

Ofcom's Making Sense of Media Advisory Panel

Minutes of meeting, 24 January 2023, 14.00 - 16.00

Attendees:

Panel Attendees: Yih-Choung Teh (Chair) (Ofcom), Iain Bundred (YouTube); Carolyn Bunting (Internet Matters); Laura Ellis (BBC); Richard Graham (stem4; South London and Maudsley Mental Health 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); Claire Thwaites (The LEGO Group); Jo Twist (UK Interactive Entertainment)

Panel Observers: Declan Shaw (Department of Digital, Culture, Media, and Sport - DCMS)

Other Ofcom Attendees: Julian Ashworth; Claire Levens; Fay Lant; Kate Morris; Megan Dunn; Alana Finn; Natalie Mawhinney; Tony Stower; David Swanson

Apologies: Laurie Bailey (Panel Observer, Department of Education - DfE); Sophie England (Meta); Tim Judge (National Literacy Trust)

Item 1: Chair's Welcome

- Claire Thwaites was welcomed as a new member of the Making Sense of Media (MSOM) Panel. Julian Ashworth was introduced to members as the new MSOM Programme Director.

Item 2: MSOM Programme Update

- Claire Levens outlined MSOM Programme actions since the last MSOM Panel meeting.

Item 3: Member Discussion Groups

- MSOM Panel members split into two break-out groups to discuss two questions:
- **Group 1:** Fay Lant, as break-out room chair, outlined the two points of discussion:
 - **(a) Upskilling the non-traditional media literacy sector and exploring training for professionals working directly with people who may need media literacy support. Which sectors need this support the most, and who should we prioritise?**
 - **(b) How should Ofcom inspire a culture change to embed evaluation in media literacy interventions?**
- **Group 2:** Megan Dunn, as break-out room chair, outlined the two points of discussion:
 - **(a) How might Ofcom encourage platforms to voluntarily take up design principles, including the draft best practice principles that Ofcom are currently producing?**
 - **(b) What future shifts in technology/ how technology is used will have the most impact on media literacy?**

Item 4: Panel Member Updates

- Carolyn Bunting announced that [Internet Matters' A Whole New World metaverse report has been published](#). She also advised the second iteration of the Digital Wellbeing Index will be published in February. Finally, she also advised that Internet Matters have secured funding from Nominet to explore research in how to educate and send messaging regarding self-generated sexual imagery.
- Glen Tarman noted that Full Fact will be continuing to share briefings and updates related to the progression of the Online Safety Bill.
- Laura Ellis noted that the BBC are signing up to the Partnership on AI's Synthetic Media Code of Conduct on the 27th February 2023.
- Claire Thwaites notified participants of LEGO's Safer Internet Day plans, including three new activity skill sets to promote a safer online-gaming community.
- Cliff Manning announced that Parent Zone have launched [Parent Zone Local](#), a new media literacy initiative funded by DCMS which will work to improve collaboration between parents with young children and local authorities.
- Iain Bundred advised that Google has launched a new [global fact-check fund](#), which aims to help users verify and critically assess information. He also advised that YouTube will be publishing an evaluation report on the current [Hit Pause campaign](#) which aims to upskill users in identifying mis/disinformation. He also announced that Google have now entered an eighteen-month collaboration with Mencap to investigate media literacy curriculum requirements for vulnerable users with learning disabilities.

Item 5: AOB

- Tony Stower announced that Ofcom are currently encouraging input [into the Call for Evidence which is gathering information on what current research, mitigations, and evidence is available regarding the online protection of children](#). This evidence base will aim to inform future practice within the Online Safety regime after the Online Safety Bill gains Royal Assent.
- It was confirmed the Panel will next meet on the 24th April 2023, between 14.00 – 16.00. This will also be complimented by our second MSOM Lunch And Learn event between 12.00 -13.00 *What will future tech development mean for media literacy?*