



December 2015

Media Literacy e-bulletin





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This is the fourth of Ofcom's quarterly media literacy updates for 2015. 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

Ofcom has recently published a range of reports relating to media literacy themes:

Children and Parents: media use and attitudes

This report examines children's media literacy. It provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as detailed information about the media access and use of young children aged 3-4. The report also includes findings relating to parents' views about their children's media use, and the ways that parents seek - or decide not - to monitor or limit use of different types of media. The URL below takes you to the home page for the report which includes data tables, the questionnaire, slides etc.

Link: <http://stakeholders.ofcom.org.uk/market-data-research/other/research-publications/childrens/children-parents-nov-15/>

ISP report

This report on internet safety measures looks at parents' strategies for protecting children when they are online. We set out the context of the internet, look at the opportunities, risks and challenges, and explore how parents can manage those risks and challenges. The report also provides an update on the steps taken by the UK's four largest fixed-line internet service providers (ISPs) - BT, Sky, TalkTalk and Virgin Media - to offer an unavoidable choice, both to new and to existing customers, whether or not to activate a family-friendly network-level filtering service. This followed an agreement between the Government and the ISPs, under which the ISPs committed to present the unavoidable choice to all new and existing internet customers by the end of December 2014.

The Department for Culture, Media & Sport (DCMS) asked Ofcom to report on internet filters and online safety, including the measures put in place by the ISPs. This fourth report focuses on recent research, the progress made by the ISPs, and other developments during the past year.

Link: http://stakeholders.ofcom.org.uk/binaries/internet/fourth_internet_safety_report.pdf

Internet Citizens

This report provides data relating to UK adults' use of government websites, e-petitions, health, education, public service broadcasting, news, local websites, hyperlocal sites, citizen journalism, cultural activities and libraries. Ofcom has examined these activities to get a clearer understanding of the range of citizen-focused activity that is taking place online.

Link: <http://stakeholders.ofcom.org.uk/market-data-research/other/telecoms-research/internet-citizens-15>

News consumption in the UK

This report looks at news consumption across television, radio, print and online in the UK as a whole as well as within each UK nation. The report also examines changes to how UK adults have consumed news, and how behaviour has changed since 2013 and 2014. It includes attitudes to news as well as a focus on online sources for news including social media.

Link: [2015 News Consumption in the UK](#)

International Communications Market Report (ICMR)

This report examines the take-up, availability, price and usage of communications services across the world's major countries, including the UK. The report has detailed sections covering, telecoms, post, radio, TV and internet and online content. This year, for the first time, it includes a couple of questions relating to media literacy themes – how respondents understand search engine results pages, and their attitudes towards personal data.

Link: [International Communications Market Report 2015](#)

Internet Matters

Pace of Change

A recent report commissioned by Internet Matters with ChildWise, entitled 'Pace of Change', is being released w/c 14 December 2015, showing the relationship parents and children have with technology. The report found that children are spending an average of 3.4 hours a day on connected devices and that there is a growing gulf in the understanding children and parents have about the internet services they use. The report will be available on <http://www.internetmatters.org/>

Institute of Cultural Capital

Simeon Yates, John Kirby and Eleanor Lockley have recently published a study of the links between class and age in digital media, using Ofcom's media literacy dataset from 2013. The study highlights differences in access to and use of digital media, across a range of activities. It presents a typology of uses and users, derived from a factor analysis of internet activities recorded by the survey.

The team is currently applying similar methods across all years of the survey, and to the data on mobile media use. The paper can be found at: <http://www.socresonline.org.uk/20/4/12.html>.

Anyone wishing to know more about the work please contact Simeon Yates (simeon.yates@liverpool.ac.uk)

The full citation will be: **Yates, S.J., Kirby, J., Lockley, E., (2015)**, "Digital media use: differences and inequalities in relation to class and age", *Sociological Research Online*, Vol. 20, Issue 4, (ISSN: 1360-7804) (DOI: 10.5153/sro.3751) (<http://www.socresonline.org.uk/20/4/12.html>)

BBFC

BBFC research into age ratings for online music videos, published in September, shows that 78% of parents value age ratings for online music videos, and up to 60% of children say they have seen content in online music videos of which their parents would disapprove. <http://www.bbfc.co.uk/about-bbfc/media-centre/research-shows-78-parents-value-age-ratings-online-music-videos>

Further BBFC research published in December shows parents want the same age ratings for VoD films as cinema films, with 85% of parents considering it important to have consistent classification on- and off-line. <http://www.bbfc.co.uk/about-bbfc/media-centre/uk-parents-want-same-age-ratings-vod-films-cinema-films>

The BBFC's Director David Cooke will retire in March 2016. In November David Austin, Assistant Director, BBFC, was announced as his successor. The appointment was filled through open competition. <http://www.bbfc.co.uk/about-bbfc/media-centre/bbfc-announces-new-director>

FK&Y

FK&Y's new research for Techknowledge for Schools explores teachers' attitudes to technology and future skills

New research for the educational charity Techknowledge for Schools finds that teachers in schools using one-to-one mobile devices believe this technology can help students develop skills necessary for the 21st century workforce. These include curiosity, grit, resilience, tenacity, creativity and enthusiasm. FK&Y has also produced a literature review for the charity, assessing the most recent research on educational technology, which is due for publication shortly.

Link <http://techknowledge.org.uk/research/research-reports/future-skills/>

European NGO Alliance for Child Safety Online

Sonia Livingstone shares the core findings and recommendations from her **new report** on young people's sexual rights and risks online. She argues that we can no longer plead embarrassment or worries about pornography as the reasons why we as a society fail to educate, support and provide young people with the sexual information they have a right to. Read blog post: <http://blogs.lse.ac.uk/parenting4digitalfuture/2015/10/26/when-is-sexual-content-online-more-a-right-than-a-risk-and-how-can-parents-figure-this-out/> See full report: Livingstone, S., and Mason, J. (2015) Sexual rights and sexual risks among youth online: A review of existing knowledge regarding children and young people's developing sexuality in relation to new media environments. Rome: eNACSO, the European NGO Alliance for Child Safety Online. Available at <http://www.enacso.eu/newsview/enacso-news-view/320-sexual-rights-and-sexual-risks-among-online-youth>

LSE

How can internet governance consider the specific rights and needs of children, both in terms of protection from harm as well as the right to access and use digital media? Read Sonia Livingstone's blog post: <http://blogs.lse.ac.uk/mediapolicyproject/2015/11/02/one-in-three-internet-governance-and-childrens-rights/>

See full report:

Livingstone, S., Carr, J., and Byrne, J. (2015) One in three: The task for global internet governance in addressing children's rights. Global Commission on Internet Governance: Paper Series. London: CIGI and Chatham House. Available at <https://ourinternet.org/publication/one-in-three-internet-governance-and-childrens-rights/>

TAP

Exploring play and creativity in pre-schoolers' use of apps

This was an ESRC-funded knowledge exchange project undertaken by academics, teachers and children's media industry partners. Technology and Play surveyed 2000 parents of children aged 0-5 who had access to tablets in the UK was undertaken. Case studies of six children aged 0-5 were conducted, and over 20 hours of observations of 3-5 year-old children using apps were filmed. Findings outline young children's access to and use of tablets and apps and provide insight into how app design can promote or limit play and creativity.

Reports are available for a range of stakeholders including the children's media industry/ app developers, researchers, early years educators, parents and policy makers:
<http://www.techandplay.org>

Events

Community Media Association

The Community Media Association hosted the Community Media Conference 2015 at [Radio LaB](#), [University of Bedfordshire](#) in Luton on Saturday 12th September 2015. This year's theme was "Inspiring Through Success" and examples of best practice from all community media practitioners whether radio, local television, or online were showcased and discussed.

Social media timeline from Storify: https://storify.com/community_media/the-community-media-conference-2015

Website round-up: <http://www.commedia.org.uk/news/2015/09/cma-agm-conference-2015-round-up/>

Safer Internet Day 2016 – 9th February 2016

Safer Internet Day 2016 will be celebrated globally on Tuesday 9th February with the slogan 'Play your part for a better internet'.

Coordinated in the UK by the UK Safer Internet Centre, the celebration sees hundreds of organisations get involved to help promote the safe, responsible and positive use of digital technology for children and young people. For SID2015, over 850 organisations got involved, reaching 1 in 4 young people in the UK.

The UK Safer Internet Centre – a partnership of three leading charities; Childnet, the South West Grid for Learning and the Internet Watch Foundation – provide resources for children, schools and families, and tools for getting involved at www.saferinternet.org.uk.

BBC News School Report

BBC News School Report has been inspiring 11-16 year old students across the UK to produce their own news for ten years. It is their chance to report on subjects and stories that matter to them. In 2015 students' reports ranged from their addiction to social media for the [Six o'Clock News](#), online features about how to wear the hijab and discussing mental health issues for Radio 4's World at One.

On 10 March 2016, thousands of students will be turning their classrooms into newsrooms and making the news as part of BBC News School Report's tenth annual News Day. School Reporters will be producing content across the BBC on the day and you can find out more, including how schools can sign up on the School Report website:
www.bbc.co.uk/schoolreport

Media & Learning Conference

The next Media & Learning Conference in Brussels will take place on 10-11 March 2016, with several pre-conference workshops on 9 March. Organised by the Media & Learning Association and the Flemish Ministry of Education and Training with the support of the European Commission, this annual event brings together 300 practitioners, researchers and policy makers who want to contribute to the development of digital and media skills in education and find new and effective ways to embed media into the learning process. [Alison Preston from Ofcom is giving a keynote presentation.](#)

One of the key themes in this year's conference is media literacy and radicalization. More information about this event is available on the conference website. (<http://www.media-and-learning.eu/>)

Childnet holding two conferences to help schools 'Understand, Prevent and Respond to Cyberbullying'

Join Childnet and industry experts and stakeholders for an inspiring, lively and interactive day. Childnet will launch its new government-funded Guidance for Schools on preventing and responding to cyberbullying. Keynote speakers and panel discussions will include politicians, social media experts, Ofsted, teachers and young people. Breakout workshops will be interactive and challenging and guide teachers through practical strategies to implement in their own school environments.

Find out more about the Childnet conferences in London (14th March) and Manchester (21st March) at www.childnet.com/cyberbullying-events

Projects and initiatives

The Digital Literacy and Multimodal Practices of Young Children: DigiLitEY

The COST Action Network, funded by the EU Horizon 2020 programme, has been launched, involving 33 EU countries. The network will operate from 2015 to 2019 and aims to draw together research in the area of the digital literacy of children aged 0-8. The Action will organise conferences, staff exchanges and training schools for early career researchers. It involves a range of stakeholders, including children's media industry representatives.

Sign up for alerts on the Action website: <http://digilitey.eu>

BT: Building a culture of tech literacy for the UK

Getting tech literacy right for the next generation matters for individuals, the economy, and our society: to build the dynamic, digital economy of the future we'll need to help young people move from passive consumers to active creators of tech.

That's why BT has a long-term commitment to help build a culture of tech literacy for the UK, aiming to reach 5 million young people by 2020 through enabling teachers, equipping schools and inspiring kids. Activity is gathering pace: the [Barefoot Computing Programme](#) is training primary school teachers across the country on delivering the new computing curriculum, and BT has recently launched a [landmark crowdsourced report](#) which gathers

expert opinions from a range of sectors on cracking the tech literacy challenge. Working together with leading players from UK business, education, parenting, and policy has been inspiring and informative – and the journey is only just beginning, so join the conversation on Twitter using #techliteracy or by becoming a member of our [Tech Literacy LinkedIn group](#).

BT has released a report - [Cracking the UK Tech Literacy Challenge](#), which brings together crowdsourced ideas from UK experts to help build a culture of tech literacy for the nation. Follow the conversation at #techliteracy.

Internet Matters

Set it up before wrapping it up

It's expected that this Christmas will be the most connected Christmas yet, with millions of children receiving internet-enabled devices. That's why the Internet Matters Christmas campaign is calling on parents up and down the country to 'Set up Safe'. Supported by mum-of-four Ulrika Jonsson, the call to action is for parents to set up internet safety controls on their children's devices before they're given as Christmas presents. For further information visit <http://www.internetmatters.org/christmas/>

CyberSense

Internet Matters has launched a free app for tablet designed to help parents have frequent and direct conversations with their children about internet safety. The app requires that parents and children work together to answer a series of multiple-choice quiz questions designed to spark a conversation around key issues like cyberbullying, inappropriate content and online privacy. At the end of each round they can play a fun and engaging game together, before progressing to a new category. The app is available in both Google Play and the App Store.

Journal of Media Literacy

The current issue centers around the Common Core national teaching standards and where media literacy fits. For the first time NTC has allowed the entire issue to be downloaded free online. It can be found here:

<http://www.frankwbaker.com/mlc/journal-of-media-literacy-common-core/>

The BFI Film Academy

Applications are currently being accepted for Craft Skills Residential Course, delivered by the National Film and Television school, which is running over Easter 2016. More information and how to apply: <http://www.bfi.org.uk/education-research/5-19-film-education-scheme-2013-2017/bfi-film-academy-scheme/bfi-film-academy-residential-programme-craft-skills>

The BFI Film Academy aims to help train and inspire the next generation of British filmmakers, supporting talented and committed young people aged 16-19 to develop the commercial and cultural knowledge and skills to help make a career in film a reality. The Academy offers training for every film industry role, from writing and directing through to production, sound design, editing and camera, and provides learning around film history and cinematic storytelling, to inspire an appreciation of film culture in the round. Previous participants on Film Academy courses have benefited from masterclasses from leading

British talent including directors Edgar Wright (*Hot Fuzz*, *The World's End*), Ken Loach (*The Angels' Share*, *The Wind That Shakes The Barley*) and Asif Kapadia (*Amy*, *Senna*) and actor Riz Ahmed (*Nightcrawler*, *Four Lions*).

Previous year's films are available for viewing: <http://screeningroom.nfts.co.uk/channel/bfi-film-academy>

Institute of Local Television

Since 2012 the Institute of Local Television has been providing mentoring and employment for media graduates unable to find employment based on their skills. Filming arts-news clips on a freelance basis from Scotland (and recently Ireland), media careers have been kick-started on the strength of consistent high-quality arts news contributions produced to a fast turnaround. Compilations of clips from the following: www.summerhall.tv, www.artinScotland.tv, www.writerstories.tv, www.craftscotland.tv and www.artinireland.tv are constructed for local TV broadcast programmes and transatlantic in-flight magazines.

Scottish Qualifications Authority

The SQA is producing a suite of video guides for learners with no, or very limited, digital skills or experience of going online. The guides are easy-to-follow, step-by-step instructions with interactive sections so that people learn by carrying out online activities. They cover a range of common tasks such as carrying out internet searches, booking tickets, shopping and uploading photos.

Media Smart

[Media Smart](#), the not-for-profit media literacy initiative, has been busy since the last update in September.

Our new educational resources for schools have been downloaded 7,600 times since July. In October we had an exhibition in Westminster to raise awareness of our work to Parliamentarians, which saw 32 MPs and peers signing up as ambassadors to help us spread the word to schools, youth organisations, teachers and parents in their constituencies.

In December we are launching our new [parents' guide on social media and advertising](#); this is being promoted by a consumer PR campaign supported with findings from the latest Ofcom *Children and Parents: Media Use and Attitudes* research.

For more information please contact the team on: mediasmart@adassoc.org.uk

RAJAR

RAJAR is set to release its Q4 2015 data on Thursday 4 February 2016. The latest wave of RAJAR's audio survey, 'MIDAS', is available on the RAJAR homepage www.rajar.co.uk. 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.

UNAOC MIL initiative

The UNAOC High-Level Group Report recognises that the constant exposure of populations to media presents an educational challenge, which has increased in the electronic and digital age. Evaluating information sources requires skills and critical thinking and is an educational responsibility the importance of which is often underestimated. Separating fact from opinion, evaluating text and image for bias, and constructing and deconstructing a text based on principles of logic are teachable skills.

Media literacy instruction is not widely recognized for its importance as an aspect of civic and peace education and therefore few instructional programmes have been developed as part of basic modern education.” The Report recommends that media literacy programmes should be implemented in schools, particularly at the secondary level, to help develop a discerning and critical approach to news coverage by media consumers and to promote media awareness and development of Internet literacy to combat misperceptions, prejudices and hate speech.

<http://www.unaoc.org/what-we-do/projects/media-and-information-literacy/>

Awards

International

Australia

Communications Report 2014-15

The Australian Communications and Media Authority released its Communications report on 2 December 2015. The Communications report 2014–15 presents the latest research and information on a range of topics including Australian adults’ engagement with communications and media services, changes in delivery of and use of audio and video content and telecommunications safeguards. The latest edition of the Communications Report is available on the ACMA website at:

<http://www.acma.gov.au/theACMA/Library/Corporate-library/Corporate-publications/communications-report-2014-15>

Subscription video on demand in Australia 2015

In November 2015, the Australian Communications and Media Authority (the ACMA) released its new research snapshot, *Subscription video on demand in Australia 2015*. This snapshot takes a close look at subscription video on demand (SVOD) services in Australia, including the take-up, use and satisfaction with these services. It further looks at time spent using these services and provides insights into why SVOD services are becoming increasingly popular. The research snapshot is available on the ACMA website at:

<http://acma.gov.au/theACMA/engage-blogs/engage-blogs/Research-snapshots/Subscription-video-on-demand>

Australian Internet Security Initiative

The Australian Communications and Media Authority has recently published *The Australian Internet Security Initiative: Interviews with industry participants*. Based on individual interviews, the research report reveals how industry participants value the Australian Internet Security Initiative (AISI), a cyber-security program operated by the ACMA. The program aims to help internet and communications providers to address the problem of computing devices that are 'compromised' by malware or malicious software. The report confirms that, for partners in this voluntarily initiative, the AISI plays an important role in how internet service providers manage malware. The research report is available on the ACMA website at:

<http://www.acma.gov.au/theACMA/Newsroom/Newsroom/Media-releases/the-aisi-interviews-with-industry>

Europe

BFI

The BFI is to chair a new European working group on film education, under the auspices of EFADs, the European Film Association Directors (www.efads.eu). The first meeting, to establish its mandate and scope, will be held in London in December.

For further information please contact:

Dr P Gerhardt

Director of Education

BFI (paul.gerhardt@bfi.org.uk)

USA

The First Ever U.S. Media Literacy Week took place on November 2nd - 6th. It was designed to bring attention and visibility to media literacy education in the United States. The National Association for Media Literacy Education led the efforts to showcase the work of amazing media literacy educators and organizations around the country. There were 117 national partners involved and hundreds of events and activities occurred throughout the country that week. Visit the [Media Literacy Website](#) for more information.

If you do not wish to receive this update in the future, or if you would prefer to receive a link to the published bulletin on the Ofcom website rather than the full text in an email, please contact us at media.literacy@ofcom.org.uk so that we can amend the distribution list