

6 Media literacy in Northern Ireland

In July, Ofcom published its report *Adults' Media Literacy in the Nations* report. A summary of the findings in Northern Ireland is reproduced below, providing an overview of some of the key measures of media literacy across the nation among adults aged 16 and over. The dataset comprises results from fieldwork conducted in spring and autumn 2010 among 239 adults in Northern Ireland. The full dataset is available here:

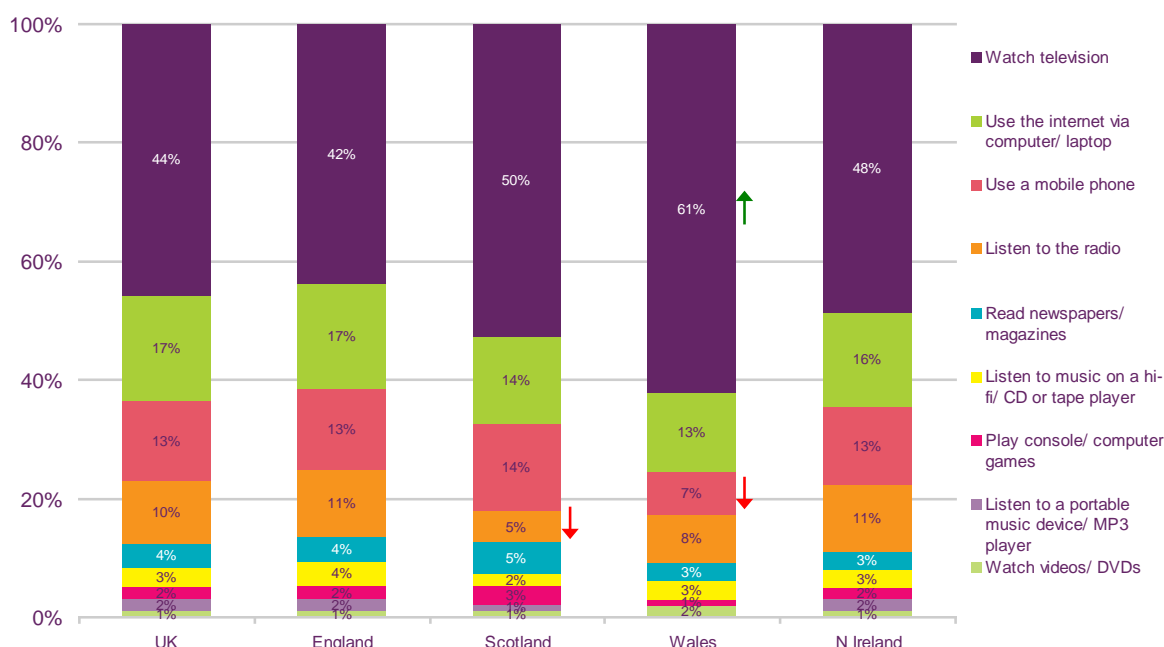
www.ofcom.org.uk/medialiteracyresearch

6.1 Media preferences

Similar to the UK average, TV would be the most-missed medium in Northern Ireland

When asked which medium they would miss the most, around half of all adults in Northern Ireland (48%) say television, as in the UK overall. Preferred media activities among adults in Northern Ireland do not differ from the UK as a whole and are at similar levels to 2009.

Figure 6.1 Most-missed media activity



A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)

Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland).

Significance testing shows any difference between any nation and the UK.

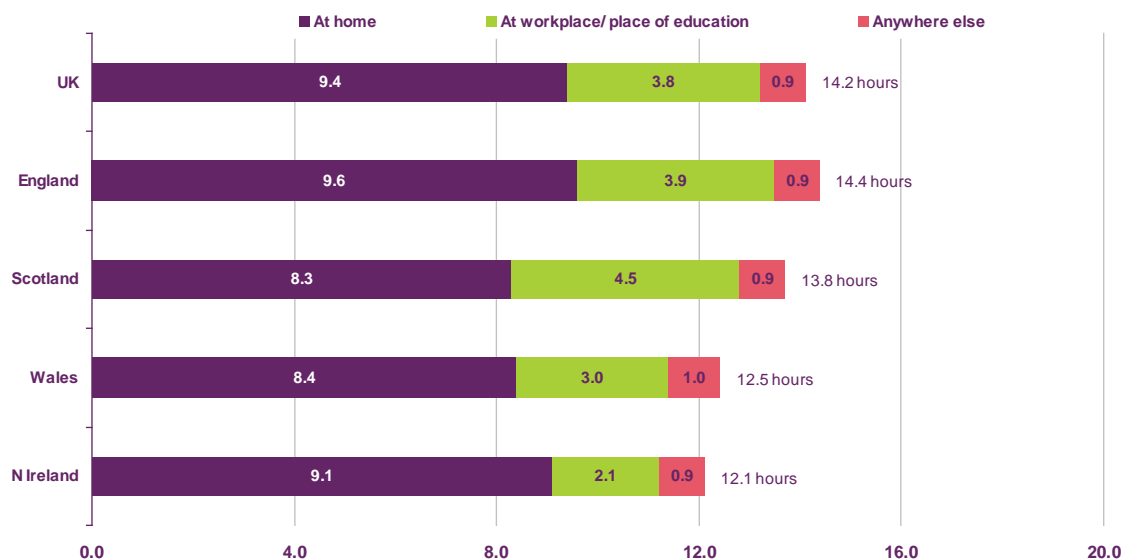
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

6.2 Media use

Adults in Northern Ireland claim to spend 12.1 hours per week online

While the overall claimed volume of internet use per week among internet users in Northern Ireland does not differ (in terms of it being statistically significant) to those for all UK adult internet users (12.1 hours vs. 14.2 hours), users in Northern Ireland have a lower claimed volume of internet use at the workplace/ place of education compared to the overall UK measure (2.1 hours vs. 3.8 hours).

Figure 6.2 Claimed volume of internet use per week



IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

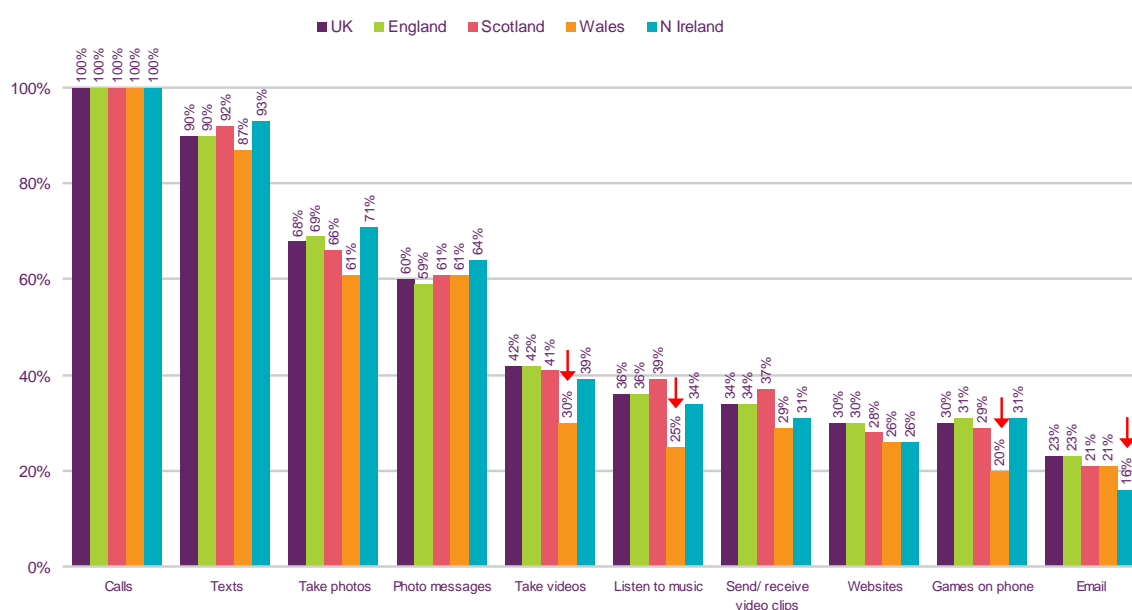
Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Northern Ireland’s mobile phone owners claim to make calls and send texts more than the UK average

Mobile phone users in Northern Ireland are more likely than those in the UK as a whole to regularly make calls (98% vs. 93%) or send texts (91% vs. 85%). As with all UK mobile phone users, a minority of those in Northern Ireland regularly use their phone for any of the other types of activities that we asked about. Types of use ever made using a mobile phone are broadly similar to all UK users, but some minority activities are less likely to ever be undertaken by users in Northern Ireland: email (16% vs. 23%), visiting social networking sites (15% vs. 22%), maps/ satellite navigation (7% vs. 21%), checking bank balance (6% vs. 14%) and using Instant Messaging (5% vs. 13%).

Figure 6.3 Top ten mobile phone activities carried out at least once a week



M8A-M8T – Please tell me from this list the types of things you use your mobile phone for, and how often you do each.

Base: All adults aged 16+ who use a mobile phone (1632 in 2009, 1885 in 2010) Smartphone users in 2010 (268). Shows the top 10 weekly uses made by mobile phone users. Significance testing shows any change between 2009 and 2010

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

6.3 Trust and concerns about media

Adults in Northern Ireland are less likely than all UK adults to agree that they tend to trust the news output from TV (44% vs. 54%) and more likely to disagree (39% vs. 26%). This difference was not evident in 2009. The majority of users in Northern Ireland say that they tend to trust the news output from news websites, to a similar extent as all UK users (53% vs. 59%).

Over half of all internet users in Northern Ireland have concerns about the content

The proportion of users in Northern Ireland mentioning any concerns about media content is similar to that found in 2009, for the internet, television, mobile phone and radio. As with the UK as a whole, around six in ten internet users in Northern Ireland have concerns about what is on the internet (55% vs. 54%), around three in ten users have concerns about mobile phones (27% vs. 24%), and around one in ten listeners has concerns about what is on radio (7% vs. 9%). Adults in Northern Ireland with any TVs are more likely than those in the UK as a whole to have concerns about television (51% vs. 40%), as was also the case in 2009. This difference is due to adults in Northern Ireland being more likely to have concerns that relate to offensive content, such as bad language, violence or nudity (34% vs. 22%). As with all UK internet users, concern about what is on the internet mostly relates to offensive or illegal content.