

EMPOWERING USERS THROUGH MEDIA LITERACY

Ofcom's approach

EPRA WORKING GROUP 1
BUDVA, 5th June 2014

- The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003

- Ofcom defines Media Literacy as:

“the ability to use, understand and create media and communications in a variety of contexts”

- Informs three of Ofcom's strategic priorities:
 - to promote opportunities to participate
 - to protect consumers from harm, and
 - to contribute and implement public policy as defined by Parliament

Ofcom's approach



Quantitative Research

- Two quantitative surveys running since 2005
- Over 6000 respondents
- A range of media platforms and devices



Ofcom's approach



Quantitative Research

Two major reports every year:

- Adults' media use and attitudes report
- Children and Parents: media use and attitudes report
- A range of ad-hoc research projects based on need



Quantitative Research

Reporting on:

- Take-up and use of media
incl. non/ narrow use of Internet
- Media activities
- Knowledge and understanding of media
- Online safety and security
- Concerns and mediation



Qualitative Research

Media Lives

- Qualitative longitudinal study with c.15 respondents every year since 2005
- Mostly the same respondents every year
- Illuminating and illustrative way to understand how media fits into daily life



A black and white photograph of three people in an office setting. A man with glasses is in the center, looking slightly to the right. A woman is on the left, looking towards the center. Another woman is on the right, smiling. The image is divided into three sections by diagonal lines.

MEDIA LIVES

http://stakeholders.ofcom.org.uk/binaries/research/research-publications/adults/media-lives-wave9/Media_Lives_wave9.pdf

Stakeholder engagement / awareness raising

- Government, academics, teachers, public and private/industry stakeholders
- Children's online safety agenda – UK Council for Child Internet Safety
- Adults safety agenda – Get Safe Online



www.getsafeonline.org

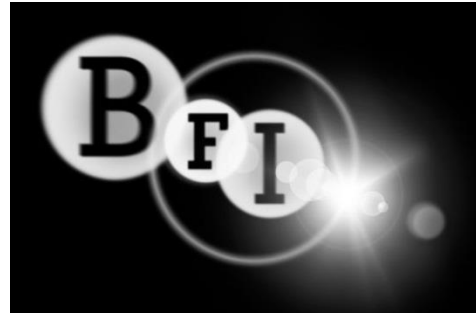
Expert advice for everyone

Stakeholder engagement / awareness raising

- Developing and publishing citizen / consumer guidance
- Organising and participating in a wide range of research events, meetings and conferences



Media Literacy stakeholders in the UK



For more information

<http://stakeholders.ofcom.org.uk/market-data-research/media-literacy-pubs/>



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Media Literacy Research Index Links to Ofcom's media literacy research

Children's research

Adults' research

Nations' research

Children and parents: Media use and attitudes in the nations	Feb-14
Children and Parents: Media Use and Attitudes Report, 2013	Oct-13
Media Literacy Data: Consultation on the National Curriculum for Computing	Apr-13
Children and parents: Media use and attitudes in the nations	Feb-13
Research into the views of parents about their children's television viewing pre 9pm	Nov-12
Children and Parents: Media Use and Attitudes Report	Oct-12
Parents Views on Parental Controls: findings of qualitative research	Oct-12
Childrens TV viewing: BARB analysis	Oct-12
Websites visited by children: Nielsen analysis	Oct-12
Media Tracker Survey: Key Findings Among Parents	Oct-12

Adults Media Use and Attitudes

Executive summary
Full report
Annex
Section 3 chart-deck
Section 4 (part 1) chart-deck
Section 4 (part 2) chart-deck
Section 5 chart-deck
Section 6 chart-deck
Section 7 chart-deck
Questionnaire 1
Questionnaire 2
Internet User Survey PDF tables
Tracker PDF tables main
Tracker PDF tables subset
Tracker data file (CSV)
Survey data file (CSV)
SPSS files

Children's Media Literacy Audit

Children and Parents: Media Use and Attitudes Report, 2013
Children and Parents: Media Use and Attitudes Slide Pack, 2013