LITERACY
MEDIA

Ofcom

January 2015

Media Literacy e-bulletin

January 2015

This is the first of Ofcom's quarterly media literacy updates for 2015. These updates bring together summaries of news, initiatives and events on the topic of media literacy, submitted by stakeholders in this field, both in the UK and overseas. Inclusion here does not imply endorsement by Ofcom.

Ofcom has a statutory duty to promote media literacy, which it discharges through the provision of research to help stakeholders to 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:

Research | Events | Projects | Awards | International

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

Ofcom

Ofcom has recently published further analysis of its Digital Day 2014 research, focusing on children http://stakeholders.ofcom.org.uk/market-data-research/other/cross-media/digital-day/2014/digital-day-childrens and on older people aged 65+ (http://stakeholders.ofcom.org.uk/market-data-research/other/cross-media/digital-day/2014/older-people-digital-day?utm_source=updates&utm_medium=email&utm_campaign=cer-14). The study provides a snapshot of people's media and communications behaviour over a seven-day period for adults (three days for children), exploring when and how people use services and devices throughout the day, covering both in- and out-of-home use. These two 'deep dive' reports give illuminating insight into the considerable differences by age group in terms of 'share of eye' and 'share of ear'.

Please also see our media literacy website www.ofcom.org.uk/medialiteracyresearch for our full range of media literacy research publications.

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Events

Safer Internet Day 2015 – 10th February

Safer Internet Day 2015 will be celebrated globally on Tuesday 10th February with the slogan 'Let's create a better internet together'.

Coordinated in the UK by the UK Safer Internet Centre, the celebration sees hundreds of organisations get involved to help promote the safe, responsible and positive use of digital technology for children and young people. For SID2014, over 650 organisations got involved, reaching 25% of children and 18% of teenagers.

The UK Safer Internet Centre – a partnership of three leading charities; Childnet, the South West Grid for Learning and the Internet Watch Foundation – provide resources for children, schools and families, and tools for getting involved at www.saferinternet.org.uk.

Digital 2015 at The Celtic Manor Resort, Newport, Wales, 8th and 9th June 2015.

Building on the sell-out success of previous years Digital 2015 is fast becoming Wales' premier event for anyone with an interest in the opportunities that can be gained from effectively exploiting digital technologies. With a line-up of expert speakers drawn from a mix of global technology companies and Wales' own technology businesses, day one of Digital 2015 will focus on digital skills and day two on the big digital trends across industry.

Digital Tuesday

Launched by Sir Terry Matthews at Digital 2014, Digital Tuesday is a dynamic networking community driven by industry and created to discuss digital directions, share knowledge, stimulate ideas and make things happen. Held on the first Tuesday of every month at the Celtic Manor Resort, Newport, they provide a fantastic networking opportunity where a passionate community of digital dragons, e-entrepreneurs, business start-ups, established companies or anyone with a bright idea come together to talk, discuss digital directions, share knowledge, stimulate ideas and make things happen.

Projects and initiatives

BBC

Safer Internet Day

On 10th Feb 2015, Learning launches Be Smart, its campaign in support of Safer Internet Day 2015. BBC brands including Radio 1 and CBBC will be reflecting looking at the issues young people face in the online space. Learning are installing a video booth in a school in Stoke on Trent and are inviting students to tell their own stories of the pressure they experience on social media to join in anti-social activity, to bully, or to behave a certain way. The material will be used to create an online resource and will be incorporating into radio and tv output. All the coverage will link to online resources to help children and young people cope with online pressures.

Basic Digital Skills Research

In November 2014, we published our latest wave of Basic Skills research. This is the third time that we have undertaken the Basic Online Skills research – first in October 2013, then interim in March 2014. Key findings were:

- 20% of UK adults lack the four basic online skills. This represents no significant change on prior results.
- We also measured that 16% of the population (15+) are non-users of the internet, this equates to 8.3 million
- This is up from 14% (7m) in 2013, but down from 21% (10.6m) in 2012

http://www.bbc.co.uk/aboutthebbc/insidethebbc/whatwedo/learning/audienceresearch

Digital Engagement: Building a Connected Society seminar

In November 2014, we held a joint seminar with Ofcom to encourage fresh thinking and provoke debate about how some of the challenges around media literacy can be met. They were a variety of speakers including Ed Vaizey MP and Helen Goodman MP. There was an audience of business leaders and opinion formers who have a role in addressing the challenges of creating a digital society, and there was a healthy debate about how we engage the one in five UK adults that are digitally disadvantaged.

Make it Digital

In 2015, the BBC's big educational campaign is Make it Digital, which is all about digital creativity and will highlight the importance of engaging with the digital world. This actually started in September 2014 to coincide with changes to the curriculum, when BBC Learning published new Computing Bitesize guides to support students and teachers.

http://www.bbc.co.uk/blogs/aboutthebbc/entries/57d105ed-aa4e-32b4-a520-ad487de215d4

Digital Inclusion in Wales

The EU-funded digital inclusion programme Communities 2.0 has supported over 52,000 individuals to get online helping reduce digital exclusion among adults in Wales to 21%. Communities 2.0 has partnered with private sector organisations such as Barclays Banks' Digital Eagles, Asda, the Post Office and EE, and in the public sector with libraries and housing associations, to deliver digital inclusion events helping people use digital technologies for the first time. A multi-agency approach has been taken across the public sector; for example, supporting Job Centre Plus clients to use the internet so that they can meet their claiming requirements by searching and applying for jobs online; and the Post Office, signposting people to local internet access points and learning centres.

With Communities 2.0 coming to an end in March 2015, the Welsh Government is inviting organisations to bid to deliver a new digital inclusion programme which builds on the existing partnerships and coordinates activities across Wales to help the remaining 21% of digitally excluded adults in Wales overcome the barriers and get online.

Hwb and Hwb+

Building on the Welsh Government's *Learning in a Digital Wales* programme to provide schools in Wales with an improved level of internet connectivity, the Welsh Government has

delivered [Hwb](#), which comprises of the National Digital Content Repository for Wales and Hwb+, which provides a secure online virtual learning environment to every school in Wales. The roll-out of Hwb+ has been supported by a team of Digital Leaders with an aim to establish a network of Digital Champions in every school in Wales.

iBeacons: public private sector development partnership in Wales

iBeacons is a proximity technology developed by Apple which uses low-energy Bluetooth to send notifications to users' own mobile devices when they are in range of a beacon. This new and emerging technology uses less power than GPS and works much better inside buildings but has not yet been widely adopted. Use of iBeacons technology in a culture and heritage setting to deliver tailored digital content to users is being explored by an innovative public sector partnership in Wales:

- [People's Collection Wales](#) and the National Museum Wales have collaborated with the private sector company Locly to develop a platform to use iBeacons for a variety of cultural purposes: Following an initial trial at the National Slate Museum in Wales, the technology was placed around the National Slate Museum site. Visitors can discover more about the venue and its collections on their mobile devices as they walk around the site. And the National Museum Wales has implemented iBeacons at the [National Roman Legion Museum,](#) Caerleon, to allow visitors to receive information about the museum exhibits on their mobile devices.

BT

BT helps housing associations deliver digital inclusion

Housing associations can now easily offer cost-effective internet connections and devices to their tenants, with the launch of a new [shared internet service](#) from BT, specifically designed for them. The service delivers an internet connection, which could include shared access between residents to reduce monthly rental costs and an affordable device, as well as offering training and support for tenants.

Digital Evolution – Leaving nobody behind

BT hosted the annual Tinder Foundation Conference: "Digital Evolution – Leaving nobody behind" which took place on 19 November 2014.The conference brought together over 180 delegates from a number of different sectors, but predominantly those operating at grassroots level in local communities to help people improve their digital skills. Take a look at the [post-conference report](#).

Working with Argos to help people get online

BT has shared its existing range of [downloadable resource learning packages](#) - providing information to help get somebody online - with High Street retailer Argos. Argos now plans to encourage its 31,000 employees to use the resources to help customers to take their first steps to go online.

Edusites

Edusites teaching and learning resources to support this year's Film and Media qualifications at GCSE and A Level via FilmEdu and MediaEdu are now in place, in addition to an ongoing programme of onsite workshops and CPD. For further info, visit http://film.edusites.co.uk and http://media.edusites.co.uk.

BBC News School Report

On 19 March 2015, thousands of 11-16 year olds across the UK will be making the news as part of BBC News School Report's ninth annual News Day. BBC News School Reporters will be producing content across the BBC on the day and you can find out more, including how schools can sign up on the School Report website: www.bbc.co.uk/schoolreport

Center for Media Literacy
www.medialit.com:

"The Core Concepts: Fundamental to Media Literacy Yesterday, Today and Tomorrow," an article written by Tessa Jolls from the Center for Media Literacy and Carolyn Wilson from the University of Toronto, is featured in Volume 6, Issue 2, 2014 just published by the Journal for Media Literacy Education at http://digitalcommons.uri.edu/jmle/ The Journal also features articles exploring the Elizabeth Thoman Archives at the University of Rhode Island; Media&Values Magazine historical issues may be found at the Center for Media Literacy's website in the Reading Room, http://www.medialit.org/reading-room

Tessa Jolls, President and CEO of the Center for Media Literacy and Director, Consortium for Media Literacy, was honored with the International Media Literacy Award by Gateway Media Literacy Partners at a Media Literacy Week launching ceremony on November 8, 2014 in St. Louis. Other honorees were Media Professional: Lou "Fatha" Thimes Sr., a posthumous honor; Educator: journalist and professor Avis Meyer of St. Louis University; and Institution: The (former) St. Louis Beacon, now merged with St. Louis Public Radio.

BBFC

In November 2014 the BBFC collaborated with Into Film to launch a free online classroom resource about the history and impact of the 12A age rating. The resource includes detailed case studies, clips and lesson plans. Find the resource at Into Film (http://www.intofilm.org/news/articles/12-years-of-12a#.VIG_x9KsWSq).

To support the BBFC's 12A cinema advert, a new 12A poster and 12A postcard are now available to help explain what 12A means. Designed for use in schools, community centres and cinemas, the poster and postcard are available on request (posters@bbfc.co.uk) or to print on demand (http://www.bbfc.co.uk/what-classification/12a-and-12).

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Awards

Do you love being online and benefiting from the digital world? Age UK is searching for inspiring people to be their Digital Champion of the Year 2015. Nominate yourself or someone you know online at www.ageuk.org.uk/champion by the 30 January 2015 or email events@ageuk.org.uk for more information.

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International

Greece

17th Olympia International Film Festival for Children and Young People and
14 European Meeting of Young People's Audiovisual Creation "CAMERA ZIZANIO"
29.11-06.12.2014, Pyrgos Greece

Over 600 films from 61 countries all over the world were shown at the 17th Olympia Film Festival for Children and Young People,held in December 2014 in Pyrgos.

The Olympia Festival, a member of ECFA, uses a programme of educational activities and special screenings to encourage children to become critical spectators, and to "*form a personal stance about show business, so that they don't end up passive receivers and victims of the market.* In parallel with the Festival, the 14th CAMERA ZIZANIO, for filmmaking *by* children and *for* children, screened a record number of films made by children.

An interactive film literacy workshop showed new and alternative ways of film "reading and writing", using methodological film literacy tools for content and context analysis. The workshop offered a practical teaching model for the educators to use in the classroom.

http://camerazizanio.net/2014-2/
http://olympiafestival.gr/
DIMLE https://www.youtube.com/watch?v=eK1L064T40E&feature=youtu.be

Russia

New English-language books about media literacy education - free to read and download:
Fedorov, A. Media Literacy Education. Moscow: ICO "information for all". 2015. 577 p.
http://mediaeducation.ucoz.ru/_ld/9/995_Book_2015_Fedor.pdf

Fedorov, A. Film studies in the university students' audience: from entertainment genres to art house. Moscow: ICO: Information for all, 2014. 232 p.
http://mediaeducation.ucoz.ru/_ld/9/991_Book_2014_Fedor.pdf

And some new English-language articles:

Fedorov, A. The Opinions of Russian School Students and Teachers about Media Violence // European Researcher, 2014, Vol. 73, № 4-2, pp. 781-804.
http://mediaeducation.ucoz.ru/_ld/9/983_Fedorov_2014_Op.pdf

Fedorov, A. Media Education Literacy in the World: Trends // European Researcher. 2014, Vol. 67, N 1-2, p.176-187. http://mediaeducation.ucoz.ru/_ld/9/980_Fedorov_Media_E.pdf