At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Can Learn from the OFCOM MEDIA REPORT 2024

Each year, Ofcom - the UK's regulatory body for communications - produces an overview of children and parents' media experiences over the course of the previous year. At the time of writing, the latest of these reports, 'Children and parents: media use and attitudes 2024' has just been published, and we've plucked out some of its most thought-provoking findings regarding online safety.

ONLINE LIVES

99% of 8–17s had regular access to the internet

65% of 13–17s prefer short videos to films and TV

34% experienced harassment or bullying online

11–18s felt more confident communicating online (71%) than in person (53%)

87% of 8-17s felt pressure to be popular on social media

SCREEN TIME

By children's age group, the percentage of parents who felt less able to manage their child's screentime were ...

- 3-4: **34%**
- 5-7: **32%**
- 8-11: **37%**
- 12-15: **46%**
- 16-17: **49%**

POPULAR PLATFORMS

Most used by children ...

	Under-12s	Over-12s
YouTube	89%	88%
WhatsApp	37%	82%
TikTok	35%	78%
Snapchat	27%	73%
Instagram	22%	69%

ONLINE GAMING

68% of children played video games online

Who did these children most commonly play with?

74% played with someone they know

32% played with strangers

ONLINE SAFETY IN SCHOOLS

93% 8–17s had at least one lesson about online safety

93% of children are aware of at least one thing they can do to stay safe online

91% children found these lessons useful

78% of 8–17s were aware of age restrictions for apps

40% admitted to faking their age to bypass these limits

PARENTAL CONCERNS

The things that most commonly worry parents and carers about their child being online include ...

- **77%** seeing age-inappropriate content
- **70%** being harassed or bullied
- **68%** seeing pro-self-harm content
- **62%** having their data gathered by companie
- **59%** being influenced by extreme views
- **55%** having their reputation damaged
- **51%** being pressured to spend money

DEVICES MOST USED TO GO ONLINE

3-4s	5-7s	8-10s	11-15s	15-17s
67% use tablets	77% use tablets	73% use tablets	95% use phones	97% use phones

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Source: See full reference list on guide page at: nationalcollege.com/guides/media-use-and-attitudes-report-2024

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