



September 2015

Media Literacy e-bulletin





September 2015

This is the third 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](#)

Tinder Foundation - Routes to Inclusion

Routes To Inclusion is a new longitudinal study that will track 40 digitally excluded learners across the UK online centres network over the next 18 months. Inspired by Ofcom's [Media Lives](#) research, the study aims to identify key barriers to digital engagement, trigger points and motivations, and identify connections between the processes of digital and social inclusion. A report on baseline findings will be available in December 2015.

University of Edinburgh

We recently presented some of our initial findings and ongoing work from the University of Edinburgh Managing your Digital Footprint project (see full citation below), which is investigating student use and critical engagement with social media and online tracks and traces in parallel to a campaign providing support and advice in these areas.

Osborne, N and Connelly, L., 2015, Managing Your Digital Footprint: Possible Implications for Teaching and Learning, ed. A. Mesquita and P. Peres. In Proceedings of the 2nd

European Conference on Social Media ECSM 2015, 9-10th July, School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal. Academic Conferences and Publishing International Ltd., Reading, UK. Abstract, full paper and presentation available from: [http://www.research.ed.ac.uk/portal/en/publications/managing-your-digital-footprint\(9c4a5cc7-c74f-4e26-b282-0ace71e55562\).html](http://www.research.ed.ac.uk/portal/en/publications/managing-your-digital-footprint(9c4a5cc7-c74f-4e26-b282-0ace71e55562).html)

More information on the research project can be found here:

[http://www.research.ed.ac.uk/portal/en/projects/managing-your-digital-footprint-research-strand\(239b8e5b-c052-4681-9568-77aa02fa44fa\).html](http://www.research.ed.ac.uk/portal/en/projects/managing-your-digital-footprint-research-strand(239b8e5b-c052-4681-9568-77aa02fa44fa).html)

More information and resources from the campaign can be found here:

<http://www.ed.ac.uk/iad/digitalfootprint>

DiSTO project

The Media and Communications Department at the LSE, the Oxford Internet Institute and the University of Twente have published new results from the data collected through their joint research project into the paths from Digital Skills to Tangible Outcomes. The latest report, focusing on Tangible Outcomes, has been published on the new website and shows that a lack of creative skills in particular hinders individuals from certain socio-demographic groups in achieving real-life beneficial outcomes from their internet use.

<http://www.lse.ac.uk/media@lse/research/From-digital-skills-to-tangible-outcomes.aspx>

The project has expanded and is now collecting data on Digital Skill and the Tangible Outcomes of Internet Use in Latin America, six European countries and Australia

Dubit

How do children 0-5 use increasingly ubiquitous mobile apps? What are they capable of doing alone or with aid, and how does tablet use promote play and creativity?

At <http://techandplay.org/>, download an extensive report from the Universities of Sheffield and Edinburgh, development studio and consultancy company Dubit, the BBC children's television channel CBeebies, children's television production company Foundling Bird, and Montenevy Primary School, Sheffield. The report is equally useful for parents, educators and content creators.

Strategy and research consultancy Dubit has launched a quarterly tracking survey of families' practices, attitudes and preferences around media and play. Every three months, Dubit Trending gathers data from 1000 families each in the US and UK, plus one or two "focus" countries (in Q3 2015, Malaysia and Australia). For more information, write to adam.woodgate@dubitlimited.com.

For qualitative insights into kids' and families' lives, play and learning, Sherbert Research offers "Scoop," an ongoing series of short, research-based digests on topics like Digital Advertising, Second Screen Use, and Storytelling.

Contact Nicki Karet, nicki@sherbertresearch.com for details.

UK Council of Child Internet Safety

The Evidence Group of the UK Council of Child Internet Safety has summarised the latest research from Net Children Go Mobile and EU Kids Online in its latest “research highlights” at <http://www.saferinternet.org.uk/research>. It has also produced guidelines for good quality research conduct and reporting at:

http://www.saferinternet.org.uk/downloads/Research_Highlights/What_is_good_quality_research_-_guide_from_the_UKCCIS_Evidence_Group.pdf

1-3-9 Longitudinal Media Lab

1-3-9 Longitudinal Media Lab delivers consumer insights on the impact of technology. The lab addresses the questions of consortium members and reports new, emerging behaviours.

The aim of the research has been to complement other methodologies delivering an especially deep detailed analysis of filmed natural behaviour in and around the home on all screens over the years. The research is with the complete consent of participants.

Participants names are anonymised and an approved ethics process is in place. The latest phase of research looked at the impact of: 2-3 tablets in addition to the mobiles and laptops, on tv. All phases of the work are available. Contact Sarah Pearson to share ideas: - 07812 211823 or 01273 704780 – www.acbuk.net.

Events

Children’s Media Foundation

The Children’s Media Foundation, The Voice of the Listener and Viewer and Westminster University organised a key policy discussion around children’s media futures on Sept 3rd. The event was called “Staring into the Abyss” and it featured debate about protection of children’s content budgets at the BBC, and the potential for the development of a contestable or alternative fund to finance children; content outside the BBC, in the light of references in the DCMS Green Paper on the Future of the BBC. Event report here: <http://www.thechildrensmediafoundation.org/archives/3928/staring-into-the-abyss-where-will-childrens-tv-be-in-10-years-time>

This followed an event sponsored and produced by the Children’s Media Foundation at the Children’s Media Conference in Sheffield on July 2nd, which could be said to have been the “opening salvo” in the debate. The event title was “Game Change” and an event report and full video is available here:

<http://www.thechildrensmediaconference.com/blog/2015/07/02/opening-session-game-change-report/>

Tinder Foundation - Get Online Week 2015

Get Online Week, the UK's biggest digital inclusion event, returns on 12 - 19 October this year. Led by Tinder Foundation's network of 5,000 community partners, thousands of events will take place across the country to encourage people who lack digital skills, or have never been online before. [Find out how you can get involved here.](#)

Tinder Foundation: Digital Evolution: Building a Digital Nation

Tickets are on sale for Tinder Foundation's annual conference, taking place on Wednesday 25 November at the BT Centre, London. Bringing together local community partners, national organisations and thought leaders to discuss all things digital, this year's conference is shaping up to be the best one yet with Maggie Philbin, NHS England's Beverley Bryant and Lord Jim Knight of Weymouth already confirmed to take part. [Find out more and purchase tickets here.](#)

The Parent Zone

The Parent Zone's second international conference takes place on Thursday 15th October in London. Digital Families is the only conference designed to familiarise professionals - teachers, social workers, police etc - with the latest research and innovation on families and the internet. This year's speakers include Jamie Bartlett, author of The Dark Net and Baroness Shields, Minister for Internet Safety. [Book here](#) to join us for this key event. For more information or to find out how your organisation can get involved in the day, please email yasmin@theparentzone.co.uk.

At the start of the new school year, Nicky Morgan endorsed [Parent Info](#), a new service from The Parent Zone and CEOP, saying that she hoped that schools and parents would use it. Parent Info offers the most up to date and expert information on a wide range of issues that are either amplified or given new forms of expression by the internet (from bullying to eating disorders to violent extremism) which affect children and young people. The information is aimed at parents and is free to schools to host on their own websites.

WithScotland

WithScotland is hosting a two-day conference on 17th and 18th of November at Stirling Court Hotel, University of Stirling.

'Protecting People in an Integrated World' will explore the challenges and impact of integration on services, children and adults at risk of harm, and on the professionals who are supporting them.

Our conference has been organised in response to delegate feedback from our 2014 event and from the growing interest across our networks in the issues of governance, accountability and the effects of integration on practice at a local level.

The 17th November will focus on 'Protecting Children in an Integrated World' and the 18th on 'Protecting Adults in an Integrated World'. There will be opportunities to discuss issues of relevance to the protection of children and adult support and protection during our workshops.

This free conference will bring together colleagues from a range of disciplines and will be of particular interest to those working in social work, police, education, health care and the voluntary sector.

[Further information](#)

ISPA

The 20th Anniversary ISPA Conference: The Future Communications Landscape
BT Tower, London, 09:00-17:30, Weds 18 November

The all-day event provides a valuable insight into the future of the Internet industry and a chance to network with senior industry colleagues.

Panels and keynotes are listed below and a full agenda is [here](#).

- Future trends for business communications Sponsored by [Venus](#)
- The future of communications data Sponsored by [Yaana Technologies](#)
- A future environment to increase investment in communications networks
- Future technologies: Future ISP technology
- Future technologies: What will the new technology enable? Sponsored by [Arista Networks](#)
- Keynotes from Joe Garner, CEO of Openreach, a leading Minister (TBC) and [Corero](#) on cyber-security

Early-bird tickets are available [here](#) and are £65 for ISPA members and £165 for non-members.

Ofcom children's research event

In October we will be publishing Ofcom's annual *Children and Parents: Media Use and Attitudes* report. Previous reports can be found on our website at www.ofcom.org.uk/medialiteracyresearch. To mark the publication we will be holding a research event on Thursday 26 November 2015, from 3-5.30pm at Riverside House, London. There will be networking drinks from 5.30pm. The event will be introduced by Sharon White, Chief Executive, Ofcom.

In addition to presentations of key findings from the report, there will be an opportunity to hear from industry, academic and public sector stakeholders about relevant research in this area.

Please get in touch with alison.mountain@ofcom.org.uk if you would like to attend – please note, places are limited.

If you would like to be considered for one of the presentation slots please email emily.keaney@ofcom.org.uk with details. Please note, there are a limited number of presentation slots so it may not be possible to include all proposals.

EU Expert Group on Media Literacy

The European Commission intends to organise the next meeting the EU Expert Group on Media Literacy on 1st December in Brussels. A draft agenda is already available. The group is chaired by the European Commission. The following categories of participants are invited: Experts nominated by Member States, Candidate countries and the EEA/EFTA Secretariat;

Representatives of European associations and Foundations active in the field of media literacy; Representatives from international organisations (Council of Europe, UNESCO). Researchers and Universities can also be accepted as observers.

The mandate of the group is available on

<http://ec.europa.eu/transparency/regexpert/index.cfm?do=groupDetail.groupDetail&groupID=2541>

Safer Internet Day

Safer Internet Day 2016 will be celebrated globally on Tuesday 9 February with the theme 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.

Over the coming months the UK Safer Internet Centre will provide lots of helpful resources at <http://www.saferinternet.org.uk/safer-internet-day/2016> to help organisations get involved; from banners and logos, to education resources and video content.

Safer Internet Day is celebrated not only in the UK, but right across the world. To find out more about the global celebrations of Safer Internet Day, please visit www.saferinternet.org.

BBC News School Report

On 10 March 2016, thousands of 11-16 year olds across the UK will be making the news as part of BBC News School Report's tenth annual News Day. BBC News School Reporters will be producing reports that matter to them and their content will feature across the BBC on the day. To find out more, including how schools can sign up to get involved, go to the School Report [website](#)

[Projects and initiatives](#)

Northern Ireland Screen's Digital Film Archive

The archive is now available to view online at <http://digitalfilmarchive.net/index>. It has over 80 hours of digitised film on life in Northern Ireland between 1897 and 2014, includes newsreels, documentaries, feature films and amateur footage. Northern Ireland Screen's Digital Film Archive team are currently working closely with the British Film Institute's Unlocking Film Heritage project. By January 2016, 27 hours of new archive footage from Northern Ireland will be available to view on both the British Film Institute's [BFI Player](#) and Northern Ireland Screen's Digital Film Archive website.

Northern Ireland Screen is also working closely with UK charity Into Film developing a range of downloadable resources for Northern Ireland schools. These resources encourage teachers to use archive film in the classroom and will be available to download from the Into Film website (<http://www.intofilm.org/>) from October. A special "For Teachers" collection, supporting the resources, will also be available to view on the Digital Film Archive website from October.

RAJAR

RAJAR is set to release its Q3 2015 data on Thursday October 29th 2015. MIDASplus Spring 2015 information is available on the homepage of www.rajar.co.uk. Additionally, 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 information on the go.

Tinder Foundation

[Tinder Foundation](#) is a not-for-profit social enterprise that supports people to improve their basic digital skills through a network of hyper-local partners, known as the [UK online centres network](#). Tinder Foundation's work in the last quarter has included:

Digital Inclusion Reduces Health Inequalities

A new report - Improving Digital Health Skills in Communities - outlines the findings from years 1 and 2 of the Widening Digital Participation programme, run in partnership with NHS England. The programme aims to make sure people can access the support and information they need online to improve their health, make informed choices, and access online health services. Since 2013, over 235,000 people have been reached and 140,892 people have learned to use online health resources. [Find out more here.](#)

Reboot UK Launches

Tinder Foundation has been awarded £330,000 by the Big Lottery Fund for an innovative project that will pilot new models of supporting people in poverty to improve health and wellbeing outcomes through the use of digital technologies. The project aims to tackle barriers and create revolutionary approaches to supporting some of the hardest-to-reach groups. Tinder Foundation is working with a number of partners including Mind, Homeless Link and Family Fund. [Find out more here.](#)

Media Smart

Media Smart is a not-for profit, youth media literacy programme, supported and funded by the advertising industry. Its aim is to enable young people aged 7-16 years to recognise advertising and understand its purpose. This year, it was launched in primary schools and introduced to secondary schools with teaching materials on digital advertising and a nationwide 'Future Media' competition.

Media Smart's resources on social media and its relationship with advertising can be downloaded for FREE from www.mediasmart.uk.com

Business in the Community (Northern Ireland)

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/>

EU Kids Online

In collaboration with UNICEF Office of Research, EU Kids Online and LSE have now launched a new project, Global Kids Online: Children's Rights in the Digital Age – www.globalkidsonline.net – to build a research toolkit for researchers around the world to examine the risks and opportunities for children as they gain internet access.

How do parents of young children manage digital devices at home? And what is the role of income, education and parental style? These questions are answered through qualitative research in families across Europe, by EU Kids Online and the EC's JRC. See <http://eprints.lse.ac.uk/63378/>

Research on parenting for a digital future continues to be discussed at www.parenting.digital with recent posts covering quite a global scope – grandparenting by mobile in the Democratic Republic of Congo, networking in rural Mexico, learning from Minecraft in

Jamaica and Australia, girls' gender segregation on Facebook in Pakistan. Please subscribe for more.

New AMES website

AMES (Association for Media Education in Scotland) has a new website address ames.scot. The site has been redesigned to be mobile- and tablet-friendly. Visit ames.scot for Scottish media literacy news, resources, links and subscriptions to the [Media Education Journal](#).

Bournemouth University

Short films on digital media, young people and public space:

As part of an effort to communicate media literacy research to broader audiences, Dr Roman Gerodimos (Bournemouth University) has just launched two short films available online. Featuring fieldwork materials, including still photos from 40 cities, interviews with urban experts, quotes from digital literacy studies and highlights from the literature, these two essays aim to engage the public in a conversation about how we experience public space and how we connect with each other - both online and offline.

The first part - *At the Edge of the Present* (<https://vimeo.com/gerodimos/edge>) - looks at urban coexistence, diversity and memory, while the second part - *A Certain Type of Freedom* (<https://vimeo.com/gerodimos/freedom>) - looks specifically at the relationship between young people, digital media and public space, including key findings from *Unplugged: 24 Hours Without Media* - a global media experiment and curriculum innovation that commenced in 2010.

BT

BT and Barclays Community WiFi Programme - Minister supports our drive to get more people online

Ed Vaizey, minister for culture, communications and creative industries, joined the launch of our free WiFi initiative at Nunhead Library in Southwark, London.

BT has teamed up with Barclays to provide more than 100 libraries and community centres with free WiFi plus digital support for local people. <http://bit.ly/1KaJtk>

Helping people become safe, competent, confident internet users

Our Sustainable Business Programme Manager, John Perkins, is featured on the Guardian Sustainable Business Tech Hub, writing about the five things that need to be in place to help people to become safe, competent, confident internet users. <http://bit.ly/1KISofs>

One Digital: A new collaborative approach to delivering digital skills across the UK

A new initiative to create hundreds of Digital Champions who will help more than 9,500 people develop basic digital skills has been launched following £2m investment of funding from the Big Lottery Fund. The test-and-learn initiative aims to recruit more than 1,400 Digital Champions within disability, youth and support organisations who will engage with people who are not online and provide them with personal long-term support.

Digital Unite, a leading provider of digital skills learning, will lead a consortium comprising Age UK, Citizens Online and the Scottish Council for Voluntary Organisations (SCVO) and partners AbilityNet and Affinity Sutton. These organisations will work closely together to provide bespoke training, share and improve practices and develop consistent ways of evaluating success.

The One Digital consortium will benefit people with disabilities and accessibility needs, young adults seeking work, over 65s, and charities and the people they support, so they are able to access essential online services, search and apply for jobs and stay in touch with friends and family.

https://www.biglotteryfund.org.uk/global-content/press-releases/uk-wide/090915_uk_digital-skills

BBFC

On 18 August a pilot BBFC partnership to age-rate online music videos uploaded by major UK record labels to Vevo and YouTube became permanent. Independent UK record labels will also begin to submit online music videos for BBFC classification. The voluntary partnership aims to provide age ratings and BBFCinsight for online music videos containing content the BBFC would classify 12, 15 or 18.

BBFC research to be published this autumn shows that up to 60% of children aged 10 to 17 are watching music videos that they do not think their parents would approve of.

The BBFC is implementing iRights on its website for children, CBBFC. Read about this in an article by BBFC Head of Education, Lucy Brett: <http://www.bbfc.co.uk/education-resources/education-news/implementing-irights>

[Awards](#)

BT - 2015 Tech4Good awards winners announced

The winners of the Tech4Good Awards, the annual showcase for the amazing people who use digital technology to make the world a better place have been announced - including the BT Ingenious Award winners what3words. Find out more and a full list of winners at:

<http://www.tech4goodawards.com/>

[International](#)

Australia

Infoxchange (Australia), which runs the Godigi digital literacy programme, has recently announced that 2016 will be its Year of Digital Inclusion. See <https://www.godigi.org.au/>, <https://www.godigi.org.au/nydi>.

Canada

The Association for Media Literacy, Ontario, Canada.

The [AML](#) continues its principal mandate of providing curriculum support for media education in classrooms. We are currently developing media literacy resources to support Ontario's new Health and Phys Ed curriculum, with emphasis on the Sexual Health Education area. Please see our [website](#) for other news, blogs, and media literacy resources.

Russia

Russian website "Media Literacy Education" (English language)
http://mediaeducation.ucoz.ru/load/media_education_literacy_in_russia/8

USA

The Center for Media Literacy

The Center for Media Literacy, a Los Angeles-based leader in media literacy education, is pleased to announce the launch of its free Global Onramp collection of resources for educators who want to implement a consistent philosophy, framework and research-based methodology for teaching media literacy anytime, anywhere. Check out these free materials

at: <http://store.media-values.com/freeonrampproducts.aspx> Some translations are available in Spanish, Arabic, Turkish, Korean and Portuguese.

UN

United Nations Alliance of Civilizations (UNAOC)

Youth-produced media is an integral part of Media Literacy. The UNAOC and IOM have developed educational discussion guides for 'PLURAL+' - youth-produced videos focusing on migration, diversity and social inclusion. Each discussion guide contains a video synopsis, a link to the video on YouTube, key terms and cultural references, media literacy questions, and related reference materials. The guides may be used in both formal and informal learning settings to facilitate worldwide audiences to find meaningful connections to the topics.

They are available in English, French, Arabic and Spanish, and can be downloaded at pluralplus.unaoc.org

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