

Ofcom's Making Sense of Media Advisory Panel

Minutes of meeting, 12 September 2023, 2pm to 4pm

Attendees:

Panel Attendees: Yih-Choung Teh (Chair) (Ofcom), Iain Bundred (YouTube); Carolyn Bunting (Internet Matters); Laura Ellis (BBC); Richard Graham (stem4; South London and Maudsley Mental Health Trust); Tim Judge (National Literacy Trust); Cliff Manning (Parent Zone); Georgina Powell (Sentient Digital Consulting); Glen Tarman (Full Fact); Karen Scott (The Lego Group, attending for Claire Thwaites)

Panel Observers: Declan Shaw (Department of Science, Innovation, and Technology - DSIT)

Other Ofcom Attendees: Claire Levens; Niamh NiShuilleabhain; Natalie Mawhinney; Kate Morris; Ines Leroyer

Apologies: Emer Cassidy (TikTok); Sophie England (Meta); Sonia Livingstone (London School of Economics and Political Science); Claire Thwaites (The LEGO Group); Jo Twist (UK Interactive Entertainment)

Item 1: MSOM updates

- Kate Morris and Natalie Mawhinney outlined MSOM Programme actions since the last MSOM Panel meeting.

Item 2: Media Literacy amendments to the Bill

- Claire Levens gave an update on the media literacy amendments to the Online Safety Bill, followed by a discussion with Panel members of the key considerations for MSOM.

Item 3: Best Practice Design Principles

- Yih-Choung Teh introduced the item on best-practice design principles for media literacy interventions. He noted that the presentation was draft and confidential.
- Ines Leroyer and Niamh NiShuilleabhain gave an overview presentation of the draft principles.
- Niamh NiShuilleabhain advised that the draft will be published in the autumn and that the call for input will be open until the end of the year. A finalised version will be published in the spring.
- Yih-Choung Teh and Claire Levens chaired two break-out discussions regarding the draft principles.

Item 4: MSOM Panel – one year in

- Claire Levens thanked the panel for the expertise and time that they had given over the past year and invited members to discuss how the panel has been working. Feedback included:
 - The structure and format of meetings was felt to work well.

- Members felt that the panel could be more proactive and purposeful, with more of a role to challenge Ofcom.
- It would be helpful to have as much pre-reading as possible ahead of meetings.
- The panel would welcome more opportunities to engage as a group.
- Yih-Choung Teh encouraged the group to send any further feedback to the team, or to him directly.

Item 5: Members updates

- Laura Ellis advised that the BBC's media provenance work tackling disinformation is currently being discussed with industry more widely.
- Carolyn Bunting highlighted Internet Matters' recent [report looking at the experiences of children eligible for free school meals](#). Two further reports are forthcoming, one relating to misogyny and child image abuse at the end of September and another relating to Generative AI before the end of the year.
- Iain Bundred updated on YouTube's work in relation to guidelines for health creators.
- Richard Graham noted that he is now the Online Harms Lead for the Royal College of Psychiatry. stem4 are planning to write media literacy content where there are gaps - in particular a space for grieving and suicide prevention.
- Cliff Manning noted that Parent Zone is looking into child financial harms with a report out in early October. Additionally, Voice Box – the youth-led social enterprise that Parent Zone supports - is hosting an online event in October to share insights from the report on young people's experience of AI.
- Tim Judge advised the group regarding a piece of work with young people and how they develop their beliefs and form opinions. A report will be available in the new year.
- Glen Tarman advised that Full Fact will be looking again at what Ofcom and platforms need to do and that they will be working on the 2024 election.

Item 3: AOB

- Yih-Choung Teh advised that the next lunch and learn will take place on 18 October, with the topic, *Can You Design Media Literacy?*
- Yih-Choung Teh also advised the panel of the date of the MSOM conference – 5 December – and asked for panel members to save the date and consider how they might contribute.
- The next MSOM Panel meeting is scheduled for 23 January 2023.