

**MEDIA LITERACY**



# Media Lives

# Digital Journeys



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## **Building on three waves of research from 2005, 2006 and 2007**

- Continuing to update the main media literacy themes in terms of individuals' knowledge and understanding of:
  - access to;
  - attitudes to; and
  - usage of new media technology.
- Covering TV, radio, online and mobile
- 15 x 90 minute filmed in-home interviews
- Qualitative study of cross section of UK media consumers

## **Lifestyle is the main catalyst to changing behaviour**

- Changing domestic circumstances mean..
  - Changed access to media platforms
  - New media literacy challenges
- People are growing up and out of certain activities...

## Mixed levels of internet usage

- Some of the sample are using the internet more, and for different things
  - For a few, it is a major part of their daily life
- But some are spending less time online
- Some have reached a plateau in their usage/skills that they are comfortable with

## **Increase in use of internet on mobile phones**

- Prominence of iPhone and other connected devices has fuelled awareness and interest
- A handful of regular users
- Others have dabbled

## **Media convergence and complementary usage**

- More radio consumed on alternative platforms
  - Digital TV seen as an acceptable alternative to household radio sets in many situations
- Radio and TV frequently used as a background activity to web use
  - Suits “dip in, dip out” nature of social networking

## Fragmentation of TV viewing patterns

- More people enjoying benefits of more channels
- First signs of impact of on-demand viewing
- Massive increase in time-shift viewing
  - DVRs – especially Sky+
  - +1 channels

## Ubiquitous online shopping

- Almost all our sample had done at least some online shopping
  - And many are now using it extensively
- Resistance to the idea of shopping online often not security related
  - Most are aware of secure site symbols etc
  - Personal touch still important for some people



## High level of awareness of social networking sites

- Vast majority are aware
  - 5 active users
- Highly publicised issues of privacy and identity threat have got through to people but potentially risky behaviour still occurs

## Trust related issues continue

- Google remains the most mentioned search engine – but there is confusion about the veracity of information it displays
  - Some would trust any information found in a Google search implicitly
  - A variety of strategies are used by different people to evaluate online content where trust is felt to be an issue
- Erosion of trust in TV (but not radio)
  - Phone voting scandals have angered some
  - Controversy over editing fuels suspicion and cynicism

## **Informal support networks are spreading media literacy skills**

- “Experts” share their knowledge with their family/friends
  - Often younger people helping older
- As skills/knowledge are acquired, they are passed on
- Tends to be limited to access skills
  - No foundation for sharing ‘understanding’ skills
  - Not really fostering any ‘creative’ community (still largely self-help for a motivated minority)

## What have we learnt?

- For some, use of the internet is slowing down
  - But more people are conducting more transactions online
- Mobile internet is starting to take off
- Growth in multi-set, multi-channel access has been noticeable
- Social networking continues to flourish among younger participants
- Concerns about trust remain an issue
- ‘Self help’ culture emerging



Thank you