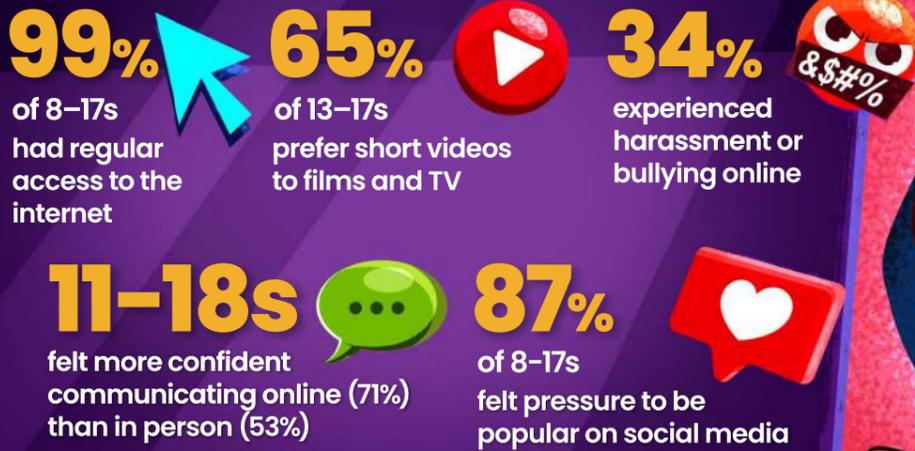# What Parents & Educators Can Learn from the
OFCOM MEDIA REPORT 2024

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.
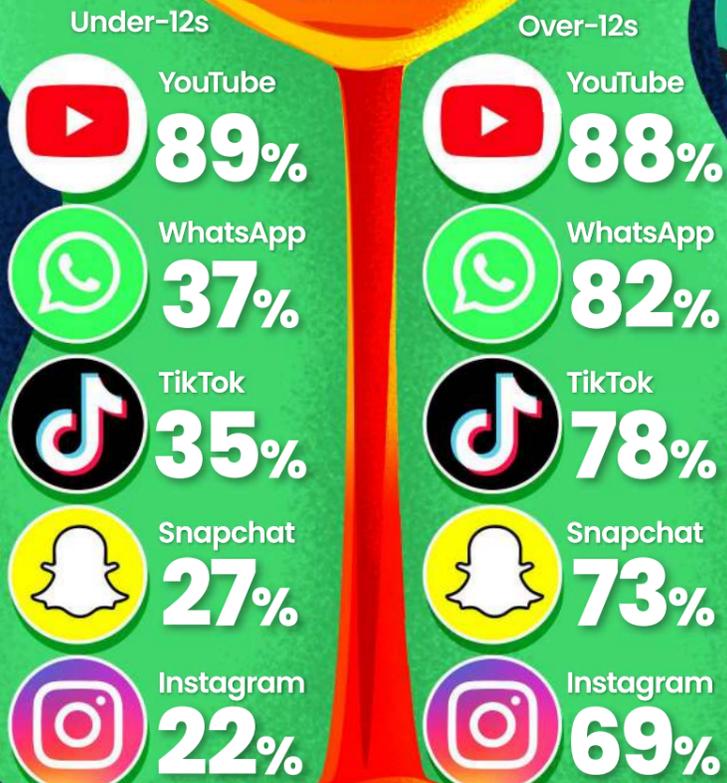
ONLINE LIVES

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%	YouTube	88%
WhatsApp	37%	WhatsApp	82%
TikTok	35%	TikTok	78%
Snapchat	27%	Snapchat	73%
Instagram	22%	Instagram	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
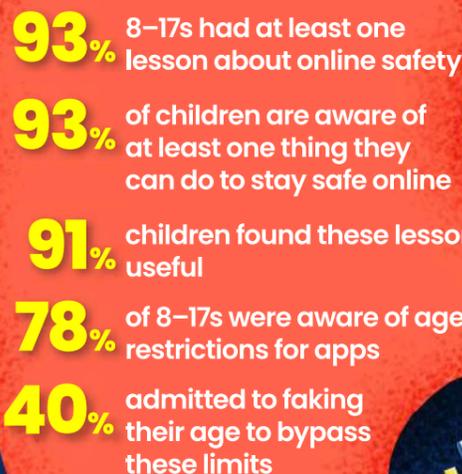
40% admitted to faking their age to bypass these limits

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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