

# Guidance & considerations for Media Literacy research

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## 1. What is media literacy?

Ofcom's definition:

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

## 2. Agreeing objectives

### Considerations

- Media literacy – a broad definition
- Agreeing and tightly defining objectives
- Objectives will determine the methodology (along with budget and appropriate spend level)

# 3. Methodologies

1. Quantitative

2. Qualitative

## The broad objectives of Ofcom's Media Literacy programme of research are:

- To provide a rich picture of the different elements of media literacy across the internet, television, radio, games and mobile phones
- To identify emerging issues and skills gaps that help to target stakeholders' resources for the promotion of media literacy

## 4. Methodologies – Strengths & Weakness

- Research moving online can present challenges
- Quant will not explain the ‘whys’ behind media literacy
- Qualitative research can be expensive
- Risk of discrepancy between reported behaviour and actual behaviour

## 5. Budget & Sample considerations |

The size of the budget required for research can vary, depending on the type of research, who you wish to recruit, and the types of questions asked etc.

- cost will depend on the complexity, i.e. it is more expensive to gather data on large groups, difficult to reach audiences, people with little time etc.

## 6. Research process

- Initial need for research is identified
- A research brief is created
- Agencies are sent the research brief and invited to tender.
- Agencies send their proposal back to the client organisation.
- Agency is commissioned, based on their experience, proposed methodology, costs, etc
- The agency and the client have a set-up meeting
- The agency begins the recruitment process,
- Agency conducts the fieldwork.
- Findings are analysed, collaborated and condensed within the agency
- Research findings are presented to the client organisation
- A research report is published, and findings continue to be circulated internally and/or externally to interested parties



## 7. Other sources of research |

### 1. Desk research

### 2. Collaboration with academia

## Things to consider when thinking about Media Literacy research

1. Be clear about terminology – what do you mean by Media Literacy
2. Have clear and tightly defined objectives
3. Think about the best methodology for you, how the research will be used, who will use the research and ensure it can be flexible
4. Remember that all methodologies have pros & cons – be creative in your thinking – could you combine both quant and qual?
5. Budget & sample will always be a consideration
6. Think about other sources of research
7. The research process is a long one

**Will always take longer than you think it will!**