

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

POPULAR PLATFORMS

Most used by children ...

Under-12s

Over-12s

YouTube **89%**

YouTube **88%**

WhatsApp **37%**

WhatsApp **82%**

TikTok **35%**

TikTok **78%**

Snapchat **27%**

Snapchat **73%**

Instagram **22%**

Instagram **69%**

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%

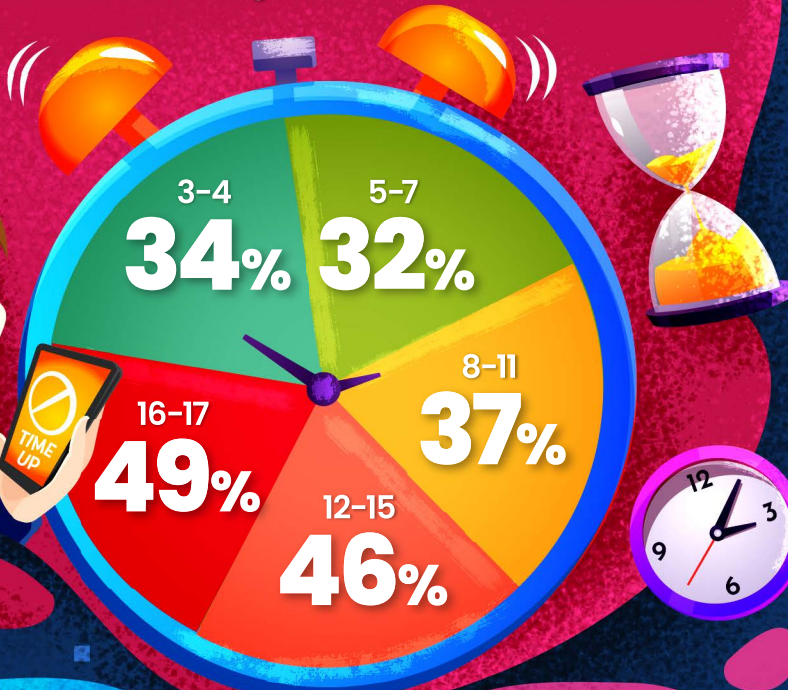
use phones

97%

use phones

SCREEN TIME

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



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 companies
- 59%** being influenced by extreme views
- 55%** having their reputation damaged
- 51%** being pressured to spend money

#WakeUpWednesday

The National College