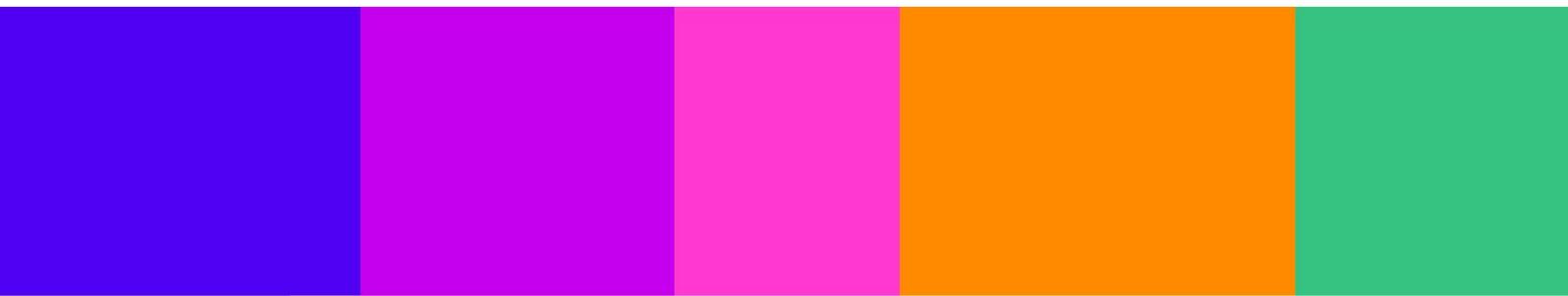| Question	Your response
Question 1: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.	Confidential? – N

We support the use of an evidence-based approach to better understand and measure media literacy, and to deepen the understanding of what works best in terms of media literacy interventions across a range of sectors. We believe that any measures undertaken by platforms and services must be based on sound evidence and research.

We are keen to support the sharing of knowledge on best practice in media literacy delivery, especially around the promotion of any toolkits or workshops that may be delivered as part of the strategy.

There remains a challenge with the definition / use of the term media literacy. It has the potential to be misunderstood or have a different meaning in both policy and delivery and across different groups within society.

It is important to recognise the barriers to digital inclusion and the correlation to low media literacy. In order to address these barriers, all aspects of digital inclusion need to be considered i.e. basic digital skills, access (both device and connectivity), confidence and motivation.

To support Ofcom media literacy research, the strategy could acknowledge key digital inclusion research notably into a Minimum Digital Living Standard by University of Liverpool funded by Nuffield Foundation and Welsh Government (Phase One and Phase Two).

In carrying out research into levels of media literacy, it is important to undertake both online and offline research activities in order to capture those people who may be digitally excluded, have low digital skills or lack confidence in using the internet. |

Question	Your response
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	Confidential? – N We strongly support engaging with online platforms and services to provide improved media literacy support for users. Further, we support encouraging platforms to work with third-party organisations to continue to de-liver improved media literacy interventions. We are pleased to see a strong focus on mis- and dis-information, and fully support the proposed activity to look into harmful content and activity that disproportionally affects women and girls. We agree with the proposal to 'celebrate online services demonstrating leadership' as we are keen to see examples of what works best for users, and what good looks like. There still needs to be an awareness of digital exclusion - people who choose not to participate, or see no need, and those who cannot afford the costs associated with being online. It is vital platforms / services are designed in an inclusive way, ensuring offline or non-digital options continue to be accessible to citizens across sectors.
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.	Confidential? – N We strongly agree with equipping more people with the skills and support required to safely navigate content online. As part of this, we would strongly encourage highlighting media literacy as a priority across a broader range of organisations and sectors. We welcome the increased focus on networking, partnership working and co-creation. Local organisations potentially already have the knowledge and understanding on how to successfully engage certain cohorts in the community on this subject. Ofcom may also wish to join the Digital Inclusion Alliance in Wales which already brings together over 100 members from public and third sector organisations, private sector companies and academia. The Alliance focuses on ensuring those who want to access and use digital tools and technologies have the ability and confidence to do so.

Question	Your response
	We fully agree with the suggestion of a Media Literacy Week to raise awareness and promote the work of various stakeholders to improve the understanding and measurement of media literacy. This would give media literacy greater parity with other priority areas (e.g. National Safeguarding Week) which may assist in generating greater awareness and understanding.
	An event would work well to put a spotlight on best practice, whilst also allowing an opportunity to high-light problematic themes, such as mis- and disinformation, and misogyny.
	We would suggest that the timing of any such event would be crucial to its success. Currently stakeholders invest a lot of time and resource into established events such as Safer Internet Day. In order for any proposed media literacy event to have the greatest impact with practitioners, organisers would need to take into account clashes with existing events.
Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?	Confidential? – N From a digital resilience perspective, we have not identified any potential for the proposals outlined in this document to negatively impact any specific groups of persons as compared to the general population. We acknowledge and support the approach set out concerning the Welsh impact assessment. As highlighted in the response to question 2, there still needs to be an awareness of people who choose not to participate, or see no need in using digital platforms / services, and those who cannot afford the costs associated with being online.
Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?	Confidential? – N We are committed to ensuring that the Welsh language is protected in such a way that it is treated no less favourably than the English language. From a digital resilience perspective, we have not identified any ways in which the proposals to deliver an improved media literacy strategy would have an adverse effect on the use and treatment of the Welsh language.

Question	Your response
	However, the strategy would need to consider how Welsh language speakers are able to engage and contribute to any delivery programme related to media literacy. This includes the ability to report issues in their preferred language. It would also need to ensure that training for practitioners is provided in the Welsh language.