



April 2015

Media Literacy e-bulletin





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This is the second 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](#)

Tablets for Schools

Family Kids & Youth interviewed 7,443 pupils for Safer Internet Day. Research by Family Kids & Youth for the education charity, Tablets for Schools, revealed young people's (age 7-18) top ten tips for staying safe online. 5,410 pupils responded to the question: "*What advice would you give other people your age about staying safe online?*" to help create a downloadable A3 poster with the Top Ten Tips and the key findings from the research.

The poster and the research report can be downloaded here:

<http://tabletsforschools.org.uk/by-students-for-students-new-poster-and-esafety-research-on-how-to-stay-safe-online/>

Oxford Internet Institute

A new report on measuring digital skills: Van Deursen, A.J.A.M., Helsper, E.J. & Eynon, R.E. (2014) *Measuring Digital Skills*. From tangible outcomes to digital skills project report. Available at www.oii.ox.ac.uk/research/projects/?id=112

This report discusses the different ways in which digital skills and literacy have been measured, and proposes a new framework based on extensive testing in the field. This framework, and the measurement instrument proposed, overcomes the hurdles of previous research which often conflated use with skills, or designed skills measures that could only be answered by people who had undertaken a particular activity.

The categorisation and measurement into five types: operational, info-navigational, social, creative and mobile skills was robust across different countries and socio-cultural groups. The analysis on a representative sample of the population shows that there are digital inequalities in skills, but that different social groups struggle with different skills, and therefore different interventions and training programmes might be needed for different groups.

On May 6 we launch the second report in this project report series, which focuses on how to measure the tangible outcomes of internet use.

Tinder Foundation

Tinder Foundation is a not-for-profit social enterprise that makes good things happen through digital technology, and manages the [UK online centres](#) network to deliver digital skills training and support. Tinder's work in the last quarter has included a major new [research report](#) into mobile technology and personal internet access commissioned by Vodafone UK; Tinder also co-ordinated the national Be Online Week campaign, during which over 800 community organisations hosted digital inclusion events attended by over 44,000 people. Tinder have recently commissioned leading research organisation [Just Economics](#) to conduct an SROI analysis of their work, and a review of their overall programme evaluation from Professor Rebecca Eynon of Oxford Internet Institute.

WISE Kids

Findings from the WISE KIDS 'Generation 2000' research project (co-funded by the Children's Commissioner for Wales, Logicalis and S4C) and launched in Dec 2014 - on the Internet and digital media habits and digital literacy of over 2000 Year 9 pupils (13 and 14 year olds) from across Wales.

See <http://wisekids.org.uk/wk/generation-2000-research-findings/> and https://www.youtube.com/playlist?list=PL9YY1bdr-INOo19f_iP2kLr4qPi711NiL

Parenting for a digital future (<http://www.lse.ac.uk/media@lse/research/Preparing-for-a-Digital-Future.aspx>)

This new MacArthur Foundation-funded research project asks: How do parents seek to bring up their children in the digital age? What is parents' vision of their children's future and that of wider society? What risks and opportunities will characterise the digital future?

Linked to the research is a new blog that explores the task of parenting for a digital future – both here in the UK and internationally. Please visit www.parenting.digital and sign up for updates. Contributions welcome.

Children's Media Foundation – Multi-Authored Research Blog

<http://research.thechildrensmediafoundation.org>

The CMF has set up a multi-authored research blog (MARB) within the CMF website, providing researchers with an opportunity to share information on their work and ideas. The intention is that the audience should be much wider than just other researchers and academics working in this field. The CMF has excellent contacts with professionals working within the children's media sector and with policy makers that have a particular interest in children's media. The purpose of the MARB is to inform those media professionals and policy makers about current debates and the work being done by the research community, encouraging them to engage with that research.

The CMF has invited leading academics to contribute three posts a year. The posts can either be based on their current work or touch on an area that is in the news and they feel deserves comment. Topics covered include the work of the Media Literacies group within UKLA, a report on a session at the Media Education Summit in Prague, and a reflection on the darker side of children's fairy tales.

We have also encouraged researchers to participate who are still establishing themselves and welcome enquiries from anyone working in this field.

Vodafone | Tinder Foundation

On 17 March, Vodafone UK, in partnership with Tinder Foundation, published the results of a six-month study into the benefits of mobile data and devices for digitally-excluded people. The report: *Mobile: helping to close the digital divide?* was launched at the House of Lords and details the findings of this project. Tinder Foundation selected 17 of its online centres to take part in the project, targeting people from severely excluded and hard-to-reach demographics. Vodafone lent over sixty participants devices - tablets, smartphones, or WiFi hotspots - to improve their online skills and to test how mobile connectivity could improve the lives of people lacking basic digital skills, and who met at least one criterion of social exclusion.

The project led to a rapid increase in participants' online skills, and had a significant impact on their personal health and wellbeing, enabling many to better manage their physical and mental health.

A video of the launch can be found here: https://youtu.be/v_lforqFdj4

Carnegie Trust

In February 2015 the Carnegie UK Trust and Ipsos MORI published a new research study: *Digital Participation in Dumfries and Kirkcaldy*. The study is a direct follow-up to their 2013 report, *Across the Divide*, which examined digital exclusion in Glasgow. This new research examines the same issues in the Scottish towns of Dumfries and Kirkcaldy, looking in depth at the barriers to digital participation and how these can be best addressed.

The link is as follows, for the full report and an infographic:

<http://www.carnegieuktrust.org.uk/publications/2015/digital-participation-in-dumfries-and-kirkcaldy>

Events

Children's Media Conference

The Children's Media Conference (Sheffield, 1- 3 July) returns for its 12th year, and once again, research figures heavily on the agenda. As well as channelling academic and commercial research into various sessions covering strategic, creative, business or policy questions, the conference runs a strand of nine 30-minute presentations from institutional, academic or commercial research sources on a range of children's media topics - including Ofcom's *Media Literacy Tracker*. And each session is repeated on day 2 of the conference, to allow more industry professionals to catch them.

More in formation on CMC 2015 is available at <http://www.thechildrensmediaconference.com/events/cmc2015/>

NAMLE

The conference for the National Association for Media Literacy Education (NAMLE) will take place on June 26-27, 2015 in Philadelphia, PA USA, as part of the global Media and Information Literacy (MIL) week. The conference includes the global MIL conference and the meeting of the UNESCO UNAOC International University Network on Media and Information Literacy and Intercultural Dialogue. More information can be found at www.nameconference.org

Childnet

Childnet's Film Competition invites young people to get creative about e-safety

This national competition invites young people aged 7-18 to enter a challenge to create a short film about internet safety.

Childnet is encouraging schools and youth organisations across the UK to enter its film competition, which showcases the positive and inspiring use of the internet.

If you would like to register a group of young people, or find out more, please email film@childnet.com or visit www.childnet.com/film-competition for more information. The competition closes on Friday 12 June.

Projects and initiatives

BT

BT and Barclays join up to increase digital inclusion with free WiFi in libraries

BT and Barclays have teamed up to provide free WiFi and hands-on digital support at libraries and community centres in deprived areas across England. The innovative

community programme will see WiFi provided in up to 100 libraries, community centres and community sites across the country. The full list of sites will be announced soon, at <http://bit.ly/1G391KF>

BT and Unicef UK hold 100th workshop on internet safety

BT and Unicef UK have held their 100th workshop on internet safety for schools. The event at St John and St James Primary School in Hackney, London is part of their partnership: *The Right Click: Internet Safety Matters*, which aims to empower children and young people to become confident digital citizens and to safely enjoy the benefits of the internet. It also aims to better equip teachers and parents to help children achieve this balance.

<http://bit.ly/1G39uMM>

New BT videos help parents with online safety

As part of our commitment to helping our customers stay safe online, we have produced a series of short Vine videos that showcase practical tips for parents to stop their children seeing something they shouldn't online. <http://bit.ly/1K1XQWs>

Media Smart

Media Smart is a not-for profit media literacy programme that enables young people aged 7-16 to understand advertising, by providing free resources to schools, youth clubs and parents. Funded by the advertising industry since 2002, it was re-launched last year by the Advertising Association with huge support from brands, agencies and media owners.

Currently operating in 12,000 primary schools, it will soon be introduced to secondary schools and youth organisations for the first time, with new educational materials about social media, body image and with a nationwide competition. Please visit www.mediasmart.uk.com for more information.

European Association for Viewers' Interests

Video: A Journey to Media Literacy

This is a four-minute HD animation designed to provoke reflection about the everyday use we make of media devices such as tablets and smartphones. It has an upbeat and positive message with tips on how to live wisely with the media. And it focuses on one of the key skills needed to be media literate – the cultivation of awareness.

https://www.youtube.com/watch?feature=player_profilepage&v=9nUdvBL7_iU

RAJAR

RAJAR is set to release its Q1 2015 data on 20 May 2015.

The MIDASplus Autumn 2014 information is available on the homepage of www.rajar.co.uk. RAJAR has recently introduced a new 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's "information on the go."

EU Kids Online (www.eukidsonline.net)

This 33-country research network has recently released:

- **An interactive guide to key stakeholders** in the UK, EU and internationally, who are working to ensure child safety online.
<http://blogs.lse.ac.uk/mediapolicyproject/2015/03/31/childrens-safety-on-the-internet-a-guide-to-stakeholders/>
- **Mobile opportunities:** exploring positive mobile media opportunities for European children: The report asks how to create a better internet for children. It identifies the emerging roles children play with their peers online – as advisors, as problem solvers, as explorers and as sharers.
<http://www.lse.ac.uk/media@lse/documents/Mobile-Opportunities.pdf>

BFI

Four of the UK's leading cultural and education organisations, Into Film, the BFI, BBC Learning and the British Council, have come together to create and support an innovative education resource: *Make Film - Greatest Generation*.

Taking its lead from the forthcoming BBC Two series, *Britain's Greatest Generation*, the project invites schools to explore and commemorate life in the UK from 1930 to 1960, through a documentary film-making project.

Using free curriculum-linked resources, teachers can help their pupils to delve into the history of their local area. [Make Film – Greatest Generation](#) will see them recording the stories and memories of the wartime generation by interviewing older members of their community. They will then produce short documentaries by pairing those interviews with curated archive film clips which will soon be available to download and reuse on the [project website](#).

Participating schools will also have the chance to have their film featured in a BBC Learning compilation film to be broadcast on the BBC Two Learning Zone. Three films will be selected for the BFI National Archive as a lasting legacy.

BBFC

To support Safer Internet Day on 10 February, the BBFC published a new short video and online resource for young people. A BBFC video guide for parents is also available at www.cbbfc.co.uk/grown-ups

As the provider of the mobile classification framework, on 24 February the BBFC published new research confirming public demand for putting certain types of glamour imagery behind adult filters on mobile devices.

<http://www.bbfc.co.uk/about-bbfc/media-centre/bbfc-publish-new-research-public-attitudes-glamour-content-mobile-devices>

In March the BBFC and BPI announced that age ratings are now being displayed on UK music videos uploaded by Sony Music UK, Universal Music UK and Warner Music UK to digital service providers Vevo and YouTube, as part of a pilot initiative.

<http://www.bbfc.co.uk/about-bbfc/media-centre/online-music-video-age-rating-pilot-moves-next-phase>

Business in the Community

Business in the Community's campaign, *Digital Assist*, is supported by the Department of Finance and Personnel. It aims to help people get online and get connected. Currently 11 million people across the UK don't have access to the internet, and in Northern Ireland 56% of people who have a disability are offline.

<http://www.bitcni.org.uk/event/digital-assist-volunteering-opportunities-available/>

Online Reputation Matters

The blog site <http://waynedenner.com/blog-posts/> offers simple, jargon-free overviews of the risks and benefits of the latest smartphone apps/social media platforms, as they are released, along with posts on Twitter and Facebook on news in other areas of e-safety, reputation protection, misuse and promoting positive use.

The blog aims to keep parents, educators, health practitioners, law enforcement and organisations who work with children and young people up to date with the latest smartphone apps they are using, how they are using them and the associated risks and benefits of using them.

Website: <http://waynedenner.com/>

Podcasts: <https://itunes.apple.com/gb/podcast/zero-lives-left-business-career/id956183177?mt=2>

Digital International Media Literacy eBook Project (DIMLE)

The DIMLE portal is officially launched and running. It is designed to provide a shared qualitative approach to the study of media literacy, and to promote international media literacy scholarship. A team of co-authors from over 30 countries are working towards the promotion of media literacy through the national editions of the e-book: *Media Literacy: Keys to Interpreting Media Messages*, by Art Silverblatt.

www.dimle.org

Citizens Online

Digital Inclusion charity Citizens Online recently published a report on the state of digital accessibility. Looking at policy and standards, as well as demographic and technological trends, the report finds that while progress in digital accessibility is being made, the majority of websites nonetheless fail to meet minimum requirements. Further, while standards, guidelines, technologies and policies are well-established and available for use in North America and the EU, barriers remain in terms of education and encouragement of developers and users, and enforcement of law and policy – which are currently very low. The report is available, with a press release, at: <http://www.citizenonline.org.uk/2015/04/call-for-education-encouragement-and-enforcement-from-digital-inclusion-charity/>

Citizens Online has been included in the Digital Leaders [Digital Leaders 100 nominations](#) - voting is now open to determine the final order of the list, as well as category and overall winners – [click here to cast your vote now](#).

Awards

International

Australia

The Australian Communications and Media Authority has recently published *Australians' digital lives*. This research report takes a look at how Australians are engaging with digital technologies and their changing communications practices. The publication reveals that Australians are strongly embracing the digital life, with nearly all adult Australians now going online and taking advantage of multiple devices. Australians are getting digital in a range of ways - from social and work interactions to business transactions and shopping.

Key findings include:

- 92 per cent of adult Australians used the internet in the six months to May 2014.
- Younger people (those aged 18–44) are the most active digital citizens with 100% in this age group going online, but older people (those aged 65 and over) are catching up.
- Despite the generally strong level of digital engagement, 1.1 million Australians remain offline.

The report and accompanying video are available on the [ACMA website](#).

Russia

The Russian electronic *Media Education Journal* (4 issues per year, since 2005, <http://doaj.org/toc/20bc3f51672f42da8b619f701671235a> <http://www.mediagram.ru/mediaed/journal/>): is calling for English-language articles. Articles for this journal are accepted via email only, to: mediashkola@rambler.ru

Portugal

Lisbon: 3rd Congress on Literacy, Media and Citizenship

David Buckingham was the keynote speaker at the Congress on Literacy, Media and Citizenship, a Portuguese biennial event held in Lisbon on 17-18 April. This congress was organized by GILM, the Informal Group on Media Literacy, which involves public institutions, the media, academia and government departments. It brings together teachers, librarians, educational public servants, media professionals and researchers.

More (in Portuguese) at: <http://literaciamediatica.pt/congresso/>

Seven days with the media

The international day of press freedom (3 May) is the leitmotiv for a national operation named "Seven days with the media", targeted at the whole country. Every group, institution, association and individual are invited to put the question: "What is the place of media, old

and new, in our society, in our lives?" and to use their best initiative to answer that question. This is the third time this has been implemented, with, above all, the participation of schools, media and universities.

More (in Portuguese): <http://www.literaciamediatca.pt/7diascomosmedia>

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