

# | Making sense of media

## Ofcom's media literacy research projects

### Adults' media use and attitudes survey (quantitative)

**Sample:** 1,882 adults 16+ in the UK.

**Fieldwork:** September- November

Annual, face to face study provides research that looks at media use, attitudes and understanding, and how these change over time. The report also includes a particular focus on those who tend not to participate digitally.

### Adults Media Lives study (qualitative)

Into its fifteenth year, this ethnographic video study follows 19 adults and tracks the evolution of individuals' relationship with digital media, from use to understanding and concerns.

### News consumption survey (quantitative)

**Sample:** c.1,500 online interviews and 2,100 face to face interviews with adults 16+ in the UK; 1,000 online interviews with children in the UK aged 12-15.

**Fieldwork:** December and March.

Annual survey looking at news consumption across television, radio, print and online. It includes data on news sources and platforms used, the perceived importance of different outlets for news, attitudes to individual news sources, local news use and news consumption in the nations. It also includes consumption of and attitudes towards current affairs.

### Internet users' concerns about and experience of potential online harms (qualitative)

**Sample:** 16 household case studies, 3 friendship groups with children and young adults, 8 workshops with adults aged 18+ and 6 mini focus groups.

**Fieldwork:** February - April 2019

Ad hoc research commissioned by Ofcom with advice on the research design provided by the Information Commissioner's Office to understand how people use the internet, their experiences of 'harm' online, their responses to it and to obtain a high-level assessment of the different levels of protection people expect when they go online and why.

### Internet users' concerns about and experience of potential online harms (quantitative)

**Sample:** 2,057 internet users in the UK aged 16+; 1,001 online interviews among children in the UK aged 12-15. **Fieldwork:** February - March 2019

Face to face (adults) and online (12-15s) research quantifies concerns about, reported experiences of and potential sources of online harm. It was commissioned by Ofcom with advice on the research design provided by the Information Commissioner's Office.

### Children and Parents: media use and attitudes survey (quantitative)

**Sample:** UK children aged 3-15. Consists of 1,430 interviews with i) parents of 5-15 year olds, and ii) children aged 8-15, plus 630 interviews with parents of 3-4 year olds (total 2,060 interviews).

**Fieldwork:** April - June.

Annual, face to face study provides evidence on media use, attitudes and understanding among children aged 5-15, and media access and use of children aged 3-4 years. Includes findings relating to parents' views about their children's media use and the ways that parents seek- or decide not- to monitor or limit use of different types of media.

### Children's Media Lives study (qualitative)

Into its sixth year, this ethnographic video study follows 18 children, aged 8-15 at the beginning of the study, over consecutive years, tracking how their relationship, understanding and attitudes towards media change over time.

### Technology Tracker (quantitative)

**Sample:** 3,909 adults 16+ in the UK

**Fieldwork:** January- February

Annual, face to face study tracks attitudes and behaviour of UK consumers in relation to residential telecoms, broadcasting and the internet.