

Making Sense of Media Bulletin

July 2022

Thank you to everyone who shared their updates of initiatives, research, and events for July's Making Sense of Media bulletin. We have provided points of contact wherever possible, for purposes of collaboration between network members. Submissions are listed alphabetically under the categories below; please click on the quick links if you would like to go directly to specific categories. Please note that an individual's submissions are only included in very exceptional circumstances. Rather, we prioritise joint, departmental, or organisational updates and publications. A reminder that these updates are provided by our network members and reflect the views of the individual members. Inclusion here does not imply endorsement by Ofcom.

You can find [previous bulletins](#) on our website.

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Ofcom activity

MSOM Roadshow

Mid-June saw the Making Sense of Media team on tour across our 4 nations, holding in person events in Cardiff, Manchester, Edinburgh, and Belfast.

We kicked off in Cardiff with a deep dive into our research work, followed by a panel discussion focused on the need for digital first, rather than digital only approaches to promoting digital inclusion. We also took questions on the ownership of apps to our research methodology.

Next, we arrived in Manchester, a wide range of local organisations participated in the event. We talked about our plans to commission organisations to deliver community initiatives – and stressed the importance of local connections. Delegates expressed the importance of hyper-local connections, which links with our recent [research](#) on how to engage underserved communities well. We also took questions on child access to pornography, community radio, older people and technology and the opportunities for intergenerational media literacy work.

Our third day was in Edinburgh where our focus was on [evaluation](#) helping people who design media literacy interventions to understand what works. We took detailed questions on our evaluation tools. Delegates from libraries, youth worker organisations and the Scottish Government expressed an interest in collaboration.

Finally, we touched down in Belfast, we discussed our work with platforms to establish best practice principles for promoting media literacy through design. Our panel discussion addressed parental responsibility, factchecking and information provenance. Many present, welcomed our work and we're following up with those who requested more information.

Many thanks to all our expert guest speakers and attendees.

Life Online

In the third episode of Ofcom's podcast, [Life Online](#), former England footballer Anita Asante, and journalist, author and radio presenter Anna Whitehouse, join Ofcom's Simon Redfern to discuss the realities of being a woman online.

Ofcom recently released [research](#) that revealed the extent of abuse suffered by women online. In a frank and open conversation, Anita and Anna tell Simon about their experiences of discriminatory, hateful and trolling content, and how this aspect of life online makes women feel less able to have a voice.

What would nan think?

Ofcom has [launched a new campaign](#) with social media influencer Lewis Leigh and his nan Phyllis, and behavioural psychologist Jo Hemmings, which encourages young people to report potentially harmful content that they see online.

Our research revealed a worrying gap between the 67% of young people who experience harm online and those who flag or report it to the services. We found that fewer than one in five young people (17%) take action to report potentially harmful content when they see it.

The findings come as the Government's Online Safety Bill continues to make its way through Parliament. Ofcom will enforce these new laws, and has already started regulating video-sharing platforms (VSPs established in the UK – such as TikTok, Snapchat and Twitch. This autumn, we will publish our first VSP report, enabling users to see how their services are working to tackle harm.

Find out more from Ofcom's [Online Nation 2022](#) report, and see the social campaign on Lewis's [TikTok](#) and [Instagram](#) profiles.

Online Safety Roadmap and Call for Evidence

[Ofcom's regulatory roadmap](#) for online safety was published on 6th July, setting out plans for the first 100 days of our powers taking effect. Ofcom will focus on getting the 'first phase' of the new regulation up and running - protecting users from illegal content harms, including child sexual exploitation and abuse, and terrorist content.

Alongside the roadmap, we are launching a 10-week Online Safety Call for Evidence to support the delivery of our first consultation.

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Events

Alperton Community School

The Adobe for Education Summit, is a [free virtual event](#) on July 26– 28. On July 26 Digital Media Pre-Conference: develop digital media teaching skills and effective leadership practices through creativity.

CILIP Scotland

Media, Digital and Information literacy are the cornerstone of learning and this event in partnership with the Information Literacy Community of Practice taking place online **1-4.30pm on 8th September** will focus on various research, projects and work in this area. [Free event](#) and all are welcome.

For more information, please contact sean.mcnamara@cilips.org.uk

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Research

Internet Matters

‘Intentional use’ is a new [report](#) from Internet Matters which sets out how agency (or feeling in control) supports young people’s wellbeing in a digital world. In addition to setting out new research findings, the report features ‘7 Questions for Reflecting on Digital Habits’.

For more information, please contact simone.vibert@internetmatters.org

National Literacy Trust

The National Literacy Trust [surveyed](#) 7,494 young people aged 11 to 16 to gather insights into literacy and online communication. Funded by The Sir Halley Stewart Trust, the research found that compared with young people with low critical digital literacy engagement nearly three times as many young people with high critical digital literacy have high mental wellbeing (11.6% vs 30.2%).

For more information, please contact irene.picton@literacytrust.org.uk

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Projects and initiatives

BBC

BBC Bitesize's [Other Side Of The Story project](#) has launched to help young people better understand the news they see and share online and how echo chambers, bias and impartiality can shape their view of the world. The campaign will also deliver media literacy workshops in schools from September

Internet Matters

'Digital Matters' is a new, [free online learning platform](#) (including interactive resources) for teachers of upper Key Stage 2 from the team at Internet Matters. It was developed with teachers and aligns with the UKCIS Education for a Connected World framework.

For more information, please contact simone.vibert@internetmatters.org

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