



Bulletin

October 2018

This is the third Ofcom media literacy update for 2018 and the final bulletin in the current format: the next bulletin, in February 2019, will have a new format and use a different delivery mechanism that will make it easier for recipients to manage their subscriptions. If you don't receive this, please check your spam folders.

These updates bring together summaries of news, initiatives and events on the topic of media literacy, submitted by stakeholders in this area, both in the UK and overseas. Inclusion here does not imply endorsement by Ofcom.

Ofcom has a statutory duty to promote media literacy; it does this through its research, which helps stakeholders 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.

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Ofcom

A 'who's who' of Ofcom's Media Literacy Team

Ofcom's Media Literacy Team has recently changed. Meet our team:

- **Amanda Davis** is acting Head of Media Literacy. Amanda is overseeing the delivery of Ofcom's media literacy research programme and media literacy research strategy.
- **Alison Preston** continues to contribute to Ofcom's media literacy research strategy. Alison currently heads up BBC performance research within Ofcom.
- **Maria Donde** manages Ofcom's international engagement in 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.
- **Wendy Bryant** has recently joined the team and is the project manager for the Adults' Media Lives project.
- **Adam Capstick** has recently joined the team as part of the Ofcom graduate scheme and works on the Adults' Media Literacy tracking survey.
- **Caroline Evans** has recently returned to Ofcom from maternity leave and joins the team to lead on the Children's Media Literacy quantitative research.
- **Evie Owen** is the project manager for the Children's Media Literacy quantitative research.
- **Eleanor Simmance** has recently joined the team as part of the Ofcom graduate scheme and will be working with Caroline and Evie on the delivery of the Children's Media Literacy event.
- **Julia Fraser** is responsible for the Media Literacy Bulletin.

Ofcom's Children's Media Literacy research

On 6 December 2018, Ofcom plans to publish 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.

Alongside this report, we will publish the fifth 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 is planned to take place on 29 January 2019, 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 Media.Literacy@ofcom.org.uk. Please note that there are a limited number of presentation slots so it may not be possible to include all proposals.

Ofcom's Adults' Media Literacy research

We held our annual Adults' Media Literacy event on Friday 13 July at Ofcom's Riverside House office in London. The event was attended by about 100 stakeholders and focused on:

- **Digital exclusion:** we heard about the findings of Ofcom's [quantitative](#) and [qualitative](#) adults' media literacy research, which highlighted that although the internet may seem ubiquitous, a significant minority are still not online; this varies by demographic differences such as age and socio-economic group. We also

heard about Good Things Foundation's [I am connected](#) research into older people's digital behaviour.

- **Critical Understanding:** including the findings of Ofcom's quantitative and qualitative research, exploring topical issues such as awareness of levels of media regulation, and awareness and attitudes towards online advertising, privacy and managing personal data. We also heard from Carnegie UK Trust about its [Digitally savvy citizens](#) research into how people manage a variety of navigation, security and privacy issues online.
- **News:** we heard key findings from Ofcom's [The changing world of news](#) research (conducted by Jigsaw), on consumers' engagement with the news and the challenges in processing news. A presentation on Ofcom's [Scrolling news: The changing face of online news consumption](#) research (conducted by Revealing Reality), explained how our research has enabled us to demonstrate the differences between how people *think* they use news and how they actually behave when consuming news online. Finally, Reuters Institute shared their latest *Digital News Report* findings on trust and 'fake news', and explored the probable impact of increasing news literacy on trust, and various types of misinformation.

The fieldwork for the 2019 *Adults' Media Use and Attitudes* report is under way. The data tables will be published in December 2018 and the written report will be published in spring 2019.

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).

Research

Dublin Institute of Technology School of Media

The Dublin Institute of Technology School of Media is researching the digital lives of older Irish people. *All aboard? Seniors and their Media* is an article on digital lives of older people, published in June 2018 in the Irish Communications Review.

<https://arrow.dit.ie/cgi/viewcontent.cgi?article=1155&context=icr>

Cardiff University

<https://www.sciencedirect.com/science/article/pii/S074756321830428X>

In this paper we apply motivational theory to the challenge of understanding how caregiver mediation strategies impact whether young people follow rules or would conceal their behaviour. Using an experimental study we find that the motivational

framing of restrictive mediation is key. Autonomy-support increased perceptions of being trusted and lowered reactance, and psychologically controlling frames elicited reactance and undermined perceived trustworthiness. Reactance increased concealment from parents, and trust discouraged concealment. Beyond experimental findings, we found autonomy supportive caregivers were the least likely to have teens who engage in concealment.

Citizens Online

Citizens Online has recently published a report, commissioned by Town and County, Orbit and Golding Homes, into digital exclusion in three boroughs in Kent; Maidstone, Thanet and Tunbridge Wells. The report is part of the 'Switch' approach to tackling digital exclusion, based on detailed evidence and partnership working to find solutions to help people to improve digital skills. You can find it here: <https://www.citizensonline.org.uk/citizens-online-publish-digital-inclusion-report-on-kent-social-housing/>

If your organisation is in the process of developing or refreshing a digital inclusion strategy, interested in setting up a local digital inclusion network, launching a digital champions programme, or looking for support with digital transformation and digital leadership then Switch can help. There is also up to 50% Big Lottery match funding available to help with costs. Contact details and further information can be found here: <https://www.citizensonline.org.uk/switch/> and

Girlguiding

Girlguiding has published its 10th [Girls' Attitudes Survey](#). The results show how girls' lives, hopes and challenges have changed in the past ten years. Some areas of girls' lives have improved - more girls aged 7-10 are enjoying STEM subjects at school. But other areas have got worse; more girls than in 2009 say they are unhappy. For any questions, please email zoe.palmer@girlguiding.org.uk

Internet Matters

Over the summer Internet Matters has refreshed and updated its issues section - reflecting the ever-growing appetite for practical advice. We have created a hub where we provide advice both from our own and external experts.

Our research work continues – we're delighted to have published [a report](#) on vlogging and livestreaming, created with support from Huawei. We have also created resources on [screen time](#) to help parents navigate this contentious issue. You'll shortly be able to read the research report into this issue too.

We're currently in field asking parents about their children, age verification and pornography - and will be producing a report detailing our findings in the winter.

LSE

The LSE's Media Policy Project has recently hosted a lively debate about media literacy. Sonia Livingstone cautions against over-reliance on [Media literacy – everyone's favourite solution to the problems of regulation](#), Gianfranco Polizzi examines [Fake news and critical literacy in the digital age: sharing responsibility and addressing challenges](#), and Ioanna Noola argues that [I do want media literacy... and more. A response to Danah Boyd](#).

Then Gianfranco Polizzi analyses [Fake news and critical literacy: new findings, new questions](#), Ioanna Noola worries that [Education for digital citizenship is in vogue, but is it dominated by a new commercial landscape?](#) And Sonia Livingstone argues that it's [Time to rethink truth and trust](#).

You can see more at <http://blogs.lse.ac.uk/mediapolicyproject/?s=litera> and we welcome guest contributors.

RAJAR

RAJAR will release the data from its Radio Listening Survey, collected between June and September this year, on Thursday October 25th. The most recent set of RAJAR's Audio Survey 'MIDAS' (autumn 2018) is now available on the RAJAR website. The MIDAS survey includes listening to podcasting, catch-up radio, on-demand music services, digital tracks and much more.

www.rajar.co.uk

Events

CILIP

The CILIP Information Literacy Group is organising three events for MIL Week – details [here](#). This includes a series of talks at UCL on **29 October**, on 'Emerging directions for IL research and practice', which you are very welcome to attend. The other two meetings are in Manchester and Aberdeen.

LILAC is an important UK annual conference with a focus on information literacy. Next year's edition takes place in Nottingham on **24-26 April**. The [call for presentations](#) is now open, with a deadline of 14 November.

Community Media Association

The [2018 Community Media Conference](#), on Saturday 15th September, this year was organised by a group of 'Young Curators' who had editorial responsibility for the [Conference content](#) and also took turns to host. The Conference was joined, very much at the last minute, by Sheffield's youngest-ever [Lord Mayor, Magid Magid](#) who contributed to a discussion on young people, the media, and democracy. The Conference photos can be viewed online [here](#) and there is a video report from community television station SheffieldLive [here](#).

On Friday 14th September the [Community Media Association](#) hosted an International Community Media evening with about 40 attendees at Sheffield community arts venue [Access Space](#). An international delegation from the [Community Media Forum Europe](#) was welcomed and beer and pizza fuelled the networking and discussions. Attendees were presented with an overview of [community media activity](#) in Europe and Africa from the international visitors.

Sheffield hosted the [2018 Community Radio Awards](#) after the Community Media Conference on Saturday 15th September and community radio was celebrated late into the night. Congratulations to Mark Jarvis of [Erewash Sound](#) for Male Presenter of the Year, Julie Donaldson of [Zetland FM](#) for Female Presenter of the Year, and to [Raidió Fáilte](#) for Station of the Year. A full list of award recipients is [here](#).

On Sunday 16th September the [Community Media Association](#) held a community radio seminar for participants in the [Transmit, Transform pilot scheme](#) with [Internews](#), the international media development charity. [Carolyn Powers](#) of [The Listening Post Collective](#) and BBC investigative journalist [Simon Cox](#) led a workshop of about a dozen community radio practitioners drawn from Scotland, Yorkshire, and the South-West. The Listening Post Collective provides journalists, newsroom leaders, and not-for-profit organisations the tools and advice to create meaningful conversations with their communities.

EAVI

EAVI will hold a conference on **11 December** at BluePoint Conference Centre in Brussels.

We do not have a web link yet, but it will be entitled *EAVI Conversations: the Art of Living with the Media*.

After ten years of work and (some) successes, you will hear why we are now changing our perspective about media literacy, and why we need something deeper and with a greater influence. So we are putting together a programme with a difference!

In order to enable proper conversations, the number of participants will be limited to one per organisation. Registration is not officially open yet but if you have any questions, or would like to pre-register your interest, please contact lenna@eavi.eu.

One Digital Community of Practice

The One Digital Community of Practice is holding a free *Demonstrating the impact of digital inclusion* event in London on 7 November.

This event aims to create a learning opportunity for participants who want to demonstrate the impact of their digital inclusion activities. It is aimed at people who are already delivering digital inclusion projects as well as those starting new work in this area.

We would like you to join us, ask questions and share your experiences of measuring the impact of your work to support digital inclusion. The event will include talks on lessons learned from existing projects and workshops designed to maximise time for discussions to share and explore ideas.

If you'd like to join this free event please sign up [here](#). Spaces are limited so we encourage you to sign up quickly.

Shout Out UK

We are a youth network that gets young people engaged in politics by providing political literacy and media literacy education, and a platform for young people to share ideas and voice opinions.

In April 2018, we teamed up with the US Embassy to host a series of three media literacy events in Birmingham, Belfast and Newcastle which challenged common perceptions about the media and asked students to think critically about the information they consume. Those events engaged around 300 young people. We are now launching three similar events in Manchester, Glasgow and Cardiff in early 2019.

<https://www.shoutoutuk.org/>

Projects and initiatives

Age UK

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BBC

“News you learn from social media may be appealing, amusing, shocking, appalling – but it may not be true”. *BBC director-general, Lord Hall*

In recent weeks the BBC has reiterated its commitment to support young people's news literacy and help them filter out fake or false information.

Building on the [online resources](#), school visits and events that have been developed and delivered by [BBC School Report](#) in the UK, BBC News has started to publicise global media literacy activities, particularly to help young people identify the challenges of sharing news on chat apps.

It kicks off with several months of [special Indian coverage and events](#).

The [BBC iReporter](#), which puts the player in the role of a BBC journalist working in the heart of the newsroom, remains a mass-access resource for young people. Schools, colleges and youth organisations can get more involved in media literacy and original journalism opportunities for 11-18 year olds by [registering online](#).

BBFC

The BBFC's education team has launched its first PSHE primary school resources aimed at Key Stage 2 learners. Accredited by the [PSHE Association](#), the lessons help pupils develop the tools to make the best choices about what to watch, when and where - and are accompanied by comprehensive teacher guidance notes, with supporting activities covering age ratings and decision making around viewing media.

The free resource "Lets Watch a Film! Making choices about what to watch" was launched in August. So far over 500 UK schools have downloaded the resource.

Download here: <http://www.cbbfc.co.uk/grown-ups/free-pshe-primary-school-lesson-plans>

Childnet

Youth Perspectives on voice-assisted technology

Childnet has released new research providing a snapshot into how regularly young people use voice-assisted technology, and the many ways in which they use it. The survey of over 1000 8-17 year olds across the UK finds that 7 in 10 children are using technology such as Siri, Alexa and Cortana, with 92% saying they do so to find out information. Childnet also consulted their Digital Leaders to provide further perspectives on how they use such technology, their concerns and how they thought it could be improved. Key findings included:

- 70% of 8-17s reported using voice-assisted technology in the last year, with this number being very similar between 8-12s and 13-17s.
- 92% of those who had used voice-assisted technology reported that they did so primarily to find out information, followed by using it to ask funny questions (90%), play music (73%) and get advice or help (73%).
- On a daily basis young people are using voice-assisted technology to play music (20%), ask funny questions (14%), find out information (13%), play games (10%), for advice or help (8%).

<https://www.childnet.com/downloads/Research /Youth perspectives on voice assisted technology - new youth research by Childnet.pdf>

Safer Internet Day – reach and impact

The [UK Safer Internet Centre](#) has released the impact report from its Safer Internet Day campaign in 2017. Reaching 45% of UK youth and 30% of parents and carers, the report looks at how the day encouraged conversations, increased knowledge and had a positive impact. Read the full report here:

<https://www.saferinternet.org.uk/blog/read-safer-internet-day-2018-full-impact-report>.

Key findings included:

- 83% of young people who heard about the day felt they had a better understanding of how to use the internet safely as a result of Safer Internet Day.
- 81% of young people felt more confident about staying safe online
- 74% of parents spoke to their children about using the internet safely as a result of the day.

The next Safer Internet Day will take place on Tuesday 5th February with the theme 'Together for a better internet'.

Childnet Digital Leaders Programme

To coincide with the start of the new school year, Childnet, a partner in the UK Safer Internet Centre, has launched a new Digital Leaders website, www.digital-leaders.childnet.com. The Childnet Digital Leaders Programme aims to empower young people to become internet safety role models within their schools and to educate their peers, parents and teachers about staying safe online. The new exciting website showcases the Digital Leaders Programme and highlights the impact that the programme has on young people and their school communities. The

website includes information on how the Digital Leaders Programme works to help those that are interested in subscribing.

CILIP

CILIP, the Chartered Institute of Library and Information Professionals and its special interest group, the [CILIP Information Literacy Group](#), has set out a new definition of information literacy. It correlates with Ofcom's work in media literacy, as it emphasises the importance of critical thinking and the ability to make discerning choices about the information we use in everyday life.

[CILIP Definition of Information Literacy 2018](#) (PDF).

Digital Assist

Digital Assist is a multi-agency digital inclusion programme managed by Business in the Community. The programme delivers community-based IT training sessions facilitated by business volunteers with a focus on improving the capabilities of learners to make effective use of the internet and avail themselves of online services.

Sessions are delivered with a range of delivery partners and take place in venues such as libraries, community centres, housing associations and charities.

<https://www.bitcni.org.uk/programmes/digital-assist/>

Doteveryone

Be a Better Internetter is part of the action Doteveryone is taking to help people take more care of their digital lives, to understand how technology works and how it shapes the world around them. The campaign focuses on three simple actions the public can take to manage their online environment:

<https://doteveryone.org.uk/project/betterinternetter/>

Media & Learning Association

Fight Disinformation with Media Literacy 13 November, Brussels

This one-day event, organised jointly by Evens Foundation and the Media & Learning Association takes place in the Centre for Fine Arts BOZAR in Brussels. It includes workshops aimed at educators and teachers working not only in formal education, but also in informal settings including youth clubs and libraries.

Find out more from the website here:

<https://fightdisinformationwithmedialiteracy.wordpress.com/>

Media Smart

This year has seen [Media Smart's](#) free educational resources being downloaded by UK schools 16,000 times – taking the total up to 42,000 since relaunch of the programme in 2015.

We have recently surveyed some of our teacher user base with positive results which included:

- 84% feel they are better equipped to teach about advertising and the media having used Media Smart's resources
- 81% feel more confident that their students are better at interpreting advertising and the media having been doing through Media Smart's resources

The programme being commended in the Government's response to the Internet Safety Strategy, as well as their response to the Youth Select Committee's body image report.

Media Smart has four new industry supporters including [Pearl & Dean](#) (which will see Media Smart adverts in UK cinemas for the first time at the end of 2018), [Gleam Futures](#), [First News](#) and the [Direct Marketing Association](#).

A new primary school resource on Data & Privacy will be launched at the beginning of March 2019, this workstream is backed by Google and will sit within the [Be Internet Legend's](#) scheme of work as well as Media Smart's suite of teaching materials.

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

NSPCC

The NSPCC has produced a series of snapshots using data collected via a survey of 39,834 schoolchildren in conjunction with London Grid for Learning. The first snapshot, [Children sending and receiving sexual messages](#), was published in August, and a second report on livestreaming will shortly be published. These reports form part of the NSPCC's [Wild West Web](#) campaign and [petition](#), which is calling on government to create new social media law to ensure young people's safety online.

International

NEWS AND PROJECTS

Portuguese media regulatory authority launched

On July 6th, MILOBS, the Observatory on Media, Information and Literacy, was launched in Portugal. This is the first Portuguese observatory exclusively dedicated to media and information literacy. This project, which began to be developed in 2012, has its roots in GILM – the Informal Group of Media Literacy, a Portuguese network currently composed of 11 public entities that have media literacy as main concern and which are the main partners of MILOBS, as well as part of its consulting board.

The Portuguese Media Regulatory Authority (ERC) is one of these entities, being part of the GILM since its foundation, as well as the CECS – the Center for Studies of Communication and Society of the University of Minho. This Center is in charge of MILOBS. Currently the English version of the MILOBS website is not yet available for consultation, but in the future it will be found here: <http://milobs.pt/we-somos/parceiros/>.

Separately, ERC started to prepare the 3rd edition of its project to promote media literacy in schools, linked to the EPIS program (*the Portuguese Entrepreneurs' Association for Social Inclusion and Education*), whose objective is to put an end to scholar dropout and failure in contexts of greater vulnerability.

Andalusian School Newscast launched in Seville, Spain

AulaDcine and Taller Telekids Producciones presents the first Andalusian School Newscast, which shows life in the schools and institutes of Andalusia through news and reports prepared by the students themselves, with the coordination of their teachers. The project has been carried out through the educational program AulaDcine of the Department of Culture, and the Department of Education of the Junta de Andalucía, with the production and direction of Taller Telekids Productions.

This Andalusian School Newsletter is an opportunity for elementary school students and secondary students learn in practice different aspects of communication. There are many contents of the different screens to which children have continuous access. At framework of media literacy is fundamental to learn to differentiate the different genres audiovisual and undoubtedly the informative genre is one of the most influential and presence in our society.

[Andalusian School Newscast \(Spanish\)](#)

Here: [Proyect](#) +Info: tallertelekids@gmail.com

CO-OPERATION AND NETWORKS

Media Literacy Ireland presents its autumn conference: Media literacy during times of social change

Media Literacy Ireland (MLI) is a voluntary network of individuals and organisations interested in co-operating and collaborating on an informal basis to promote media literacy in Ireland. MLI acts as an enabler for media literacy stakeholders and aims to create a platform for facilitating dialogue and the exchange of ideas, and encouraging the development of sustainable media literacy projects.

On 13 November 2018, MLI will hold its autumn conference. Hosted by Virgin Media Studios in Dublin, the theme of the event is 'Media Literacy during times of social change' and we will be delighted to welcome Craig Dwyer, digital campaigns and communications consultant and co-founder of the Transparent Referendum Initiative and @forachange. To register: <https://www.eventbrite.ie/e/media-literacy-ireland-autumn-conference-tickets-51331843927?ref=estw>

The conference will look at themes and trends emerging from recent ML-related research findings as well as examining campaigns and activities from some of our European neighbours.

Please note: This event is strictly for members of the Media Literacy Ireland Network and only members will be admitted on the day. To apply for membership and confirm attendance, please email, by 31 October, medialiteracy@bai.ie. Any individual or organisation with an interest in and/or capacity to promote any aspect of media literacy, as set out in the BAI media literacy policy, is welcome to become a member. Membership is free of charge but members will be expected to share skills, knowledge, experience and resources in relation to media literacy with other members.

<https://www.eventbrite.ie/e/media-literacy-ireland-autumn-conference-tickets-51331843927?ref=estw>

GAPMIL Global Media Literacy Week in Lithuania and Latvia

The annual UNESCO Global MIL Week will run this year from 24-31 October. This year's theme is 'Media and Information Literate Cities: Voices, Powers, and Change Makers'.

Activities will be organised around the world throughout the week, and the feature conference, held in Kaunas, Lithuania, will allow stakeholders to review and celebrate the progress achieved towards the process of 'MIL for all'. Global MIL Week also enables connections and sharing of creative projects, the latest research, new ideas, information from countries and stakeholders involved in MIL, and in print, screen-based and digital media.

The project eduCAC, developed by the Catalan Audiovisual Regulatory Authority, the CAC, was selected to be presented during at the MIL Week. The project aims to boost knowledge of AV language and encourage healthy AV consumption habits among children and young people, through tools and activities for the educational

community; and to promote knowledge and comprehension skills that enable people to effectively and safely use the media.

Regulators' Media Literacy Taskforce meets again, publishes new guidance

The EPRA Taskforce for Media Literacy met for the second time at the 48th EPRA meeting in Bratislava, Slovakia, on 10 October 2018. Delegates from 28 EPRA members, all at different stages of developing their own approach to promoting media literacy in line with their own duties and obligations, have had fruitful discussions on several topical issues such as MIL provisions in the revised Audiovisual Media Services Directive, funding opportunities for MIL projects, VSPs and MIL activities or the ongoing work of the Council of Europe [MSI-JOQ](#). The Taskforce also adopted two new sets of guidelines, for [evaluating media literacy projects](#) and on [stakeholders' engagement](#).

OTHER

PUBLICATIONS: RUSSIA

Preprint: School and university in the mirror of Soviet and Russian cinema. 2019. Second Edition.

https://www.researchgate.net/publication/328133592_School_and_university_in_the_mirror_of_Soviet_and_Russian_cinema_2019_Second_Edition

CALLS FOR PAPERS: SLOVAKIA/RUSSIA

Media Education Journal (Slovakia, English language):

Free pdf texts: 2018, issues 1, 2, 3 - <http://ejournal53.com/en/archive.html>

Call for papers: <http://ejournal53.com/en/index.html>: No deadline.

Call for papers: International Journal of Media and Information Literacy

<http://ejournal46.com/en/index.html>

https://www.researchgate.net/publication/305429896_Call_for_Papers_International_Journal_of_Media_and_Information_Literacy

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