What is our report about?

Ofcom is the communications regulator in the UK. We regulate the TV, radio and video-on-demand sectors, fixed-line telecoms, mobiles, postal services, and the airwaves over which wireless devices operate. As part of our work we conduct survey research into how children and young people aged 3-15 use and think about media and the internet, and the ways in which their parents try to keep them safe when they use different types of media. Our research findings are representative of UK children, and broken down by age group (3-4s, 5-7s, 8-11s, 12-15s) so that we can understand how media use and attitudes vary by age.

We publish our research in an annual report Children and parents: media use and attitudes report. The latest report was published in November 2015 and can be read, along with our other research, at www.ofcom.org.uk/medialiteracyresearch. We started doing this research in 2005, so the 2015 report was our ten-year anniversary edition.

Using this report in schools

This year we thought it would be helpful for children to access these findings, so we have created two factsheets which children can use with their parents and/or with teachers in schools. These are aimed at children aged 8-11, the middle age range of those in the report, and includes the results based on that age group.

- Factsheet 1: What devices do you have, and use?
- Factsheet 2: How online smart are you?

Possible classroom exercise

To accompany the factsheets we have created activity sheets, containing the questions asked behind each set of results, to prompt discussion.

Another option is for children to create their own classroom survey, then collate the results, create charts or write a report, and compare their results to that of the Ofcom report.

Useful resources

If required, the following websites provide useful advice on helping children stay safe online:

- Childnet: http://www.childnet.com/
- CEOP: http://ceop.police.uk/About-Us/
- Get Safe Online: https://www.getsafeonline.org/
- Internet Matters: http://www.internetmatters.org/
- Media Smart: http://mediasmart.uk.com/
- NSPCC Net Aware: https://www.net-aware.org.uk/#
- Thinkuknow: https://www.thinkuknow.co.uk/
- UK Safer Internet Centre: http://www.saferinternet.org.uk/

We are keen to get feedback on these factsheets and activity sheets, to find out whether they are helpful, and what would be useful to provide. Please email us at media.literacy@ofcom.org.uk if you have any comments or suggestions.

With many thanks,
The Media Literacy Team
Every year Ofcom asks lots of children and young people across the UK about the devices they have - things such as mobile phones, computers, tablets, games consoles and televisions - and what they use them for.

We split the results into four age groups: 3-4 year-olds; 5-7 year-olds; 8-11 year-olds and 12-15 year-olds. We publish them in a big report and compare the results to previous years to see what has changed - for example, do children watch more TV now than a year ago?

How do you and your classmates compare with the results of the 8-11 year-olds in our survey?

What device are children your age most likely to have at home?

- TV: 99%
- Computer: 83%
- Tablet: 77%
- Mobile phone: 35%
- Games Console: 81%
- DVD/Blu-Ray Player: 35%
- Internet: 9%
- Books, comics or magazines: 91%

The majority of 8-11 year-olds have access to the internet at home. 9% don’t, while 91% do.

What device would children aged 8-11 miss the most if they couldn’t have it?

- TV: 39%
- Computer: 19%
- Tablet: 11%
- Mobile phone: 9%
- Games Console: 8%
- DVD/Blu-Ray Player: 6%

What devices do children aged 8-11 use almost every day?

- TV: 45%
- Computer: 31%
- Tablet: 30%
- Mobile phone: 27%
- Games Console: 7%

How many hours a week do children your age spend online, watching TV, or gaming?

- Online: 14h, 48m
- Watching TV: 11h, 6m
- Gaming: 9h, 12m
Which device do children your age prefer to play games on?

- Tablet: 51%
- Mobile phone: 37%
- Console: 27%
- Handheld game device: 26%
- Games: 20%

How many children aged 8-11 play games on a device?

- 84% Do
- 16% Don’t

How many 8-11 year-olds play games online?

- YES: 52%
- NO: 48%

What do most 8-11 year-olds use to watch TV?

- TV: 97%
- Computer: 25%
- Tablet: 11%
- Mobile phone: 17%
- Games: 9%

Which activities do children aged 8-11 do online?

- Handwriting: 49%
- Music listening: 42%
- Games: 32%
- YouTube: 26%
- Photos/Video: 18%

Do children aged 8-11 prefer to watch TV programmes, YouTube, or both?

- TV: 32%
- YouTube: 29%
- Both: 39%

Why not answer the questions on the activity sheet to see how you and your classmates compare to these results?

* based on UK children aged 8-11 who ever play games.
** based on UK children aged 8-11 who ever go online
# based on UK children aged 8-11 who watch TV and who ever watch YouTube
Every year Ofcom asks lots of children and young people across the UK about their understanding and awareness of online content and information. We also ask them who they would speak to if they saw something worrying online.

We split the results into two age groups: 8-11 year-olds and 12-15 year-olds. We publish them in a big report and compare the results to previous years to see what has changed - for example, are children more likely than a year ago to believe what that they see on some sites/apps is true?

How do you and your classmates compare with the results of the 8-11 year-olds in our survey?

When children aged 8-11 visit certain websites or apps, how much do they think the information they see there is true?

<table>
<thead>
<tr>
<th>Category</th>
<th>All is true</th>
<th>Most is true</th>
<th>Some is true</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>School/homework sites &amp; apps</td>
<td>28%</td>
<td>36%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>News sites &amp; apps</td>
<td>33%</td>
<td>31%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Social media sites &amp; apps</td>
<td>59%</td>
<td>8%</td>
<td>13%</td>
<td>20%</td>
</tr>
</tbody>
</table>
When using search engines like Google, how many children your age can identify those results which are paid-for adverts/sponsored links and those which are not?

- **21% CORRECTLY** identified the paid-for ads/ sponsored links
- **5%** gave the correct answer and a wrong answer
- **23% INCORRECTLY** said paid-for ads are the most popular results used by other people
- **23% INCORRECTLY** said paid-for ads are the best/most relevant results

Who would 8-11 year-olds speak to if they saw something online that they found worrying, nasty or offensive?

- **Family member** 88%
- **Teacher** 18%
- **Friend** 10%
- **No-one** 1%
- **Police** 1%
- **Don't know if they would tell anyone** 1%

Why not answer the questions on the activity sheet to see how you and your classmates compare to these results?
Every year Ofcom asks lots of children and young people across the UK about the devices they have - things such as mobile phones, computers, tablets, games consoles and televisions - and what they use them for.

Now that you’ve read Factsheet 1, why not answer the questions here to see how you and your classmates compare to the children in our survey?

What devices do you have, and use?

Your name: ____________________________ Class: ___________

Which devices do you have in your home?

☐ TV  ☐ Computer  ☐ Games console  ☐ Mobile phone  ☐ Tablet  ☐ Games console  ☐ CD/DVD player  ☐ Other

Are you able to go online at home?  Yes ☐ No ☐

How many hours a day would you spend using the
1) TV, 2) internet and 3) games player/console?

How much does this add up to per week?

Which devices do you use almost every day?

☐ TV  ☐ Computer  ☐ Games console  ☐ Mobile phone  ☐ Tablet  ☐ Games console  ☐ CD/DVD player  ☐ Other

Which one of the devices you use almost every day would you miss the most if it got taken away?

☐ TV  ☐ Computer  ☐ Games console  ☐ Mobile phone  ☐ Tablet  ☐ Games console  ☐ CD/DVD player  ☐ Other
Questions to consider

1. The kinds of devices that children use has changed a lot in the last ten years. What kinds of devices do you think children your age will be using more or less of in ten years’ time?

2. A fifth of boys aged 8-11 said their games console is the device they would miss the most if it was taken away – compared to 2% of girls! Whereas girls were more likely than boys to miss books, magazines and comics (7% vs. 4%). Why do you think this is?

3. The amount of time children your age spend watching TV has decreased over the last few years – while the amount of time spent on the internet or gaming has increased. Why do you think this is?

Useful links
Childnet: www.childnet.com/young-people
Childline: www.childline.org.uk
Media Smart: mediasmart.uk.com/young-people
ThinkuKnow: www.thinkuknow.co.uk
Every year Ofcom asks lots of children and young people across the UK about their understanding and awareness of online content and information. We also ask them who they would speak to if they saw something worrying online.

Now that you’ve read Factsheet 2, why not answer the questions here to see how you and your classmates compare to the children in our survey?

How online smart are you?

Your name: ___________________________  Class: ___________

When you go online you may visit sites or apps which you use for school work or homework.
If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true  Most is true  Some is true  Don’t know

When you go online you may visit sites or apps about news and what is going on in the world.
If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true  Most is true  Some is true  Don’t know

When you go online you may visit social media sites or apps like Facebook, SnapChat, Twitter, Tumblr, WhatsApp or YouTube.
If so, do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

All is true  Most is true  Some is true  Don’t know
On the left is an image from a Google search for ‘trainers’. Do any of these apply to the first two results that are listed?

- These are adverts/sponsored links/paid to appear here
- These are the best/most relevant results
- These are the most popular results used by other people
- None of these/Don’t know

If you saw something online that you found worrying, nasty or offensive in some way that you didn’t like, would you let someone know about it?

- Yes
- No
- Don’t know/Not sure

If you answered Yes, who would you tell?

- Family member
- Teacher
- Friend
- Police
- Someone else

Questions to consider

1. Around a quarter of children your age believe that all the information they see or hear on school/homework or news sites/apps is all true. But more believe only some of it is true. Why do you think this is, and what kinds of sites/apps do you think are more likely to have true information, and why?

2. Adverts appear a lot online, some are sponsored/paid for, and some are not. Who do you think pays for the adverts to appear? What do you think would be different if you clicked on a link that wasn’t a sponsored advert?

3. Most children your age would tell someone from their family or a teacher if they saw something worrying, nasty or offensive online. What would you do? Why do you think some children choose not to tell anyone?

Useful links

- Childnet: www.childnet.com/young-people
- Childline: www.childline.org.uk
- Media Smart: mediasmart.uk.com/young-people
- ThinkuKnow: www.thinkuknow.co.uk