

Media Literacy by Design Self-Assessment

Name of the platform: Roblox

Date: July 26th 2024

Purpose of the document:

This document has been designed for online services¹ to demonstrate how their work and products align with the [Best Practice Principles for Media Literacy by Design](#). As you engage with this assessment, consider the following key areas:

1. **Proactivity, priority, transparency and accountability;**
2. **User-centric design and timely interventions;**
3. **Monitoring and evaluation.**

Ofcom recently became the UK's online safety regulator following the Online Safety Act 2023 (the Act) becoming law. Ofcom's media literacy work will make an important contribution to the implementation of the changes under the Act, in particular the changes to Ofcom's media literacy duties introduced by the Act. However, this work should not be interpreted as a statement of our policy on other guidance or our codes of practice under the Act or prejudice any further work to develop policy in relation to that Act. Whilst there are close links between the policy areas of media literacy and online safety, they are distinct. Our media literacy work, which includes these principles, is broader in scope than online safety, in terms of both the content and services to which it applies. In addition, as a voluntary initiative we have more discretion in the recommendations we make here than in the online safety codes. Our media literacy work goes beyond requirements specified in the Act to consider what more online services can do to support people to use, understand and create online media and communications in a variety of contexts.

With this in mind, materials submitted here may be repurposed for Ofcom's work under the Act.

We would like you to engage in a reflective process. This self-assessment form invites you to analyse how your organisation approaches media literacy on-platform (as part of the design process or through on-platform interventions).

- We specifically encourage you to identify potential areas for improvement you would like to focus on over the next few months. This approach allows us to better understand how platforms monitor and evaluate media literacy interventions on an ongoing basis, whilst allowing us to further encourage the adoption of the principles.
- We ask that you define what success looks like, and how this will be measured for each piece of work to promote media literacy on-platform. As per principle 11, we ask that you

¹ Platforms/online services include social media, search, video-sharing and gaming services.

establish media literacy outcomes and media literacy outcome indicators wherever possible.²

This self-assessment exercise is also an opportunity to share knowledge with a broader audience. Other services, academics, charities, and the general public can learn from what's currently working well and what challenges exist. We may wish to use some of the self-assessment completed to publish a summary of the work being undertaken by platforms. We would be in touch on the specifics before publication, however, it is worth flagging if there is anything commercially sensitive or confidential in your response at this point. Transparency and knowledge sharing has been [a recurrent ask from stakeholders](#). By fostering open communication and sharing insights, we can collectively enhance our understanding and drive positive change, leading to a collective commitment to media literacy.

In responding to the questions in this document, we encourage you to assess your practices and the extent to which they align with Ofcom's Best Practice Principles for Media Literacy by Design as part of actively contributing to a more informed and media literate society. We want to make knowledge sharing a formal aspiration for online services to ensure that everyone has clarity over the work that is being done and to foster collaboration between stakeholders.

Contact: If you have any questions about the Media Literacy by Design project, please feel free to get in touch with the MSOM team (makingsenseofmedia@ofcom.org.uk).

² Media literacy outcomes are ideally a benefit received by the target audience to be achieved as a result of the work. Media literacy outcome indicators are measurable pieces of evidence that allow users to track the change that has taken place as a result of their intervention.

Proactivity, priority, transparency and accountability

Please provide an example of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

The Roblox Civility team leads on the media literacy strategy for the company. Each year we create a strategy doc which clearly outlines our key themes, partners, deliverables and KPI's for the coming year. This is shared internally and with selected key partners, including our Roblox Safety and Civility Advisory Board.

We work closely with external safety and research partners to understand emerging harms and threats, as well as engaging with cross-functional teams to ensure we are abreast of issues in the Roblox community. We use this information to inform our strategy and identify potential key partners, for example in adolescent mental health, or Neurodivergent communities.

Our goal at Roblox is to help our community (and their support networks), to thrive through Roblox, not just on Roblox. We aim to provide actionable advice and resources to help build broad media and digital literacy skills, resilience and mastery of online spaces.

Examples;

A dedicated [civility microsite](#) which contains a broad range of content on themes including bullying prevention & response, scams, grooming, GenAI, mental health and wellbeing, Roblox safety and tools for parents, broad media literacy for parents of young children, tweens and teens.

A [podcast](#) (Into the Digital Future) in partnership with Sesame Workshop/[Joan Ganz Cooney Center](#) – now in season 3. Here is an [example episode featuring Prof. Sonia Livingstone](#)

[Our suite of resources for Neurodivergent teens and families](#), in partnership with Internet Matters; research carried out in the UK and US with Autism Charities. We conducted focus groups and quantitative research and used the findings to create a set of resources for teens and parents. We plan to build on this work by carrying out user feedback to measure the impact on the community, and if necessary, will be tweaking the resources based on the youth feedback.

Roblox partnered with [NAMLE](#) (National Association of Media Literacy Education) to create a [guide for parents](#) on Generative AI, and a [guided activity for tweens and teens](#) to explore GenAI from a critical media literacy lens. This work was prioritised due to the sudden emergence of GenAI, and the potential risks associated.

Please provide an example of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

We are currently working with our Research and Insights team to explore methods of measuring impact and effectiveness of our interventions, beyond downloads.

We will be gathering feedback from users on some of the resources, launching an annual survey for our partners to provide feedback on the Civility teams' work and our outputs.

We will continue to consider the principles as we start building out our 2025 strategy to ensure our media literacy work is relevant, meaningful and has a global reach.

User-centric design and timely interventions

Please provide an example of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

In 2023, Roblox partnered with the [Digital Wellness Lab](#) (Boston Children's Hospital and Harvard Medical School) to explore the hypothesis that in 5-10 years, online spaces could be more safe and civil than IRL. We held 7 workshops with over 100 experts around the world, culminating in a full day workshop at Harvard where we voted on the top considerations needed in technology innovation, policy and education. You can read the whitepaper [here](#). The top recommendations were all about meaningful youth participation, and including youth in product design. Roblox has leant into this and been holding listening and feedback sessions with youth from Thorn's [NoFiltr](#) programme (topics so far; Roblox Community Standards and Roblox moderation), and has recruited our first ever Youth Engagement Lead. We are building out a teen council, launching late 2024, and are also activating other projects, including "by youth, for youth" resources co-created by young people and charity organizations (e.g. Childnet International, Jed Foundation, Born This Way Foundation) which we will launch throughout the year.

Please provide an example of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

We will continue to work with our research team to measure the impact of our “for youth, by youth” resources.

We will regularly engage our partners and teen council in feedback sessions to gather feedback.

Monitoring and evaluating

Please provide an example of how your platform already demonstrates adoption of at least one principle in this category. How is success measured (please provide media literacy outcomes and indicators wherever possible)?

We work with our Insights team to gather feedback from the community on various topics including civility via pulse surveys, as well as gathering informal feedback from the broad community and our partners on resources, themes, and our overall work.

Please provide an example of how your platform can make more progress to further demonstrate further adoption of principles in this category. How will success be measured (please provide media literacy outcomes and indicators wherever possible)?

Measuring the impact of media literacy has historically been challenging and not prioritized. Metrics often include numbers of downloads, searches and SEO as a measurement but this fails to establish the quality and impact of the work. We will continue working on different methods of evaluating the efficacy of our work, through surveys, establishing a baseline for measuring impact pre & post intervention, and using platform signals such as reduced reports on certain topics such as bullying or harassment, scams etc.