

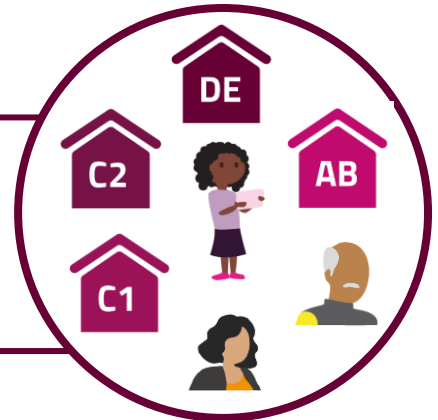
Media literacy

Media literacy is, in its simplest form, the ability to be safe and savvy online



Media literacy is the ability to **use, understand and create media and communications** in a variety of contexts

Media literacy is **relevant to and about everyone**, meaning we need to consider media & comms attitudes, knowledge, skills and behaviours across all citizens, adults, children, seniors.....



Media literacy is **influenced by a complex and dynamic range of factors** including societal & psychological factors and the media environment

Media literacy is relevant to Online Safety because it can affect user choice, resilience & participation



Choice

Enables users to have **clearer expectations & understanding** of online services, the content they see & how their data is used

Facilitates **informed choices** when engaging with online content, including how to **avoid creating or suffering harm**

Empowers users to **engage positively** through information & choice architecture



Resilience

Improves user ability to mitigate against & react to potential online harms, **lowering the degree to which they may suffer harm**

Increases user **awareness & understanding of the tools & advice available** to them for dealing with harmful content or conduct



Participation

Influences **whether & how people participate online** with social, economic & political issues

Helps users **exercise due trust**, which in turn can help support public health initiatives and sustain democracy

Ofcom's approach to online media literacy

- Published 6 December 21
- Re-launch of our thinking
- Invitation to participate and inform our thinking

<https://www.ofcom.org.uk/research-and-data/media-literacy-research/approach>

Next Steps: Summary of Ofcom's activities in the next 12 months

Media literacy activity start dates:	Q4 2021/22	Q1 2022/23	Q2 2022/23	Q3 2022/23
Engage with the wide range of media literacy actors	Collaborate with media literacy practitioners to identify gaps in the existing media literacy activities.	Create working groups based on the five activity areas.	Develop new media literacy activities, events, and initiatives.	Further develop and expand the MSOM network.
Initiate pilot trials and campaigns to promote media literacy	Understand components of successful skills/lifestyle interventions	Explore options to work with a wider range of locally based community experts.	Explore different models of delivery of our provision.	Provide the sector with learnings from pilot trials.
Establish media literacy by design best practice	Identify issues related to online user engagement and online decision making.	Establish working group to help identify current and good practice across platforms. Understand what it will take to move from current to good practice.		
Evaluate the effectiveness of media literacy initiatives	Develop digital toolkit. Carry out further information-gathering/evidence reviews on effectiveness of initiatives. Evaluation Working Group meeting.	Publish guidance on evaluation for media literacy practitioners for comment. Gather feedback on digital toolkit.		

Breadth of use of the internet

Narrow users

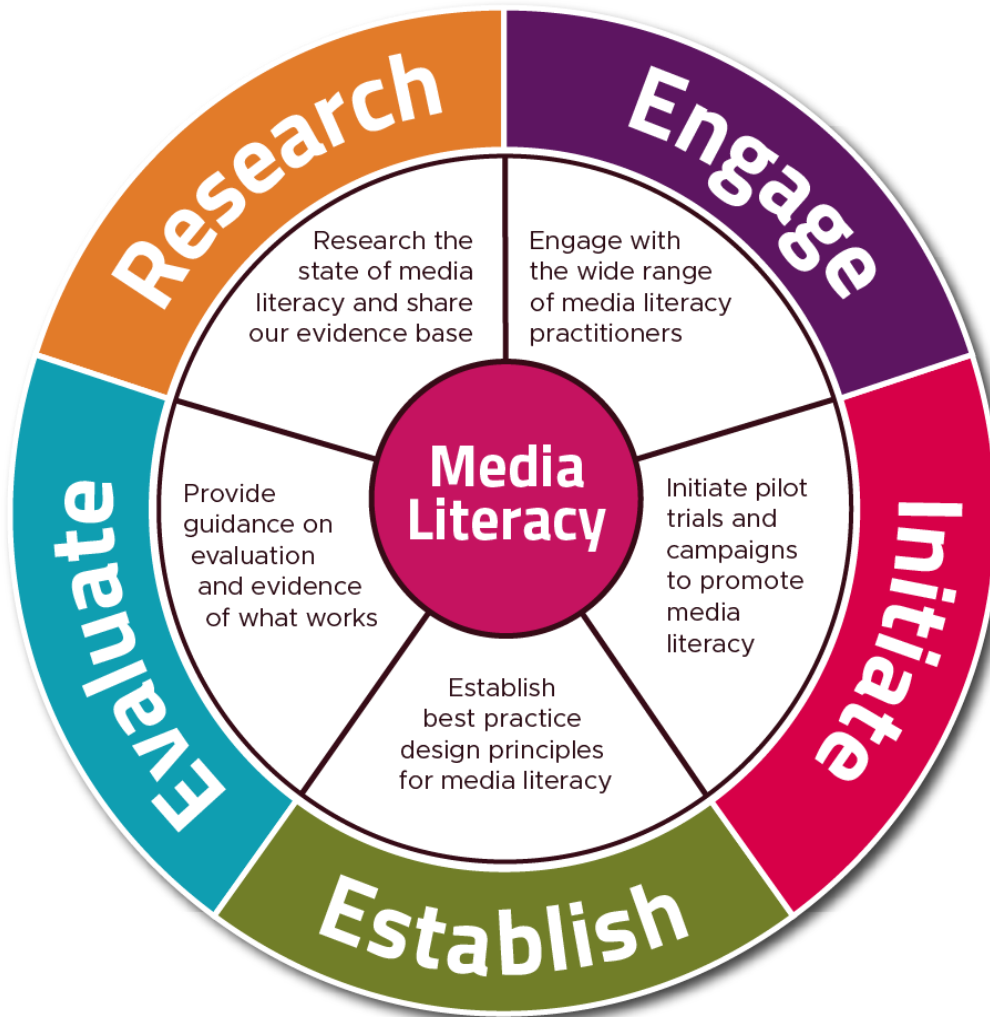
- 32% of users overall
- 34% of 16-24s
- 23% of 25-34s
- 23% of 35-44s
- 45% of 45+

Ofcom's approach to online media literacy

Published 6 December 2021

Web version available: <https://www.ofcom.gov.uk/consult/condocs/medlit/medlit21/condocs2106.pdf>

Ofcom's Approach to Media Literacy



Engage: Media Literacy Practitioners

Current Activities

- MSOM Panel since 2019, bringing together experts across industry, the third sector and academia
- Variety of Network events (with a wider network of 300 local and international organisations)
- Regular Network bulletins
- Engagement through EPRA, EMIL Taskforce

Next steps

- Further develop the MSOM Network with local and regional actors, with representation from each nation
- Host virtual and in-person events to foster knowledge and activity sharing in a geographically inclusive way
- Contribute to and participate in events across the nations and internationally



Initiate trials and campaigns

Our Intention

- Our ambition is to facilitate the delivery of effective interventions to improve media literacy among online users, currently either not or under-served by existing activity

Next steps

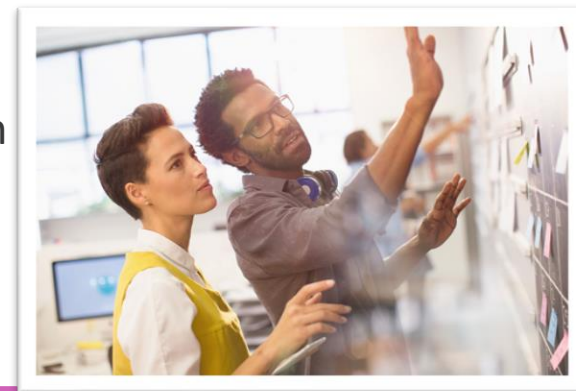
- Collaborate on delivering successful locally-orientated interventions, recognizing community complexities
- Explore different modes of delivery, bringing in a range of appropriate actors
- Provide the sector with an understanding of what is possible through funded collaboration and local initiatives
- Share learning from pilots and promote innovative and challenging thinking and evaluation



Establish best practice design principles

Current Activities

- Working with Platforms to understand how users engage with existing on site options to improve literacy and the effectiveness of interventions; to explore how service design impacts literacy
- Expanding our Behavioural Insights team and designing a research programme to identify issues around online user engagement and decision-making



Next steps

- Establish a working group, bringing together platforms, user experience and behavioural insight experts, advocacy groups and Ofcom to constructively explore current opportunities and issues and determine current, good, and best practice across all platforms

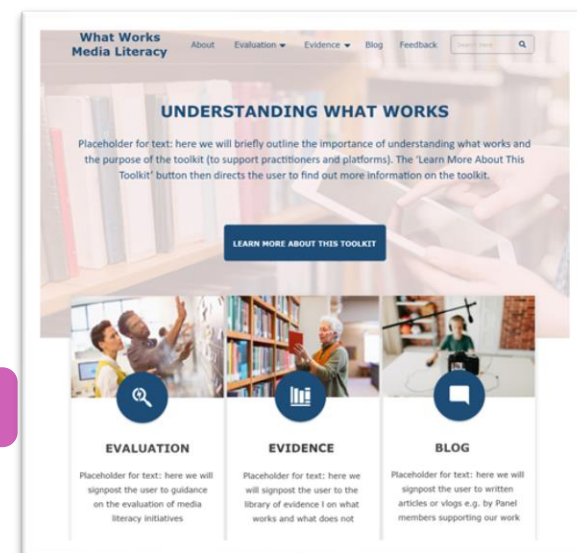
Evaluate: Guidance on what works

Current Activities

- Developing **guidance** on the evaluation of online media literacy initiatives and interventions
- Building **evidence** on what works to improve media literacy online
- Developing a digital toolkit to share materials
- Collaborating with stakeholders to inform the development of our work

Next steps

- Publish **draft guidance** for stakeholder comment in spring 2022
- Built in evaluation to all future commissioning by Ofcom of online media literacy initiatives and interventions
- Publish digital evaluation toolkit in summer 2022
- Commission further Rapid Evidence Assessments



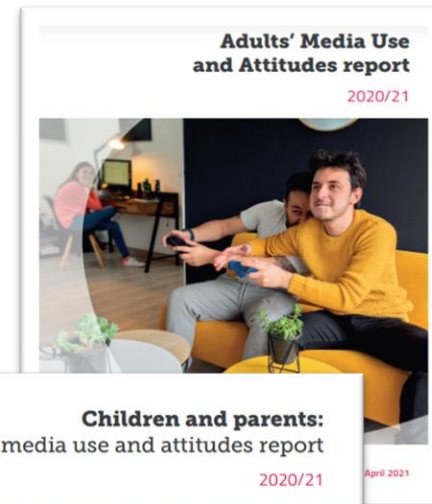
Research and share evidence base

Current Activities

- Ofcom's Media Use and Attitudes – Adults and Children
- Media Lives research
- Online Experiences Panel
- *Covid-19 tracker*

Next steps

- Commence 'Day in the life' qualitative research
- Further develop innovative methods – e.g. publish initial findings from "serious game" trial
- Set up Research Working Group



Talk to us....

To give us your thoughts on our approach or

To express an interest in participating in a working group

Please email: makingsenseofmedia@ofcom.org.uk

