

Reference: 01803954

Information Requests
information.requests@ofcom.org.uk

18 April 2024

Freedom of Information request: Right to know request

Thank you for your request for information about Research by Ipsos - Media literacy and mis/dis information.

We received this request on 3 April 2024 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

Your request

Ofcom issued a tender (tender_339208/1189268) under the heading Media literacy & mis / dis information, on March 9, 2023.

The tender was described as a "small scale qualitative research project designed to explore the relationship between mis/dis information and media literacy in order to better understand how media literacy can be used as a lever to address the use and sharing of mis- and is-information "

Please provide a copy of any completed report by Ipsos, the supplier contracted to provide the service.

Our response

Please see the full report published in September 2023 here: [Understanding experiences of minority beliefs online](#).

We used the term 'minority beliefs' as we thought it was more inclusive of a wider category of minority beliefs than other more specific terms such as mis/disinformation. It was also chosen to enable potential participants to feel more comfortable about identifying their own beliefs, rather than using other terms related to these issues such as mis/disinformation.

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).