

Growing up in a digital society – children and young people's media literacy skills

Fiona Lennox
Swansea - 20 October 2008

Media Literacy @ Ofcom

Media literacy is the ability to access, understand and create communications in a variety of contexts.

Access

Use, volume of use and breadth of use of different platforms

Understand

Understand and evaluate content

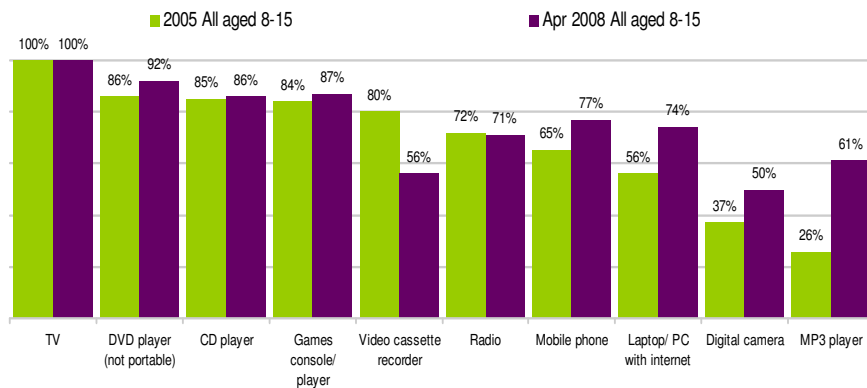
Create

Create content and interact with media devices or with other users

Studies of the media literacy of children and young people

- Media Literacy Audit: Report on UK children’s media literacy
- The Young People’s Media Usage Survey
- Social Networking: A quantitative and qualitative research report into attitudes, behaviours and use

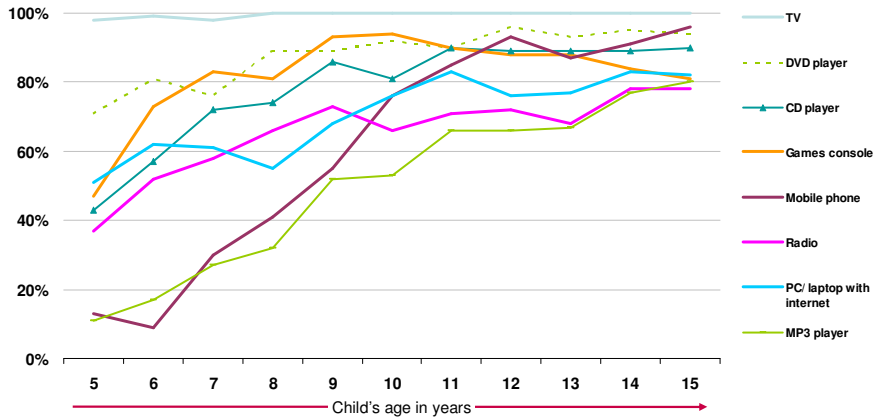
Children who use devices at home – 2005 and 2008



Base: Parents of children aged 8-15, 2005=1536, 2007=1183, Apr 08= 743
Source: Ofcom research

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Children who own/use devices, by age

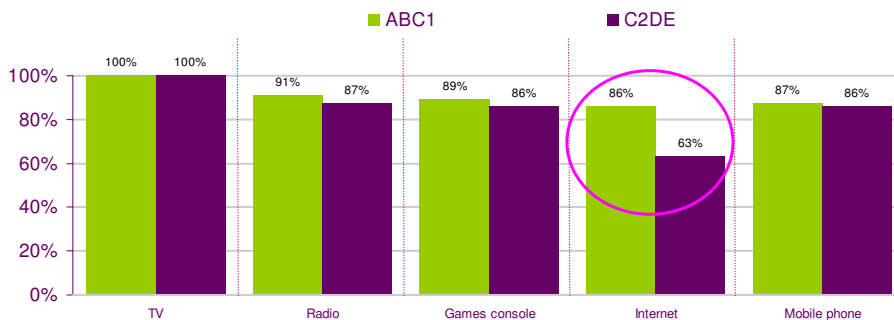


Source: Ofcom research, Saville Rossiter-Base, April to May 2008



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Internet penetration differs significantly by socio-economic group

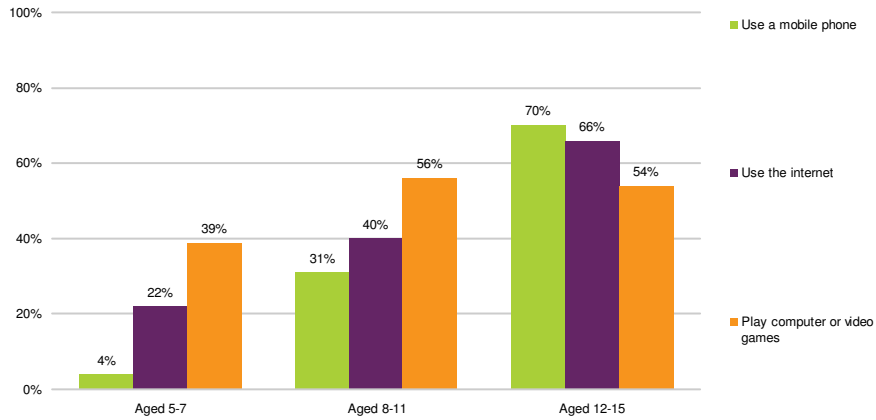


Base: Parents of children aged 8-15 (1221 ABC1, 1440 C2DE, 2194 Urban, 516 Rural)



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Media activities regularly performed by children, by age

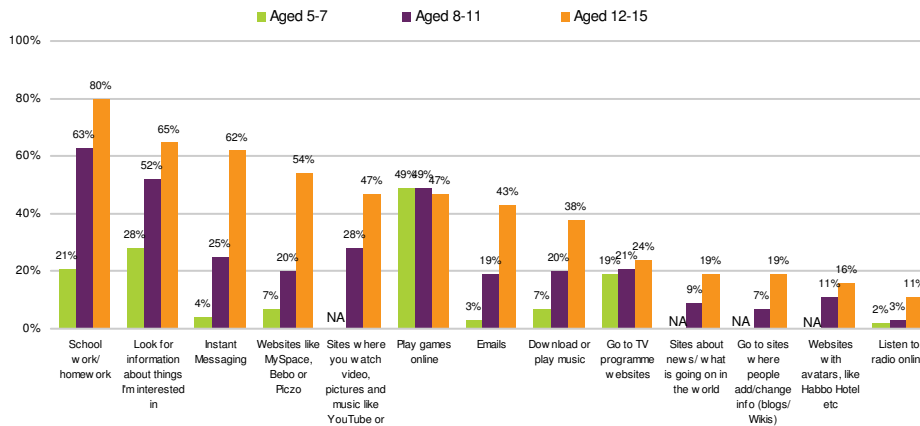


Activities children claim to 'do almost every day'
 Base: Children aged 5-15 (282 aged 5-7, 367 aged 8-11, 376 aged 12-15)
 Source: Ofcom research, Saville Rossiter-Base, April to May 2008

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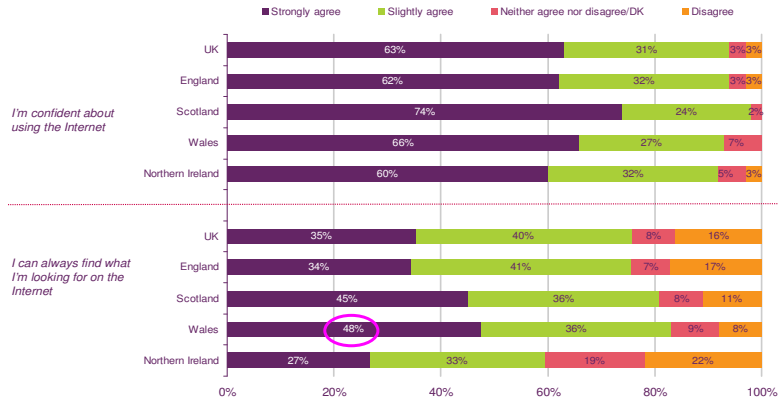
Claimed use of the internet for different activities, by age



Base: Children aged 5-15 who use the internet at home (157 aged 5-7, 253 aged 8-11, 304 aged 12-15)
 Source: Ofcom research, Saville Rossiter-Base, April to May 2008

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Children's confidence using the internet



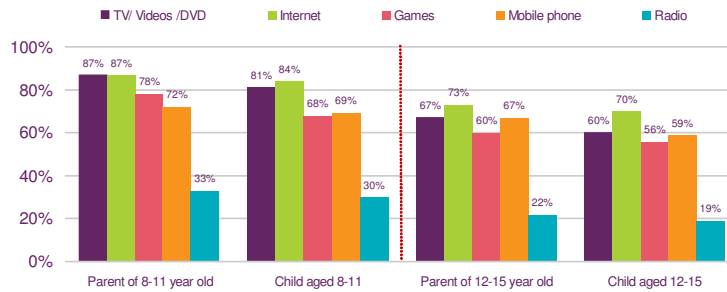
QC21A/C - Using this card, choose an answer to show how much you agree or disagree with some things other people have said about the internet
 Base: Children aged 12-15 who use the internet at home (734 UK, 421 England, 96 Scotland, 97 Wales, 120 Northern Ireland)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Children's trust in types of television content



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Rules about accessing media, as reported by children and parents

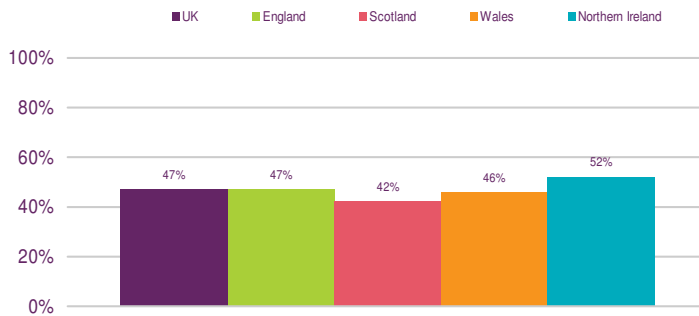


Questions QP5/ QP13/ QP16/ QP19/ QP9/ QC3/ QC17/ QC12/ QC38/ QC40
 Base: Parents of children aged 8-15 and children aged 8-15 who have a TV in the household that the child uses (2042), uses the internet at home or elsewhere (1431), play games on a games console, PC or laptop (1820), have a mobile phone (1319), who listen to the radio at home (951)
 Source: Ofcom's Media Literacy Audit, Saville Rossiter-Base, October to December 2007



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Use of internet filtering software



QP21- Are there any controls set or is any software loaded to stop your child viewing certain types of websites?
 Base: Parents of children aged 8-15 who use the internet at home (1920 UK, 1233 England, 245 Scotland, 223 Wales, 219 Northern Ireland)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007



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Reasons for not using internet controls

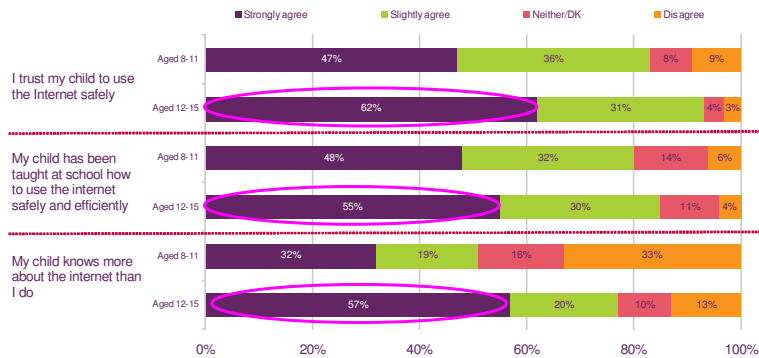


QP23 Base: 887. Those without any controls set or software loaded to stop their child viewing certain types of website



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Parental attitudes towards the internet in relation to their child

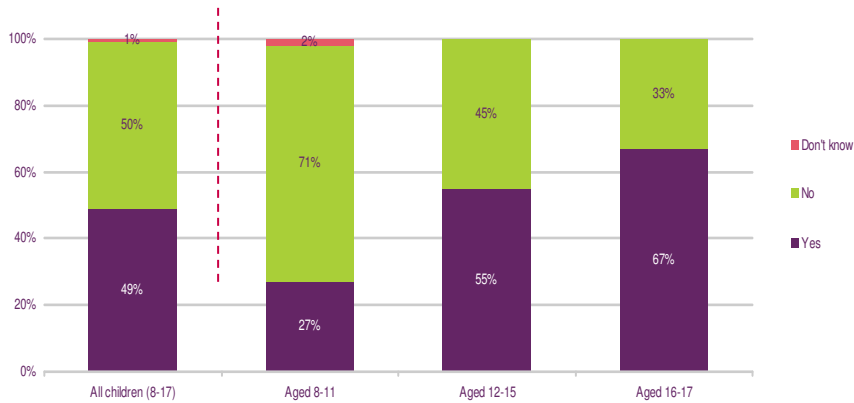


QP15B/C/E - Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children aged 8-11 (683) and 12-15 (768) who use the internet at home or elsewhere
 Source: Ofcom research, fieldwork carried out by Saville Reseller-Base in October-December 2007



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Age of children who have a profile on social networking sites

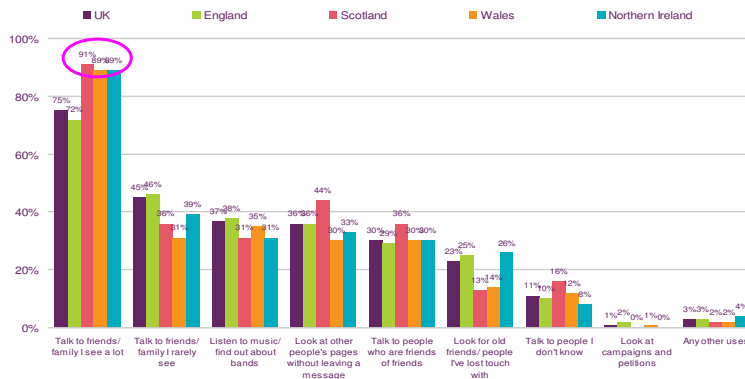


Base: All aware of social networking sites/whose child uses the internet: Parents (593), 8-11 (136), 12-15 (184), 16-17 (118)
Source: Ofcom – Children, Young People and Online Content, October 2007

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Types of uses of social networking sites

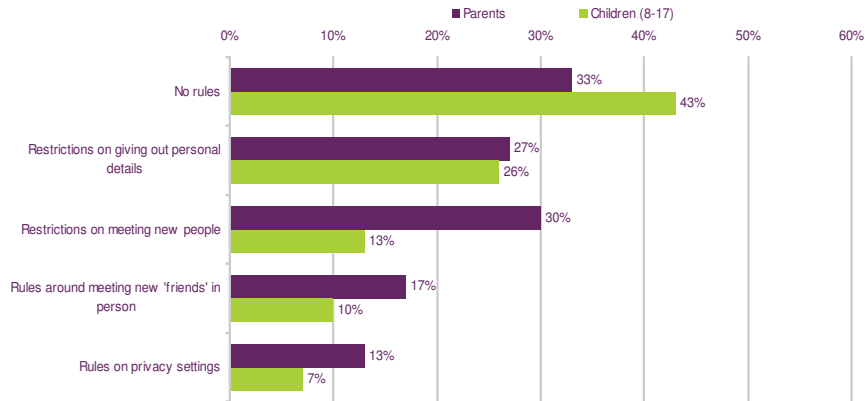


QC28 – Do you regularly use these sites for any of the things shown on this card?
Base: Children aged 12-15 who have ever created their own social networking site page or profile (418 UK, 216 England, 58 Scotland, 57 Wales, 87 Northern Ireland NB – LOW BASE SIZES FOR SCOTLAND, WALES AND NORTHERN IRELAND)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

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Rules and restrictions on social networking sites – parents vs. children

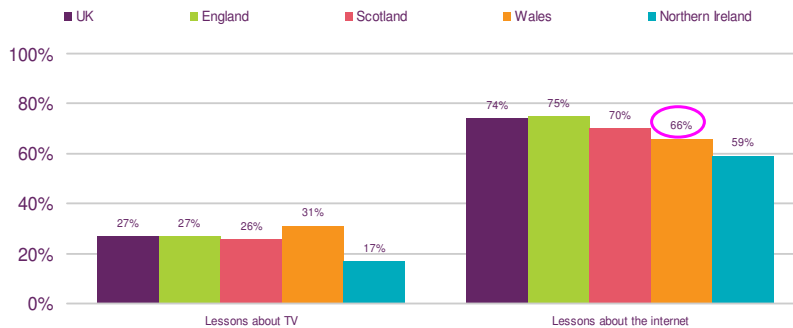


Base: All parents whose child has a page/profile on a social networking site (178); All children (8-17) who have a page/profile on a social networking site (220)
 Source: Ofcom – Children, Young People & Online Content, October 2007



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Lessons at school about television/ the internet



QC42/43 – Do any of your lessons at school teach you about TV / about the Internet?
 Base: Children aged 8-15 (2711 UK, 1718 England, 350 Scotland, 360 Wales, 282 Northern Ireland)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007



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Thank you

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