

## Your response

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<p><b>Question 1:</b> We include labels, overlays, pop-ups, notifications, and resources as examples of on-platform interventions (additional information regarding this typology can be found in the Annex on page 3).</p> <p>(a) Do you agree with this categorisation of on-platform interventions?</p> <p>(b) If not, please explain.</p>	<p>Confidential? – N</p> <p>Yes.</p>
<p><b>Question 2:</b> Do you have any feedback on the summary of themes we identified from online services? Are there any omissions or other items you think important to add?</p>	<p>Confidential? N</p> <p>We wish to highlight the importance of media literacy as a proactive tool, to be thought of as a prebunking strategy. Instead of just reacting to misinformation, we must identify, analyse and address potential issues ahead of time. By looking at upcoming events, we can better prepare and tackle misinformation before it spreads.</p> <p>We also need to be ready for unexpected crisis events. Having a plan in place and being proactive gives us a better shot at handling these situations effectively.</p> <p>It is also important to remember that there is no one-size-fits-all approach to media literacy. Different age groups have different skills and needs. Therefore, actions must be tailored accordingly to achieve the highest impact.</p>
<p><b>Question 3:</b> Are we missing anything with the three headings used to structure the best practice principles for media literacy by design?</p>	<p>Confidential? N</p> <p>It is mentioned a few times that online services should share their findings on the effectiveness of their media literacy interventions, but more</p>

	<p>emphasis should be given to how such effectiveness should be determined in the first place. We could have a <b>'Sharing with the online services community'</b> as a fourth heading. Ideally, a hub would be created and owned by Ofcom where all online services can add their findings which would be available for the rest of the community to consult as a learning space for everyone involved in these initiatives. It should be seen as a collaboration space.</p> <p>We see Ofcom as the bridge that can bring together different online services and encourage them to share their insights and actions undertaken via a dedicated collaboration space.</p> <p>We see the benefit of Ofcom creating a flagging system with different tiers/levels. Ofcom could issue alerts advising online services to trigger media literacy interventions when an incident is reported, with different levels depending on the scope and gravity of the event.</p>
<p><b>Question 4:</b> Which aspects of the proposed best practice principles for media literacy by design work well, and why? Which aspects don't work so well, and why? Do you have any comments on the specific principles (please specify if providing feedback on individual principles)?</p>	<p>Confidential? – N</p> <p>The principle of priority, transparency and accountability is essential because online services need to make media literacy a priority all year round i.e. not only when a crisis occurs. How these companies define and implement their media literacy should be more transparent.</p> <p>Monitoring and evaluation is also an important principle as this achieves the provision of insights into the impact of the interventions activated. However, this tends to be one of the most difficult elements to measure, not least because there is no consensus on how to go about it. Therefore, it is paramount to define in advance how these actions will be evaluated and to encourage the use of similar standards across online services.</p>
<p><b>Question 5:</b> Do you have any further guidance/feedback to offer on how platforms can enact best practice media literacy by design?</p>	<p>Confidential? – N</p> <p>Platforms' media literacy strategies should be defined alongside other business strategies and OKRs for the year and each quarter, thereby cementing media literacy as a business priority</p>

	<p>and contributing to the planning and organisation of interventions in advance.</p> <p>Online services should report on their media literacy efforts quarterly, or at least biannually to Ofcom.</p>
<p><b>Question 6:</b> Can you submit any case studies or examples of different services enacting any of these best principles for media literacy by design? Can you provide any other examples of best practice media literacy by design that may not be covered by this document?</p>	<p>Confidential? N</p> <p>During the UK local elections in May 2023, Logically Facts partnered with TikTok to create an election awareness search intervention triggered by associated keywords. When one of these keywords was searched on the platform, a pop-up appeared to remind users to follow TikTok Community Guidelines when viewing and interacting with election-related content. It also pointed users to credible sources of information with a link to a guide produced by Logically Facts on how to spot misinformation.<sup>1</sup></p> <p>From June - August 2023, Logically Facts also partnered with TikTok for a pilot programme to produce a variety of articles and animated videos on different media literacy skills e.g. critical thinking and a guide to spotting AI-generated content.</p> <p>Logically Facts also worked with TikTok in December 2023 to prevent the spread of harmful misinformation and disinformation with 3 media literacy videos in Sweden and 3 in Finland with the key message that, in today's digital age with an overload of information, it is important to critically assess the content users consume.</p> <p>These videos would appear when users search certain keywords.</p> <p>During my time at Twitter (now known as X), I led the efforts to create and launch a <a href="#">new tab</a> in Explore for people to find the latest information on COVID-19 in 16 countries in May 2020. The tabs included curated pages with reliable information coming from public health authorities, health experts and journalists as well as curated explainers and prebunks on COVID-19 with a special focus on vaccines.</p>

<sup>1</sup> Sam Doak, How to spot misinformation online, 2023, <https://www.logicallyfacts.com/en/article/how-to-spot-misinformation-online>, (accessed 14 December 2023)

	<p>At Twitter (now X), I also contributed to the launch of the <a href="#">COVID-19 search prompts</a> in 50 countries to ensure that when the users came to the platform to search for information about COVID-19, they saw credible and authoritative information first.</p>
<p><b>Question 7:</b> How do you expect in-scope services to demonstrate that they have adopted the principles? What would this look like?</p>	<p>Confidential? – N</p> <p>They should report <b>every quarter or at least</b> twice a year on the initiatives they have undertaken, with a detailed assessment of each intervention and measurement of its impact.</p> <p>To help online services, Ofcom should provide a reporting template for standardisation purposes.</p>
<p><b>Question 8:</b> What more can be done to encourage services to promote media literacy by design?</p>	<p>Confidential? – N</p> <p>Services should be incentivised to undergo a business and cultural transformation, to see the promotion of media literacy as a ‘must’ and not a ‘nice to have’. If services see other services achieving a positive impact from a given media literacy action, they should be encouraged to follow that service’s example.</p> <p>Ofcom could launch an annual <b>Media Literacy Award</b> to recognise some of the best campaigns and actions by online services and organisations in the UK.</p> <p>Ofcom could expand its annual program of events (e.g. the Making Sense of Media conference) to showcase best practices for media literacy and to discuss challenges and opportunities.</p>
<p><b>Question 9:</b> How do you envisage the proposed services in scope of this work, and in particular their design elements as they relate to the promotion of media literacy, changing and evolving within the next 5-10 years?</p>	<p>Confidential? – N</p> <p>The proposed in-scope services should embed their transparency measures to better empower the public and industry stakeholders to have access to information that they can use to access, analyse, and evaluate the data showcasing the virality of information that they consume.</p>