



Bulletin

June 2018

This is the second 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 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

Internet Matters

Internet Matters is dedicated to helping parents keep their children safe online.

We are delighted to have recently commissioned research on parental attitudes to vlogging and livestreaming. The report will be available on our website shortly, and the headline findings are: 30 % of children aged 11-13 are regularly livestreaming, and 27% of children aged 6-10 are sometimes livestreaming. Some parents, who often livestream themselves, are positive about the benefits of their children livestreaming, including the creativity they display in their broadcasts.

One of the most thought-provoking verbatims was about children not having time to do a text-based update; it's much quicker to simply livestream what you're doing, and this becomes your update.

We've created a guide for parents on things to think about when your children are livestreaming, which you can find [here](#).

We are looking forward to our September showcase where we'll be talking about our research insights, our forthcoming campaigns and much more. We'll be providing an opportunity to network with industry and charity leaders and other senior stakeholders and partners. If you are interesting in attending and would like more information please email Claire.levens@internetmatters.org.

Media Smart

Media Smart, the not-for-profit media and advertising literacy programme for 7–16 year olds, has recently surveyed teachers who use its free educational resources, with encouraging results:

- 90% feel that they help them to deliver the curriculum and wellbeing topics
- 84% feel they are better equipped to teach about advertising and the media
- 81% feel more confident that their students are better at interpreting advertising and the media
- 95% are likely to recommend the resources to others

The team is currently looking into creating new teaching materials on Data Protection & Privacy, Piracy and Gaming - please contact Rachel Barber-Mack, Director of Media Smart if you would like to hear more: mediasmart@adassoc.org.uk

Net Aware

The O2 and NSPCC Net Aware website has been updated, offering information about the risks young people encounter when using the most popular apps, sites and games. The research is conducted annually, with the largest ever sample size in 2018: 2,049 parents and 2,059 11-18 year olds.

Net Aware is available as an app for iOS and Android, and the website can be found at <https://www.net-aware.org.uk/>

OCC

The Office of the Children's Commissioner for England, Anne Longfield, has spent the past 18 months looking at children growing up in a digital world, with a focus on what they use, how long they use it and what they need to know to build the emotional resilience to navigate the online world.

This includes our Digital 5 a Day campaign, our simplified terms and conditions of the top five most-used social media apps, and our investigation into the use of social media by 8-12 year olds, using apps that are expressly for 13 and over: *Life in Likes*.

All of these can be found here: <https://www.childrenscommissioner.gov.uk/our-work/digital/>

Rajar

RAJAR has recently released Q1 2018 data from the Radio Listening Survey, and spring 2018 data from 'MIDAS', RAJAR's audio survey.

RAJAR will shortly announce the second wave of JAMJAR, which is a junior audio measurement survey based on the audio consumption of 9-14 year olds.

Which?

Work for Which? on consumers' attitudes towards the use of their data:

<https://www.which.co.uk/policy/digitisation/2659/control-alt-or-delete-the-future-of-consumer-data-main-report>

Doteveryone

Work for Doteveryone on digital understanding and attitudes:

<http://understanding.doteveryone.org.uk/>
<http://attitudes.doteveryone.org.uk/>

Events

Shout Out : April 2018

Shout Out UK teamed up with the US Embassy to host a series of three Media Literacy events across the UK. Held in Birmingham, Belfast and Newcastle, Shout Out UK welcomed over 300 year 10 students to an event which challenged common perceptions about the media and asked students to think critically about the information they consume.

More info via this link: <https://www.shoutoutuk.org/2018/05/14/media-literacy-roadtour-2018/>

Community Media Association

1) The [Radio Hub](#), in conjunction with the [Community Media Association](#), held a broadcast radio legal and compliance workshop hosted by Sheffield University on Saturday 2nd June. Radio consultant [Paul Chantler](#) shared his expertise on broadcast compliance. There was also an additional talk given by Cormac Lawler of [Radio Regen](#) about employability, social media, and community radio.

2) On Saturday 9th June [Phonic FM](#) in Exeter hosted a regional community radio networking conference to commemorate the station's [tenth anniversary](#). The event ran from 10.30am until 4pm and was opened by Exeter MP Ben Bradshaw, former Secretary of State for Culture, Media & Sport. The conference was attended by representatives of the [Community Media Association](#) and [Ofcom](#).

1st International Forum of the Fest of Fests Network, 25-28 June 2019, Athens, Greece

The Fest of Fests launching forum brings together 60 festival directors, film literacy educators and media experts to explore current trends in educating critical young audiences on media and film literacy. Fest of Fests is an innovative cultural network funded by the Region of Attica, Greece, and implemented by the Athens-based Michael Cacoyannis Foundation, EFFE Hub in Greece and host of the CIFEJ Regional Office for Europe.

Link:

<https://www.mcf.gr/index.php/en/actions/1345-fest-of-fests-a-youth-cinema-network-for-the-development-of-screenwise-viewers-2>

Projects and initiatives

AdaptTV

How television used to be made

This new website, with over 100 videos, explains in simple terms the production processes of analogue TV using both film and video. We challenged retired broadcasting professionals to use again the vintage equipment they used to work with every day. And we filmed the results. It's a new way of doing history, and a valuable resource for anyone who wants to understand how TV worked... and still does work. www.adaptvhistory.org.uk

BBC

The BBC has produced online resources and a programme of events and workshops to support young people identifying real news and filter out fake or false information.

The [free online resources](#) include the BBC iReporter [interactive game](#) which puts the player in the role of a BBC journalist working in the heart of the newsroom, as well as video masterclasses, lesson plans and classroom activities.

Developed and delivered by BBC School Report, face-to-face workshops and mentoring from BBC News journalists are also being offered to secondary educational establishments in the UK.

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

For more details: realnews@bbc.co.uk

Carnegie UK Trust

Data for Public Benefit Report

'[Data for Public Benefit](#)' published jointly by Involve, the Carnegie UK Trust and Understanding Patient Data presents new research which highlights there are big differences in how public services define public benefit and risk with regards to data sharing. We've developed a framework to help organisations better evaluate these benefits and risks. This framework will help professionals weigh up the purpose of sharing data against the potential for harm and help public service providers have conversations with the public about data sharing.

#NotWithoutMe Accelerator

The [#NotWithoutMe Accelerator](#) is an innovative development programme which offers a six-month programme of training, support and £3,000 development funding to enable the development of digital inclusion initiative for vulnerable young people aged 11-25. [Six organisations](#) from around the UK have now been selected to take part in the programme which commences in July.

Citizens Online

Citizens Online has Big Lottery funding available to support organisations with digital inclusion work in the UK. The funding is designed to be flexible to meet client needs, based on the Citizens Online 'Switch' approach to tackling digital exclusion.

The Switch approach is based on detailed evidence and partnership working to find solutions to help people to improve digital skills. If your organisation is in the process of developing or refreshing a digital inclusion strategy, interested in setting up a local digital inclusion network, launching a digital champions programme, or looking for support with digital transformation and digital leadership, Switch can help.

Contact details and further information can be found here:

<https://www.citizensonline.org.uk/switch/>

EPRA

A new Taskforce for European Regulators on Media Literacy

A new Taskforce for Media Literacy was established by the [EPRA](#)* media regulators' network at its spring meeting in Luxembourg on May 23rd. Around 20 EPRA members have already joined the Taskforce - all at different stages of developing their own approach to promoting media literacy in line with their own duties and obligations.

The overall aim of this informal group is to exchange information and provide informal support and guidance to members of the EPRA network on media literacy related matters. In the short term, the Taskforce will aim to produce a set of guidance documents on particular aspects of regulatory work in this area – be it setting up a network of stakeholders, information gathering, evaluation of projects or similar. The Taskforce will also aim to meet around the biannual EPRA conferences to further discuss areas of cooperation, and will use its contact list to circulate developments of interest.

At its first meeting, the Taskforce also took note of a new provision in the recently agreed revised Audiovisual Media Services Directive, which will require all EU Member States to promote and develop media literacy skills and to report on their efforts. This new obligation seemed to point to the need in the near future to, among other things, take stock of existing media literacy initiatives and projects – and the Taskforce noted that cooperation among regulators could play an important role in this task.

**The European Platform of Regulatory Authorities (EPRA) is the oldest and largest network of European broadcasting regulators, with a membership of 53 regulatory authorities from 47 countries. EPRA functions as a working level network for cooperation as well as holding two meetings a year, where members exchange best practice in regulatory practice and discuss at an expert level new developments in media regulatory policy.*

Global Kids Online

[Global Kids Online](#) partners commenced new research focusing on children's online experiences ([Albania](#)), online privacy ([Canada](#)), and teachers' use of digital technology in the classroom ([Montenegro](#)). New country findings from [Brazil](#) and [Uruguay](#) show an upward trend in the use of mobile devices and important age gaps in digital literacy. You can sign up follow our research [here](#).

Parent Zone

Digital Resilience Working Group

The Digital Resilience Working Group is currently creating a framework to help educators, professionals and policymakers better understand and support digital resilience in their work. The framework will give a clear idea of what digital resilience

looks like and key elements to consider when developing activities, resources or policy.

Digiworld, by Parent Zone and Telenor

Digiworld is an interactive curriculum designed to help children, aged between 5 and 16, to develop the knowledge and skills they need to navigate the online world in a safer and more enjoyable way. The curriculum features animations, quizzes, downloadable worksheets and an information portal for parents. Developed for Telenor, Digiworld is an international initiative to support young people in developing their digital resilience and to help improve equality of support. The curriculum will soon be available in 12 languages and countries including Bangladesh, Pakistan and Myanmar.

<https://parentzone.org.uk/article/follow-day-life-lil%E2%80%99-blue-who-faces-temptations-bullies-and-fake-news-online>

Free resources for schools

Parent Zone has created a new free schools resource hub on its homepage, offering a variety of free resources covering the age groups from KS1-4, including internet safety and PSHE self-esteem offers, plus a magazine for parents.

<https://parentzone.org.uk/free-school-resources>

Skins gambling: a report

On the 28 June, Parent Zone will publish its report into skins gambling. The findings, which involve an extensive survey of children aged 13-17 years-old, plus a variety of focus groups and a case study, will reveal just how many children in the UK are gambling skins online. See the full report on 28 June at www.parentzone.org.uk.

UK Government

The Government response to the Internet Safety Strategy consultation was published on 20 May. It's available here:

<https://www.gov.uk/government/consultations/internet-safety-strategy-green-paper>

The response announced the Government's intention to publish a joint DCMS-Home Office White Paper later this year to set out more definitive steps on online harms and safety. The response also set out details relating to our social media code of practice and transparency reporting.

International

AUSTRALIA

In September 2017, Tanya Notley from Western Sydney University and Michael Dezuanni from Queensland University of Technology surveyed a nationally representative sample of 1,000 young Australians, aged 8-16 years, to understand their news engagement practices and media literacy experiences.

News and Australian Children: how Young People Access, Perceive and are Affected by the News considers the overall results and compares this with results filtered specifically to account for gender and age. The report can be downloaded from Australian Policy Online: <http://apo.org.au/node/120076>

RUSSIA

Call for Papers

International Journal of Media and Information Literacy

<https://www.researchgate.net/publication/305429896> Call for Papers International Journal of Media and Information Literacy

Media Literacy Education and Film and Media Studies

New books (free access to full PDF texts):

Media and Information Literacy Education Dictionary:

<https://www.researchgate.net/publication/311675000> Media and Information Literacy Education Dictionary

Media Literacy Education:

<https://www.researchgate.net/publication/267623006> FEDOROV A MEDIA LITERACY EDUCATION MOSCOW ICO INFORMATION FOR ALL 2015 577 P?ev=prf_pub

On Media Education:

<https://www.researchgate.net/publication/260230477> On Media Education

Violence on the Russian & American Media Screen and Youth Audience:

<https://www.researchgate.net/publication/260230555> Violence on the Russian American Media Screen and Youth Audience

Western World in the Soviet and Russian Screen: From Epoch of Ideological Confrontation (1946-1991) to Modern Time (1992-2016):

<https://www.researchgate.net/publication/307587864> Western World in the Soviet and Russian Screen From Epoch of Ideological Confrontation 1946-1991 to Modern Time 1992-2016?ev=prf_pub

The White Movement Image in the Mirror of the Russian and Western Screen:

<https://www.researchgate.net/publication/305441604> THE WHITE MOVEMENT IMAGE IN THE MIRROR OF THE RUSSIAN AND WESTERN SCREEN?ev=prf_pub

Reflections: West about Russia / Russia about West. Film images of people and countries:
https://www.researchgate.net/publication/307905692_Reflections_West_about_Russia_Russia_about_West_Film_images_of_people_and_countries?ev=prf_pub

USA

University of California

University of California Hastings College of the Law just published in its Law Review (June 2018): "Media Literacy: A Foundational Skill for Democracy in the 21st Century," by Tessa Jolls and Michele Johnsen.

<http://www.medialit.org/sites/default/files/Media%20Literacy.pdf>

SUMMER INSTITUTE IN DIGITAL LITERACY

Media Education Lab
University of Rhode Island
Providence RI USA
July 15 - 20, 2018

The 6th annual program offers a hands-on, minds-on professional learning experience for educators at all levels, librarians, school leaders, researchers and youth media professionals. Co-directed by Renee Hobbs and Julie Coiro, the program examines the practice of digital and media literacy education for learners and teachers. Featured presenters include Maria Ranieri, University of Florence. Graduate credit is available. Learn more: www.digiURI.com

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