



The importance of media literacy research

Alison Preston

Head of Media Literacy Research, Ofcom

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What is media literacy and why does it matter?



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

Ofcom’s definition of media literacy

What we cover

**Adults media
use and
attitudes
report**

**Children and
Parents'
media use
and attitudes
report**

**Adults
Media
Lives**

**Children's
Media
Lives**

- Since 2005
- c.6,000 respondents in total each year
- Range of questions across platforms

- Qualitative/ ethnographic video interviews
- Since 2005 (adults)
- Since 2014 (children)
- c. 18 in each sample

Core principles



Qual and quant methods

Clarity of measurement

Trends over time

Flexibility

Stakeholder engagement

Key areas



Take up

- Who is online; reasons for non-use; types of device used and where; most-missed devices;

Use

- Breadth and type of use online, including use of government services, creativity online, civic engagement;

Cognitive skills/understanding

- Protection, privacy and security, concerns, attitudes to data and privacy; sharing, connecting and reviewing; attitudes to free speech, rights and responsibilities, knowledge of regulation, understanding of funding, preferences for contact and communication...
- Children's media use and attitudes and parents' mediation

Device 'mostly' used by children to go online at home

2014

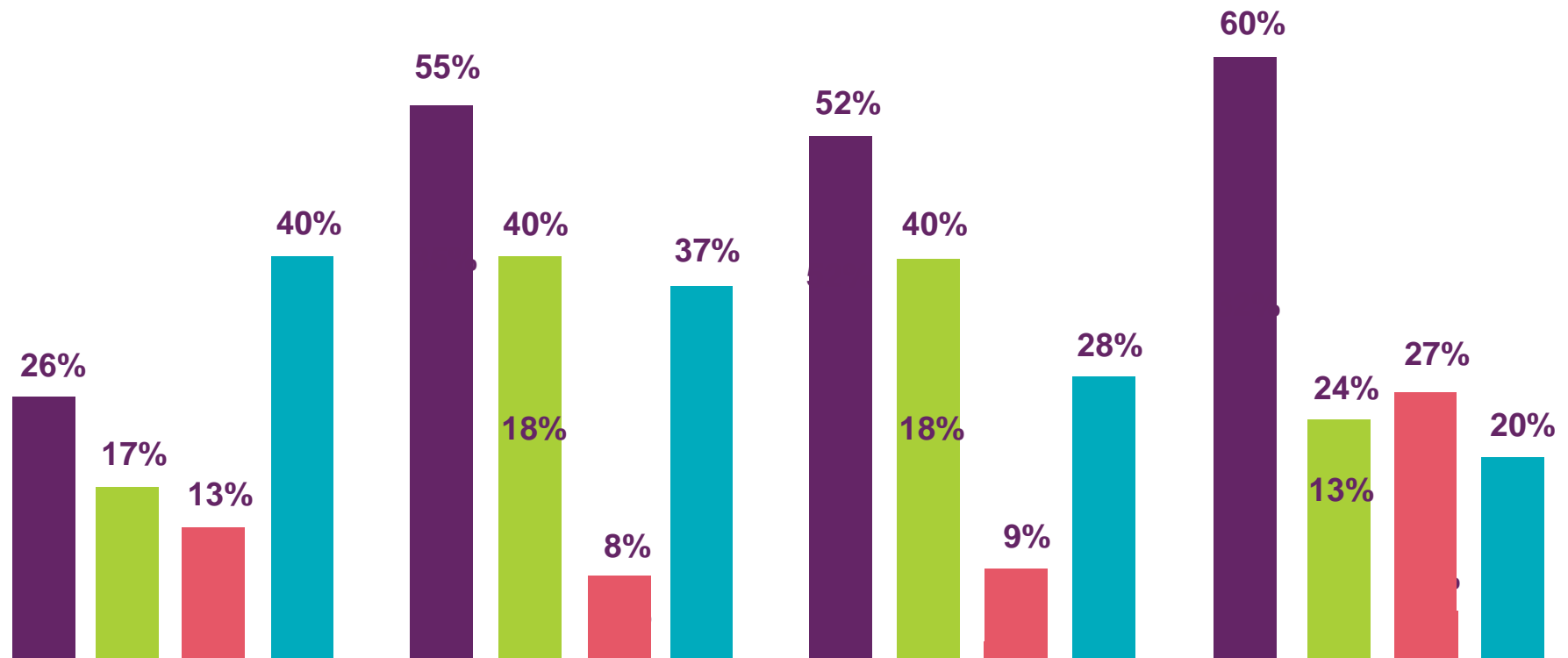


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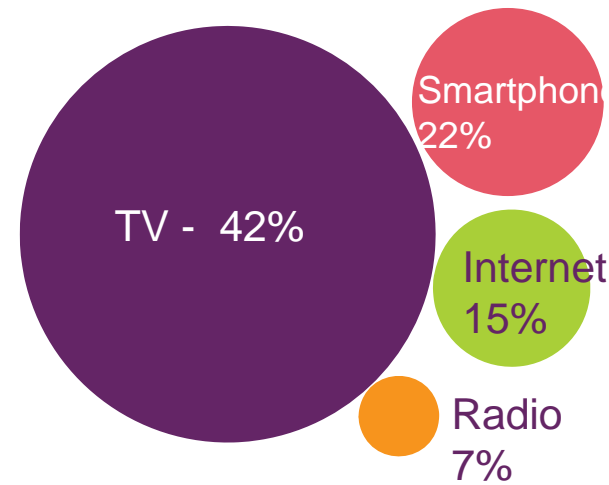
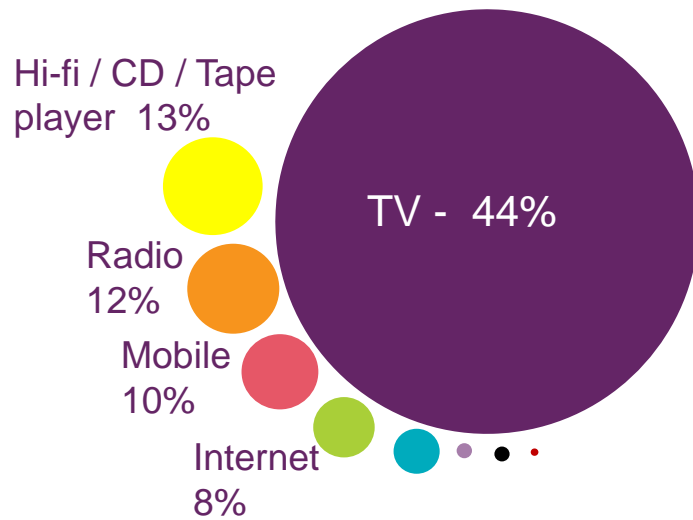


Which media people would miss the most

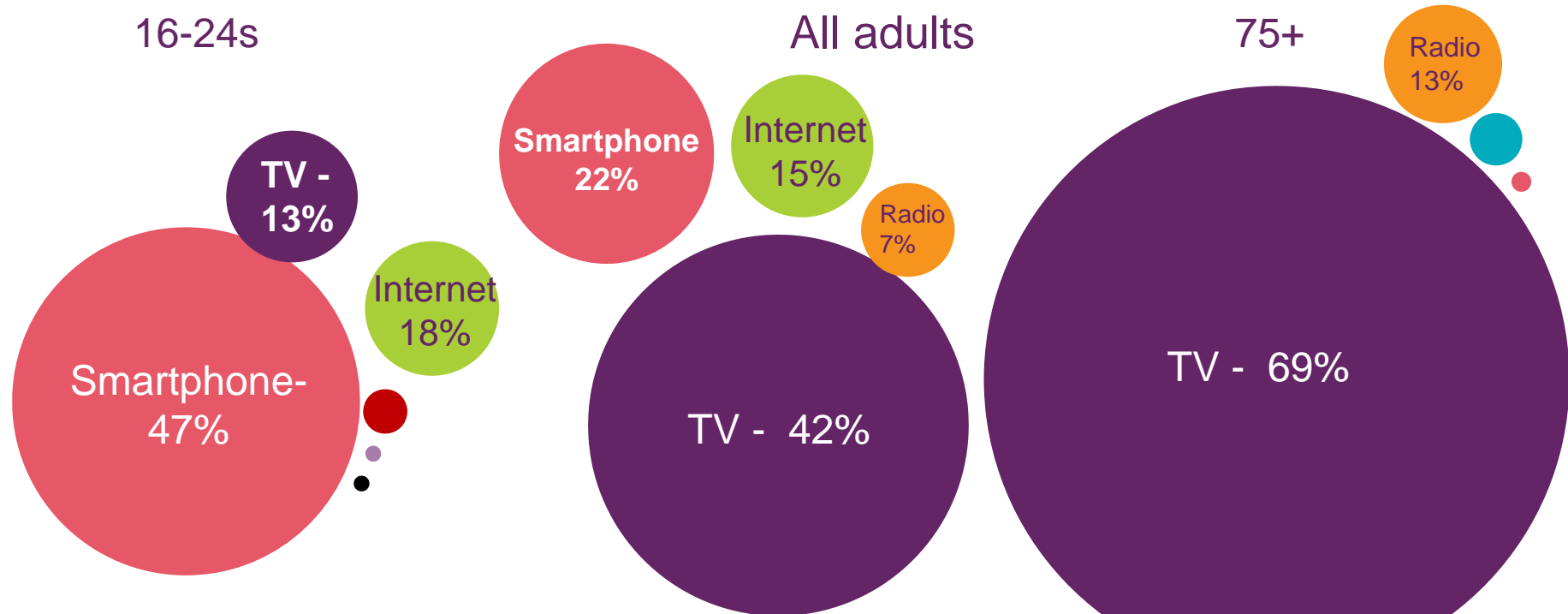


All Adults - 2005

All Adults - 2013

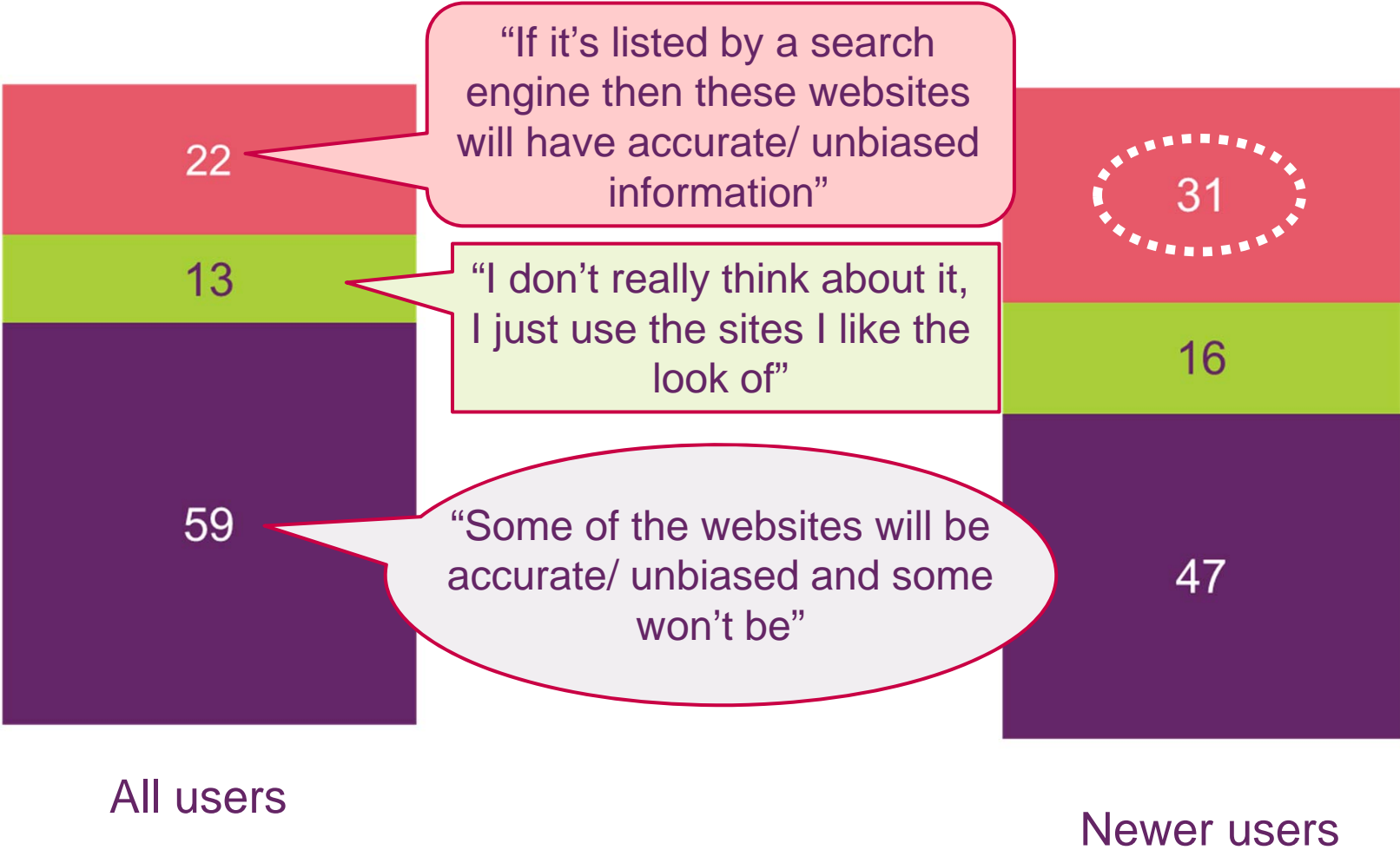


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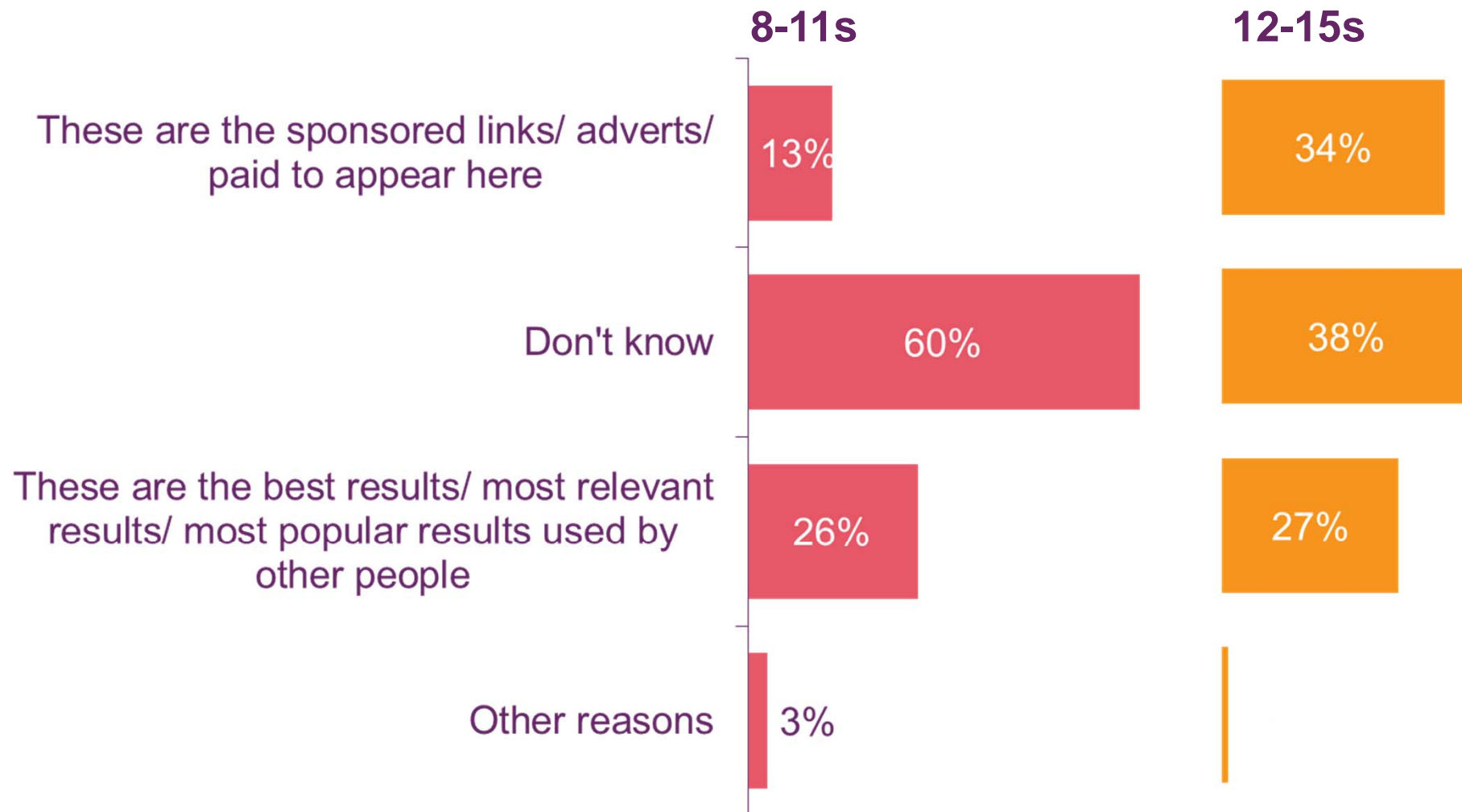


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 Watch TV
- 
 Use the internet
Via PC/Laptop
- 
 Use a mobile
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- 
 Listen to
the radio
- 
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Videos/
DVDs
- 
 Play
console/
Video games
- 
 Listen to
portable
MP3 device
- 
 Read Newspapers
/Magazines

Understanding search engine results



Children's understanding of adverts in search engine results



www.ofcom.org.uk/medialiteracyresearch

[**alison.preston@ofcom.org.uk**](mailto:alison.preston@ofcom.org.uk)



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