

Director of Public Health Report 2025: Growing Up Online

References

- 1 - IAB UK. The latest market overview from UKOM examines the online behaviours of the UK population in June 2024 [Internet] 2025 [cited 2025 Nov 12]. Available from: <https://www.iabuk.com/news-article/ukom-54-uk-population-now-uses-tiktok-each-month>
- 2- Children and Parents: Media Use and Attitudes Report 2025. Ofcom. [Internet] 2025 [cited 2025 Nov 5]. Available from: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-report-2025/childrens-media-literacy-report-2025.pdf?v=396621>
- 3- Children and Parents: Media Use and Attitudes Report 2025. Ofcom. [Internet] 2025 [cited 2025 Nov 5]. Available from: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-report-2025/childrens-media-literacy-report-2025.pdf?v=396621>
- 4- Are active and passive social media use related to mental health, wellbeing, and social support outcomes? A meta-analysis of 141 studies | Journal of Computer-Mediated Communication | Oxford Academic [cited 2025 Dec 12]. Available from: <https://academic.oup.com/jcmc/article/29/1/zmad055/7595758>
- 5- Children and Parents: Media Use and Attitudes Report 2024. Ofcom. [Internet] 2024 [cited 2025 Nov 5]. Available from: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/children-media-use-and-attitudes-2024/childrens-media-literacy-report-2024.pdf?v=368229>
- 6- Nominet. Digital Youth Index Year 2 Report [Internet]. Oxford: Nominet; 2022 [cited 2025 Nov 5]. Available from: https://digitalyouthindex.uk/wp-content/uploads/2022/10/Digital_Youth_Index_Year_2.pdf
- 7- Kidslox. Loneliness and social media: A guide for parents [Internet]. London: Kidslox; 2024 [cited 2025 Nov 5]. Available from: <https://kidslox.com/guide-to/loneliness-and-social-media/>
- 8- Safer Internet Day 2026 theme announced! - UK Safer Internet Centre
- 9- Youth Sport Trust. Social media usage among UK youth [Internet]. Loughborough: Youth Sport Trust; 2025 [cited 2025 Nov 5]. Available from: <https://www.youthsporttrust.org/social-media>
- 10- Yougov and EE survey on online hate. [Internet] Yougov and EE; 2024 [cited 2025 Nov 5]. Available from: <https://newsroom.ee.co.uk/ee-highlights-the-true-impact-of-hate-in-new-research-study-as-38-of-kids-will-mimic-adults-toxic-behaviour/>
- 11- Disinformation: sources, spread and impact. UK Parliament. [Internet] 2024 [cited 2025 Nov 5]. Available from: <https://researchbriefings.files.parliament.uk/documents/POST-PN-0719/POST-PN-0719.pdf>
- 12- Children and Parents: Media Use and Attitudes Report 2023. Ofcom. [Internet] 2023 [cited 2025 Nov 5]. Available from: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-2023/childrens-media-use-and-attitudes-report-2023.pdf?v=329412>
- 13- Children and Parents: Media Use and Attitudes Report 2025. Ofcom. [Internet] 2025 [cited 2025 Nov 5]. Available from: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-report-2025/childrens-media-literacy-report-2025.pdf?v=396621>
- 14- Teaching the AI-Native Generation. Empowering Schools in the Age of AI. Oxford University Press [Internet] 2025 [cited 2025 Nov 5]. Available from: https://fdslive.oup.com/www.oup.com/oxed/secondary/Teaching_the_AI_Native_Generation.pdf
- 15- Anxious and at breaking points. Stem4. [Internet] 2023 [cited 2025 Nov 5]. Available from: <https://stem4.org.uk/wp-content/uploads/2023/09/Anxious-and-at-breaking-point-stem4-July-2023-survey-Sep-23.pdf>
- 16- Anxious and at breaking points. Stem4. [Internet] 2023 [cited 2025 Nov 5]. Available from: <https://stem4.org.uk/wp-content/uploads/2023/09/Anxious-and-at-breaking-point-stem4-July-2023-survey-Sep-23.pdf>

17- “One day this could happen to me” Children, nudification tools and sexually explicit deepfakes. Children’s commissioner UK Gov. [Internet] 2025 [cited 2025 Dec 09]. Available from: <https://assets.childrenscommissioner.gov.uk/wpuploads/2025/04/Children-nudification-tools-and-sexually-explicit-deepfakes-April-2025.pdf>