days with Media* week, a national initiative that is scheduled to take place from 3 to 9 May 2018.

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