Children’s attitudes to TV content

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BARB shows children are spending less time watching TV, although it is still over 1 hour 40 mins a day.

Source: BARB,
And BARB is only part of the story - 7 in 10 12-15s watch TV on devices other than the TV set.
Children are most likely to choose content that makes them laugh, but content that helps them learn about new things and makes them think is also important.

- Makes you laugh: 74%
- Relaxes you or helps you take time out: 61%
- Gives you something to talk about with friends: 56%
- Helps you to learn about or find out new things: 48%
- Makes you think: 39%
- Gives you something to talk about with family: 31%
- Inspires you to try something new or different: 29%
- Shocks or scares you: 18%
While YouTube dominates, the BBC is important for content that makes children think, gives them something to talk about with family and helps them learn new things.
PSB objectives are purposes and characteristics, not just giving people what they want

Purpose 1
Informing our understanding of the world

Purpose 2
Stimulating knowledge and learning

Purpose 3
Reflecting UK cultural identity

Purpose 4
Representing diversity and alternative viewpoints

Characteristics
High quality, original, innovative, challenging and widely available
Traditional TV and YouTube both play important roles in a changing viewing landscape

- **3-4s**
  - 96% watch TV on a TV set, for around 15h a week
  - 41% watch TV on other devices, mostly on a tablet
  - 48% use YouTube, of which 52% of these say cartoons are their favourite thing to watch, 13% say unboxing videos.

- **5-7s**
  - 95% watch TV on a TV set, for around 13½h a week
  - 49% watch TV on other devices, mostly on a tablet
  - 71% use YouTube, of which 30% say cartoons are their favourite thing to watch, 18% say funny videos or pranks.
  - The TV set is the device they say they would miss the most.

- **8-11s**
  - 95% watch TV on a TV set, for nearly 14h a week.
  - 55% watch TV on other devices, mostly on a tablet
  - 81% use YouTube, of which 23% say funny videos or pranks are their favourite thing to watch, 18% say music videos.
  - The TV set or tablet are the devices they would miss the most.

- **12-15s**
  - 91% watch TV on a TV set, for nearly 14½h a week.
  - 68% watch TV on other devices, mostly a tablet or mobile.
  - 90% use YouTube, of which 26% say music videos are their favourite thing to watch, 23% say funny videos or pranks.
  - Their mobile phone is the device they would miss the most.

*Source: Ofcom, Children and parents: media use and attitudes report 2017*
Some children feel there aren’t enough TV programmes that reflect them and their lives.

There are enough programmes:

- for children my age
  - 8-11: Yes 76, No 20, Don't know 3
  - 12-15: Yes 65, No 30, Don't know 6

- that show children doing the sorts of things me and my friends do
  - 8-11: Yes 63, No 26, Don't know 11
  - 12-15: Yes 54, No 36, Don't know 10

- that show children that look like me
  - 8-11: Yes 52, No 35, Don't know 13
  - 12-15: Yes 50, No 34, Don't know 16

- that show children that live in the same part of the country as me
  - 8-11: Yes 48, No 33, Don't know 19
  - 12-15: Yes 45, No 41, Don't know 14

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Almost 3 in 10 12-15s say they are interested in serious things going on in other countries/ world events/ international news.
Three types of news 12-15s say they are most interested in

<table>
<thead>
<tr>
<th>Category</th>
<th>Nominated in top three</th>
<th>Not nominated in top three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music news/ singers/ musicians</td>
<td>44</td>
<td>14</td>
</tr>
<tr>
<td>Celebrities/ famous people/ actors/ reality TV stars</td>
<td>30</td>
<td>13</td>
</tr>
<tr>
<td>Sports/ sports personalities</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>Serious things going on in the UK/ national news</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Animals or the environment</td>
<td>24</td>
<td>12</td>
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<tr>
<td>Science and technology</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>Local news or events - near where you live</td>
<td>19</td>
<td>14</td>
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<tr>
<td>Fashion and beauty</td>
<td>24</td>
<td>7</td>
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<tr>
<td>Serious things going on in other countries/ world events/ international news</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Weather</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Politics/ current affairs</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

And half of those put it in their top 3
New research into children’s access to news

TV is the primary news source for 12-15s

96% of 12-15s are interested in news

Where do they get it from?

- 64% TV
- 56% Social media
- 48% Friends & family
- 32% Radio

Social media is second most popular news source, but is seen as less truthful

... and how many think these sources are truthful

- 59% TV
- 32% Social media
- 61% Friends & family
- 59% Radio

Source: Ofcom, Children’s Media Literacy 2017
Older children are ‘getting wise’ to fake news

73% of children aged 12-15 are aware of ‘fake news’

- 39% say they have seen something online or on social media that might have been fake news

Six in ten are prepared to do something about it

- 35% would tell their parents or another family member
- 21% would tell a friend
- 14% would report it to the social media website directly
- 18% would leave a comment saying they thought the story was fake

Source: Ofcom, Children’s Media Literacy 2017
Questions?

www.ofcom.org.uk/medialiteracy

www.ofcom.org.uk/marketresearch

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