

Making Sense of Media Bulletin

June 2022

Thank you to everyone who shared their updates of initiatives, research, and events for June's Making Sense of Media bulletin. We have provided points of contact wherever possible, for purposes of collaboration between network members. Submissions are listed alphabetically under the categories below; please click on the quick links if you would like to go directly to specific categories. Please note that an individual's submissions are only included in very exceptional circumstances. Rather, we prioritise joint, departmental, or organisational updates and publications. A reminder that these updates are provided by our network members and reflect the views of the individual members. Inclusion here does not imply endorsement by Ofcom.

You can find [previous bulletins](#) on our website.

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Ofcom activity

Online Nation report

Today, Wednesday 1st June, we published Ofcom's [Online Nation report](#) – our annual research report that provides a detailed overview of the UK online landscape, exploring what people do online and how they are served by online platforms.

Key themes of this year's report include video-gaming activity, messaging and calling services, as well as sectors such as social media, news, retail, and search engines. We also explore findings from Wave 1 of the Online Experiences Tracker, focusing on UK users' attitudes to issues of online safety and their experiences of potential online harms.

Online Nation event

On Tuesday 7th June, 13:45 – 17:00, we will be hosting our hybrid event on Ofcom's Online Nation report.

For our panel discussion we'll be joined by distinguished speakers from industry bodies, academia and research. The theme of the discussion will be content creation and content moderation.

[Please register to join the event](#)

Making Sense of Media In-person Networking events across the UK: 14-17 June 2022

As part of the local, community-based approach we're taking to some of our media literacy work, we are very pleased to announce that the MSOM and Nations teams will host a series of in-person events.

When and where?

Cardiff: Tuesday 14 June, 14:00-16:30

Ofcom's office at 2 Caspian Point, Caspian Way, Cardiff CF10 4DQ

To attend, [register here](#).

Manchester: Wednesday 15 June, 10:00-12:30

Manchester Art Gallery, The Lecture Room, Mosley St, Manchester M2 3JL

To attend [register here](#).

Edinburgh: Thursday 16 June, 10:00-12:30

The Cornerstone, St John's Church, Princes St, Edinburgh, EH24BJ

To attend, [register here](#).

Belfast: Friday 17 June, 10:00-12:30

The Clayton Hotel, 22-26 Ormeau Avenue, Belfast BT2 8HS

To attend [register here](#).

What to expect?

We will present Ofcom's overall approach to media literacy, as well as a deep dive into a particular area of our work. We will have guest presenters and will allow time for small-group discussions in addition to Q&A sessions. We expect this event to be a great way to connect with our new and existing network members and deepen our relationships.

We would be delighted if you can join us.

Making Sense of Media – Evaluate: an update on our approach

On 31 May we published an [update on the evaluate spoke](#) of the Making Sense of Media programme. It presents our updated thinking on the structure and content of our online digital toolkit due to be launched this autumn, and an overview of our research on the barriers and challenges to evaluation in the media literacy sector.

We welcome views and opinions on our plans set out in this update and invite comments to MSOM@ofcom.org.uk. We will provide further updates on our activity in due course.

What makes a successful community based initiative or intervention research

On Monday 13 June, we will be publishing our research into what makes a successful community based initiative or intervention. Commissioned as part of the Making Sense of Media programme, the goal was to identify best practice skills-based community interventions on any topic, and extract insights from a range of perspectives on what works well, and on what organisations and service users have learnt along the way. The report distils our learning into a suite of seven best practice principles and corresponding recommendations on how to approach the delivery of educational programmes at a local level. The report will be available on our website, and we'd be delighted to receive your feedback on it.

Adults' and children's media literacy research virtual event held on 25 April 2022

The event was an opportunity to showcase and discuss the latest findings from our [media literacy reports](#), which were published on 30 March. Over 160 people from a wide range of organisations joined the virtual event.

Yih-Choung Teh, Ofcom's Group Director for Strategy and Research, opened the event with an overview of the progress that has been made across our five priority areas of work: initiate, evaluate, establish, research and engage. Highlights include our recently completed review of community organisations to help identify what works (and just as importantly, what doesn't) when delivering skills programmes, and furthering our understanding of the measures that online services already use to promote and support media literacy through their design.

Caroline Cason and Adam Capstick discussed adults' and children's use of video sharing platforms, live streaming, social media, messaging and gaming. Luca Antilli and Louisa Thompson then spoke on online knowledge and understanding. The final presentation focused on digital exclusion, with Eleanor Johnston and Caroline Cason presenting key findings from our digital exclusion review and children's media literacy research.

A Q&A session followed each presentation, with interesting and insightful questions and comments from attendees.

Slides and a recording of the presentations can be viewed at the links below.

[Adults' and Children's media literacy research virtual event – 25 April 2022 \(PDF, 3.9 MB\)](#).

[Watch the full recording of the event's presentations](#)

Life online

In the second episode of Ofcom's podcast, [Life Online](#), we turn to the digital playground and hear from victims of online bullying.

Our latest study into children's media and online habits shows that four in 10 children aged 8-17 (39%) have experienced bullying, either on or offline. Among these children, the bullying was more likely to happen on a device (84%) than face-to-face (61%).

On the podcast, Ofcom's Joe Smithies discusses these issues Dr Radha Modgil and the Diana Award's Alex Holmes. And anti-bullying ambassadors from the Diana Award, Paige, Harman and Theo aged 16 and 17 share their experiences of online bullying.

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Events

Good Things Foundation

Developing a Minimum Digital Living Standard for the UK Friday 24 June, from 11:00 am to 1:00 pm
[Register via Eventbrite](#)

Attending in-person: the event will be hosted at the [Nuffield Foundation, 100 St John Street, London](#) near Farringdon. Places are limited to 35 people to support group discussion and networking. Refreshments will be available from 10.45am and a sandwich lunch will be provided after the event. Please let us know of any dietary requirements, food allergies or accessibility needs on the registration form. Attending online: the event will be hosted via Zoom. Please let us know of any accessibility requirements. Joining details will be sent nearer the time.

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Parent Zone

Parent Zone is offering free online safety and media literacy teacher [workshops](#) – including a face-to-face event in London (23/06 - 10am-12.30pm). It is part of the Be Internet Legends programme – in partnership with Google – which helps 7-11 year-olds understand their online spaces, content and risks, as well as managing better online relationships. Training is CPD-accredited and explores the online safety curriculum and the media literacy elements within.

YouTube Reframe

Following the launch of Series 1 in January, YouTube has released Series 2 of [YouTube Reframe](#) - a new content series for young people breaking down the skills needed for life online.

YouTube Reframe will provide a new means of exploring key learning outcomes for media literacy, critical thinking and digital citizenship. While Series 1 focused on hate speech, tackling online abuse and how to balance your time online, Series 2 will explore mis- and disinformation, bias, stereotyping, echo chambers and conspiracy theories.

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Research

Internet Matters

Ahead of the second reading of the Online Safety Bill, Internet Matters worked in partnership with TalkTalk to gather feedback on the Bill from those who it is seeking to protect - young people. The [research](#) found that there are many positives to being online, but that young people back increased regulation to address the downsides. This included the potential for mis- and dis-information, feeling a lack of control over the time they spend online and body image concerns.

For more information please contact: simone.vibert@internetmatters.org

Loughborough University

The Leverhulme-funded Everyday Misinformation Project, based in the Online Civic Culture Centre at Loughborough University, has published a new public [report](#). Covid Vaccines and Online Personal Messaging: The Challenge of Challenging Everyday Misinformation uncovers the social norms that shape whether people decide to challenge or avoid challenging misinformation about Covid vaccines on platforms such as WhatsApp and Facebook Messenger.

For more information please contact: a.chadwick@lboro.ac.uk

The Student View

In the annual [report](#) of the APPG on Media Literacy, the group outlined their recommendations and findings ahead of the ratification of the Online Safety Bill. Key findings: 10% of schools do not teach their pupils media literacy at all; Less than 50% of teachers think their students are media literate; 7% of teachers say that media literacy is taught within the Citizenship curriculum; the poorest children have the lowest level of media literacy.

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Projects and Initiatives

Childnet International

Safer Internet Day: [Impact report](#) 54% of young people in the UK aged 8-17 heard about Safer Internet Day 2022 This year's campaign focused on online games and saw more than 3,000 organisations across the UK register as supporters – helping to make it the most successful Safer Internet Day ever. Co-ordinated by the UK Safer Internet Centre, Safer Internet Day has grown to become an annual fixture in the calendar of schools and many other organisations spanning the internet industry, charities, government and police services.

The Economist Educational Foundation

Why is it important for young people to know about the news? And what problems may arise if people don't get balanced, trustworthy information? Download the [free 1-hour teaching resource](#) from The Economist Educational Foundation to start the conversation in your classroom.

For more information please contact: foundationteam@economist.com

Good Things Foundation

Good Things Foundation has launched their new Strategy 2022-25 - Let's Fix The Digital Divide - for Good. You can take a look on their [website](#). By 2025, Good Things Foundation aim to engage 1 million people - helping them to benefit from the digital world, and support 5,000 Digital Inclusion Hubs across the UK

The Guardian Foundation

The NewsWise and [Behind the Headlines programmes](#) have adapted activities, resources and teacher training to provide a suite of cross-curricular media literacy resources for secondary SEND students with needs such as general and moderate learning difficulties, and social and communication interaction difficulties. A free webinar sharing tips and guidance for using the resources is on 28 June at 4.15pm. This project was made possible by funding from the DCMS.

For more information please contact: behindtheheadlines@theguardianfoundation.org

IMPRESS

IMPRESS has published a [briefing](#) on the Government's proposed Online Safety Bill. IMPRESS is asking lawmakers to challenge, scrutinise and improve the Bill in order to protect free expression, particularly legitimate journalism content, and properly address harms to the public wherever they occur online. The briefing provides an overview of the key concerns raised by the Bill identified by IMPRESS and suggested quick fixes, as well as an explainer on approved press regulation.

For more information please contact: alexandra@impressreg.org.uk

Internet Matters

[Digital Matters](#) is a new, free, interactive online safety platform. Aimed at upper KS2, the resources follow the UKCIS Education for a Connected World framework and align to the English curriculum. The platform aims to help teachers teach media literacy and online safety through digital devices, with the flexibility to teach offline where necessary. The resources have been developed with teachers and we are working to ensure all lessons are fully accredited by the PSHE Association

For more information please contact: simone.vibert@internetmatters.org

Parent Zone

[Parent Zone SEND](#) is a new site dedicated to providing teachers with resources in accessible and adaptable formats – to help teach Media Literacy skills to children with SEND. It brings Parent Zone's library of resources together with expert reviews, practical ideas and guidance from within the SEND community. PZ SEND has been developed with support from the Department for Digital, Culture, Media and Sport as part of the Media Literacy strategy and action plan.

For more information please contact: Martha@parentzone.org.uk

Robert Gordon University

A new school [competition](#) is seeking creative student teams (third level - S1 and S2) from schools across Scotland to share a short story of around 500 words on the theme 'Ethics of online safety and security'. The project, which is funded by the Scottish Government and supported by Digital Xtra Fund, is led by Dr Konstantina Martzoukou, Teaching Excellence Fellow at the School of Creative and Cultural Business, Robert Gordon University.

For more information please contact: k.martzoukou@rgu.ac.uk