February 2019

This is the first Ofcom media literacy update for 2019 and the first in this new format: we hope you like it.

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

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's Children's Media Literacy research activity

Publications

On Tuesday 29 January 2019, Ofcom published three reports:

- Our annual **Children and Parents: Media Use and Attitudes Report**, setting out the latest findings on the ways in which children use, understand and create media, and how this has changed over time. The report can be found here: https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/children-and-parents-media-use-and-attitudes-report-2018
- The fifth wave of our **Children's Media Lives Report**. This qualitative research study among a small sample of eighteen 8-18 year-olds tracks the evolution of children's relationship with digital media, from use to understanding and concerns. The report can be found here: https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/childrens-media-lives

- Our **Life on the small screen: what children are watching and why** qualitative research study into the content children are viewing, with a focus on YouTube and Netflix. The report can be found here: https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens

- Safer Internet Day 2019, coordinated by the UK Safer Internet Centre, promotes the safe and positive use of digital technology by children and young people. The event took place on 5 February 2019. Ofcom is an official supporter; using our latest Children's and Parents' use and attitudes research findings, we have created **an informative and fun worksheet targeted at 8-11 year-olds, to help parents and teachers talk to children about staying safe.** This focuses on when and how children go online, and what they see when they do. The worksheets can be found here: https://www.ofcom.org.uk/about-ofcom/latest/features-and-news/safer-internet-day

Events

Alongside the publication of these reports, we held our annual **Children's Media Literacy event: 'Making sense of media'** on Tuesday 29 January 2019 at Glaziers Hall in London. The event was attended by over 150 stakeholders and focused on:

- *Children's content consumption – changes and trends*: we heard about the findings of Ofcom's quantitative and qualitative children's media literacy research, which highlighted decline in viewing of live TV on a TV set and increasing consumption of YouTube and OTT services (particularly Netflix). A presentation of key findings from Ofcom's new Life on the small screen: what children are watching and why (conducted by Revealing Reality) provided further insights into what video content children are watching, how they reach it and why they choose it.

- *Social media – a balanced view*: including the findings of Ofcom's quantitative and qualitative research, exploring the impacts, positive and negative, of social media and online content on young people. We also heard from Barbie Clarke, from the research agency Family, Kids & Youth, about her research into the impact that social media and gaming has on children's lives and wellbeing.

- *Parental concerns, mediation and engagement*: key findings from Ofcom's quantitative and qualitative research on parental concerns and mediation. This was followed by a presentation from Claire Levens, from Internet Matters, exploring key findings from the recent research publication, 'Look Both Ways': Practical parenting in the age of the screen.

These sessions were followed by a panel debate on the challenges facing the sector in improving media/digital literacy in the UK. The panel was chaired by Tony Close, Director of Content Standards, Licensing and Enforcement, Ofcom and the panellists included

representatives from DCMS, Facebook, Newsguard, Internet Matters and Family, Kids and Youth research agency.

Coinciding with European Media Literacy week, Ofcom will be holding a further **children's Making Sense of Media research event in Northern Ireland** on Thursday 21 March from 12-2.30pm at Clayton Hotel, Ormeau Avenue, Belfast. This will include presentations from Ofcom on trends and changes in children's content consumption; the impacts, positive and negative, of social media and online content on mental well-being; and shifts in parental concerns, engagement and mediation. If you would like to attend or would like more details about the agenda, please email ofcomeventsni@ofcom.org.uk.

Research

Online harms research

In addition to our ongoing children's and adults' media use and attitudes research, we are carrying out quantitative and qualitative research to further explore the level of concern and harms relating to going online. We are working closely with the Information Commissioner's Office on these projects.

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).

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Research

Good Things Foundation

Internet engagement

Since August 2018, the Good Things Foundation, Professor Simeon Yates (University of Liverpool), and BT have been working in partnership to conduct research into the reasons why people do not engage with the internet. The primary purpose is t**o** better understand the specific reasons people in the UK give for being offline, in greater depth and granularity than currently available research.

To achieve this aim, the research has focused on answering the following key research questions:

- What are the specific reasons people have for not engaging with the internet, below the level of 'motivation' or 'trust'?
- How do these specific reasons vary by demographic (eg. unemployment, low skills, age), and which reasons are most important for different groups?

- To what extent are the reasons people give for being offline 'masking' other/deeper reasons or issues, including the role of proxy users?

https://www.goodthingsfoundation.org/digital-motivation

Internet Matters

We need to talk about pornography

In January we released our latest research report on parental attitudes to online pornography and the forthcoming age verification regulations. The results from the research gave us the evidence to land age verification as a child protection measure. Over 80% of parents are supportive of this change. We also asked parents about their experiences of their children seeing pornography and what their concerns were. The report makes interesting – and frank – reading.
 If you would like a copy, please email claire.levens@internetmatters.org.

Vulnerable children in a digital world

We are delighted to have released our academic research into the relationship between young people's offline vulnerabilities and their online behaviour this month. The report demonstrates that specific vulnerabilities can lead to particularly risky online behaviour which can be predicted. If you can predict, you can intervene. We'll be working with a range of organisations to help them use the insight to make a difference to vulnerable children. You can find the report here: https://www.internetmatters.org/about-us/vulnerable-children-in-a-digital-world-report/

LSE

Parenting for a Digital Future

We have addressed debates on screen time and children's wellbeing, maintaining a balanced approach to the risks and opportunities afforded by technology, and the limitations of rigid rules. The Parenting for a Digital Future book which examines how children's lives are shaped by the hopes and fears surrounding technology is about to be published. A round up of our latest blog posts and activities is available here.

Children's Data and Privacy Online

The ICO-funded project Children's Data and Privacy Online recently launched a major report reviewing the evidence on how children think about their privacy online, distinguishing between interpersonal, institutional, and commercial dimensions of privacy. Exploring how privacy literacy changes during child development, the study argues that children pose a special case for privacy and data protection.

Global Kids Online

With new findings from [Brazil](#), [Ghana](#) and [Uruguay](#) emerging recently, [Global Kids Online](#) has now surveyed over 15,000 children and 12,000 of their carers about online risks and opportunities. New research on children's internet use is currently under way in [Albania](#), [Canada](#), [New Zealand](#) and the [Philippines](#). Since the [launch of its impact tools](#), Global Kids Online has now embarked on an [independent evaluation](#) of the network's impact. You can sign up for research updates [here](#).

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Events

One Digital

One Digital Community of Practice learning event

Resources are now available online from the One Digital Community of Practice learning [event](#), held in November 2018. The event brought practitioners together to share good practice on evaluating and measuring the impact of digital inclusion projects. Workshops at the event focused on:

- Learner beneficiaries
- Digital Champions
- Working in partnership

Resources include presentations from the plenary sessions and workshops, briefing papers and useful background information.

Please see our website here: https://onedigitaluk.com/demonstrating-digital-inclusion/

European Media Literacy Week

From 18 to 22 March, the European Commission will be running its first European Media Literacy Week. This new initiative is intended to increase awareness of the societal importance of media literacy and promote media literacy initiatives and projects across the EU, particularly in the context of tackling disinformation. Various events around the topic of media literacy will take place in Brussels and in Member States that week: look out for more information on [this page](#) for opportunities to promote projects you are running."

Please contact Maria Donde at Ofcom for more information: maria.donde@ofcom.org.uk

NSPCC

Get key insights on child safety online at the NSPCC's annual two-day conference, *How safe are our children? Growing up online 2.0*. Join sector leaders sharing their knowledge, innovations and solutions to protect children online, and get involved in interactive activities to learn techniques and skills you can take away and use in your professional practice. Topics include: young people and digital relationships; the 'internet of things'; gaming and the dark web. The conference takes place at the QEII Centre, London on 25-26 June 2019. Book now for discounted early bird tickets, available for a limited time only.

One Digital Community of Practice Year One Learning reports

The One Digital partnership has produced a series of reports detailing the learning arising from the first year of the One Digital Community of Practice. The reports are based on observational learning arising from the partners' digital inclusion projects across the UK. Topics include:

- of organisations. Working with learners
- Working with Digital Champions
- Partnerships and engagement
- Digital maturity

UNESCO

The Global Media and Information Literacy Week 2019 will be held from 24-31 October. Stakeholders are invited to organize online/offline local events or activities related to MIL in their community or region and register them on the official website of Global MIL Week. In partnership with the county council Region Västra Götaland (and University of Gothenburg), the Feature Conference of Global MIL Week 2019 will be held from 24-26 September in Gothenburg, Sweden, in association with the renowned Gothenburg Book Fair. The official website of the Global MIL Week 2019 will be launched soon.

https://ec.europa.eu/digital-single-market/en/news/european-media-literacy-week

Projects and initiatives

BBC

BBC OWN IT ON SAFER INTERNET DAY

For Safer Internet Day 2019 (Feb 5th), BBC Own It unveiled a raft of new content both online and across social platforms. Star YouTubers, Strictly Come Dancing celebs, and CBBC talent all joined forces to help 8-12 year-olds navigate digital spaces healthily, happily, and with confidence. Much of the new content focused on the SID 2019 theme of 'consent in a digital world'. Safer Internet Day also marked the one-year anniversary of Own It's public launch.

https://www.bbc.com/ownit/curations/safer-internet-day-2019

BBC Young Reporter

The finalists have been selected for the BBC Young Reporter Competition, which saw young people share their original story ideas about 'My Life' and 'My World'. The stories are now in production with BBC News, Newsround, The One Show, BBC Three and BBC Sounds and the winners will be announced and broadcast as part of the annual 'News Day' on March 6th.

On News Day BBC buildings in London, Glasgow, Belfast, Cardiff, Birmingham and Salford will open their doors to 11-18 year-olds to share media literacy skills. Workshops about news literacy, filming and editing on smartphones and short-form storytelling will take place across the UK. Schools, colleges and youth organisations wishing to participate can contact youngreporter@bbc.co.uk

BBFC

The BBFC's new Classification Guidelines will come into effect on Thursday 28 February. Our fifth public consultation - of more than 10,000 people, including parents, teachers and young people - told us that young people and parents want to see consistent age ratings across all platforms - both online and offline - and wider availability of the BBFC's ratings info. Read more on our website.

BT

In support of Safer Internet day The BT-sponsored Barefoot computing programme has created a new resource called 'Stop, Think, Consent' take a look and download resources for free at https://www.barefootcomputing.org/

On 31 January 2019 at the BT Tower, BT and its educational partners celebrated the two million children who have been inspired by a national computing programme called Barefoot. The BT-sponsored Barefoot computing programme, now in its fifth year, has delivered free classroom-ready teaching resources to over 70,000 teachers across 60% of the UK's primary schools. By helping pupils develop basic computing skills, teachers are preparing them for today's digital world and their futures – which are very likely to involve technology. https://www.barefootcomputing.org/

Carnegie UK Trust

#NotWithoutMe Digital Inclusion Accelerator

Last year, the Trust delivered the #NotWithoutMe Digital Inclusion Accelerator, providing six organisations with the opportunity to access expert knowledge and a package of resources, to develop and refine their digital projects over a six month period, through a tailored programme of training and support. In January, were delighted to announce Your Own Place had secured the final full funding to deliver their digital inclusion initiative. Your Own Place is a Norwich-based social enterprise and will use the funds to help to develop the digital skills, knowledge and confidence of vulnerable young people at risk of homelessness, through development of their existing Tenancy & Independent Living Skills (TILS) modules. We will continue to share findings from the project as they developed.

Leading the Way

A new data privacy guide for library staff was published by the Carnegie UK Trust, with Newcastle Libraries and CILIP, to help the UK's public libraries to play a leading role in protecting and promoting people's privacy. As a safe space where people access materials both on and offline, public libraries can support and empower users to make informed choices about privacy. This guide includes practical steps for library staff to take to enhance the approach to privacy across different aspects of their service. The guide can be found at https://www.carnegieuktrust.org.uk/publications/leading-the-way-a-guide-to-privacy-for-public-library-staff/

Living Digitally

The Carnegie UK Trust has published Living Digitally – An Evaluation of the CleverCogs Care and Support System. The report examines the impact of a new digital system implemented by a major Scottish housing and care provider, designed to increase digital inclusion and the use of technology enabled care. The report finds clear benefits that increased digital participation can bring to wellbeing and quality of life, particularly for older people with disabilities who are unlikely to go online independently.

Digital Inclusion in Health and Care in Wales

The Carnegie UK Trust has worked with the Wales Co-operative Centre to examine the potential for digital inclusion to improve the health and wellbeing of older people in Wales with a limiting long-term condition. The challenge in this area is that those citizens most in need of accessing health services may be left behind, due to their lack of digital skills and access. The report sets out priorities and recommendations for action to bring digital inclusion higher up the agenda and embed it in health and care commissioning and provision. The report is available at https://www.carnegieuktrust.org.uk/publications/digital-inclusion-in-health-and-care-in-wales/

Family Kids & Youth

Family Kids & Youth (FK&Y)'s [Wellbeing and the Internet Study](#) is gathering a body of evidence that looks at the impact on mental health of 7-16 year olds' use of social media and gaming. The study is supported by clinicians and academics specializing in mental health, with further research planned for the Easter holidays.

Internet Matters

New resources for parents
Introducing our latest resources for parents including: a guide on how to protect your children from pornography, top tips on digital wellbeing and a guide on how to discuss consent. We also created a guide on Safer Internet Day around supporting your child's digital journey.

https://www.internetmatters.org/wp-content/uploads/2019/01/OnlinePornParentsGuide-17Jan_Final.pdf

https://www.internetmatters.org/wp-content/uploads/2019/01/4-Steps-Managing-WellbeingV2.pdf

https://www.internetmatters.org/wp-content/uploads/2019/01/IM_DigitalJourney_parent_guide.pdf

https://www.internetmatters.org/hub/question/what-is-online-consent-and-how-can-i-discuss-this-with-my-child/

ParentZone

An impact report on Parent Info - the only free digital service enabling UK schools to engage parents with expert internet safety advice - found that users overwhelmingly feel a high level of satisfaction with it. The report by London Connected Learning Centre says the digital tool, a collaboration between NCA-CEOP and Parent Zone, is 'trusted and valued' by schools, nearly 5000 of whom have embedded it in their websites. Read [the report.](#)

Be Internet Legends, the free educational programme developed in partnership with Google, expands in 2019. It helps Key Stage 2 children in the UK stay safe and become confident online explorers, and it includes a curriculum resource pack for teachers with PSHE Association-accredited lesson plans, stickers, posters and more. Order a free curriculum pack [here.](#)

This year's **Digital Families** conference on October 9th will focus on **Wellbeing in a Connected World.** The conference, in partnership with NCA-CEOP, brings together the best minds in academia, government and industry to explore digital wellbeing and resilience for children and young people. Last year 300 delegates, including educators, policy makers, commentators and safeguarding professionals, joined us - email yasmin@parentzone.org.uk to be kept in touch.

In February we ran a **round table** in collaboration with the National Writing Project, that brought together youth experts from the UK and US to share knowledge and build strategic partnerships around digital literacy and resilience. The roundtable was part of the **Youth Info Co-Design Programme** supported by the US Embassy London**.** Through consultation workshops, US and UK youth will be empowered to shape a new global service that aims to reduce the impact of disinformation and nurture digital resilience for all young people.

This month we launched **Story Time**, a fun way for younger children (Key Stage 1 and 2) to learn about the essentials of internet safety, with Vodafone Global. The two downloadable children's books deliver colourful, engaging advice on staying safe online, and are free to access here in seven languages.

The Social Care and Digital Roundtable that we hosted with Carnegie UK Trust focused on looked-after children, working to prototype a tool to enable professionals and carers to learn more about the digital life and interests of young people in their care and get information about the latest digital trends, potential risks and some positive ways in which a young person can thrive online. The care roundtable was part of a series of ongoing lab events focused on practical responses to complex digital resilience challenges for children, families and professionals with additional support needs.

Amid an increasing focus on children's exposure to gambling online, Parent Zone's **Skin Gambling Report** revealed that children are gambling with digital assets they buy while gaming online. 29% of the UK's 13-18 year-olds think 'skin gambling' is a 'big problem' - read the full report.

The latest issue of **Digital Parenting** guide is now available - a free online safety guide created by The Vodafone Foundation and Parent Zone for UK schools and youth and family organisations to distribute to the parents and carers they work with. It's packed with expert advice on issues such as healthy screen time and sleep, plus key internet safety information - order your copies (including free P&P*) here.

The Game is On!

The Game is On! is an open access, research-led educational resource around copyright, creativity and the lawful reuse of existing works. It is now complete and freely available on the Copyright User website: https://www.copyrightuser.org/educate/the-game-is-on/

The resource consists of six short animated films accompanied by annotated scripts - exploring the creative process behind the films - and 33 case files, supplementary educational materials aimed at suggesting points of discussion about copyright for teachers and students.

UNESCO

The UNESCO MIL Cities Initiative sets cities on a path to innovatively promote media and information literacy learning while connecting with other cities across the world. MIL Cities entails the vision of building bridges between local government authorities, transportation, health care and other private and public services providers, and NGO's activities, non-formal and informal educators, and MIL

related networks. A Global Framework for Media and Information Literacy Cities (MIL Cities) is available here: https://en.unesco.org/sites/default/files/gmw2018_draft_mil_cities_framework.pdf.

Local stakeholders in SEE and Turkey undertook initial steps towards developing a MIL policy framework with the support of European Commission and UNESCO. Background Documents and Position Papers on national MIL Policies and Strategies were developed in Albania, Bosnia and Herzegovina, Serbia, Kosovo (under UNSCR 1244) and Turkey. These documents depict the current policy infrastructure relating to MIL in formal, non-formal and informal education and provide specific objectives and recommendations for introducing MIL in national public policy in each target country. The UNESCO Media and Information Literacy Policy and Strategy Guidelines can be found here:
 https://unesdoc.unesco.org/ark:/48223/pf0000225606_eng

WatsonMedia.net

I host a series of podcasts about community media and the role of participation:

https://decentered.co.uk/category/podcast/

"Decentered Podcast – An off-centre look at community, social and sustainable media, with discussions about the role of media in sustainable and participative communities, providing an alternative to mass media. We look at how we build our capabilities to tell our own stories and think about the importance of what we become in producing and sharing our own media content."

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International

Croatia

To foster the media literacy of Croatian citizens in this developing digital era, the Department of Croatian Studies (University of Zagreb) is conducting research to explore the characteristics of citizen journalism through quantitative methods based on analysis of Croatian news sites, i.e. the participation of citizens through readers' comments. With content analysis, we analyse the characteristics of communication among citizens on the three most popular Croatian news sites (net.hr, index.hr, 24sata.hr). An analytical matrix contains four classification categories, derived from the Habermas principles of deliberative democracy and the sample are more than 70.000 readers' comments published below the articles for a period of six months. Such extensive research has not yet been carried out in Croatia even though there are similar studies in the world and are a very important part of media literacy research.

This research is aimed at contributing to media literacy, because it is very important for citizens who participate in creating media content to be aware that the Internet can affect the democratic processes in society, the development of political communication and the development of argued citizen participation. All that can contribute to the development of society and deliberative democracy.

Russia

The international scientific conference "Current state of media education in Russia in the context of global trends (to the 65th anniversary of the Honorary President of the Russian Association for Film and Media Education, Prof. Dr. Alexander Fedorov)"

Topics: media literacy education, media studies, film studies.

https://www.researchgate.net/publication/331225240_International_scientific_conference_Current_state_of_media_education_in_Russia_in_the_context_of_global_trends_to_the_65th_anniversary_of_the_Honorary_President_of_the_Russian_Association_for_Film_and

https://www.academia.edu/38395412/International_scientific_conference_Current_state_of_media_education_in_Russia_in_the_context_of_global_trends_to_the_65th_anniversary_of_the_Honorary_President_of_the_Russian_Association_for_Film_and_Media_Education_Prof._Dr._Alexander_Fedorov_

USA

The U.S. Embassy will be hosting a workshop with a visiting U.S. journalist and media literacy educator on how to approach media literacy training in the classroom. The workshop is mostly aimed at teachers and others who work with youth audiences and are interested in learning more about the topic and to explore teaching activities and techniques to promote critical consumption of media. The event will be held on March 1 at the U.S. Embassy. Space is limited, and participants must register in advance via the Eventbrite: https://www.eventbrite.com/e/media-literacy-in-the-classroom-tickets-55896573155

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