

Ofcom and media literacy

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**EPRA Working Group Meeting
on Media Literacy**

18 May 2017

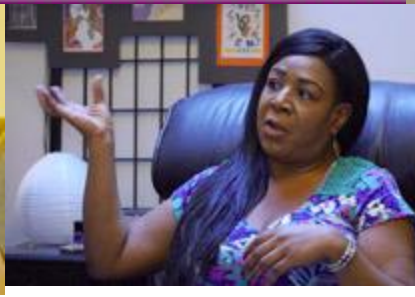
Ofcom

making communications work
for everyone

1. What do we do and how do we do it?
2. Measuring media literacy over time
3. Measuring critical understanding

What is media literacy?

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

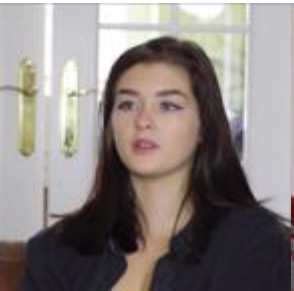


Adults' Media Lives

- 19 people – many since 2005
- Interviewed once a year on camera
- Focus on media in daily life
- Provides early indications of trends, and human dimension

Adults' Media Use and Attitudes

- Over 1800 interviews annually
- Questions asked across platforms
- Analysis of key groups e.g. Narrow users, non-users, new users
- Includes industry metrics e.g. BARB and comScore
- Includes **Internet Citizens** report this year



Children's Media Lives



- 15 children aged 8-15, plus short interview with their parent
- Interviewed once a year on camera since 2014
- Focus on media in daily life
- Provides early indications of trends and extent of change among children

Children's Media Use and Attitudes

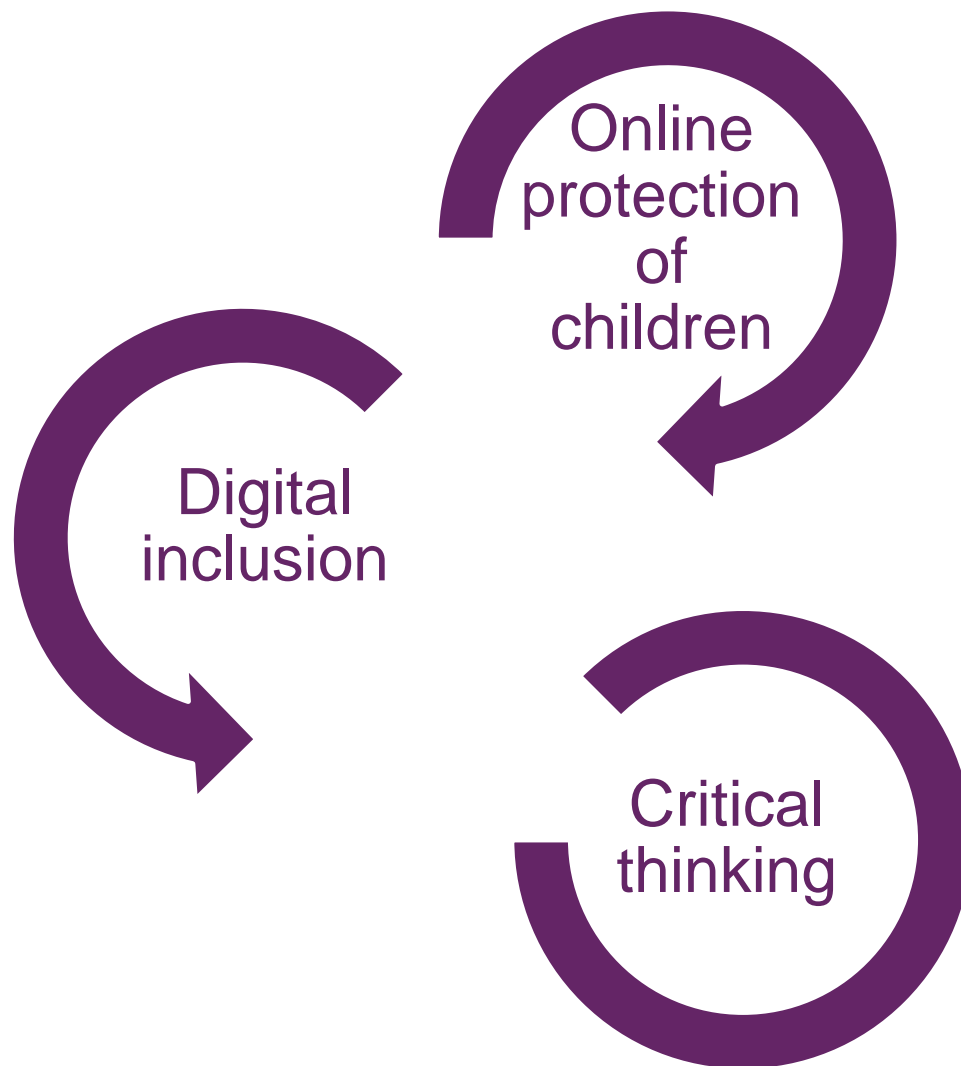
1,300 interviews with 5-15s;
1,300 interviews with parents of 5-15s;
600 interviews with parents of 3-4s;
3,200+ interviews in total

- Questions asked across platforms
- Variety of questions
- Includes industry metrics e.g. BARB and comScore

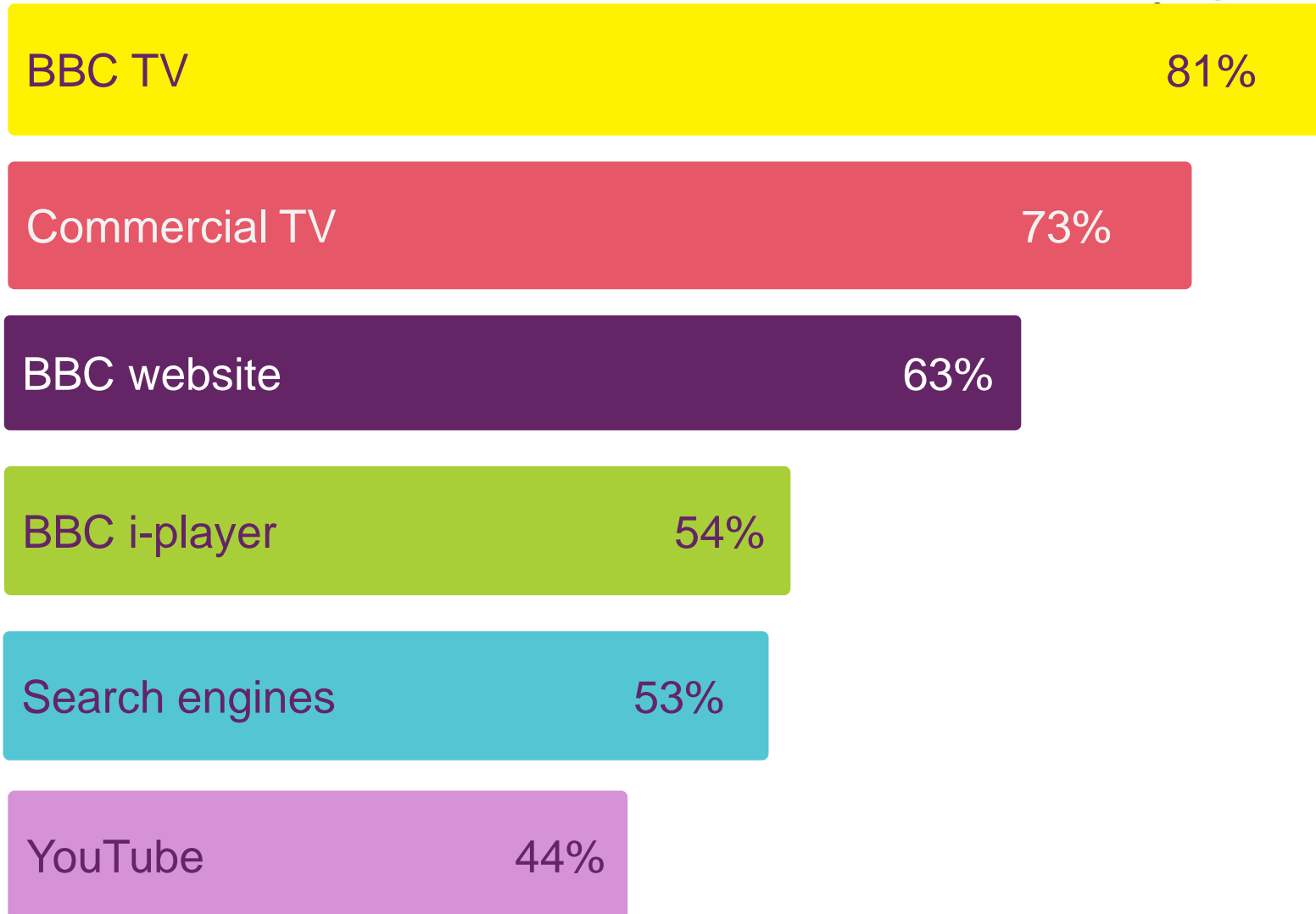








Understanding media funding



Understanding search engine results

**97% = use
search engines**

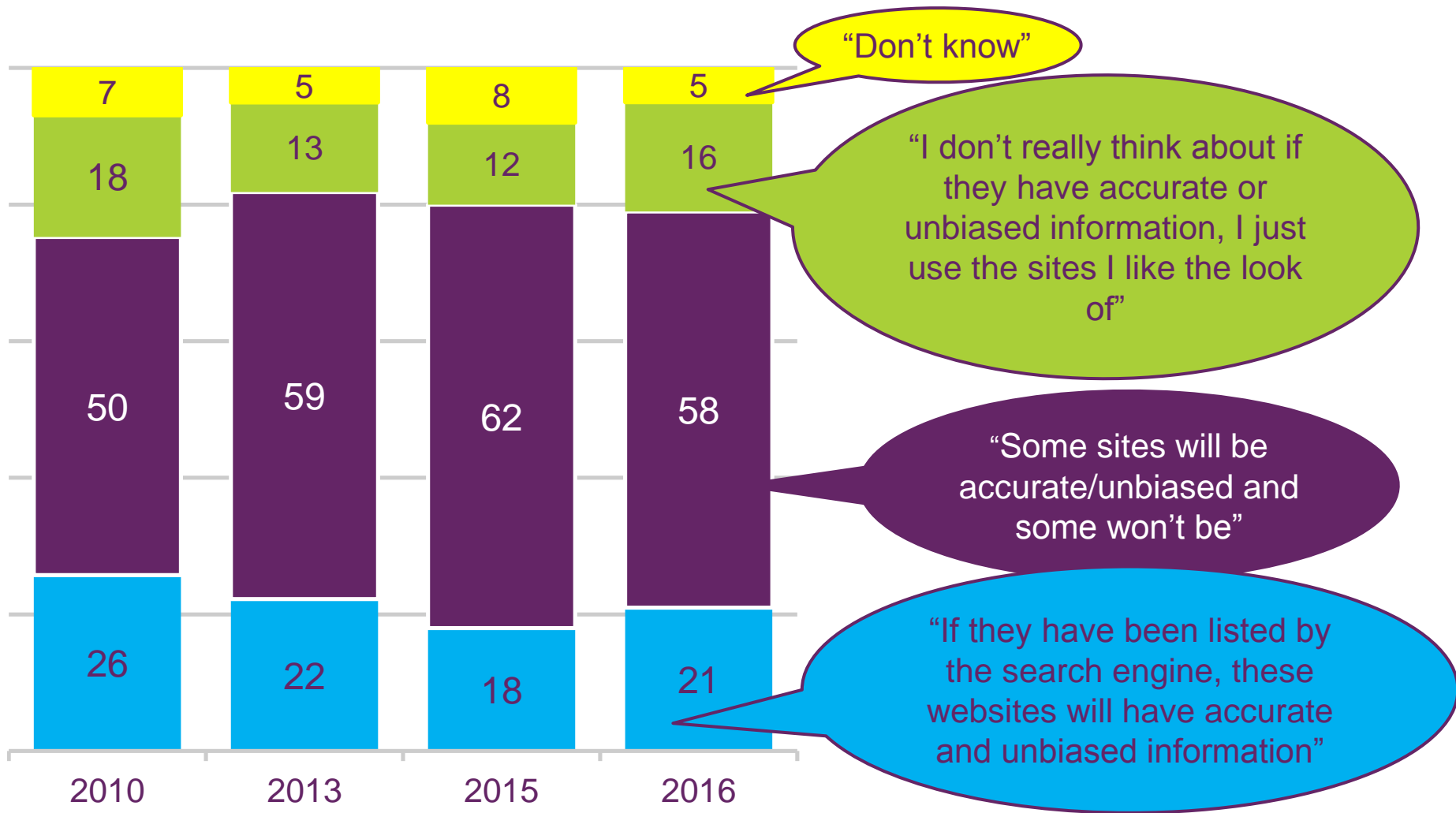
“Don’t know”

“I don’t really think about if they have accurate or unbiased information, I just use the sites I like the look of”

“Some sites will be accurate/unbiased and some won’t be”

“If they have been listed by the search engine, these websites will have accurate and unbiased information”

Understanding search engine results



Understanding advertising

84% are confident they can recognise advertising

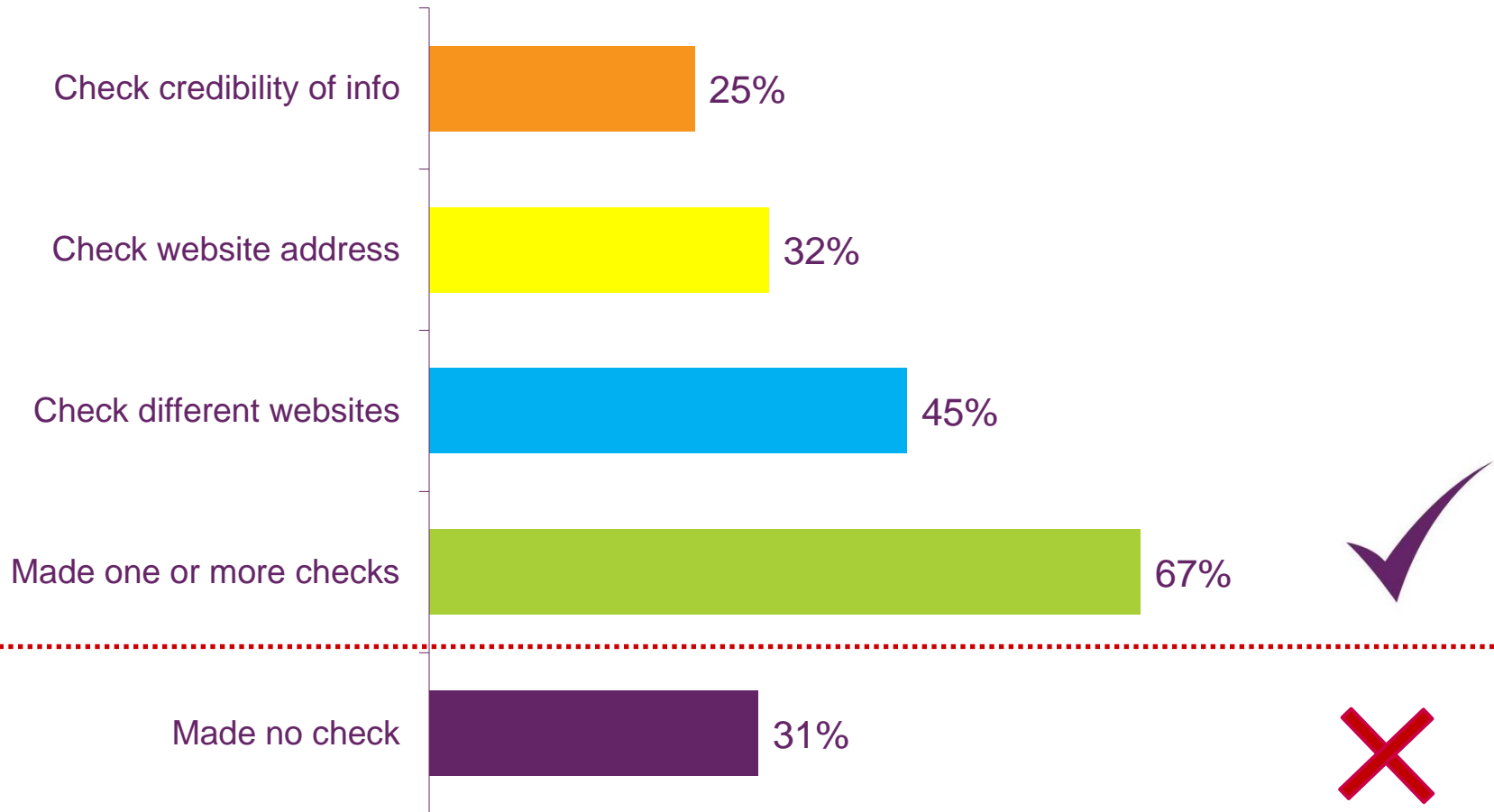
The screenshot shows a Google search for 'walking boots'. The search bar contains 'walking boots' and the search button is visible. Below the search bar, there are tabs for 'Web', 'Shopping', 'Images', 'Maps', 'Videos', and 'More'. The search results show 'About 18,800,000 results (0.33 seconds)'. The first few results are sponsored ads for 'Hi-Tec Walking Boots', 'Walking Boots at Amazon', 'Walking Boots From £24.99 - mountainwarehouse.com', 'Walking Boots - GO Outdoors', 'Walking Boots | Cotswold Outdoor', and 'Mens Walking Boots and Shoes at Sports Direct'. A 'Shop for walking boots on Google' section is also visible, featuring a grid of product listings with images, names, and prices. The products listed include Regatta Trailridge, Salomon Comet 3D, Peter Storm Men's, Berghaus Womens, Freedom Trail Lowland II WP, Adventurer Womens, Berghaus Mens Expeditior, and Women's Q2 Hiking Boot. The prices range from £19.99 to £109.99. There is also a '2015's Top Walking Boots' section at the bottom.

48% of adults and 38% of 12- 15s correctly identified sponsored links in search results

Understanding advertising

**72% of adults and 57% of 12-15s are aware
of potential product endorsement ...**

Checking the accuracy of factual information



Attitudes towards privacy and personal data

22% =



24% =



33% =



Summary

- There is a considerable knowledge gap between understanding how “traditional” and digital forms of media are funded
- A significant minority
 - don’t know how search engines are funded;
 - don’t know how to spot advertising on search engines;
 - don’t know how to judge the accuracy of the websites listed;
 - are not aware of the implications of sharing data

Thank you!

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