Ofcom's Making Sense of Media Establish Working Group (4)

Ofcom's external minutes of meeting, 25 July 2023, 13.00-14.00 hrs

Attendees:

Group attendees: Ben Bradley (TikTok), Colette Collins-Walsh (5Rights Foundation), Philippa Diedrichs (University of the West of England Bristol), Sarah Drummond (School of Good Services), Gareth Finchett (Mencap), Laura Higgins (Roblox), Rosie Johnston-Luff (Google), Cliff Manning (ParentZone), Niamh McDade (Twitter), Antonio Silva (BI Team), Nejra Van Zalk (Imperial College London)

Ofcom: Ines Leroyer, Claire Levens, Niamh Ni Shuilleabhain

Apologies: Richard Earley (Meta)

Item 1: Progress update

Working Group (WG) members were informed of the progress made since the last meeting.

Item 2: Items for discussion

(a) Key takeaways from the last round of 1-2-1 meetings with platforms:

- Ines Leroyer presented the key takeaways from the last round of 1-2-1 discussions with participating online platforms within the Establish WG, which focused upon three themes:
  - The decision drivers leading to the implementation of on-platform interventions,
  - The design of on-platform interventions,
  - The testing and evaluation of on-platform interventions.
- Key discussion points included:
  - A question was asked as to whether the MSOM team had heard about how platforms conduct research during any 1-2-1 meetings. Ines Leroyer indicated that most platforms have mentioned collaborating with higher education institutions like universities. During 1-2-1s, participants have also described working with other external stakeholders (e.g., NGOs, public bodies, etc.).
  - Platform members explained that they do work with academics. A platform representative endorsed this point and explained that they also partner with external stakeholders to create the right understanding.
  - One member asked about how platforms test their products ahead of release.
  - Platform members responded that in addition to partnering with external stakeholders to understand what works, they use A/B testing methods.
  - Another member endorsed this comment and platforms' testing of interventions but highlighted that a community in which to share findings, as well as widespread implementation of the results of testing, is lacking.

Item 3: Member updates

- Cliff Manning and Sarah Drummond presented the Resilience by Design Pattern Library to the working group.

- Key discussion points from members included:
  - Members asked if the Pattern Library was already available online. Sarah Drummond replied that the pattern library was not available online yet, but she offered to share the slide deck with working group members.
  - Members also showed interest in the work presented and mentioned that they would like to be included to make sure that all users' needs are taken into consideration in the final output.
  - Claire Levens suggested that Cliff Manning's email address would be shared after the meeting.

Item 4: Next steps
- The MSOM team will now review the insights they collected during the different rounds of 1-2-1s and will bring these back to the working group in September.
- The MSOM programme is aiming to publish a first draft of principles in Autumn 2023.
- If working group members want to share any other piece of information with the MSOM programme, they can contact Ines Leroyer and Niamh NiShuilleabhain.

Item 5: AOB
- The MSOM programme published a paper on the implications of future technology and media literacy. This paper explores where shifts may occur, what opportunities and risks might look like, and how the platforms and the media literacy sector could respond to the emergence of the metaverse. You can read it here.