

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>Research, Evidence, and Evaluation</p> <p>Overall, I support this approach but would like to see specific considerations around understanding the economic impact of improved media literacy. This would engage more public sector partners such as the Department for Work and Pensions, Department of Education, Department for Levelling Up, Housing, and Communities (DLUHC). It could also serve to engage more employers to recognise the benefit of upskilling workforces and amending their CPD/L&D practices.</p> <p>Alongside this, I would be keen to see specific mentions of researching and understanding media literacy relating to health information in partnership with NHS. For example, it would be useful to better understand where patients are searching for health information online, and to monitor any emerging areas of concern that might be causing harm. The NHS Health Inequalities team in the West Midlands are currently focusing on health literacy and digital inclusion (as one of the key focuses outlined by NHS England), and I feel this could compliment and inform theirs and Health and Social Care approaches.</p> <p>Regarding the research about perpetrators of online harm that affects women and girls, I would like for Ofcom to work with organisations that work with men and boys specifically as well as women and girls, to better understand the general online ‘manosphere’. It would be useful to have a better understanding of what drives boys and men to these online spaces and how parents, schools, and support agencies can better identify early signs of extremism, whilst sharing best practice approaches to supporting potential perpetrators with their online conduct. It would be great to see a joint venture in this regard with the Home Office (Police, Violence Reduction Units, VAWG workstreams etc.).</p> <p>Ofcom have a wealth of insight and research that I feel perhaps sometimes cross-departmental public sector authorities may not be aware of. I would like to see a specific focus of efforts to share future information with colleagues across public sector, including combined authorities and local authorities. Perhaps working with the Local Government Association?</p>

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<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>I like this approach, especially taking a leadership role in convening and sharing best practice with technology leaders.</p> <p>What I think could go a little further is that OFCOM should require platforms to conduct full risk assessments (published to OFCOM) before implementing new technology, assessing and mitigating potential harms before the public are exposed (specifically examining the potential harms for children and women). OFCOM should then have adequate opportunity and channels to respond with any areas of concern around identified risk and mitigations, and platforms should meaningfully engage in dialog with OFCOM about expressed areas of concern.</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>I agree that OFCOM should assess whether a dedicated 'Media Literacy Week' would be impactful and carefully consider the potential audiences for this. I believe this could be of benefit to the education sector (adults and children), especially if OFCOM were to take an active role in hosting events (online or in-person) aimed at sharing insights and best practice with education professionals. If such a week does happen, I believe it should coordinate with digital inclusion and online safety days.</p> <p>Alternatively, OFCOM could consider a more active role in presenting at local/national digital inclusion forums/coalitions and headteacher conferences. I am inclined to believe this might be more impactful.</p>
<p>Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>The specific mention of working with children in a rights-based approach leads me to think of the work being done with UNICEF around 'Rights Respecting Schools' and 'Child-Friendly Cities'. Perhaps Ofcom could collaborate with UNICEF here?</p> <p>I do not necessarily agree that financial disadvantage plays a significant role in media literacy, as I believe all classes face issues relating to media literacy. I believe also that potentially, people at highest financial disadvantage may need more digital inclusion support before being ready for media literacy.</p> <p>When it comes to specific training interventions, I believe that, although OFCOM is a regulator for all in the UK, this strategy must be focused on specific cohorts and</p>

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	<p>should avoid trying to be 'everything for everyone'. With limited funding and resource, Ofcom needs to assess their explicit responsibilities as outlined in relevant legislation (Online Safety Act) and focus efforts and resources during this initial 3-year strategy accordingly. Though wider cohorts will be impacted by the work with platforms and partnerships with wider public sector departments.</p>
<p>Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>I do not have any knowledge about this topic.</p>