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Section 1

Executive summary

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented both by traditional and by new communications services. Media literacy also helps people to manage content and communications, and protect themselves and their families from the potential risks associated with using these services.

This summary report provides an accessible overview of some of the key measures of media literacy across the devolved Nations of the UK among children and young people aged 5-15 and their parents/carers. The dataset comprises results from fieldwork conducted in spring and autumn of 2009 among 284 children and their parents/carers in Scotland, 294 children and their parents/carers in Wales, and 205 children and their parents/carers in Northern Ireland.

Because the population of England represents 83% of the population of the UK as a whole, findings for England are very similar to those for the UK, and therefore this report does not contain a separate summary for the English findings, although the data is charted for reference purposes.

1.1 Scotland

Access to and use of media

As with the UK overall, households in Scotland with children have high levels of ownership of various types of media. Children aged 5-15 in Scotland, however, are more likely than all UK children to have access to a games console (either fixed or portable). When comparing these results to those of 2007, children in Scotland aged 5-15 are now more likely to have digital TV, Digital Video Recorders (DVRs) and the internet at home.

In 2009, children in Scotland are no more likely than all UK children to use a mobile, the internet or a DVD player/recorder at home, but are more likely to use an MP3 player. It is less common, however, for children in Scotland to use a digital camera.

Children in Scotland are more likely to have a wider range of media in their bedroom compared to all UK children; as it is more common for them to have a games console, television or digital television in their bedroom. They are as likely as all UK children to have access to the internet in their bedroom. Having digital television and access to the internet in the bedroom has increased for children in Scotland since 2007. Children in Scotland are as likely as all UK children to say they mostly use the internet with an adult in the room and this measure has not changed since 2007.

Preferences for the most missed media activity for children in Scotland do not differ to that of the UK as a whole. Since 2007, however, they are more likely to say they would miss watching television, and less likely to say they would miss using the internet or a mobile phone. Children in Scotland are less likely than all UK children to use the internet at least weekly for schoolwork/homework purposes. Since 2007 they are more likely to use the internet weekly for playing games and less likely to use it for information purposes.

Children in Scotland aged 5-15 make a similar number of mobile phone calls per week compared to all UK children of this age and the claimed weekly consumption patterns for TV,
radio, the internet and gaming among 5-15s in Scotland does not differ from that of all UK children. Since 2007 there has been an increase in the hours per week spent on gaming.

Rules regarding media usage

Parents of children in Scotland aged 5-15 are no more or less likely than UK parents overall to have rules in place for any media. Additionally, when looking at parental controls for digital television and the internet, these are broadly in line with those for all UK children’s households. These findings have not changed since 2007.

Understanding and creative uses of media

Children in Scotland are as likely as all UK children to say they have ever watched television online or downloaded TV content from TV broadcasters’ websites. In terms of their critical understanding of television programme genres, children in Scotland aged 8-15 are more likely to be unsure whether reality television programmes and TV documentary programmes broadcast a true picture of what really happened.

Children in Scotland aged 8-15 are as likely as all UK children to have set up a social networking profile, but they are less likely to have created a character that lives or plays in an online/ virtual world.

Learning about media

Preferences for methods of learning about digital technology do not vary for children in Scotland compared to all UK children. Since 2007, however, children in Scotland are now more likely to prefer learning about digital technology from their friends. Children in Scotland aged 8-15 are no more likely than all UK children to say they have lessons about television at school, but are less likely to say they have lessons about the internet. Since 2007 children in Scotland aged 8-15 are less likely to say that they have lessons at school about the internet.

1.2 Wales

Access to and use of media

As in the UK overall, households in Wales with children have high levels of ownership of key media. Household access to digital television, Digital Video Recorders (DVRs), radio, games consoles and the internet does not differ for children in Wales aged 5-15 to that of all UK children. Since 2007, children in Wales are now more likely to have access to the internet and to a DVR.

The 2007 study identified that children in Wales are less likely to use the internet at all (from any location) compared to all UK children and this continues to be the case in 2009. Compared to all UK children, children in Wales remain less likely to use the internet at home, although this has increased since the 2007 study. Children in Wales who do use the internet are more likely than all UK children to only use the internet at school. They are also less likely to use a DVD player/ recorder or a digital camera compared to all UK children. Since 2007, children in Wales are less likely to use an MP3 player. Children in Wales are more likely than all UK children to have a television in their bedroom, and since 2007 are more likely to have digital television services there. They are as likely as all UK children to have internet access in their bedroom and these results are consistent with 2007.
Compared to all UK children, children in Wales are more likely to say they would miss watching television and are less likely to say they would miss using the internet; these results remain consistent with 2007.

In 2009, children in Wales who use the internet are more likely than all UK children to say they visit social networking sites at least weekly and are less likely to use the internet for information purposes. Since 2007, children in Wales are more likely to use the internet at least weekly for three activities: social networking; playing games; and for schoolwork/homework; and are now less likely to use the internet for information purposes.

In 2009, children in Wales claim to watch more hours of television per week compared to all UK children. Since 2007, children in Wales have increased their claimed weekly consumption of television viewing.

The attitudes of parents in Wales towards the internet differ from those of parents in the UK as a whole. They are less likely to agree with the following statements: 'I trust my child to use the internet safely'; and 'The benefits of the internet for my child outweigh any risks'; and are more likely to disagree that 'My child has been taught at school how to use the internet safely'.

**Rules regarding media usage**

There has been no change in the incidence of parental rules regarding their children’s use of media since 2007 and parents in Wales are as likely as all UK parents to set rules about their child’s use of each medium. While parents in Wales are as likely as all UK parents to set internet controls on their home PC or laptop, they are less likely to set parental controls on their digital television service.

**Understanding and creative uses of media**

Children in Wales are as likely as all UK children to say they have ever watched TV online or downloaded TV content from TV broadcasters’ websites and are as likely as all UK children aged 8-15 to believe that reality TV or documentary programmes show a true picture of what really happened. They are, however, less likely to believe that news programmes show a true picture of what really happened.

In 2009 children in Wales aged 8-15 are more likely than all UK children to say they have set up a page or profile on a social networking website. Children in Wales are now more likely to undertake this particular activity than in 2007.

**Learning about media**

In terms of preferences for learning about digital technology, children in Wales are less likely than all UK children aged 8-15 to prefer to learn from their parents or learn on their own/through trial and error/self taught. Since 2007, there is a greater preference to learn about digital technology through school or from friends.

Children in Wales aged 8-15 are as likely as all UK children to say they have lessons at school about television or about the internet and are more likely to have lessons about the internet than they were in 2007.
1.3 Northern Ireland

Access to and use of media

Children in Northern Ireland aged 5-15 are less likely than all UK children to live in households with digital television or with a Digital Video Recorder (DVR), but are as likely as all UK children to have internet access at home. Compared with 2007, households in Northern Ireland with children are now more likely to have DVRs and games consoles/games players, either fixed or portable.

Usage of various media within the home among children in Northern Ireland is comparable with that of all UK children, but they are less likely to use a DVD player/recorder. Since 2007 usage of a DVD recorder/player at home has decreased among children in Northern Ireland, but usage of all other main types of media at home has not changed.

Children in Northern Ireland are no more or less likely than all UK children to have access to television, digital television, the internet or a games console in their bedroom. Compared to 2007, however, it is now more common for children in Northern Ireland to have access to the internet or a games console in their bedroom.

The proportion of children in Northern Ireland that do not use the internet from any location is similar to that for all UK children. Children in Northern Ireland are as likely as all UK children to mostly use the internet alone or to use it with an adult present. Since 2007, however, children in Northern Ireland are more likely to mostly use the internet at home with an adult present and less likely to use on their own.

In terms of the most missed media activity, children aged 5-15 in Northern Ireland are more likely than all UK children to say they miss using their mobile phone. Compared to all UK children it is less likely for children in Northern Ireland to use the internet at least weekly for news purposes. Compared to 2007, children in Northern Ireland are now more likely to use the internet at least weekly for schoolwork/homework or to visit social networking sites.

Compared to all UK children, children in Northern Ireland aged 5-15 say they watch fewer hours of television and use the internet for fewer hours per week. The volume of mobile phone calls made per week does not differ from that of all UK children. Since 2007, claimed weekly media consumption of television and internet has not changed.

Compared to parents of all UK children, parents of children in Northern Ireland aged 5-15 are more likely to disagree that ‘I trust my child to use the internet safely’ and ‘The benefits of the internet for my child outweigh any risks’.

Rules regarding media usage

The incidence of rules for using television is higher in households in Northern Ireland with children aged 5-15 than in all UK households, but parents in Northern Ireland are no more likely to set controls on their digital TV service or to set internet controls or filtering software on their home PC/laptop. Parental controls for television are no more likely to be in place for children in Northern Ireland than they were in 2007, and parental controls for the internet are now less likely to be in place.
Understanding and creative uses of media

Children in Northern Ireland are as likely as all UK children to say they have ever watched TV online or downloaded TV content from TV broadcasters' websites. They are more likely than all UK children aged 8-15 to be unsure whether reality TV or news programmes show a true picture of what really happened.

While no less likely than all UK children to have set up a social networking profile, children in Northern Ireland are less likely to have set up a character/avatar that lives or plays in an online/virtual world. The likelihood of undertaking either of these activities has not changed since 2007.

Learning about media

Children in Northern Ireland aged 8-15 do not differ from all UK children in terms of their preferred method for learning about digital technology. Compared to 2007, children in Northern Ireland are now less likely to prefer to learn about digital technology from their parents, on their own/through trial and error, or from the manual.

Children in Northern Ireland aged 8-15 are less likely than all UK children to say they have lessons at school about television or about the internet, with no change from the 2007 measures.
Section 2

Introduction

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented both by traditional and by new communications services. Media literacy also helps people to manage content and communications, and protect themselves and their families from the potential risks associated with using these services.

Ofcom’s definition of media literacy is:

“the ability to use, understand and create media and communications”.

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003. Under Section 14 (6a) of the Act we have a duty to make arrangements for the carrying out of research into the matters mentioned in Section 11 (1).

Ofcom’s work to promote media literacy is intended:

- to give people the opportunity and motivation to develop competence and confidence to participate in communications technology and digital society; and
- to inform and empower people to manage their own media activity (both consumption and creation)

The key objectives of this research are:

- to provide a rich picture of the different elements of media literacy across the key platforms of television, radio, the internet and mobile phones; and
- to identify emerging issues and skills gaps that help to target both Ofcom’s and stakeholders’ resources for the promotion of media literacy.

This report is published alongside a report on UK Children’s media literacy, which provides analysis at the all-UK level, and where possible looks at findings by age, by gender and by household socio-economic group. That report also looks at trends over time, as data has been collected in some areas since 2005. The UK dataset comprises results from fieldwork conducted in spring and autumn of 2009 among 2131 children and young people aged 5 – 15 and their 2131 parents/carers.
Section 3

Media Literacy by Nation: charts

Figure 1: Ownership of media in households with 5-15s, by nation – 2009

Figure 2: Children’s usage of media in the home, by nation – 2009
Figure 3: Media in children's bedroom, by nation - 2009

QP3A/B – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 5-15 (2131 aged 5-15 in UK, 1348 aged 5-15 in England, 294 aged 5-15 in Wales, 215 aged 5-15 in Northern Ireland) - significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 4: Where the internet is used by children, by nation - 2009

QP3B/QP18A/QP18B/QC25 – SUMMARY OF WHERE THE INTERNET IS USED (prompted responses, single coded)

Base: Children aged 5-15 who use the internet at home or elsewhere (1800 aged 5-15 in UK, 1217 aged 5-15 in England, 242 aged 5-15 in Scotland, 247 aged 5-15 in Wales, 183 aged 5-15 in Northern Ireland) - significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 5: Who is with the child when using the internet, by nation - 2009

QC11 – Thinking about when you’re using the internet at home, do you spend most of the time using… (prompted responses, single coded)
Base: Children aged 5-15 who use the internet at home (1567 aged 5-15 in UK, 1016 aged 5-15 in England, 199 aged 5-15 in Scotland, 205 aged 5-15 in Wales, 147 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 6: Media activity would miss the most, by nation - 2009

QC39B – Which one of the things you do almost every day, would you miss doing the most if it got taken away? (prompted responses, single coded)
Base: Parents of children aged 5-15 (2131 aged 5-15 in UK, 1348 aged 5-15 in England, 284 aged 5-15 in Scotland, 294 aged 5-15 in Wales, 205 aged 5-15 in Northern Ireland) - significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 7: Internet activities carried out at least once a week by users, by nation - 2009

QC13A-M – Thinking about what you do when you use the internet at home, do you use the internet to do any of these? (prompted responses, multi-coded)
– PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY
Base: Children aged 5-15 who use the internet at home (1567 aged 5-15 in UK, 1016 aged 5-15 in England, 199 aged 5-15 in Scotland, 205 aged 5-15 in Wales, 147 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 8: Claimed weekly internet consumption at home among users, by nation - 2009

QP23A-B/QC12A-B – How many hours would you say he/ she spends using the internet at home on a typical school day/ on a weekend day? (spontaneous responses, single coded)
Base: Parents of children aged 5-11 who use the internet at home and children aged 12-15 who use the internet at home (1567 in UK, 1016 in England, 199 in Scotland, 205 in Wales, 147 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 9: Claimed weekly television consumption at home among users, by nation - 2009

Figure 10: Claimed weekly radio consumption at home among users, by nation\(^1\) - 2009

\(^1\) Data for Northern Ireland is not shown due to a low base size of 85 children aged 5-15 who listen to the radio at home
Children's media literacy in the Nations: summary report

Figure 11: Claimed weekly gaming at home among users, by nation – 2009

QP45A-B – How many hours would you say he/she spends playing these games on a typical school day/on a weekend day? (spontaneous responses, single coded)
Base: Parents of children aged 5-11 whose child plays games on a games console, PC or laptop etc and children aged 12-15 (1870 in UK, 1177 in England, 257 in Scotland, 255 in Wales, 181 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 12: Claimed weekly mobile calls made by users, by nation - 2009

QP35A-B – How many calls would you say he/she makes using his/her mobile phone on a typical school day/on a weekend day? (spontaneous responses, single coded)
Base: Parents of children aged 8-11 whose child has their own mobile phone and children aged 12-15 with their own mobile phone (1130 in UK, 711 in England, 158 in Scotland, 150 in Wales, 111 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 13: Parental agreement – “I trust my child to use the internet safely”, by nation - 2009

Figure 14: Parental agreement – “The benefits of the internet for my child outweigh any risks”, by nation - 2009
Figure 15: Parental agreement – “My child has been taught at school how to use the internet safely”, by nation - 2009

My child has been taught at school how to use the internet safely

<table>
<thead>
<tr>
<th>Country</th>
<th>Agree strongly/ slightly</th>
<th>Neither/DK</th>
<th>Disagree strongly/ slightly</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>72%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>England</td>
<td>72%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Scotland</td>
<td>68%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Wales</td>
<td>67%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>N Ireland</td>
<td>70%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>

QP30C – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who use the internet at home (1567 in UK, 1016 in England, 199 in Scotland, 205 in Wales, 147 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 16: Parental agreement – “My child knows more about the internet than I do”, by nation - 2009

Agree strongly/ slightly | Neither/DK | Disagree strongly/ slightly
---|---|---
UK | 53% | 11% | 36%
England | 53% | 11% | 36%
Scotland | 52% | 11% | 36%
Wales | 54% | 14% | 33%
N Ireland | 51% | 8% | 41%

QP30D – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children aged 5-15 who use the internet at home (1567 in UK, 1016 in England, 199 in Scotland, 205 in Wales, 147 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 17: Parental rules about use of media, by nation – 2009

Figure 18: PIN or password controls set on television services, by nation - 2009
Figure 19: Internet controls or filtering software loaded, by nation – 2009

Figure 20: Watching television programmes and films online, by nation - 2009

QP26 – Are there any controls set or is any software loaded to stop your child viewing certain types of websites? (prompted responses, single coded)
Base: Parents of children aged 5-15 who use the internet at home (1567 in UK, 1016 in England, 199 in Scotland, 205 in Wales, 147 in Northern Ireland). Significance testing shows any difference by nation compared to the UK measure. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

QP31 – Does your child watch TV programmes or movies in any of the following ways? (prompted response, multi-coded)
Base: (1567 in UK, 1016 in England, 199 in Scotland, 205 in Wales, 147 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
**Figure 21: Children’s belief in television content, by nation - 2009**

*Do reality TV programmes, like Big Brother show a true picture of what really happened?*

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>26%</td>
<td>60%</td>
<td>24%</td>
</tr>
<tr>
<td>England</td>
<td>26%</td>
<td>51%</td>
<td>23%</td>
</tr>
<tr>
<td>Scotland</td>
<td>23%</td>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td>Wales</td>
<td>30%</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>N Ireland</td>
<td>8%</td>
<td>51%</td>
<td>41%</td>
</tr>
</tbody>
</table>

QC4B - Here are some questions about how you feel about TV. Could you give me a Yes or No for each one please? (spontaneous responses, single coded)
Base: Children aged 8-15 who watch reality TV programmes at home (1451 in UK, 937 in England, 193 in Scotland, 191 in Wales, 130 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

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**Figure 22: Children’s belief in television content, by nation - 2009**

*Do TV documentary programmes, like wildlife programmes show a true picture of what really happened?*

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>83%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>England</td>
<td>84%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Scotland</td>
<td>77%</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Wales</td>
<td>82%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>N Ireland</td>
<td>79%</td>
<td>6%</td>
<td>16%</td>
</tr>
</tbody>
</table>

QC4C – Here are some questions about how you feel about TV. Could you give me a Yes or No for each one please? (spontaneous responses, single coded)
Base: Children aged 8-15 who watch TV documentary programmes at home (1480 in UK, 951 in England, 196 in Scotland, 196 in Wales, 137 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 23: Children’s belief in television content, by nation - 2009

Do news programmes, like Newsround show a true picture of what really happened?

**Bar Chart**

- **UK**: 74% Yes, 10% No, 10% Don't know
- **England**: 76% Yes, 11% No, 14% Don't know
- **Scotland**: 71% Yes, 9% No, 20% Don't know
- **Wales**: 66% Yes, 11% No, 24% Don't know
- **N Ireland**: 67% Yes, 7% No, 26% Don't know

**Notes:**
- QC4D – Here are some questions about how you feel about TV. Could you give me a Yes or No for each one please? (spontaneous responses, single coded)
- Base: Children aged 8-15 who watch news programmes at home (1485 in UK, 959 in England, 159 in Scotland, 198 in Wales, 137 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
- Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 24: Children’s experience of creative activities, by nation - 2009

**Bar Chart**

- **Set up your own page or profile on a website like Bebo, Piczo, MySpace, Facebook or Hi5**
  - **UK**: 47%, **England**: 46%, **Scotland**: 48%, **Wales**: 33%, **N Ireland**: 47%
- **Uploaded photos to the internet**
  - **UK**: 47%, **England**: 46%, **Scotland**: 48%, **Wales**: 33%, **N Ireland**: 47%
- **Set up your own website**
  - **UK**: 34%, **England**: 33%, **Scotland**: 34%, **Wales**: 27%, **N Ireland**: 40%
- **Create a character (or avatar) that lives or plays in the online world on sites like Club Penguin**
  - **UK**: 14%, **England**: 15%, **Scotland**: 11%, **Wales**: 15%, **N Ireland**: 10%
- **Made a short video and uploaded it to the internet**
  - **UK**: 12%, **England**: 18%, **Scotland**: 10%, **Wales**: 14%, **N Ireland**: 10%

**Notes:**
- QC18 – I’d like to read out a number of things people might do. For each one, could you please tell me if you’ve done it, you’d be interested in doing it, or not interested? (prompted responses, single coded)
- Base: Children aged 8-15 who use the internet at home (1227 in UK, 796 in England, 154 in Scotland, 167 in Wales, 110 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
- Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 25: Children's preference for learning about using digital technology, by nation – 2009

**From your parents**
- UK: 44%
- England: 45%
- Scotland: 41%
- Wales: 40%
- N Ireland: 36%

**From school**
- UK: 51%
- England: 51%
- Scotland: 46%
- Wales: 40%
- N Ireland: 36%

**From friends**
- UK: 42%
- England: 42%
- Scotland: 42%
- Wales: 41%
- N Ireland: 38%

**On your own/trial & error/self taught**
- UK: 24%
- England: 24%
- Scotland: 21%
- Wales: 21%
- N Ireland: 11%

**From your brothers and sister**
- UK: 11%
- England: 12%
- Scotland: 9%
- Wales: 9%
- N Ireland: 9%

**From the manual/instructions**
- UK: 11%
- England: 11%
- Scotland: 12%
- Wales: 12%
- N Ireland: 16%

**From suppliers/shops selling the technology**
- UK: 4%
- England: 4%
- Scotland: 3%
- Wales: 4%
- N Ireland: 6%

**Not interested**
- UK: 1%
- England: 1%
- Scotland: 1%
- Wales: 1%
- N Ireland: 1%

**Source:** Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 26: Lessons about digital technology, by nation - 2009

<table>
<thead>
<tr>
<th>Lessons about television</th>
<th>Lessons about the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UK</strong></td>
<td><strong>41</strong></td>
</tr>
<tr>
<td><strong>England</strong></td>
<td><strong>40</strong></td>
</tr>
<tr>
<td><strong>Scotland</strong></td>
<td><strong>29</strong></td>
</tr>
<tr>
<td><strong>Wales</strong></td>
<td><strong>25</strong></td>
</tr>
<tr>
<td><strong>N Ireland</strong></td>
<td><strong>20</strong></td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td><strong>81</strong></td>
</tr>
<tr>
<td><strong>England</strong></td>
<td><strong>61</strong></td>
</tr>
<tr>
<td><strong>Scotland</strong></td>
<td><strong>74</strong></td>
</tr>
<tr>
<td><strong>Wales</strong></td>
<td><strong>67</strong></td>
</tr>
<tr>
<td><strong>N Ireland</strong></td>
<td><strong>67</strong></td>
</tr>
</tbody>
</table>

**Source:** Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009