# BBC Learning

# Media Literacy – Language & Branding Qualitative Research

BBC Audiences North & Optimisa Research

November 2013

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# A qualitative research programme of groups, depths, workshops and follow up telephone interviews

Quantitative research from the Digital Capabilities study of 2012* showed us that people who don't have basic online skills in the UK, or who are offline altogether, are a difficult audience to reach with messages that talk about the internet.

People who are below the digital skills threshold have concerns about such messaging being hard to understand, making them feel excluded, and being made to feel left behind.

This qualitative research project was commissioned in Autumn 2013 to answer the question: how do we talk to our audiences about our media literacy initiatives? What language might overcome the problems above?

We spoke to a range of individuals and gave them a number of examples of different language and phrases. Our sample comprised of groups of people from below the digital skills threshold:*

- Some not using the internet at all
- Some who use the internet but don't have basic online skills

# Executive summary

**There is language and imagery that has universal appeal to this group, which disarms concerns about being excluded, the internet being difficult, and the pace of change leaving behind the people who are below the basic online skills threshold**

- This broadly relates to tapping into emotive language around the *excitement* and *opportunities* available online – 'enhancing' people's lives
- In addition increasing *online confidence* is universally related to, whether its empowering those offline people with the skills to go online, or those already who are online building their confidence with increased usage

**Some popular language and imagery holds wide appeal for our sample, though was not as successful for everyone in our sample**

- Softer, gentler encouragement around opening up the opportunities
- For those who are already online, language that recognises the freedom and independence that they feel they are gaining online resonates strongly, but this can lack credibility for those who aren't online

# Executive summary (cont.)

**A large proportion of the example language that we provided polarised opinion, largely based on how close to the skills threshold respondents were**

- What might be construed as encouraging and resonant (e.g. life is better when you're connected; get more from life; get switched on) strays into coercion for the less skilled
- And imperatives can be seen to prompt action, but an impatient tone reinforces the belief they've been left behind

**Some language really misses the target, being met with indifference or strong and widespread dislike**

- Use of the word *digital* feels technical or cold and doesn't resonate with those nearer the skills threshold
- Deepening knowledge (eg dig deeper, go deeper) is too abstract, irrespective of confidence and skills levels
- Some language feels awkward (eg your online; more connected) whilst other terms patronise (joining or connecting the dots)
- In addition, language implying development outside their control is also rejected (eg leap/jump forward)

# Tested language options fall into five key groups

Universal appeal → Strongly unappealing

## Group 1 — Most engaging

- Explore more
- Discover a new world
- Find out more
- World at your fingertips
- Explore
- Be confident online
- At your fingertips

## Group 2 — Selective appeal

| | | |
|---|---|---|
| Get connected | You and the internet | Your connection to the world |
| Take another step | Be part of something | Open opportunities |
| Meets your needs | Open your mind | Open your world |
| Make it your own | Your new world | Your Internet |
| Make it work for you | Be part of it | Independence |
| Freedom | On when you want it | Always open |
| Works for you | Whenever you feel like it | Everything everywhere online |

## Group 3 — Polarisers

| | | | | |
|---|---|---|---|---|
| Better connected | Life is better when you're connected | Business is better when you're connected | Get switched on | Switched on |
| Your world connected | Log on | Add more to life | Get more from life | Add more to life online |
| Sharing your world | Include yourself | Reach out | Get involved | Join the community |
| Enter the internet | Open doors | Always open (for business) | Get into the internet | Here for you |
| Open the internet | Always there | Make it yours | Your journey | Shape your world |
| Share it | Take it to the next stage | It works for you | It's for you | Your space |
| It's all about you | Your digital future | It's all there | Why wait? | Always on |
| Express yourself | Share the web | Waiting for you | Comfortably connected | |

## Group 4 — Indifferent

| | | |
|---|---|---|
| More connected | You connect | Your connection |
| Go further | Get more... | Add more to your business |
| Add more | Add more online | Join the debate |
| Get something back | Web is waiting | Join the net |
| Into the Internet | Open to you | Join the web |
| Your map | Be unique | Your online |
| Talks to you | Your world | Your space |
| There for you | Tell others | Unique to you |
| Always there | | |

## Group 5 — Widely Unpopular

| | |
|---|---|
| Click in | Dig deeper |
| Go deeper | Delve deeper |
| Leap / jump forwards | Tell the world |
| World is waiting | Join the dots |
| Connect the dots | Digital world is waiting for you |
| Your future is digital | Tell the world |

## KEY:

- Connected
- Enhancement
- Inclusion
- Openness
- Personalised
- Empowerment
- Convenience

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