

## Your response

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<p><b>Question 1:</b> 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>We are well placed to answer this question as we are a well-established group of four <a href="#">researchers</a> who have worked together for over five years to investigate the typical features of language use in the so-called manosphere, identify its harmful potential and advise educators about preventing radicalisation of boys and young men. Our work has highlighted the extent and spread of violently misogynist language online and its potential effects outside the communities in which that language is used.</p> <p>We support Ofcom’s plan to conduct their own research. We particularly support the investigation of how vulnerable cohorts navigate the challenges of mis/disinformation, and why users engage in the perpetration of harmful activity which disproportionately affects women and girls. We recommend that Ofcom also consult the breadth of academic work on these topics, as much work (including our own) has investigated topics such as the language used to express derogatory beliefs about women in manosphere online spaces.</p> <p>We would also be keen to hear about what will be done with the original research undertaken by Ofcom. For instance, will meetings with educators be built into the strategy to ensure these findings are disseminated? Will Ofcom be offering research-led recommendations to practitioners? It is currently unclear how Ofcom’s original research will link to media literacy initiatives, seeing as the focus is on evaluation as opposed to the content of these initiatives.</p>



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<p><b>Question 2:</b> 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>Confidential? – N</p> <p>We support this focus on designing media literacy interventions on platforms and we particularly support the proposal to look at autoplay and infinite scrolling features on digital platforms. In addition to this, we recommend investigating features such as ‘Community Notes’ on Twitter/X, wherein users typically offer added context to posts which spread mis/disinformation. However, this feature has also been used maliciously to further spread mis/disinformation. For instance, Ofcom could look into the potential efficacy of platform-created notes (as opposed to user-created notes), and platforms could employ disinformation experts in-house to facilitate this.</p> <p>In this part of the strategy, we feel it is also important to clarify how cooperation with Ofcom’s actions will be ensured internationally, given the differences in legislation concerning online content in different countries. For instance, how will cooperation be ensured for large social media platforms such as Facebook and X who are not based in the UK?</p>
<p><b>Question 3:</b> 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>We strongly support the focus on online harms against women and girls, and it is good to see awareness of the knock-on effect this would have on teenage boys and young men acknowledged on p14. It is also promising to see a wish to engage with organic communities created by and for women and girls. However, Ofcom should also draw on existing academic work to meet their aims, especially given the three-year scope of the project. Furthermore, as stated in our response to Question 1, there needs to be a clear link between the various strands of the strategy. In particular, how will the findings from Ofcom’s original research and the academic literature be used to inform practice?</p> <p>We believe Media Literacy Week could be well integrated into the school curriculum and also extracurricular activities, although schools would need some guidance/resources from Ofcom on what to do and how to carry this out. This would ensure that pupils all</p>

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	<p>over the UK receive the same input and learnings, and that teachers are well-equipped to deliver the content and have dedicated time to do so.</p> <p>We also believe that the success of the strategy is linked to the support of media studies from the Department of Education and the government more broadly. This is so that new expertise in the subject can be developed and that existing expertise can be protected given its increasing importance for online safety.</p>
<p><b>Question 4:</b> Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>Confidential? – N</p> <p>We support the acknowledgement that work with young men and boys can also have a positive effect on women and girls, given the focus on VAWG and tech-facilitated gender-based violence. We also recommend targeting some initiatives at women and girls who make misogynist content online, as women who perpetuate sexism and misogyny (e.g., Hannah Pearl Davis of the YouTube channel JustPearlyThings) are often ignored in comparison to men who do (e.g., Andrew Tate).</p>
<p><b>Question 5:</b> Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>Confidential? – N</p> <p>We are not well-placed to comment on this question.</p>