Making Sense of Media Bulletin

Thank you to everyone who sent in updates for this Making Sense of Media June bulletin, a round-up of your initiatives, research, and events.

We have provided points of contact wherever possible, so that members can contact each other, particularly if there is interest in collaboration or sharing of resources.

Each summary is included alphabetically under one of the categories below; please click on one of the quick links if you would like to go directly to this category.

A reminder that these updates are provided by our network members and reflect the views of the individual members. Inclusion here does not imply endorsement by Ofcom.

You will find the Bulletins published on our Ofcom website.

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Ofcom activity

Understanding people's online habits, behaviour and attitudes

Understanding people's online habits, behaviours and attitudes is a core aspect of our MSOM activity. This evidence helps us – and others - identify trends and spot emerging issues.

There are many ways to understand and measure online behaviour, each with their strengths and weaknesses.

We have commissioned three reports which collectively provide new insights into online behaviour, which we are publishing today. They offer a contribution to debates around how to collect and synthesise data; how to understand habits and perceptions about misinformation; and what might be most effective in countering misinformation. The three reports are:

Automated approaches to measuring online experiences This summary report from Faculty provides an assessment of the existing range of online automated tools, within a framework for measuring online experiences. It outlines current providers and the legal, ethical and other considerations to be addressed when using such tools.

Misinformation: A qualitative exploration This qualitative research from Yonder provides an in-depth understanding of people who self-identified as either 'questioning' or 'rejecting' the mainstream media. Our goal was to develop a richer understanding of how such people interact with news and information online, and their opinions and categorisation of various types of misinformation.

Rapid Evidence Assessment on Online Misinformation and Media Literacy This review by LSE Consulting (led by Professor Lee Edwards) summarises recent evidence, largely from academic research

literature, on work being done in the field of media literacy to address misinformation. It analyses 201 papers following an initial sift of thousands.

We welcome comments and feedback on these reports. If you would like to get in touch please email makingsenseofmedia@ofcom.org.uk.

Today we also publish Online Nation, our annual study into the nation's online habits.

Media Use and Attitudes and Media Lives Research - Network Event

On Friday 7 May we hosted a virtual event to showcase our key findings from our adults' and children's media literacy reports which we published at the end of April. The event focused on three topics - Adults' and Children's media use, Online knowledge and understanding, and Digital Exclusion. We were joined by over 140 people with a range of interests in media literacy, and we would like to thank everyone who attended for a very engaging and valuable discussion. Please take a look at our reports for more information: Children and parents: media use and attitudes report 2020/21 , Children's Media Lives: Year 7 report, Adults' Media Use & Attitudes report , Adults' Media Lives report.

The event was organised for our MSOM Network members. Please do let us know if there are any particular topics or events you'd like to see in the future.

Ofcom is expanding and we are recruiting

Ofcom's role and remit in media literacy and online safety is expanding, and we will be recruiting into a range of exciting roles over the coming months. Roles will be based across the UK nations and will be offered on a flexible or full-time basis. Please keep an eye on our recruitment pages for the latest available opportunities https://www.ofcom.org.uk/about-ofcom/jobs

Keep in touch

If you would like more information on any of Ofcom's Making Sense of Media work or Ofcom's wider activities, please email us at makingsenseofmedia@ofcom.org.uk.

Research

BBC
New global research from BBC Monitoring (published on 24th March) revealed how online communities sharing harmful anti-vaccine content grew significantly during the pandemic in seven countries across Asia, Latin America, Africa and Europe. The project was a major collaboration between Monitoring journalists in Delhi, Miami, Kyiv, Nairobi and London.
For more information please see https://monitoring.bbc.co.uk/product/c202gf9v

The Digital Futures Commission
The Digital Futures Commission with 5Rights Foundation recently published a report on Child Rights Impact Assessment and its particular relevance to the UK landscape of digital policy and business. It reviews the steps to be taken to anticipate and address child rights issues early in the process of digital innovation.
For more information please see this blog and the report.

Internet Matters

A new research [report](#) has been published by Internet Matters, From Survive to Thrive – Supporting digital family life after lockdown. As the world came to a standstill, technology became a lifeline to continue to connect to the outside world. This report offers a unique perspective into how the family relationship with connected technology has changed during the pandemic.
For more information please contact joanna.rossi@internetmatters.org

London School of Economics (LSE) – Global Kids Online & euCONSENT

Global Kids Online new report- Pathways from offline to online risk. In February 2021, UNICEF and LSE released their rapid evidence review on pathways to resilience and harm and the range of factors that can intensify risk or protect children from it.
For more information please see http://globalkidsonline.net/pathways-to-risk/

euCONSENT: A child-rights approach to online age assurance and parental consent solutions. LSE has joined a European Commission-funded research and development initiative to design, deliver and pilot a new Europe-wide system for online age verification and parental consent. Designed with a child rights perspective in mind, the solution aims to protect children from online harm by restricting their access to age-inappropriate content. See https://www.lse.ac.uk/media-and-communications/research/research-projects/eu-consent
For more information please contact: S.Livingstone@lse.ac.uk

Loughborough University

Andrew Chadwick ([O3C, Loughborough University](#)) led on a recently-published study about online social endorsement and vaccine hesitancy from the Oxford Coronavirus Explanations, Attitudes, and Narratives project (OCEANS). Based on a survey of 5,000 UK adults, the team explored the connections between people's attitudes, their Covid media diets, and their intention to use social media and personal messaging apps to encourage or discourage vaccination. The article is published via open access in [Social Media and Society](#).
For more information please contact A.Chadwick@lboro.ac.uk

Projects and Initiatives

ACT (Association for Citizenship Teaching)

ACT is partnering with UCL London and Manchester University to develop a guide on Teaching about Conspiracy for schools. The project began in May and will result in:

- a guide for teachers containing advice and teaching strategies
- a CPD webinar that can be joined live or watched again via the ACT website
- articles and resources for the Winter edition 2021 of the ACT journal, 'Teaching Citizenship'

BBC

In March the BBC hosted the Trust in News conference, focusing on the steps that news publishers and technology platforms are taking to tackle disinformation. Videos of all the sessions are available to watch here: https://www.bbc.co.uk/beyondfakenews/

The Charlotte Project

The Charlotte Project is designed to give young people tools to help them navigate online information. It has developed an online version of its free media literacy and critical thinking workshop for 15 to 18 year olds. The first workshop was delivered in March. Training of volunteers on the new workshop has begun and the Project is looking to book in more workshops for the months ahead. The online workshop can be delivered to schools and colleges anywhere in the country.
For further information please contact info@charlotteproject.org

The Children's Media Foundation

The Children's Media Foundation (UK) has commissioned a series of articles that examine the purpose of public service media content for children, and the challenges in delivering that content within a media landscape of global corporations. The articles will form the basis of a campaigning report, and will be published in July. For more details please see: https://www.thechildrensmediafoundation.org/public-service-media-report.
For more information please contact : colinward@thechildrensmediafoundation.org

Community Media Association

On Saturday 9th May, the Community Media Association held the first in a series of online meetings to support the community radio sector. The meeting was on the theme of "Advertising & Sponsorship". About 30 stations attended and feedback was very positive. Future events will be held monthly, and upcoming themes will be small-scale DAB, funding, governance, responses to the pandemic, diversity, and much more.

Ditch the Label

Ditch the Label has created a #StopAsianHate hub (https://www.ditchthelabel.org/stopasianhate/) which provides information, advice guides, toolkits and support for those impacted.

Guardian Education Centre

When schools reopened in March, the Guardian Education Centre resumed Fake or for real, Feature writing and Local news virtual workshops with secondary schools from across the UK. The Education Centre has launched its latest virtual workshop, Archives and journalism, which looks at the challenges journalists faced in producing and sharing news before the information age. The team continues to expand its teacher training programme and the upcoming Doing News conference for English and media studies teachers is on 23 June.
For more information please contact educationcentre@theguardianfoundation.org

Internet Matters

Internet Matters has developed its first set of dedicated resources focused on spending money online, in partnership with Barclays Digital Eagles. The aim is to help parents and carers empower children to make the right choices about how they spend money online and to help them consider the real value in what they are buying.
For more information please contact joanna.rossi@internetmatters.org

National Pensioners Convention

A National Pensioners Convention (NPC) campaign to help more older people get online was launched on February 1st. It was called Dignity Action Day, with a webinar "Connections for All" .
The event recording is available on YouTube.

Newswise

Schools across the UK have begun running NewsWise classroom projects for the summer term, and the team expect to reach around 1000 children with virtual workshops, as well as virtual sessions with journalist volunteers and student ambassadors. The team will also be delivering a session on successful news literacy in the primary classroom at the LILAC information literacy conference in July.
For more information please contact newswise@theguardianfoundation.org

Oxford Internet Institute

The Oxford Internet Institute has published a paper that suggests that this era of compulsory computing demands new ways of measuring and theorising about digital skills, which remain a crucial dimension of the digital divide. The article re-examines the theory and measurement of digital skills, making three contributions to understanding of how digital skills are encountered, acquired, and conceptualized.

For more information please contact Grant Blank , Oxford Internet Institute grant.blank@oii.ox.ac.uk

South West Grid for Learning (SWGfL)

Report Harmful Content is the UK Safer Internet Centre's UK-wide reporting platform supporting anyone (over 13 years old) to report legal but harmful online content. It encourages anyone to report harmful content online and offers guidance and direction on how to do so. The Report Harmful Content visibility survey is collecting data to understand how many people are aware of the platform in the UK. The survey can be accessed here here.

For more information, please contact: enquiries@saferinternet.org.uk

UKCIS Vulnerable Users Working Group

The UKCIS Vulnerable Users Working Group (a voluntary collaboration of experts, chaired by Internet Matters) launched its *Digital Passport* resource at the end of May with a welcome address from the Children's Minister, Vicky Ford, alongside insights from the creators and users of the new resource. Online life holds particular importance for care experienced children, but they also are at greater risk of encountering online harms and often have to renegotiate their digital access when they move placement. The Digital Passport supports foster carers and their children in holding and recording crucial conversations to enable the child's online life to be better understood, supported and safeguarded.

For more information, please contact: kate.howlett@internetmatters.org

The UN Committee on the Rights of the Child

General Comment 25 on children's rights in relation to the digital environment was adopted on 4th February 2021. It includes specific requirements and recommendations for all states and duty-bearers regarding digital literacy, among many other issues.

The website provides the full text, children's version, children's consultation, explanatory notes and more.

Welsh Government

The Welsh Government has produced a dedicated resource on Hwb aimed at children and young people, families, school and other practitioners to raise awareness of the issue of misinformation. This resource explains types of misinformation, its potential harm and top tips on how to stop its spread and critically evaluate what we see online. It includes lessons suitable for classroom and home learning, complements this year's Tackling Misinformation Digital Storytelling Competition for Safer Internet Day and offers an expert opinion from Common Sense Media as part of the launch of their Digital Citizenship resources in Wales.

For more information please contact the Welsh Government's Digital Resilience in Education team hwb@gov.wales

Young Citizens

The Digital Citizen resource supports students to explore what is meant by the term 'digital citizen'. It also examines what rights they have online and considers which individuals and organisations have responsibility for ensuring those rights are protected. Students are also challenged to consider how they can use technology in a positive way. Please see https://www.youngcitizens.org/what-is-a-digital-citizen for more details.

Events

Digital Responsibility and Ethical Business Practice

An event to discuss how a new wave of corporate ambition can be shaped to ensure that the next 20 years of digital development are more beneficial to people and society than the last 20 have been. Further information and registration details can be found here. It takes place from 21-23 July 2021 at the Findhorn Foundation.

For more information please contact jonny.shipp@inetco.org

Inform all

FestivIL is an online conference for anyone with an interest in information literacy (IL) and media literacy which will take place across three half-days on 6-8 July. The event will feature masterclasses, lighting talks, TED talks and poster presentations. It will provide valuable opportunities to connect with IL professionals from around the world and to share experiences. Further details can be found here.

For more information, please contact sg@informall.org.uk

International

Conseil supérieur de l'audiovisuel (CSA), France

The CSA has launched a new digital citizenry toolkit in collaboration with other partners. The resources are for young people, parents and teachers, and the toolkit aims to teach minors about their rights online (including privacy, the right to be forgotten, and free expression) as well as practical information such as how to request a photo be deleted or keep passwords safe.

For more information, please see the EPRA website

European Digital Media Observatory

EDMO will host its annual conference from 7-11 June, convening journalists, media practitioners, academics, regulators, and civil society with a focus on tackling online disinformation. The five sessions will focus on the need for a multi-stakeholder platform in tackling online disinformation, fact-checking and journalism, a new code of practice on disinformation, research, and local media literacy.

For more information, please see https://edmo.eu/events/

Mediasmarts, Canada

A new report from MediaSmarts calls for more algorithmic literacy tools and resources to give youth the knowledge they need to protect themselves and their information online. Results highlight that while young people understand and appreciate the benefits of recommendation algorithms, they are troubled by data collection and data sharing practices.

https://mediasmarts.ca/research-policy/algorithmic-awareness-conversations-young-canadians-about-artificial-intelligence-privacy

For more information please contact KBrisson-Boivin@mediasmarts.ca