

Question	Your response
<p>Question 1: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.</p>	<p>Confidential? – N</p> <p>Thank you for this opportunity to provide feedback on the Media Literacy strategy. Common Sense Media is a leading nonprofit organisation in the US (and a UK charity) dedicated to improving the lives of all children and families by providing the trustworthy information, education, and independent voice they need to thrive in the 21st century.</p> <p>Research & Evidence</p> <ul style="list-style-type: none"> ● There is a need for more evidence around what makes an effective media literacy intervention for children and young people, and we recommend Ofcom conducts longitudinal studies of the efficacy of existing interventions. ● In June 2024 the London School of Economics launched a first of it's kind independent evaluation of the Common Sense Digital Citizenship curriculum, and we would like to draw your attention to the full research report and also the key findings which were: <ul style="list-style-type: none"> ○ Students really valued our media literacy resources—and it didn't take long to see impact. Students across all schools and age groups consistently improved after as little as six weeks of being taught our curriculum. ○ Media literacy can be a powerful tool to address misinformation and disinformation. The focus on topics like digital safety, online etiquette and internet culture, and media ownership within the curriculum were key. ○ The digital divide in access and knowledge remains a barrier to media literacy, and interventions must

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	<p>consider differences among student backgrounds</p> <ul style="list-style-type: none"> ○ Learning design drives engagement. Approaching topics with curiosity, playfulness, and self-reflection can influence the outcomes of teaching and learning with the materials. ○ Educators—and support from the greater school community—are vital to success in teaching media literacy. <ul style="list-style-type: none"> ● We would also like to contribute evidence around the impact of social media on girls, please see our 2023 research Teens and Mental Health: How Girls Really Feel About Social Media ● In support of your current project on first time voters, GenAI and misinformation, may we draw your attention to our new research Teen and Young Adult Perspectives on Generative AI: Patterns of Use, Excitements, and Concerns <p>We agree that Ofcom has an important role to play in sharing what works when it comes to media literacy interventions, and would also encourage Ofcom to work in partnership with civil society and government (DfE, DSIT) to inform teachers, school administrators and families on the best resources available to them.</p>
<p>Question 2: Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence</p>	
<p>Question 3: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested in any views and evidence about whether a Media Literacy Week would be impactful.</p>	<p>Confidential? – N</p> <p>Question 3:</p> <p>Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested</p>

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	<p>in any views and evidence about whether a Media Literacy Week would be impactful.</p> <ul style="list-style-type: none"> ● It would be useful to identify top 3-5 best practices, strategies, and/or “tips” re: media literacy and verifying veracity/corroborating information so that those can be what are consistently promoted by different stakeholders and platforms. ● And these should also be based on current user behaviour (e.g. where are people generally accessing “news”, what practices do they employ to ensure credibility of the content, etc.) - further research may be required in this area. ● It is important to take into account the every-evolving landscape of generative AI when considering what best practices look like ● We strongly support your initiative to ‘Support providers of media literacy initiatives to carry out evaluation, leading to a culture where best-practice approaches are developed, shared and used to develop more effective interventions.’ and we advocate for longitudinal studies of existing media literacy interventions, and would welcome opportunities to partner with you in this regard to add to the collective evidence base. <p>MEDIA LITERACY WEEK:</p> <ul style="list-style-type: none"> ● Common Sense has for many years championed a Digital Citizenship week in the US, and have found it to be very important to help amplify the need for media literacy education, and also provide a call to action for teachers which helps them to carve out dedicated time for teaching this important subject. We would strongly support a media literacy week in the UK and recommend that it is scheduled to coincide with Digital Citizenship week in the US. <p>MEDIA LITERACY INTERVENTIONS:</p> <ul style="list-style-type: none"> ● Our Common Sense Digital Citizenship Curriculum contains useful guidance that can be

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	<p>repurposed in formats beyond classroom interventions (e.g. family resources, tips, pop-ups, and features within platforms, etc.)</p> <ul style="list-style-type: none"> ● We are developing a robust set of new media literacy lessons, an evolution of our existing Digital Citizenship Curriculum that I think would be very relevant to this work.
<p>Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>Confidential? – N</p> <p>We agree that children are disproportionately impacted by online harms and are likely to require more support for media literacy, and we particularly support the plan to consult children on any work that affects them.</p>
<p>Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>Confidential? – N</p> <p>Please note that Common Sense has a long standing partnership with the Welsh government and we continue to support learners in Wales with our Welsh language materials, including our new AI Literacy lessons and Digital Citizenship Curriculum; both available in UK English and Welsh on the Welsh government learning platform Hwb.</p> <p>Additional comments:</p> <p>In order for this strategy to be successful, (in particular, the actual in-platform interventions), it's essential that Ofcom have a good understanding of</p> <ol style="list-style-type: none"> 1. what the current state is (how are people currently accessing and interpreting the media they consume) and then 2. what is their ideal end-state for how people access and interpret the media (among all other media literacy outcomes). <p>Once evidence is established in these areas, Ofcom and other policy making organisations should hone in on the key best practices (supported by evidence,</p>

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	<p>but also relevant to the ever-evolving nature of generative AI), and focus on those particular strategies/tips/actions.</p> <p>And finally, we would like to emphasise:</p> <p>1) our recommended systemic approach to tackling media literacy:</p> <p>Media literacy education works best when supported by the entire ecosystem. Stakeholders across schools, academia, governments, regulators, foundations, and beyond have key roles to play to help address some of the core challenges and opportunities facing children in the digital world.</p> <p>2) that media literacy interventions should be elevated alongside policy as a solution to online safety:</p> <p>We can be most effective by pairing media literacy education with ongoing support for policy and regulatory solutions that enforce accountability in the tech industry.</p>