

Family and Media: a new POLIS report

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If you want to understand the future of the media you have to understand how families use it. From TV to radio, from telecoms to social networking, media has become personal and domestic.

Whether you are trying to sell News or Soap, you have to understand the human context of communications. That is why we have published a new research report that will outline the trends and scenarios for the future.

The report written by Professor Sonia Livingstone and Ranjana Das highlights how behaviour and relationships are changing due to advances in technology and new social conditions. It sets out the key trends and future scenarios for the family and media.

At the launch event Annie Mullins OBE, Global Head of Content Standards at Vodafone, also launched Vodafone's new 'Digital Parenting' magazine. The magazine and its sister website are a unique approach to engaging parents in their children's digital lives and supporting them in the challenges of keeping up and getting involved given the pace of change and children's active take-up of technology.

Click here to download the full report: [Familyand Media report](#)

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