



Bulletin

November 2017

This is the fourth Ofcom media literacy update for 2017. 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).

Ofcom's media literacy team has changed recently. Our current team members are:

- Emily Keaney is Head of Media Literacy Research, having recently taken on responsibility for the adults' research programme in addition to her previous role as Head of Children's Research.
- Maria Donde manages international engagement in the area of Media Literacy, ensuring wide awareness of our work and helping to develop Ofcom's policies in the light of international thinking on Media Literacy.
- Jessica Rees leads on both the Adults' Media Literacy tracking survey and the Children's Media Lives qualitative research.
- Emma Wenn, Senior Research Manager, currently leads the Adults' Media Lives project, and has also had experience working across the Children's Media Lives and Adults Media Literacy tracking survey, as well as related projects including Ofcom's news research.
- Evie Owen is working in the team on secondment from the Ofcom's Content and Standards team. She is the Project Manager for the Children's Media Literacy quantitative research.
- Ayesha Dasgupta has recently joined the team as part of the Ofcom graduate scheme. She works on the Adults' Media Literacy tracking survey and the Safer Internet Day workstream.

- Kieran Persaud has recently joined the team as part of the Ofcom graduate scheme. He is involved with the Childrens Media Literacy event.
- Nazifa Begum is responsible for managing the media literacy research budget.
- Alison Preston will continue to be involved in Ofcom's media literacy research strategy, but is now heading up BBC performance research within Ofcom.

Research

Communications Consumer Panel

Access to broadcast and on-demand content: Time to catch up!

Our [latest research](#) looks at the availability, awareness and use of access services - defined as subtitling, sign language and audio description - for television services in the UK. Although more people are watching TV via 'catch up' or on-demand programming, there are proportionally fewer accessible programmes for those with a sensory impairment than are available on traditional 'linear' or time-specific TV: 68% of on-demand programming did not offer any accessibility provision.

Our research overall highlights an appetite for greater provision of access services across the media landscape, but our qualitative interviews also strongly suggest there is a need for more awareness of what there is available, greater knowledge on how to use it, and improvements to the quality of output.

Global Kids Online

[Global Kids Online](#) has been gathering new evidence on children's online opportunities and risks via representative surveys in the [Philippines](#), [Uruguay](#), and [Ghana](#). This adds to the [existing database](#) from seven other [countries](#). Members of the network are also working on [maximising the research impact](#) with countries focusing on digital literacy ([Bulgaria](#)), influencing law and policy ([South Africa](#)), and wide stakeholder engagement ([the Philippines](#) and [Ghana](#)). You can sign up to follow our research [here](#).

Parenting for a Digital Future

To inform policy and debate, we feature posts investigating the balance between [risks and opportunities](#). Many children [encounter inappropriate content online](#), ranging from pornography to bullying and harassment, and giving parents and children information on how to flag, block and report inappropriate content can help reduce these risks. With quick-developing technologies like [augmented reality apps](#) and [personalised reading](#) for children, it is increasingly difficult to regulate quality and safety. We featured [video interviews that explored the screen lives](#) of 9-17 year-olds, including their [testimonial experiences](#) about encountering porn online. Subsequently, we published [five tips for parents](#) to successfully communicate with their children about porn.

Ofcom

Yesterday, 29 November, Ofcom published its annual [Children and Parents: Media Use and Attitudes Report](#). The report sets out the latest findings on the ways in which children use, understand and create media, and how this has changed over time. This year, it also includes findings from an additional online study conducted with 12-15 year-olds, which explored children's awareness, use and perceptions of content providers, and their interest in and ability to make critical judgements about news.

For the first time, we have included a special Key Findings section in the report. It includes some thought-provoking data about content consumption and attitudes, critical understanding, online safety and parental mediation.

To give you just a flavour, here are a few of our findings about 12-15 year olds awareness of and attitudes to 'fake news':

- nearly three-quarters (73%) of 12-15s who go online are aware of the concept of 'fake news', and four in ten (39%) say they have seen a fake news story online or on social media;
- among those 12-15 year olds who are aware of fake news, 63% say they would do something about it; but,
- some children still need help telling fact from fiction, almost half (46%) of 12-15s who use social media for news say they find it difficult to tell whether a social media news story is true and 8% say they wouldn't make any checks.

Alongside this report, we published the fourth wave of our [Children's Media Lives Report](#). This qualitative study tracks the evolution of children's relationship with digital media, from use to understanding and concerns. Using a small sample of 18 12-15 year olds, this study gives a human face to our children's media literacy data and findings.

We will be holding our annual **Children's Media Literacy** event to share the findings from both reports, and other current research in the area, more widely. This event will take place on **Tuesday 23rd January 2018**, from 10am to 1pm, at Ofcom's Riverside House office in London. If you would like to attend and/or would like to be considered for one of the presentation slots please email Kieran Persaud, at kieran.persaud@ofcom.org.uk. Please note that there are a limited number of presentation slots so it may not be possible to include all proposals.

RAJAR

RAJAR released its Q3 2017 data on Thursday 26 October. The latest wave of RAJAR's Audio Survey 'MIDAS' (autumn 2017) is available on the RAJAR homepage www.rajar.co.uk.

RAJAR has introduced a new survey, capturing the audio consumption habits for 9-14 year olds called JAMJAR. 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.

Events

Digital Families 2017 - a joint conference from Parent Zone and CEOP, celebrating Parent Info

On 12 October 2017 Parentzone held its first-ever conference with CEOP, bringing together researchers, policy makers, tech companies, and professionals supporting children and families. You can read the conference report and our latest research on parenting in the digital age here: <https://parentzone.org.uk/digital-families-2017-keeping-children-safe-online>

BT Tech Literacy Team

BT hosted its third summit on 22 November at the BT Tower: *Tech Literacy - the new way to thrive*.

The summit brought together senior and influential stakeholders from government, business and civil society to help shape the next wave of interventions to support the next generation. The event highlighted the importance of collaboration; building a culture of tech literacy is a shared challenge, so everyone needs to work together across sectors. The agenda covered three key areas: why tech literacy matters now more than ever, using tech know-how to supercharge social mobility, and powering up 8-13 year olds to navigate life online.

Gavin Patterson, BT CEO, and Oliver Benzecry, Accenture UK and Ireland CEO, shared and discussed findings from a joint study into the relationship between tech literacy and social mobility. The report can be downloaded from www.techliteracy.co.uk

BBC

<http://www.bbc.co.uk/schoolreport>

On 15 March 2018, thousands of 11-18 year olds across the UK will be making the news as part of BBC School Report annual News Day, and throughout the year young people will be producing reports with the BBC about subjects and stories that really matter to them.

Now in its twelfth year, BBC School Report is a partnership project involving BBC News, BBC Academy, BBC Children's and BBC Sport to extend the editorial, outreach and skills opportunities available for young people taking part.

This year the age limit has increased to 18 years old so sixth-form and college students can be involved for the first time.

To find out more, including how schools and youth organisations can sign up to get involved, go to the BBC School Report [website](#).

Carnegie UK Trust

[Digitally Savvy Citizens](#) explores how the public navigate information, privacy and security issues online. The data, compiled for the Trust by Ipsos MORI, highlights key differences in behaviour by age, gender and socio-economic group, as well as differences between England, Scotland, Wales, Northern Ireland and Ireland.

[A digital world for all?](#) examines the issue of digital inclusion for vulnerable young people. The #NotWithoutMe programme challenges the assumption that young people are 'digital natives' and have basic digital skills or access to learning opportunities. The report's main findings are drawn from four year-long pilot projects run across the UK (two based in England, one in Scotland and one in Northern Ireland).

Safer Internet Day

[Safer Internet Day 2018](#) will be celebrated globally on Tuesday 6th February with the slogan 'Create, Connect and Share Respect: a better internet starts with you.'

Co-ordinated 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.

Visit www.saferinternetday.org.uk to get involved and join the supporters list.

Projects and initiatives

Business in the Community

Business in the Community's campaign, Digital Assist, is supported by the Department of Finance. 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.

<https://www.bitcni.org.uk/news/new-campaign-digital-assist-launched-to-help-everyone-online/>

Children's Commissioner for England

The Children's Commissioner for England, working with Tes and Schillings, has produced three teaching packs to help young people become more empowered digital citizens. Relevant to citizenship and computing curriculums around the world, these packs include lesson ideas and simplified terms and conditions for the five top social media sites as used by children – Instagram, Snapchat, YouTube, WhatsApp and Facebook:
<https://www.tes.com/teaching-resources/digital-citizenship>

Children's Media Foundation

On 7 November 2017, Children's Media Foundation and UCL Institute of Education hosted [a joint event](#) to discuss research and industry perspectives on the use of personalisation in children's books, apps and toys. The speakers, organisers and audience agreed that there is an urgent need for policy recommendations and regulations regarding GDPR and personalised products for young children.

LINK:

<http://research.thechildrensmediafoundation.org/nataliakucirkova/perspectives-on-personalisation-event-summary-5520>

Digital Unite

New opportunities to join Digital Unite's Digital Champions Network

Digital Unite is offering individuals and organisations new funded opportunities to join its Digital Champions Network as part of the lottery-funded One Digital programme. The Digital Champions Network is a unique and comprehensive training and support system for aspiring and experienced digital champions, with over 40 members and thousands of digital champions nationwide. The One Digital offer is a great opportunity for more housing associations, local councils and charities to create their own trained and supported digital champion movement. Visit www.digitalunite.com

Girlguiding

In September, Girlguiding published its annual [Girls' Attitudes Survey](#), the biggest survey of its kind, asking over 1,900 girls and young women aged 7 to 21 across the UK what they think about a range of issues. This year girls told us about their experiences of technology, the media, school, gender stereotypes and current affairs. They told us about the emerging pressures they face and what they need to support their happiness, wellbeing and opportunities in life.

Internet Matters

Internet Matters offers parents expert advice and resources to help keep their children safe online.

As a proud member of Royal Foundation TaskForce on the Prevention of Cyberbullying, we are passionate about giving parents the support they need to help children navigate the digital world safely.

To raise awareness of the 'Stop, speak, support' guidance, we've created specific advice for parents to understand their role in helping young people put it into practice.

<http://www.internetmatters.org/StopSpeakSupport>

Lloyds Bank

Lloyds Bank Business Digital Index 2017 report.

The [Lloyds Bank UK Business Digital Index](#) was launched on 2 November and is now in its fourth year of production. It highlights the great amount of progress among small businesses and charities since the first publication in 2014.

The report includes the first year-on-year basic digital skills results and analysis for organisations, as well as providing the detail behind each skill, and continues to highlight how digital can be the key to success for all.

The recently refreshed [Digital Knowhow](#) toolkit complements the Index and endeavours to support greater digital use and confidence among organisations across the UK.

Media Smart

Media Smart recently participated in the Youth Select Committee's body image report launch at Westminster with our film *The Boys' Biggest Conversation*, a campaign to encourage young men across the UK to talk about body image and the effect it has on their mental wellbeing. www.boysbiggestconversation.com

The film also featured in IntoFilm's Festival - the largest free youth film event in the world - as part of its mental health strand during anti-bullying week in November.

For more information please contact Rachel Barber-Mack, Director of Media Smart on mediasmart@adassoc.org.uk

NSPCC Child Safety Online team

The NSPCC and O2's Net Aware tool has a news section, keeping parents and other adults up to date with online safety developments and trends. Recent articles include WhatsApp's new live location sharing, how to stay safe on Sarahah, and key information about age ratings. Visit thenNews page here: <https://www.net-aware.org.uk/news>

The NSPCC is a member of the Royal Foundation's Cyberbullying Taskforce along with social networking sites, industry partners and other children's charities. on 16 November the taskforce launched [Stop, Speak Support](#) – an online code of conduct providing young people with simple steps to take when they see online bullying taking place. [This lesson plan](#) is available to help teachers talk to their class about cyberbullying.

The NSPCC has launched a new online hub for schools that are looking for information on e-safety. The page holds all our resources in one place and includes teaching resources, e-safety policies and procedures, and resources and advice to share with parents and carers. Find the page [here](#).

Parentzone

Digital Families 2017 - a joint conference from Parent Zone and CEOP, celebrating Parent Info

Last month we held our first ever conference with CEOP, bringing together researchers, policy makers, tech companies, and professionals supporting children and families. You can read the conference report and our latest research on parenting in the digital age here: <https://parentzone.org.uk/digital-families-2017-keeping-children-safe-online>

University of Brighton

The University of Brighton-funded research project, Critical Data Literacy, explores how open data advocacy, data pedagogy and creative media can be combined to enhance community engagement and social equality. The project draws on the latest developments in data literacy and citizen engagement to develop and identify the necessary skills that will enable community and third-sector organisations to better use civic data.

www.criticaldataliteracy.com

Vodafone

Vodafone works with the Diana Award to deliver the Be Strong Online peer-to-[peer training programme](#), with over 400 children having benefited to date. Vodafone also works with Parent Zone to publish the [Digital Parenting Magazine](#), which has been distributed to more than 4.7 million households since its inception. Finally, Vodafone and Parent Zone provide digital resilience training for participants in the [Teach First](#) programme.

[International](#)

CANADA

The Association for Media Literacy, Ontario

The AML is presently offering professional teacher training courses and one-day seminars in media literacy. It has also made productive contributions to several technology conferences as well as building teaching resources on its website, www.aml.ca. Its EULA posters have been particularly successful: <http://www.aml.ca/category/iagree/>

CROATIA

The summer school 'Information Technologies and Media' was held on 25 - 30 August 2017. at the University of Zadar.

The aim of the summer school is interdisciplinary cooperation directed towards a rapid transfer of knowledge and skills in the field of information sciences and media literacy. Our aim is to reinforce the media education of young journalists and media professionals as well as future young scientists, in the effective use of new communication technologies. Through the workshops we develop various skills for the practical use of information technology in media and in public relations; also trying to fill in some practice areas of education and training for young journalists, missing or insufficiently emphasized in academic and higher education programmes.

Participants include undergraduate and graduate students, doctoral students, young journalists and media workers.

<http://conference.unizd.hr/itmed2017/>

MACEDONIA

A media literacy network was recently established in the Republic of Macedonia, initiated by the Agency for Audio and Audiovisual Media Services (AAVMS). Currently, it has 35 members from different sectors. The network is part of the Agency's Programme for Promoting Media Literacy in the Republic of Macedonia (2016-2018). It will publish a quarterly online newsletter, spread news through a media literacy website and social media, collaborate on and help each other with projects and cooperate with European and international organizations. It has also conducted research on levels of media literacy in Macedonia. It is open to new members; interested parties should apply at:

http://www.avmu.mk/index.php?option=com_content&view=article&id=2306&lang=en.

RUSSIA

New online book:

Fedorov, A.V., Levitskaya, A.A., Gorbatkova, O.I. *School and university in the mirror of Soviet and Russian cinema*. Moscow: ICO Information for All, 2017. 152 p.

https://www.researchgate.net/publication/320947209_School_and_university_in_the_mirror_of_Soviet_and_Russian_cinema

SPAIN

Taller Telekids (Spain) imparts audiovisual training to teachers in Rio de Janeiro (Brazil)

Taller Telekids, a Seville workshop on media education for children and teachers, was present in Rio de Janeiro as part of the 7th International Festival "Pequeno Cineasta". Three objectives were fulfilled: to carry out a virtual round-table between students of Taller Telekids in Seville and students from various educational centers in Rio; to teach two

workshops of media education teachers in Brazil so that they can help their students create audiovisual productions; and finally, a special exhibition of the award-winning Telekids Workshop for elementary and high school students in Rio de Janeiro. This event was supported by the Instituto Cervantes de Río and the Banco do Brasil Cultural Center.

USA

Children and Screen Time

THE CENTER FOR MEDIA LITERACY CALLS FOR NEW FUNDING TO STUDY GROWING HEALTH ISSUE: CHILDREN AND SCREEN TIME

PEDIATRICS Journal Releases First-Ever Supplement Dedicated to Effects of Digital Media on Children

Washington, DC: As the iPhone turns 10, screen time, and lots of it, has changed reality for today's kids, and even babies. Teens (ages 13-18) spend an average of 9 hours each day on entertainment media use, excluding time spent at school or for homework, and tweens (ages 8-12) spend just under 6 hours per day. Even a majority of toddlers spend more than an hour each day in front of a digital screen. Yet despite its omnipresence, digital media's effects on childhood development, including cognitive, psychological, social, behavioral and physical developmental impacts, remain largely unknown. Parents today navigate uncharted waters on issues from cyberbullying to internet addiction, while experts are only beginning to ask, let alone answer, questions about the unintended consequences of our daily digital diet.

"*Developing Digital and Media Literacies in Children and Teens: A Call for Research and Policy Actions* is the paper that our group of experts contributed to this timely effort," said Tessa Jolls, President and CEO, Center for Media Literacy, Los Angeles.

Online copy of the report: <http://pediatrics.aappublications.org/content/supplemental>

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