

## Your response

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<p><b>Question 1:</b> 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>Yes. We strongly support the approach of fostering media literacy skills overall, and not just focusing on online safety. Being an engaged citizen online is more than being aware of, or protected from harmful content and patterns. We support Ofcom’s approach that takes a broader view, and is particularly concerned with exclusion and marginalisation.</p>
<p><b>Question 2:</b> Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence</p>	<p>Confidential – N</p> <p>Yes. We would like to note here that as the UK chapter for Wikimedia, we are not legally responsible for Wikipedia or the other Wikimedia projects as that rests with the US-based non-profit Wikimedia Foundation. However, information and media literacy is a key strategic focus for our work. Whilst this is programmatic in nature it complements the technical work that our parent organisation the Wikimedia Foundation does to fight misinformation and disinformation on the platform.</p>
<p><b>Question 3:</b> 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>	<p>Confidential – N</p> <p>We support your proposals in this area and would welcome the opportunity to work with you as a partner organisation, given our research in media and information literacy, our work to combat misinformation and disinformation and our track record of delivering successful MIL projects and programmes with young people and marginalised communities.</p> <p>Our Director of Programmes and Evaluation (Daria Cybulska, who sits on your Evaluation Panel) has just completed a Fellowship at the University of the Arts’ Storytelling Institute. The focus of the Fellowship was media and information literacy and Daria’s research looked at the role of emotion in MIL education, particularly in the creation and dismantlement of minority beliefs. Ofcom’s current framework for media literacy reflects a knowledge-based, intellectual approach that we believe doesn’t fully reflect the role of feelings and emotion in human engagement with information. We would of course be very happy to share Daria’s research with you</p>

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	<p>and also to explore if further research or pilot activities could be helpful.</p> <p><u>Feedback on the idea of a Media Literacy Week</u></p> <p>This response is on behalf of Wikimedia UK but is being written by me, Lucy Crompton-Reid. I've been the Chief Executive of Wikimedia UK since 2015 but previous roles have involved the participation or organising of focus weeks; so I'm sharing my reflections based on those past experiences.</p> <p>From 2002 to 2005 I was the National Coordinator of Refugee Week, which aimed to spread positive messages about refugees and asylum seekers through arts, cultural and educational events that celebrated the resilience and contribution of refugees in the UK. Now in its 27th year, I ran the festival at a time when tensions around asylum seekers and refugees were particularly high, exacerbated by some quite provocative, sensationalist and at times, completely untrue coverage by the tabloid media. Despite this prevailing atmosphere, Refugee Week was a time of celebration and every year, there were more than 300 positive media articles about the event (and, by extension, refugee communities). Feedback from the general public who attended one of several hundred Refugee Week events was also excellent, and helped to change perceptions about refugees and asylum seekers.</p> <p>Later, whilst Head of Outreach and Engagement at the House of Lords, I organised the flagship event of the (then) DCMS Shine Week, established to showcase the talents of children and young people. Our event was a youth debate in the House of Lords Chamber and according to independent media evaluation, the story reached 23% of the adult population in the UK.</p> <p>All of this to say that whilst I acknowledge it can be a lot of work, I really think that having a focus week could shine a light on media literacy, raising awareness of what this means amongst the general public and promoting the activities of Ofcom's partners and broader network.</p> <p>Additionally, it's worth noting that in some countries that run a Media Literacy Week, such as Canada, this programme is tied in with digital citizenship (e.g. <a href="https://www.newswire.ca/news-releases/media-literacy-week-2023-kicks-off-bringing-with-it-digital-citizen-day-842614456.html">https://www.newswire.ca/news-releases/media-literacy-week-2023-kicks-off-bringing-with-it-digital-citizen-day-842614456.html</a>). Such an approach chimes in with</p>

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	<p>Wikimedia UK's framing of media literacy as a key element of informed and empowered citizenship, and we would support such an angle.</p>
<p><b>Question 4:</b> Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>Confidential – N</p> <p>Yes.</p> <p>We understand that whilst media literacy skills are important for everyone in society, there are certain groups for whom the development of these skills are especially important. People within the groups you have outlined as priorities for interventions are likely to have a lower starting point (in terms of media literacy) compared to other groups, making them particularly vulnerable to misinformation and disinformation. This is compounded by the fact that people within these groups are more likely to experience discrimination and harassment, and are often underrepresented online - both in terms of content and as contributors.</p> <p>This approach resonates with Wikimedia's strategic focus on those who have been left out by structures of power and privilege, and our work at Wikimedia UK to increase the engagement and representation of people experiencing marginalisation. Crucially for us, media and information literacy can be about knowing how to capture and share knowledge about your community. This can have a very meaningful impact for representation and expression.</p>
<p><b>Question 5:</b> Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>Confidential – N</p> <p>Yes</p> <p>We would like to note here that following years of investment and interventions by Wikimedia UK - working closely with partners such as the National Library of Wales and the Welsh Government - Wikipedia Cymraeg (the Welsh language version of Wikipedia) is the most visited Welsh-language website in the world. It has over 280,000 articles, and in a survey conducted in 2017 users generally considered the site to be accurate and reliable. It was the first language version of Wikipedia to reach gender parity in biographies (in comparison, only 20% of English Wikipedia biographies are about women).</p>

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	<p>Wikimedia UK has delivered a number of highly successful projects with young people in Wales, working in primary and secondary schools and with local communities. These have been based on students and other participants learning to contribute to the Welsh encyclopaedia, developing critical skills in how knowledge is produced online, and improving their media and information literacy. We think there is a real opportunity in Wales to scale up this work and the accompanying benefits, particularly to young people experiencing economic hardship.</p>