

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>Goal 1.2.6 The proposals on Research Evidence and Evaluation are appropriate and welcomed. There are ways in which they could be strengthened. Research will need to be very granular to measure ‘what works’ and ‘for whom’, given age and ability ranges and any accessibility tools users may depend upon. We welcome the use of the Welsh language, but also point out the range of languages spoken in the UK and the challenges some of these users face to understand terms and conditions online and Media Literacy language. How will the research reach them?</p> <p>In terms of the aim to serve vulnerable cohorts navigate challenges of mis and disinformation, it could involve research among those who work with them, teach, care for them and their parents. These are very different audiences, and this will be a challenge. However without consistent messages coming from all around the vulnerable user, confusion or mixed messages may occur. For example: In the care sector we have come across conflicting or inconsistent ideas and messaging from professionals and frontline staff.</p> <p>It will be valuable to explore how people are drawn into misogynistic communities. Among teenagers the power of influencers appears to be a primary route. But there are other social pressures.</p> <p>The goal to increase user’s understanding of where and how their personal information is used and the proposal to provide evidence of how platforms might address this, is welcome.</p> <p>The election will potentially offer great opportunities to analyse mis and disinformation seen by first time voters.</p> <p>2.7 ‘A deeper understanding of different audiences including women, girls and children.’ The tracker samples will need to be nimble and sensitive to the rapidly changing user groups who experience disproportionate discrimination or are targeted due to external factors in the news. Misogyny is continuing to rise in our data, but there may be other trends emerging.</p>

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	<p>Children are not a homogenous group and reaching those who are vulnerable online is complex. This may demand very specific requirements as we have experienced in our work with vulnerable children to date.</p> <p>How issues addressed in the research programme Impact on a range of groups and targeting protected characteristics. This is very welcome and much needed.</p> <p>2.8 Share knowledge of ‘what works’ in media literacy delivery.</p> <p>Publishing the findings from the commissioned ML activities would help educators and organisations to learn from and shape future delivery.</p> <p>Tools and guidance to equip organisations delivering ML interventions to teach skills to identify mis and disinformation would be welcomed.</p> <p>Potential technology solutions such as watermarking or plug -ins are interesting options, provided the public understand/access them.</p> <p>2.9 Evaluation. Better evaluation is essential as delivery is too varied in content and quality.</p> <p>A framework of agreed and associated indicators of OfCom’s success would be democratically appropriate.</p> <p>Requiring commissioned organisations to provide impact and process evaluations - these requirements could be set out in the original tender documents.</p> <p><u>I generally agree with the four key differences in strategic approach</u></p>
<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>	<p>&REDACTED</p>

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<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>	<p>REDACTED</p>
<p>Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>REDACTED</p>
<p>Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>REDACTED</p>