

## Making Sense of Media Bulletin

**September 2022**

Thank you to everyone who shared their updates of initiatives, research, and events for September's Making Sense of Media bulletin. We have provided points of contact wherever possible, for purposes of collaboration between network members. Submissions are listed alphabetically under the categories below; please click on the quick links if you would like to go directly to specific categories. Please note that an individual's submissions are only included in very exceptional circumstances. Rather, we prioritise joint, departmental, or organisational updates and publications. 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 can find [previous bulletins](#) on our website.

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## Ofcom activity

### Making Sense of Media Advisory Panel

Today we are opening applications for our Making Sense of Media Advisory panel.

Ofcom's MSOM Advisory Panel ("the Panel") exists to provide expert first class advice, challenge and insight to the media literacy team (and beyond) to enhance our work and challenge our thinking. The Panel will support Ofcom's programme, arranged into 5 overlapping areas- Engage, Initiate, Establish, Evaluate and Research - with a specific focus on the following activities:

- **Sounding board and critical friend:** by bringing in external expertise to have an informal oversight function of the working groups, and to provide advice, and critical challenge, from a range of perspectives the Panel will enhance and expand our thinking thereby supporting Ofcom's media literacy work programme and activities

- **Connector:** supporting Ofcom to connect with relevant expertise in a timely manner to inform evidence, initiatives and sector wide best practice
- **Horizon scanning:** supporting our emerging thinking on the media literacy opportunities and challenges brought about through new consumer technology such as voice assistants, wearables and haptics, highlighting new themes and issues for consideration with a particular focus on identifying opportunities for early intervention and issues where longer-term collective effort may be necessary

The Panel is a voluntary forum and membership is by Ofcom invitation, after a transparent recruitment process. Membership is initially for 24 months, and subject to a review by Ofcom, to reflect the priorities of the MSOM programme.

For more information please see the [website](#) or contact [megan.dunn@ofcom.org.uk](mailto:megan.dunn@ofcom.org.uk)

## Crossing the line: Seven in ten Premier League footballers face Twitter abuse

Ofcom teamed up with The Alan Turing Institute to analyse more than 2.3 million tweets directed at Premier League footballers over the first five months of the 2021/22 season. We found that while the vast majority of fans use social media responsibly, hundreds of abusive tweets are sent to footballers every day. The [study](#) created a new machine-learning technology that can automatically assess whether tweets are abusive.

We hosted an event at the National Football Museum in Manchester to launch the research. Hosted by broadcast journalist and BT Sport presenter, Jules Breach, the event heard from broadcaster and former England captain, Gary Lineker; Manchester United's Aoife Mannion; the PFA Chief Executive, Maheta Molango; Kick it Out Chair, Sanjay Bhandari; and Ofcom's Online Safety Director, Richard Wronka. You can catch up on what they said by listening to the [latest episode of our podcast](#).

## Streaming revolution stretches TV generation gap

Ofcom's [Media Nations report](#) this year found that younger adults now watch almost seven times less scheduled TV than those aged 65 and over, as the generation gap in media habits reaches a record high. People aged 16-24 spend less than an hour (53 minutes) in front of broadcast TV in an average day – a fall of two-thirds in the last ten years. In contrast, those aged 65 and over still spend around a third of their waking day enjoying broadcast TV, sitting down for almost six hours (5 hours and 50 minutes) daily. This is actually slightly higher than a decade ago.

The changes in younger adults' habits reflect the soaring popularity of US-based, on-demand streaming services. However, after years of strong growth, the number of homes using streaming services began to slow in 2021, before starting to decline in spring of this year. As the rising cost of living puts pressure on household budgets, the number subscribing to at least one streaming service fell by more than 350,000, to 19.2 million.

## Instagram, TikTok and YouTube teenagers' top three news sources

Ofcom's [News consumption in the UK 2021/22 report](#) showed that, for the first time, Instagram is the most popular news source among teenagers used by nearly three in ten in 2022 (29%). TikTok and YouTube follow closely behind, used by 28% of youngsters to follow news. BBC One and BBC Two – historically the most popular news sources among teens – have been knocked off top spot down to fifth place. Around a quarter of teens (24%) use these channels for news in 2022, compared to nearly half (45%) just five years ago.

However, TV news remains the most trusted news source among UK adults (71%), with news on social media considered the least reliable (35%). We also found that the combined use of print and online newspapers among adults is 38% in 2022, a significant decrease from 2020 (47%) and 2018 (51%).

Tracking abuse on Twitter against football players in the 2021-22 Premier League season

To understand the problem of footballing abuse, we commissioned The Alan Turing Institute to analyse more than 2.3 million tweets directed at Premier League footballers during the 2021-22 season.

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## Events

### The Economist Educational Foundation

Take part in the world's biggest news festival for young people. Between **October 31st** and **December 16th**, join [Topical Talk Festival](#) for inspiring activities, online events and a global discussion between schools and leading topic experts on the top news stories of our time.

For more information please contact: [foundationteam@economist.com](mailto:foundationteam@economist.com)

### Glitch

Glitch is an award-winning UK charity committed to ending online abuse. From **September to November** we are running [free-to-attend workshops](#) for Black activists and women in politics to help them feel safer and flourish in online spaces.

For more information please contact: [gwen@glitchcharity.co.uk](mailto:gwen@glitchcharity.co.uk)

### The Guardian Foundation

NewsWise will be running a series of free critical literacy [webinars](#) for educators, **11th - 20th October**. The four-part series covers; safely discussing news in the classroom and developing pupils' critical literacy skills in an immersive newsroom environment. [Register an interest here](#).

For more information please contact: [newswise@theguardianfoundation.org](mailto:newswise@theguardianfoundation.org)

## Parent Zone

Parent Zone's Digital Families 2022 conference – on **Tuesday 18 October** in London – an annual event looking at the challenges and opportunities of raising and educating children in a digital world. Expert speakers will discuss media literacy and much more. [Register now](#) for your free ticket.

For more information please contact: [digitalfamilies@parentzone.org.uk](mailto:digitalfamilies@parentzone.org.uk)

## UK Safer Internet Centre

Safer Internet Day 2023 is on 7th February. Each year the UK Safer Internet Centre create free resources to help you make the most out of the day and engage in the UK wide conversation. [Register](#) for regular updates from the UK Safer Internet Centre.

For more information please contact: [becca@childnet.com](mailto:becca@childnet.com)

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## Research

### The Guardian Foundation

Beginning in September, a team of researchers from the Universities of Birmingham and Liverpool will evaluate the impact of the [NewsWise programme](#) on UK primary school children's digital literacy and civic engagement via a Randomised Clustered Controlled Trial with 80 primary schools across the UK.

For more information please contact: [newswise@theguardianfoundation.org](mailto:newswise@theguardianfoundation.org)

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The Guardian Foundation's annual impact [report](#) this week, presenting the vital work they've been doing with young people, journalists, news organisations and educators, in schools and across communities over the past year. Highlights include reaching nearly 7,600 people, awarding 3 more bursaries, creating media literacy resources to support students with special educational needs and hosting a training week which linked Turkish media professionals with staff across the Guardian and beyond.

For more information please contact: [guardianfoundation@theguardianfoundation.org](mailto:guardianfoundation@theguardianfoundation.org)

### Internet Matters

Internet Matters launched its latest research paper in its digital wellbeing programme, '[Digital Parenting](#)', which explores the role of parents in shaping children's digital wellbeing.

For more information please contact: [simone.vibert@internetmatters.org](mailto:simone.vibert@internetmatters.org)

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## Projects and initiatives

### The Association for Media Literacy

The [Association for Media Literacy](#) will offer Additional Qualifications courses in Media Literacy this Fall and will debut their first independent webinar for Media Literacy Week 2022 (October 24-28). AML is also on the English/Media curriculum rewrite team for Ontario's Ministry of Education.

For more information please contact: [associationformedia literacy@gmail.com](mailto:associationformedia literacy@gmail.com)

### Good Things Foundation

Good Things Foundation has published a new, [practical guide](#) for charities and organisations about supporting people with broadband and mobile data connectivity - including information on social tariffs and using public Wi-Fi safely (in HTML, and English and Welsh language pdfs).

For more information please contact: [emma.stone@goodthingsfoundation.org](mailto:emma.stone@goodthingsfoundation.org)

### IMPRESS

IMPRESS has published a [new blog](#) from our expert regulatory team looking at responsible reporting of loss of life and advice for reporters on how to respect privacy and avoid intrusion into grief.

For more information please contact: [alexandra@impressreg.org.uk](mailto:alexandra@impressreg.org.uk)

### Parent Zone

Following teacher consultation, [Be Internet Legends](#) – Google and Parent Zone’s free UK primary school programme – has launched a refreshed and enhanced online safety curriculum for 2022-23. The digital-first resources explore key media literacy skills and help teachers plan, deliver and assess.

For more information please contact: [legends@parentzone.org.uk](mailto:legends@parentzone.org.uk)

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## International

### The Central European Hub of EDMO (CEDMO)

CEDMO will hold its autumn conference, “[Europe Tackles Information Chaos](#)” in Prague on **22-23 September**. This one-and-a-half-day conference is open to the general public and takes places under the auspices of the Czech Presidency of the European Union. Topics for discussion relate to information disorders and will include the impact and regulation of disinformation, declining trust and increasing societal fragmentation, the current role of media and the Russian invasion of Ukraine, the relation between technology and disinformation, and efforts to boost media and information literacy.

## The Critical Media Literacy Conference of the Americas

Will be held on **October 21-23, 2022**, this conference was first held in October 2020 with the goal of centring *critical* media literacy. The goal of [critical media literacy](#) is to engage with media through critically examining representations, systems, structures, ideologies, and power dynamics that shape and reproduce culture and society. It is an inquiry-based process for analysing and creating media by interrogating the relationships between power and knowledge. The organisers of the project and conference describe critical media literacy as “a transformative pedagogy for developing and empowering critical, caring, nurturing, and conscientious people.”

## Global Media and Information Literacy Week 2022

Nigeria is the official host of this year’s Global MIL week, which has the theme “Nurturing Trust: A Media and Information Literacy Imperative” and will take place from **24 to 31 October 2022**. [The annual Global MIL Week](#), initiated in 2012, is led by UNESCO in cooperation with the UNESCO Media and Information Literacy Alliance, the UNESCO- UNAOC Media and Information Literacy and Intercultural Dialogue (MILID) University Network, and other partners. Highlights include the 12<sup>th</sup> Media and Information Literacy and Intercultural Dialogue Conference and the 7th Youth Agenda Forum.

Opportunities for involvement are set out here: [10 ways to celebrate Global Media and Information Literacy Week | UNESCO](#)

## Media & Learning Association

Exploring Media Literacy at National, Regional and Local level – the work of EDMO Hubs on Media Literacy is a new series of [online seminars](#) organised by the Media & Learning Association together with the European Digital Observatory.

For more information please contact: Sally Reynolds [sally.reynolds@atit.be](mailto:sally.reynolds@atit.be)

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Teacher Education in Digital and Media Literacy is a Conference organised by the Media & Learning Association and taking place online on the **19th of October (9:30-17:00)**. This one day conference aims to bring together those concerned with teacher education and training in MIL in Europe.

For more information please contact: [chloe.pete@atit.be](mailto:chloe.pete@atit.be)

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