Conference on Digital Citizenship Education in Asia Pacific

Tan Chee Wee
Covering Director (Digital Literacy)
Executive Director (Media Literacy Council)
• Formed with the merger of two organisations – MDA & IDA
• IMDA regulates and develops both the infocomm and media sectors
• IMDA aims to:
  
a. Develop the ecosystem
b. Enabling Businesses
c. Enabling Society
## DIGITAL LITERACY

<table>
<thead>
<tr>
<th>Use</th>
<th>Understand</th>
<th>Share</th>
</tr>
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<tbody>
<tr>
<td>How to use technology</td>
<td>How to assess information</td>
<td>How to create and responsibly share online content</td>
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</table>

- **Be SAFE**
- **Be SURE**
- **Be KIND**
## Touchpoints in a Digital Citizen’s Life

<table>
<thead>
<tr>
<th>Digital Literacy</th>
<th>Better Internet Campaign</th>
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<tbody>
<tr>
<td></td>
<td>Integrated Multi-Media Platforms</td>
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<td>Pre-School Resources</td>
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<th>Outreach Events</th>
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<tr>
<td>Educators’ Training</td>
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- Child
- Youth
- Young Adult
- Mature Adult
- Seniors
# PUBLIC EDUCATION AND ENGAGEMENT

## National Public Education

### Better Internet Campaign
- online & on-ground events

### Research
- Generate new conversations
- Establish thought leadership

### Resource Development
- Parent Handbook
- Youth Training kits
- Educational videos
- Facebook-MLC Guide
- Google-MLC Curriculum

### Digital Channels

## Targeted Outreach Programmes

### Pri /Sec School students
- Science Centre “I'm a Young IT Whiz” Card Programme
- Cyber-Wellness Student Ambassador Programme
- Innova JC YouthchaNgE

### Youths
- ITE Orientation, Media Smart Club
- Tertiary Orientations
- Media Literacy Talks & Workshops (+ Classification)

### Parents
- Programmes and Events with Organisations, e.g. MOE, ECDA, SINDA, NLB, Google, Facebook
- Parent training sessions
- Networking with Parent Influencers
Inter-Ministry Cyber Wellness Committee

- Coordinates Government-wide efforts to promote responsible and discerning use of technology among youth and parents.
- Co-chaired by MCI and MOE with 12 agencies represented.
- 34 3P projects with $5.78m funding and an outreach of 690,000 individuals since 2009.

Media Literacy Council

- Champions digital literacy initiatives and advises the Government on Internet and media.
- 30 members from industry, academia and community appointed by Minister for 3rd Term (1 August 2016 – 31 July 2018)
- IMDA provides Secretariat support
ABOUT THE MEDIA LITERACY COUNCIL

• Formed on 1 August 2012
  • Chairman: Mr Lock Wai Han
  • Vice-Chair: Professor Ang Peng Hwa
  • 30 members from industry, academia and community

• Secretariat support by Infocomm Media Development Authority
### MEDIA LITERACY CORE VALUES

The four values underpin MLC’s public education and outreach efforts

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Empathy</strong></td>
<td>• Treat others the way you want to be treated.</td>
</tr>
<tr>
<td><strong>Responsibility</strong></td>
<td>• Every action has a consequence. Think before you post.</td>
</tr>
<tr>
<td><strong>Respect</strong></td>
<td>• Respect differences and others will respect you in return.</td>
</tr>
<tr>
<td><strong>Integrity</strong></td>
<td>• If it’s not right, don’t do it. If it’s not true, don’t say it. If it’s wrong, stand up against it.</td>
</tr>
</tbody>
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8
BETTER INTERNET CAMPAIGN 2017

- Duration: 7 Feb (SID) – 31 May 2017

- Objective: To raise awareness of safe and responsible online behaviour by stimulating high recall of and high engagement rates for the campaign messages

- Target Audience: Active online users with a focus on youth and young adults (15 to 35 years old)

- Tagline: Do What’s Right Online, Be the Change for a Better Internet
  - To reinforce media literacy core values of Respect, Responsibility, Empathy & Integrity
  - To encourage positive and constructive online interactions and communications
**BETTER INTERNET CAMPAIGN 2017**

- **Duration:** 7 Feb to 31 May 2017
- **Covers 3 current issues:**
  - Cyber bullying (February & March)
  - Discernment of fake news (April)
  - Excessive screen time (May)

**Integrated Multi-Media Campaign**

- Mass media platforms: TV, Radio (no print ad)
- Outdoor platforms: Cinema, Bus, Bus stops & Trains
- Online & mobile platforms

**On-ground Events and Engagement**

- Social Experiments
- Roving Cyber Wellness Truck
- Youth Forum
- Campus Invasion

**Key Partnerships**

- Publicity support from partners
Informative site which will host our campaign TVC, social experiment videos, real-life stories and photos from on-ground events and engagement
BETTER INTERNET CAMPAIGN 2017

Social Experiments

Roving Cyber Wellness Truck at Schools

Youth Forum on 18 Mar

Campus Invasion by 98.7FM DJS
RESOURCES

BECOME AN ONLINE SLEUTH
YOUR GUIDE TO SMART SEARCHING AND EVALUATING ONLINE SOURCES

Media-WISE
A SMART guide for YOUTHs

For Parents & Families
Bullying – Action for Better Digital Futures By Working Together
My child is being bullied
Parents play a vital role in helping their child to navigate the internet

Clique Click
BRINGING UP CHILDREN IN THE DIGITAL AGE

THE SOCIAL MEDIA RESOURCE KIT
GUIDING OUR YOUTHS AT-RISK THROUGH THE INS & OUTS AND THE UP & DOWNS OF OUR DIGITAL MEDIA LANDSCAPE

INFOCOMM MEDIA DEVELOPMENT AUTHORITY
JAN 2016

DIGITAL IN SINGAPORE
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 5.65 MILLION
URBANISATION: 100%

ACTIVE INTERNET USERS: 4.65 MILLION
penetration: 82%

ACTIVE SOCIAL MEDIA USERS: 3.60 MILLION
penetration: 64%

MOBILE CONNECTIONS: 8.22 MILLION
vs population: 145%

ACTIVE MOBILE SOCIAL USERS: 3.30 MILLION
penetration: 58%

SOURCE: UN, U.S. Census Bureau, InternetWorldStats, Facebook, GSMA Intelligence.
**TOP ACTIVE SOCIAL PLATFORMS**

Survey-based data: figures represent users' own claimed/reported activity.

- **WhatsApp**: 46%
- **Facebook**: 43%
- **Facebook Messenger**: 26%
- **Instagram**: 18%
- **Google+**: 14%
- **Line**: 14%
- **LinkedIn**: 14%
- **Skype**: 13%
- **Twitter**: 13%
- **WeChat**: 12%

Source: GlobalWebIndex, Q4 2015. Based on a survey of Internet users aged 16-64. Note: Data has been relabeled to show national penetration.
ZERO-TO-FOURTEEN CONSUMER EXPERIENCE STUDY 2014

Went online for media and non-media activities

- Yes: 77%
- No: 23%

Went online, broken down by age groups

- 11-14 years old, 36%
- 0-6 years old, 33%
- 7-10 years old, 31%

Most frequently used device:

- Tablets: 50%
- Smartphones: 40%
- PCS: 7%
- Others: 3%
THE MOST FREQUENTLY USED DEVICE TO GO ONLINE IS THE SMART PHONE, FOLLOWED BY TABLET AND PC

The tablet was the device most frequently used by children aged 0 to 6 to go online, while smart phones were most frequently used by older children.

Note: Respondents were children have used the respective devices to access the internet.
The most common location to access the Internet was at home, via a smart phone.

98% of children who have gone online, have accessed the Internet at home. Amongst these children,
- 41% used a smart phone
- 70% accessed the Internet at home at least 4 to 6 days weekly.

35% accessed the Internet on-the-go. Amongst these children,
- 78% used a smart phone
- 50% accessed the Internet on-the-go at least 4 to 6 days weekly
- 65% used a post-paid mobile network

30% accessed the Internet in school or a library. Amongst these children,
- 68% used a laptop or PC
- 25% accessed the Internet in school or the library at least 4 to 6 days weekly
- 80% used the school or library network

Note: Respondents were children who have accessed the Internet.
Half of the children surveyed have used social media, with most aged between 11 and 14 years old.

Most children started using social media between ages 7 and 10 years old.

Note: Respondents were children who answered the survey.
Most respondents have used Facebook, YouTube and Instagram

<table>
<thead>
<tr>
<th>Social Media Networks Used</th>
<th>Overall</th>
<th>0-6</th>
<th>7-10</th>
<th>11-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>11%</td>
<td></td>
<td>69%</td>
<td>87%</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>11%</td>
<td>25%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
<td>20%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Ask.FM</td>
<td>6%</td>
<td>10%</td>
<td>12%</td>
<td></td>
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<tr>
<td>Tumblr</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>3%</td>
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</tbody>
</table>

Facebook was the most popular social network amongst the older children, while YouTube was the main social media network used by children aged 10 and below.

Note: Respondents were children who have used social media.
Survey Methodology

800 respondents Singapore Citizens and Permanent Residents who use the Internet

The sample collected was representative of the Singapore population aged 5 to 14 years old

Each face-to-face interview lasted around 30 to 40 minutes

Profile Of Respondents

Citizenship
- 84% Singapore Citizen
- 14% Permanent Residents

Gender
- 52% Male
- 48% Female

Race
- Chinese 67%
- Malay 17%
- Indian 11%
- Others 4%

Highest Educational Qualification Attained

- Not in school yet: 1%
- Nursery: 0%
- Kindergarten 1: 6%
- Kindergarten 2: 11%
- Primary 1: 10%
- Primary 2: 8%
- Primary 3: 9%
- Primary 4: 11%
- Primary 5: 12%
- Primary 6: 9%
- Secondary 1: 10%
- Secondary 2: 13%
### Digital Media Literacy (DML) Index (Children’s Segment)

<table>
<thead>
<tr>
<th>Digital Media Literacy (DML) Index</th>
<th>Overall (5 - 14 years old) (Base = 800)</th>
<th>5 - 6 years old (Base = 137)</th>
<th>7 - 10 years old (Base = 315)</th>
<th>11 - 14 years old (Base = 348)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Index (25%)</td>
<td></td>
<td>61%</td>
<td>42%</td>
<td>58%</td>
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<tr>
<td>Frequency of Access</td>
<td></td>
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<td></td>
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<tr>
<td>Competency in online task</td>
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<tr>
<td>Competency in online navigation</td>
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</tr>
<tr>
<td>Understand Index (40%)</td>
<td></td>
<td>25%</td>
<td>3%</td>
<td>13%</td>
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<tr>
<td>Ability to assess credibility of online information</td>
<td></td>
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<tr>
<td>Knowledge &amp; management of online security &amp; privacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Create Index (35%)</td>
<td></td>
<td>9%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Frequency of online content creation</td>
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<tr>
<td>Competency in online content creation</td>
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<tr>
<td>Social responsibility</td>
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<tr>
<td>Awareness of regulations</td>
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Note: Weights assigned were indicated in brackets.
Digital Media Literacy (DML) Index

Level of Access

Among 5 to 6 years old
(Base = 137)

90% spent on average 7 hour or less/week accessing online activities

Among 7 to 10 years old
(Base = 315)

82% spent on average 7 hour or less/week accessing online activities

Among 11 to 14 years old
(Base = 348)

65% spent on average 7 hour or less/week accessing online activities
Those aged 11 to 14 years scored the highest for Access, Understand and Create index.

- **Access Index**: 72% 58% 42%
- **Understand Index**: 3% 13% 42%
- **Create Index**: 0% 1% 19%

% within each age group that scored above average.
OUTREACH & ENGAGEMENT

- Interventions at the “Understand” and “Create” segments
- Targeting youths and parents

- **Outreach through Strategic Partnerships with Agencies**
- **Train the trainers, Form Support Groups**

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**Teens /Youth**
- Build Advocacy and Build Trust

**Young Adults**

**Parents**
- Train the trainers, Form Support Groups

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**Young Students (P6 and below)**
- Outreach through Strategic Partnerships with Agencies
BUILD ADVOCACY AND TRUST WITH VOLUNTEERS & STUDENT AMBASSADORS

• Developing competencies and deepening outreach to them
STRATEGIC PARTNERSHIPS WITH AGENCIES

- Co-branding & Strategic Partnerships with other partners e.g. ECDA-NLB-IMDA (Parent Seminar), IMDA-Singapore Science Centre-SingTel (I’m a Young IT-Whiz Badge Programme)

- MOE-IMDA Cyberwellness Student Ambassador Programme, IJC (YouthChange Video Competition), NTU (iZHero), Facebook (Bullying Prevention Hub)
WORKSHOPS AND FOCUS GROUP SESSIONS

- Workshops for Early Childhood Educators
- Workshops for Parents/Parent Support Group Leaders
- Workshops for ITE media club ambassadors
- Focus Groups & Ideation Sessions with Youths