

Consultation title: **How to promote Media Literacy Consultation on recommendations for online platforms, broadcasters and services**

To (Ofcom contact): MSOM\_SoR\_Consultation@ofcom.org.uk

Name of respondent: Lucy Crompton-Reid, Chief Executive

Representing (self or organisation/s): Wikimedia UK

Confidentiality

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing

Name/contact details/job title

Whole response

Organisation

Part of the response

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Name Lucy Crompton-Reid

**Please tell us how you came across about this consultation:**

Through staff attendance at the Ofcom Making Sense of Media Conference.

**Comments on the Recommendations:**

We would like to offer our comments on Questions 4 and 5.

**Question 4: Are there any other additional recommendations you think we should consider? If so, please provide evidence to support your comment.**

*Recommendation 4: Empower people with the knowledge, skills and confidence to understand, interpret and critically assess the credibility of the content they encounter*

*4.22 Engaging with content plays a valuable role in people's lives, but many services are designed to maximise engagement, often keeping people online longer than they intend.*

- Whilst it doesn't closely affect our work at Wikimedia UK, we support a ban on compulsory ads and in-game 'tasters' of other games targeted at children, along with 'Streaks' where rewards are given for continual daily play.

*Recommendation 5. Empower and support parents and caregivers to guide and support younger users in age appropriate and meaningful ways*

*4.33 We therefore recommend that service providers set strong privacy and safety defaults for child accounts or profiles creation and clearly present parental controls at sign-up and other opportune moments, helping families make informed, safe choices from the outset.*

- At the moment Google and Apple offer 13 year olds the option to transition from strict parental controls to having more independence. They get a notification to this effect. We recommend that this age be increased.

*Recommendation 6. Empower, engage and enable expert third parties to provide enhanced support, helping to extend the reach and impact of media literacy efforts*

*4.39 Expert third parties play a critical role in supporting the media literacy of the population. These could include, but are not limited to: user advocacy groups like AgeUK, VoiceBox and Mencap; digital inclusion organisations such as The Good Things Foundation and Nominet; family focused not-for-profits like Internet Matters or ParentZone; those focused on information integrity like Full Fact; grassroots initiatives like Red Chair Highland, ConnectFutures and Mhor Collective; those offering support to educators and professionals like South West Grid for Learning (SWGfL) and those offering educational programmes like Loudmouth and The Guardian Foundation.*

- We urge the inclusion of Wikimedia UK in this section. As the national charity for open knowledge, Wikimedia UK works across all of the areas mentioned including

information integrity (see our recent event at the British Library on the information ecosystem in the age of AI<sup>1</sup>); media and information literacy (see our partnership event with the BBC and the Royal Society on building media literacy skills in a pandemic<sup>2</sup>) and education programmes (see our work in Welsh schools<sup>3</sup> and the London schools Sankofa project which involved decolonising the digital information ecosystem on a local level<sup>4</sup>).

***Recommendation 9. Support the media literacy of underserved and diverse audiences.***

*4.56 We also recommend that online platforms form partnerships with third sector organisations, government bodies, Ofcom, and grassroots community groups, particularly those with strong connections to underserved communities, to co-design and deliver impactful media literacy interventions.*

- We urge the inclusion of Wikimedia UK in this section, as a third sector organisation which works with underserved communities to co-design media literacy interventions. For example our work with the Black Lunch Table<sup>5</sup> and South Asian Community Consultation as well as the aforementioned partnership event with the BBC and the Royal Society on building media literacy skills in a pandemic.

**Question 5: Do you have any examples or suggestions of ways of encouraging services to adopt these recommendations?**

- We suggest that Ofcom make reference to voluntary means of showing that providers are meeting high standards, in particular the new Children's Digital Wellbeing Framework<sup>6</sup> which is currently being developed and will provide an independent kitemark for good practice.

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<sup>1</sup> <https://wikimedia.org.uk/2023/12/wikimedia-and-the-war-on-information/>

<sup>2</sup> <https://wikimedia.org.uk/2025/05/media-literacy-and-responding-to-emergencies-and-disinformation/>

<sup>3</sup> [https://www.youtube.com/watch?v=E2VBXo\\_9xTo](https://www.youtube.com/watch?v=E2VBXo_9xTo)

<sup>4</sup> [https://www.youtube.com/watch?v=E2VBXo\\_9xTo](https://www.youtube.com/watch?v=E2VBXo_9xTo)

<sup>5</sup> <https://www.blacklunchtable.com/wiki/>

<sup>6</sup> <https://fundamentallychildren.com/childrens-digital-wellbeing-framework/>