

Your response

Question	Your response
<p>Question 1: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.</p>	<p>Confidential? N</p> <p>This is a response that is relevant across the document.</p> <p>There is limited reference to media literacy support for young people from a low-socioeconomic background. This group is easily overlooked, but our work has shown they face barriers to engaging in new communication channels.</p> <p>Specifically, while there may be access to the technology required, they may not have the understanding, confidence, awareness of why this would be of benefit to them. Our research in this area – with Ofcom – showed that the reaction of young people to using new communication technology is, ‘why is this relevant for someone like me?’.</p> <p>To create the motivation to engage, new communication channels must connect with the lived experience of a sector of society often excluded from the opportunities others take for granted. It is important to show that the communication technology provides opportunities for ‘people like them’ and is a channel which people from their community can use to help them to communicate with others and to facilitate greater societal inclusion.</p> <p>Creating an internal desire to act is referred to as intrinsic motivation in behavioural science. But the onus to act differently doesn’t sit with young people, who have often been marginalised and ignored. Instead, it is for wider society to remove the obstacles put in their way.</p> <p>In the specific context of the Metaverse, we set out how policymakers and organisations can help unlock an internal drive to engage in this technology. These recommendations should be considered too in the context of other emerging technologies that are transforming the way we communicate, such as Gen IA.</p> <p>Report link: https://www.eyfoundation.com/uk/en/news/ey-foundation-metaverse-report-launch.html</p>

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	To develop this area of the strategy, I strongly support your focus on listening to views of the people impacted.
<p>Question 2: Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence</p>	Confidential? – Y / N
<p>Question 3: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested in any views and evidence about whether a Media Literacy Week would be impactful.</p>	Confidential? – Y / N
<p>Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?</p>	Confidential? – Y / N
<p>Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	Confidential? – Y / N