

Media Literacy by Design Self-Assessment

Name of the platform: Roblox

Date: 13/03/2025

Purpose of the document:

This document has been designed for online services¹ to demonstrate how their work and products align with the [Best Practice Principles for Media Literacy by Design](#). As you engage with this assessment, consider the following key areas:

1. **Proactivity, priority, transparency and accountability;**
2. **User-centric design and timely interventions;**
3. **Monitoring and evaluation.**

Ofcom recently became the UK's online safety regulator following the Online Safety Act 2023 (the Act) becoming law. Ofcom's media literacy work will make an important contribution to the implementation of the changes under the Act, in particular the changes to Ofcom's media literacy duties introduced by the Act. However, this work should not be interpreted as a statement of our policy on other guidance or our codes of practice under the Act or prejudice any further work to develop policy in relation to that Act. Whilst there are close links between the policy areas of media literacy and online safety, they are distinct. Our media literacy work, which includes these principles, is broader in scope than online safety, in terms of both the content and services to which it applies. In addition, as a voluntary initiative we have more discretion in the recommendations we make here than in the online safety codes. Our media literacy work goes beyond requirements specified in the Act to consider what more online services can do to support people to use, understand and create online media and communications in a variety of contexts.

With this in mind, materials submitted here may be repurposed for Ofcom's work under the Act.

We would like you to engage in a reflective process. This self-assessment form invites you to analyse how your organisation approaches media literacy on-platform (as part of the design process or through on-platform interventions).

- We specifically encourage you to identify potential areas for improvement you would like to focus on over the next few months. This approach allows us to better understand how platforms monitor and evaluate media literacy interventions on an ongoing basis, whilst allowing us to further encourage the adoption of the principles.
- We ask that you define what success looks like, and how this will be measured for each piece of work to promote media literacy on-platform. As per principle 11, we ask that you

¹ Platforms/online services include social media, search, video-sharing and gaming services.

establish media literacy outcomes and media literacy outcome indicators wherever possible.²

This self-assessment exercise is also an opportunity to share knowledge with a broader audience. Other services, academics, charities, and the general public can learn from what's currently working well and what challenges exist. We may wish to use some of the self-assessment completed to publish a summary of the work being undertaken by platforms. We would be in touch on the specifics before publication, however, it is worth flagging if there is anything commercially sensitive or confidential in your response at this point. Transparency and knowledge sharing has been [a recurrent ask from stakeholders](#). By fostering open communication and sharing insights, we can collectively enhance our understanding and drive positive change, leading to a collective commitment to media literacy.

In responding to the questions in this document, we encourage you to assess your practices and the extent to which they align with Ofcom's Best Practice Principles for Media Literacy by Design as part of actively contributing to a more informed and media literate society. We want to make knowledge sharing a formal aspiration for online services to ensure that everyone has clarity over the work that is being done and to foster collaboration between stakeholders.

Contact: If you have any questions about the Media Literacy by Design project, please feel free to get in touch with the MSOM team (makingsenseofmedia@ofcom.org.uk).

² Media literacy outcomes are ideally a benefit received by the target audience to be achieved as a result of the work. Media literacy outcome indicators are measurable pieces of evidence that allow users to track the change that has taken place as a result of their intervention.

Proactivity, priority, transparency and accountability

Please provide an update of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

Media literacy projects (resource creation, education sessions etc) are included in the Civility team's OKRs, these in turn are part of the broad goals of Roblox.

Some examples include:

- Launched Season 3 of "Into the Digital Future" podcast with Sesame Workshop.
- Released a guide for parents with the Jed Foundation - [Emotional Safety for Teens](#), and a [youth created resource](#) on the same topic.
- We launched updated Parental Controls on Roblox key highlights of which include;

Synced accounts for remote management

Screen time controls

Ability to manage child's experience based on maturity levels

More info on this can be found [here](#).

- We have updated our "help letters" for users showing concerning behaviour. These letters are sent when our systems pick up signals that a user is at risk of harm to themselves, or is being bullied, harassed or at risk of exploitation. The letters are sent through our internal messaging system, and provide advice on where to get help and support. We have updated the language and now include our [Throughline helpline](#) details. Providing access to a global network of support helplines on a range of topics. (Not limited to online safety concerns).
- We have created a range of resources on a broad range of topics, not limited to Roblox tools. Topics include [Understanding Generative AI for parents](#), an immersive learning tool for youth re AI, both co-created with National Association of Media Literacy Education, and an [interactive quiz for tweens](#) to spot scams which we launched on Safer Internet Day, in partnership with Childnet International.

Please provide an update of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

Roblox will be releasing a number of new features for parents and teens on a regular cadence throughout 2025. We will monitor take up or tools, as well as carrying out pulse surveys and monitoring sentiment.

We will continue to publish our transparency reports as part of the Online Safety Act requirements. While these do not directly contain references to media literacy, this is a area we would like to explore including in broader reporting.

Longer term, we would like to explore creating a baseline metric we can apply to our civility work, including the impact of media literacy efforts.

User-centric design and timely interventions

Please provide an update of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

We [announced our inaugural Teen council](#) in October 2024. This is a key part of our ongoing commitment to fostering a safe and positive online environment. Launching in March 2025, Roblox's Teen Council will bring together 15 teens, ages 14 to 17, from across the United States to serve as advocates for digital well-being and advisers on civility. They have been carefully selected to be representative of the diverse Roblox community with a mix of genders and ethnicity. We will focus on multiple themes with cross-functional teams at Roblox such as Community Standards, mental health and wellbeing and bullying.

We have created a Civility challenge as part of L A Hacks, the largest youth hack event in the US, where thousands of young people will work to create positive experiences on Roblox focused on wellbeing.

Alongside this, we have continued engagement with other youth boards including Thorn's NoFilter, and Jed Foundation youth board. We have co- created resources and held listening sessions with xfn Roblox teams.

As part of our ongoing partnership with Internet Matters, we have recently completed phase 2 of our focus work on neurodiverse youth and families. We worked with Ambitious about Autism to carry out focus group reviews of the resources we rolled out in 2024, to ask how helpful they were, and where we could improve. The report is for internal use only but we are implementing some changes to the existing guides based on this feedback. We also asked what else they needed from us and we are creating new resources based on this – a new interactive quiz for young people, and a screentime resource for parents of ND families.

Please provide an update of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

Our teen council is meeting 3 times per month through the next 3 months and has a list of priority focus areas which cover a range of media literacy topics. They will be creating short form video content for young people on some key topics.

We will also be hosting an event with youth in Australia to explore media literacy and pro-social features for potential testing later in the year.

We are exploring how nudges and in-experience messaging can be best applied in educating our community. These will have metrics applied including reduced recidivism, and measuring pro-social behaviour on the platform.

Monitoring and evaluating

Please provide an update of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

We continue to prioritise data science and research, with ongoing pulse surveys, research with parents and teens on relevant topics. We are continuing to explore how to measure the impact and effectiveness of specific campaigns and resources, and have recently started gathering sentiment feedback on the language we use to communicate with parents.

We continue to explore how to effectively measure the effectiveness of our media literacy efforts, this will hopefully be expanded on in the coming months. Some methods we use include % growth in competency of a learning objective/topic.

Tracker questions -

- How likely are you to use these....
- Do you feel more knowledgeable about X....
- Are you likely to do this Y....
- How confident do you feel as a result of XYZ...

We also carried out our first Partner feedback survey to measure awareness of and gather feedback on our resources and campaigns. This was sent out to key organisations including members of the Roblox Safety and Civility Advisory Board, and other child safety or wellbeing orgs.

Please provide an update of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

Longer term we plan to work with developers to integrate pro-social features which encourage civil interactions between users. We will A/B test them and measure impact, adoption etc.