

6 Media literacy in Scotland

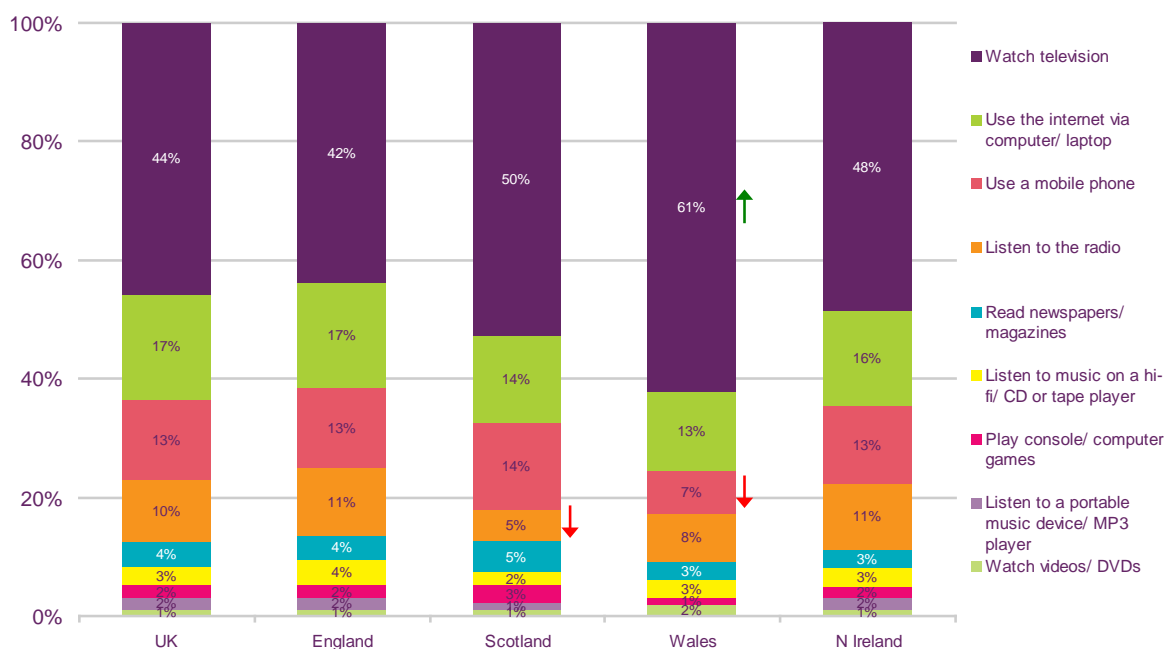
Ofcom recently published its report *Adults' Media Literacy in the Nations* report. A summary of the findings in Scotland is reproduced below, providing an overview of some of the key measures of media literacy across Scotland among adults aged 16 and over. The dataset comprises results from fieldwork conducted in spring and autumn 2010 among 256 adults in Scotland. The full findings are available here: www.ofcom.org.uk/medialiteracyresearch

6.1 Media preferences

Half of all adults in Scotland say that TV is the medium they would miss the most

When asked which medium they would miss the most, half of all adults in Scotland (50%) say television, similar to the UK average (44%). Adults in Scotland are less likely than all UK adults to say they prefer to listen to radio (5% vs. 10%), and, since 2009, fewer adults in Scotland say they prefer to listen to radio. Otherwise, preferred media activities among adults in Scotland do not differ from the UK as a whole and remain at similar levels to 2009.

Figure 6.1 Most-missed media activity



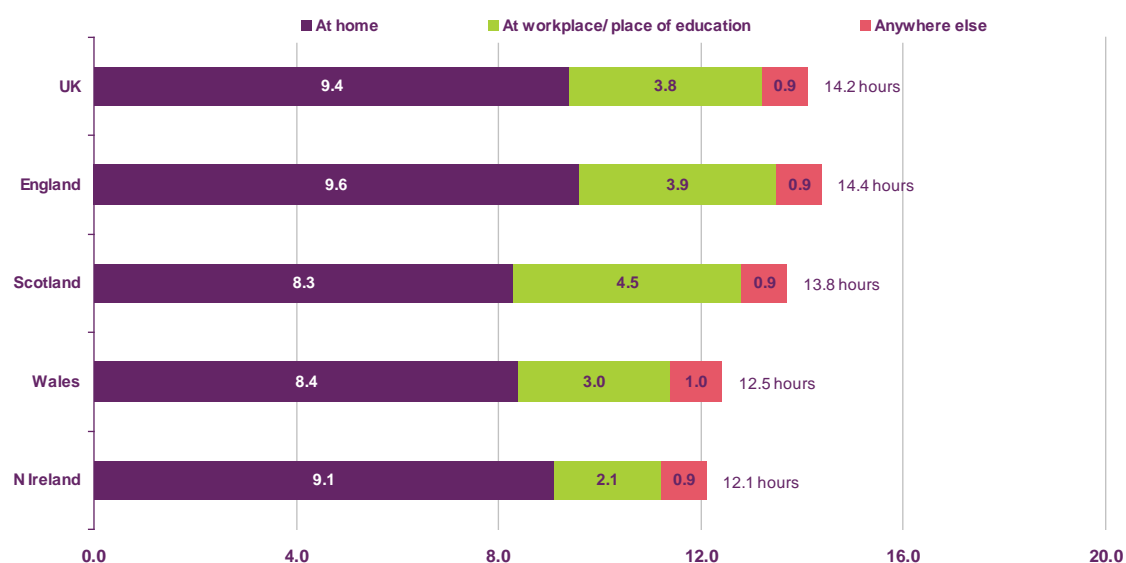
A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)
 Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland).
 Significance testing shows any difference between any nation and the UK.
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

6.2 Media use

Adults in Scotland claim to spend an average of 13.8 hours per week on the internet

The overall claimed volume of internet use per week among internet users in Scotland is similar to that for all UK adults who use the internet at home or elsewhere (13.8 hours vs. 14.2 hours).

Figure 6.2 Claimed volume of internet use per week



IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)
 Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

6.3 Understanding of, and attitudes towards, the internet

Whereas UK internet users' attitudes to providing personal details online are mostly unchanged since 2009, internet users in Scotland are now less likely than in 2009 to say they would be happy to provide their personal email address, their home address or their home phone number. In 2009 internet users in Scotland were more likely than all UK users to say they would be happy to provide each of the types of personal details online that we asked about.

Attitudes towards the internet among users in Scotland are similar to those among all internet users in the UK. Most agree that internet sites must be free to be expressive and creative (74% vs. 75%) and also agree that internet users must be protected from seeing inappropriate or offensive content (81% vs. 83%). As in 2009, users in Scotland are less likely than all UK adults to agree that people who buy things online put their privacy at risk (50% vs. 59%); being more likely to choose a neutral response to this question (27% vs. 19%) rather than to disagree.

6.4 Trust and concerns about media

Adults in Scotland are more likely than the UK average to trust TV news

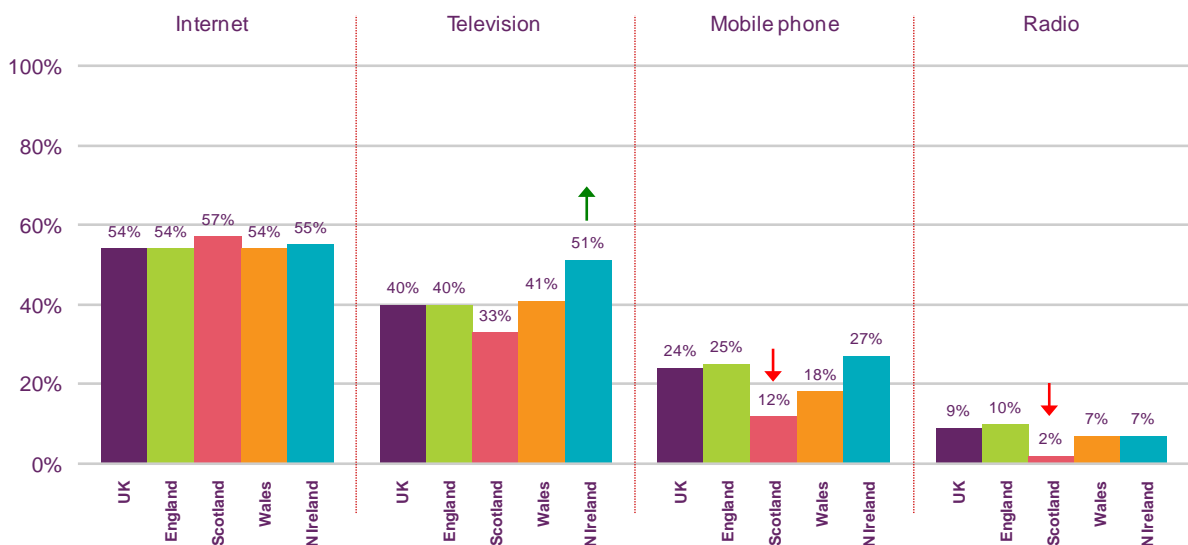
A majority of adults in Scotland using each medium say that they tend to trust the news output from TV and from news websites. Adults in Scotland are more likely than those in the UK as a whole to say they trust the news output from TV (68% vs. 54%).

The proportion of users in Scotland mentioning any concerns about media content is similar to that found in 2009, for television, the internet and mobile phones. Figure 6.3 shows that, as with the UK as a whole, around six in ten internet users in Scotland have concerns about

what is on the internet (57% in Scotland vs. 54% in the UK). While internet users across the UK overall are less likely to say they have any concerns about what is on the internet than in 2009, this decline is not evident among users in Scotland. Users in Scotland are less likely than those in the UK overall to have concerns about mobile phones (12% vs. 24%) and about radio (2% vs. 9%). In 2009, users in Scotland were less likely than all in the UK to have concerns about television, but this measure is now at a similar level in 2010 (33% vs. 40%).

While adults in Scotland with televisions in their household are not significantly different to all UK adults in terms of having any concerns about what is on television (33% vs. 40%) and are as likely to have concerns that relate to quality of content/ repeats (23% vs. 24%), they are less likely to have concerns that relate to offensive content, such as bad language violence or nudity (13% vs. 22%).

Figure 6.3 Concerns about key media platforms



IN30/ T7/ M4/ R6 – Can you tell me if you have any concerns about what is on the internet/ TV/ mobile phones/ radio? (unprompted responses, multi-coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland), with any TVs at home (2075 UK, 1357 England, 245 Scotland, 236 Wales, 237 Northern Ireland), who use a mobile phone (1885 UK, 1245 England, 219 Scotland, 208 Wales, 213 Northern Ireland), who listen to radio at home (1605 UK, 1050 England, 178 Scotland, 201 Wales, 176 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010