

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

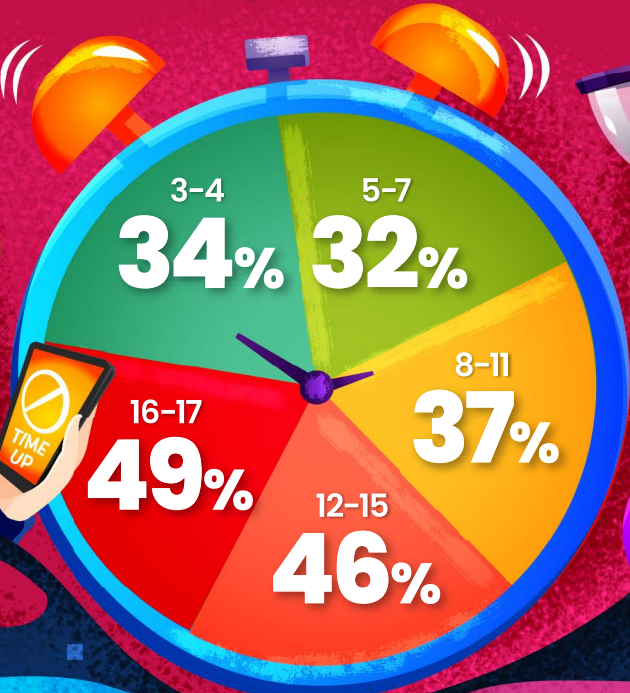
73%
use tablets

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

#WakeUp
Wednesday®

The
National
College®

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