

Ofcom's Making Sense of Media Advisory Panel

Minutes of meeting, 24 October 2022, 14:00 – 16:00

Attendees

- **Panel:** Yih-Choung Teh (Chair) (Ofcom), Iain Bundred (YouTube); Carolyn Bunting (Internet Matters); Laura Ellis (BBC); Sophie England (Meta); Kate Gillingham (The LEGO Group); Richard Graham (stem4; South London and Maudsley Mental Health Trust); Tim Judge (National Literacy Trust); Sonia Livingstone (London School of Economics and Political Science); Cliff Manning (Parent Zone); Caroline Millin-Brawn (TikTok); Georgina Powell (Sentient Digital Consulting); Glen Tarman (Full Fact); Jo Twist (UK Interactive Entertainment)
- **Panel observers:** Declan Shaw (Department of Digital, Culture, Media, and Sport)
- **Other Ofcom attendees:** Ian Macrae; Claire Levens; Alison Preston; Fay Lant; Kate Morris; Natalie Mawhinney; David Swanson
- **Apologies:** Nicky Chowdhry (Panel Observer, Department of Education)

Item 1: Chair's welcome and initial introductions

- Welcome from the chair. Terms of Reference were officially agreed.

Item 2: Ofcom's remit, approach and progress

- Ofcom's duties to promote and research media literacy under the 2003 Communications Act were defined and the MSOM team detailed their work as described in the [Approach to Online Media Literacy document](#), published in December 2021.

Item 3: Panel perspectives

- Panel members were asked to consider what excited and frustrated them about Ofcom's online media literacy work. Comments from Panel members included:
 - Questions about whether we could extract more value from our research by conducting more trend analysis.
 - Concerns about the cost of evaluations for media literacy programmes.
 - The potential crossover between the Media Literacy Taskforce Fund (a DCMS programme) and Ofcom's Initiate work.
 - Panel members suggested that an important role in convening organisations delivering media literacy initiatives is to reduce duplication and repetition.
 - The position of media literacy within the Online Safety Bill.
- Panel members were asked to consider what Ofcom should consider including in the MSOM 2023/24 workplan. Comments from Panel members included:
 - A focus more upon success metrics and outcomes – particularly in developing a theory of change.
 - A future-facing focus about online environments that may dominate the future.
 - The role of content creation in media literacy.
 - Consideration of critical thinking and trusted sources.
- The chair advised that Ofcom has choices to make about how its media literacy remit is delivered, which are driven by budget considerations and a desire not to replicate what is already working well in the sector.

Item 4: Panel updates

- Carolyn Bunting provided updates about a research study on the Metaverse, and fieldwork for the second year of the [*Digital Wellbeing Index*](#).
- Laura Ellis provided updates on the BBC's [*Project Origin*](#).
- Sophie England gave information about the recent publication of paper [*The Potential Global Economic Impact of the Metaverse*](#), and the upcoming [*Online Safety Day*](#) event in collaboration with SWGfL.
- Kate Gillingham provided updates on [*The Lego Group's Build and Talk Programme*](#) – a free programme for parents and families to talk to young children about online safety.
- Sonia Livingstone provided updates about her current work with the [*Digital Futures Commission*](#) and the European Commission's [*ySKILLS Initiative*](#).
- Cliff Manning gave information about [*Parent Zone Local*](#) and [*Parent Zone Send*](#).

Item 5: AOB

- The Panel will next meet on 24 January 2023, from 14:00 to 16.00.