

Nordic Media Literacy Survey



Population

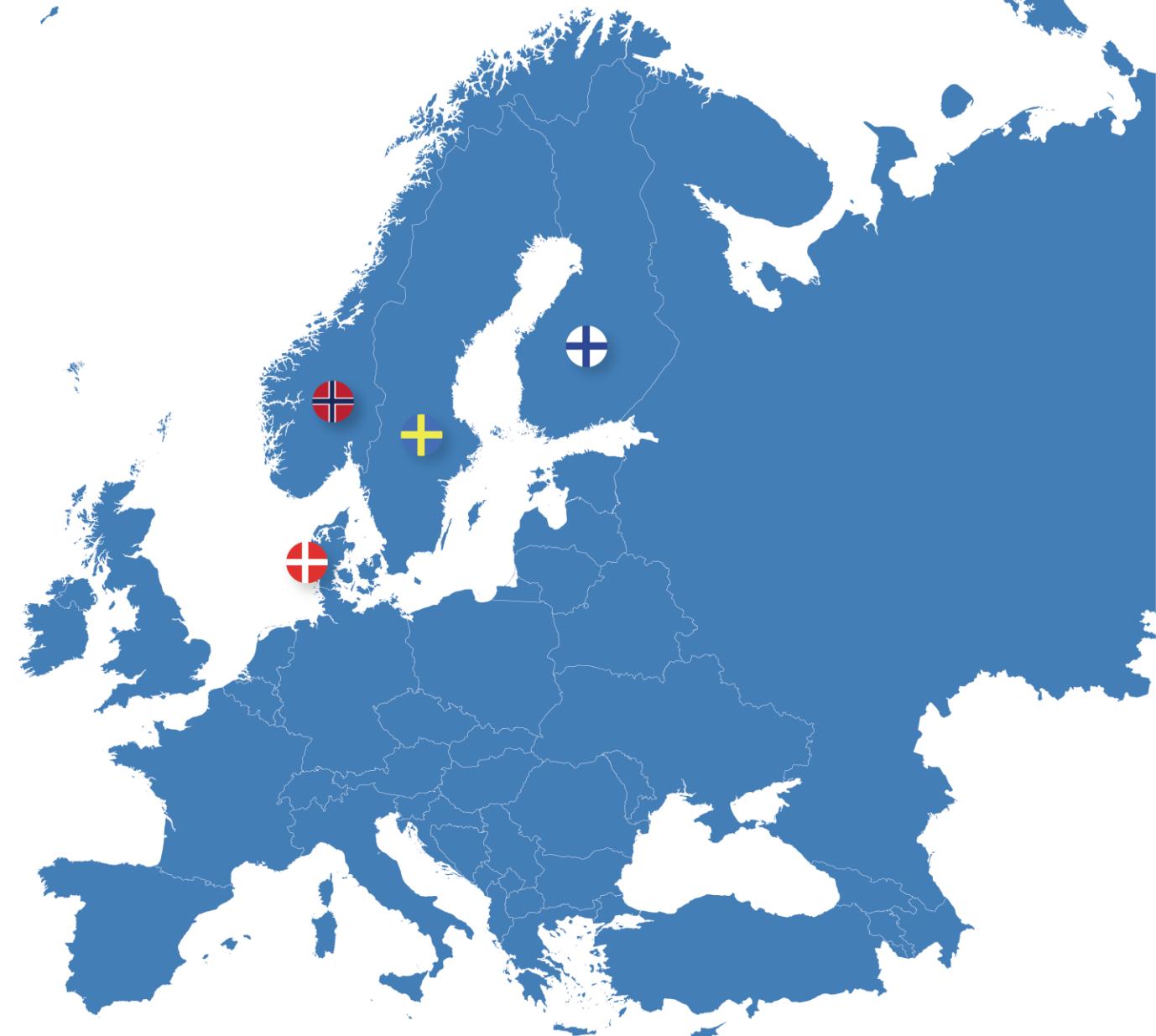
Sweden 10,6 million

Norway 5,6 million

Finland 5,6 million

Denmark 6 million

Iceland 380.000



Project aims

To develop a method (questionnaire) to survey media literacy in five Nordic countries

To test the method in a pilot survey

To carry out a baseline survey



Oct 2019



Idea

Timeline



Oct 2019

April 2020



Idea

Steering group

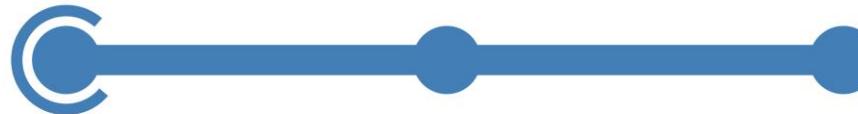
Timeline



Oct 2019

April 2020

Oct 2020



Idea

Steering group

NCM support

400.000 EUR

Timeline



Oct 2019 April 2020 Oct 2020 Dec 2020



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Pre study

Norwegian University
of Science and Technology

Timeline



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April 2021

Results

Possible to do the survey
in the Nordic countries



Pre-study for a Nordic MIL-index

Presentation of
A Pre-study for a Nordic index for measuring Media and Information Literacy

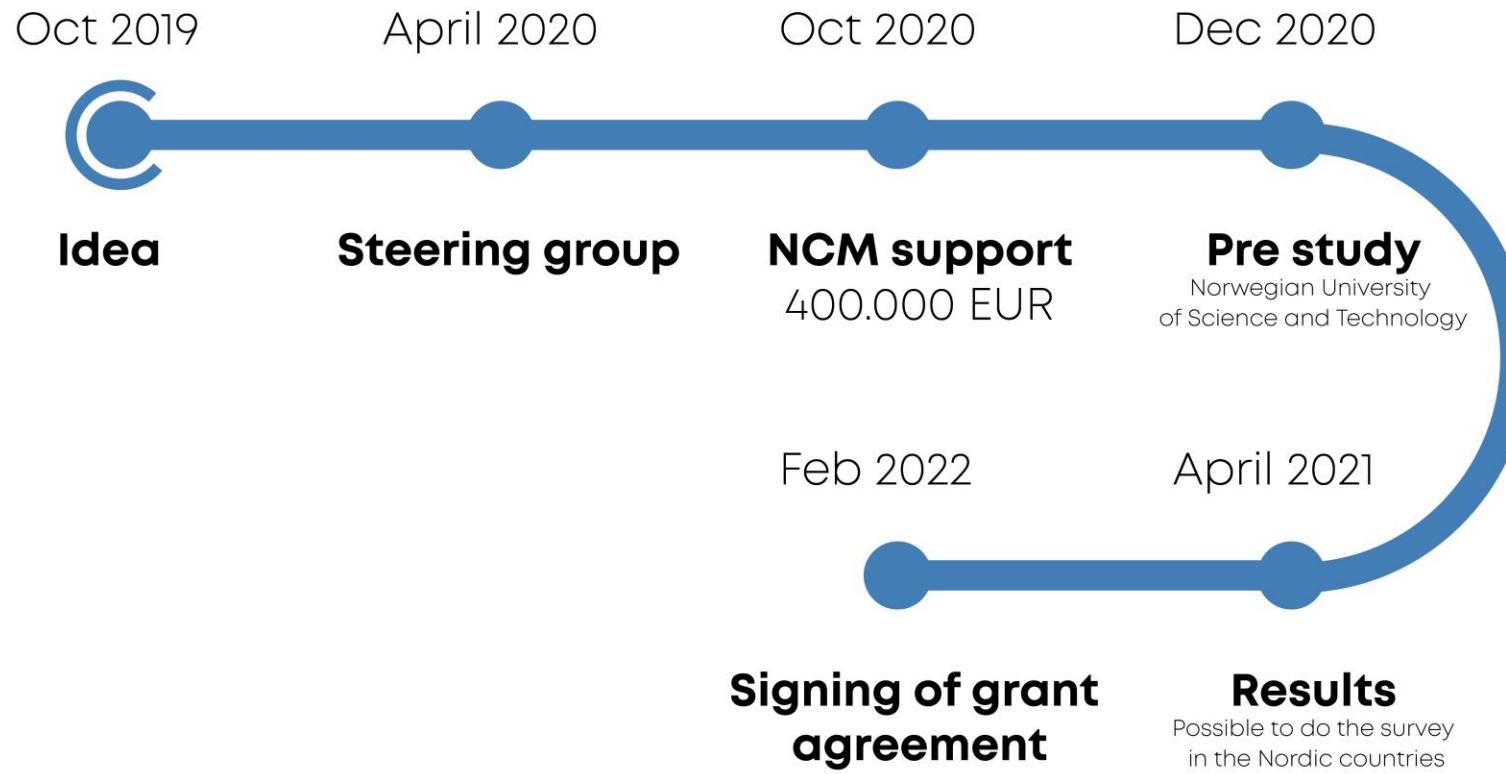
December 2020: Daniel Schofield - Vegard Frantzen - Reijo Kupiainen - Mia Fasting



Department of Education
and Lifelong Learning

Timeline





Timeline





Timeline





Timeline



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Sept 2023

Aug 2023

Feb 2022

April 2021

**Draft
questionnaires**

Expert group

**Signing of grant
agreement**

Results

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Jan 2025

**Confirmed
questionnaires**

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**The survey is
conducted
in each country**

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Survey results

Timeline



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Survey results

Publication

Timeline



Implementation



Developing a method in collaboration

Web based survey

Adults 16+ years

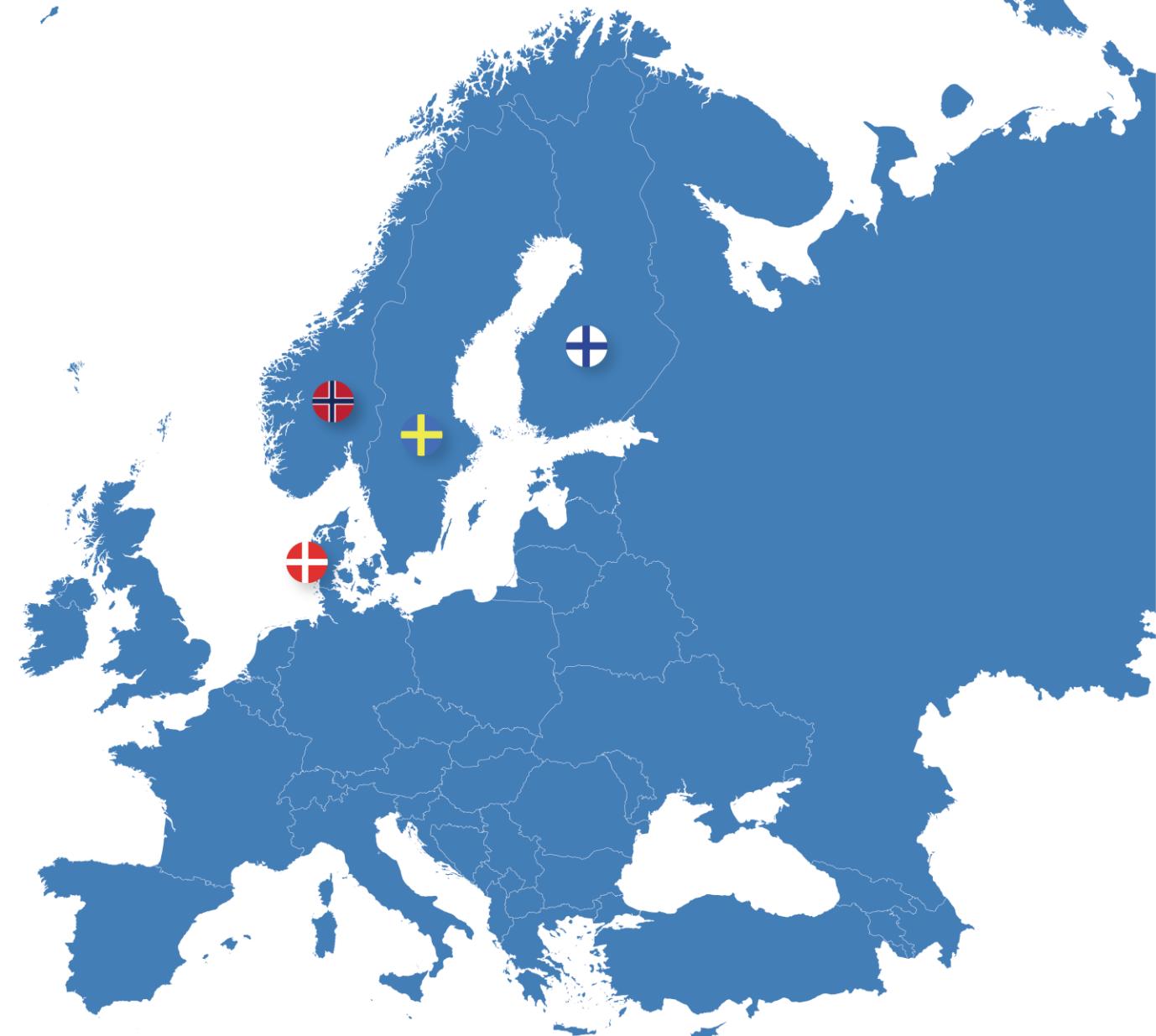
Children and youth 9-15 years

12.744

respondents

9.487 adults

3.257 children and youth (excl. Finland)



Information and media literacy is
the ability to **search** for,
understand, analyze, evaluate,
and **create** information safely and
effectively through **different media**
and **information sources**.



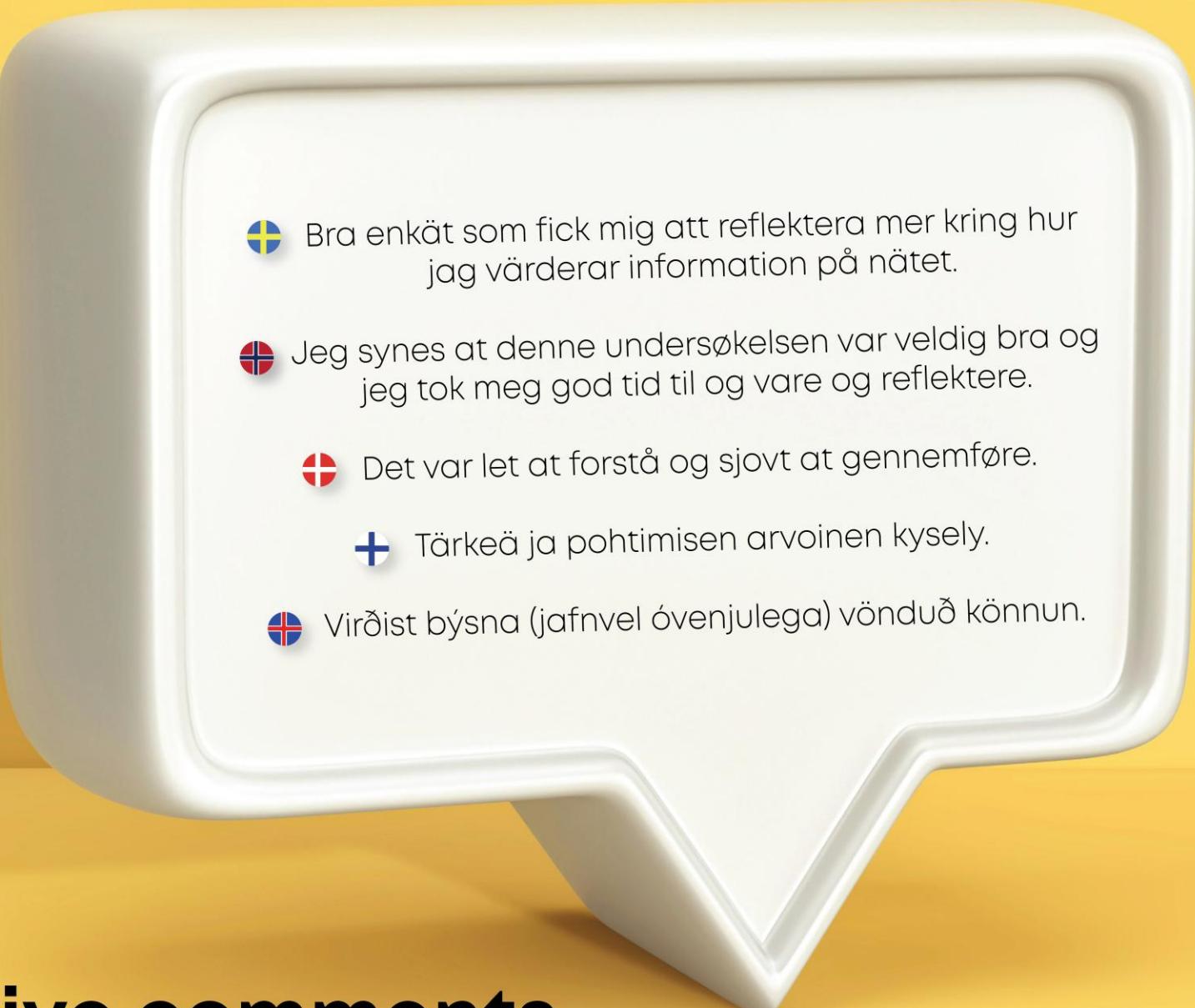
Aspects of media literacy

- How media and social media platforms work, how content is produced, funded and regulated.
- Freedom of expression and freedom of the media/press.
- The role and functions of media and social media platforms in democratic societies.
- Knowledge about conditions required to fulfill these functions.



Aspects of media literacy

- Responsible use of media/information, ethical and legal. Apply digital security and privacy.
- Critically assess/evaluate content in media and social media platforms, quality and reliability.
- Use, creatively create and communicate efficiently and effectively in social media platforms.
- Take part of content in media and social media platforms efficiently and effectively, through access, search technology, processing, assessment AI.



- ⊕ Bra enkät som fick mig att reflektera mer kring hur jag värderar information på nätet.
- ⊕ Jeg synes at denne undersøkelsen var veldig bra og jeg tok meg god tid til og vare og reflektere.
- ⊕ Det var let at forstå og sjovt at gennemføre.
- ⊕ Tärkeä ja pohtimisen arvoinen kysely.
- ⊕ Virðist býsna (jafnvel óvenjulega) vönduð könnun.

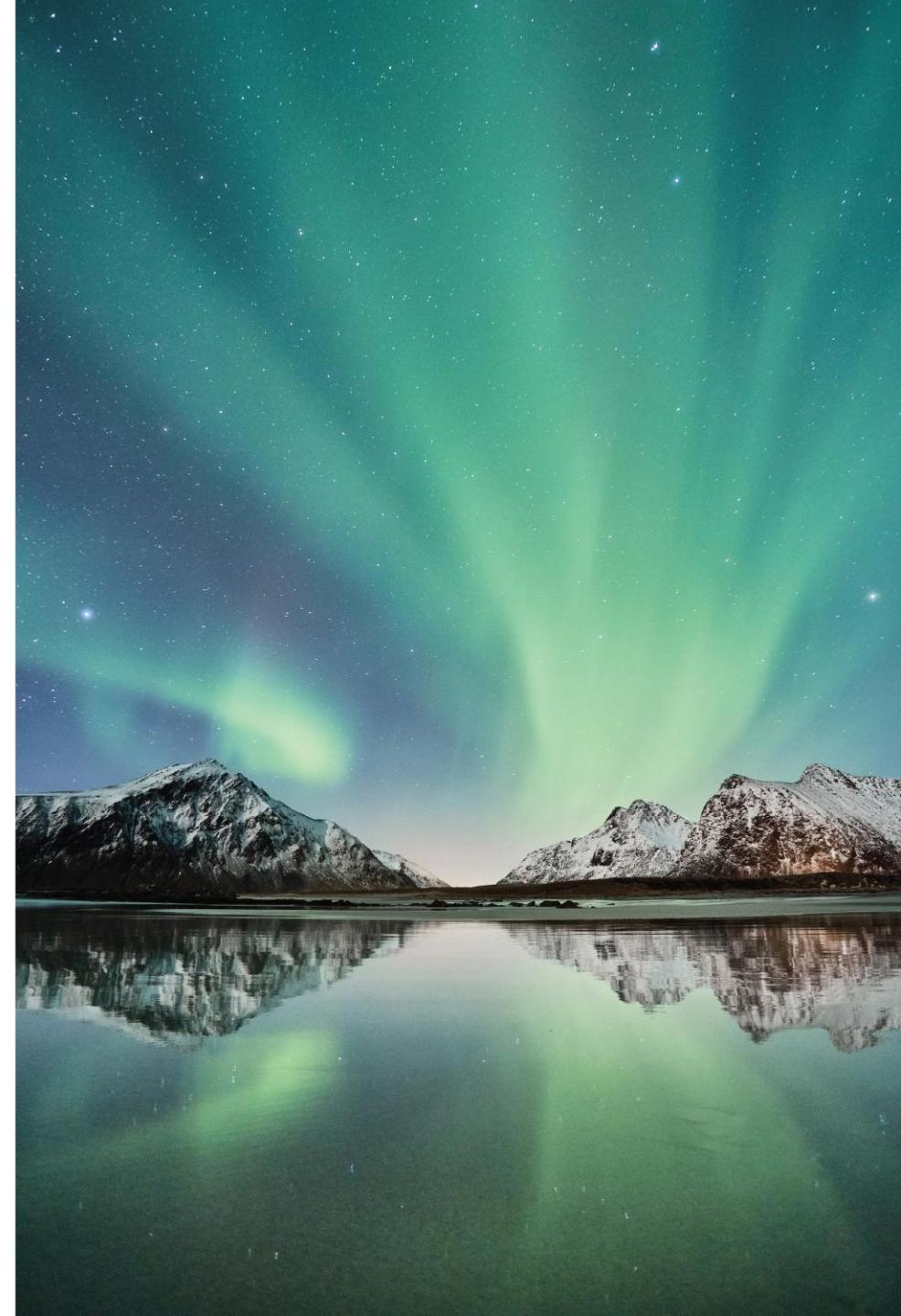
Many positive comments

- ⊕ Den var aldeles för lång
- ⊕ Den var lite spridd i frågorna
- ☒ Noen vanskelige spørsmål her. Måtte stoppe og tenke lenge på mange av dem.
- ☒ Stoler absolutt ikke på NOEN medier!
- ☒ Det er jo ikke alle der interesserer sig for nyheder
- ☒ Interessant undersøgelse, men der var lovlig mange spørgsmål.
- ☒ Ihan hyvä mutta tylsä
- ☒ Kuka näitä oikeen keksii?
- ☒ Oft svarað veit ekki... spurning erfiðar að svara
- ☒ Einum of flókið á köflum

...and some less positive

Excerpts from the results

- Many similarities between the different countries, age more distinguishing.
- Knowledge about different media could be enhanced: The role and function of newspapers? What is an editor-in-chief? How are search results ranked?
- One in three among 16 to 44 year olds find it difficult to follow the news.

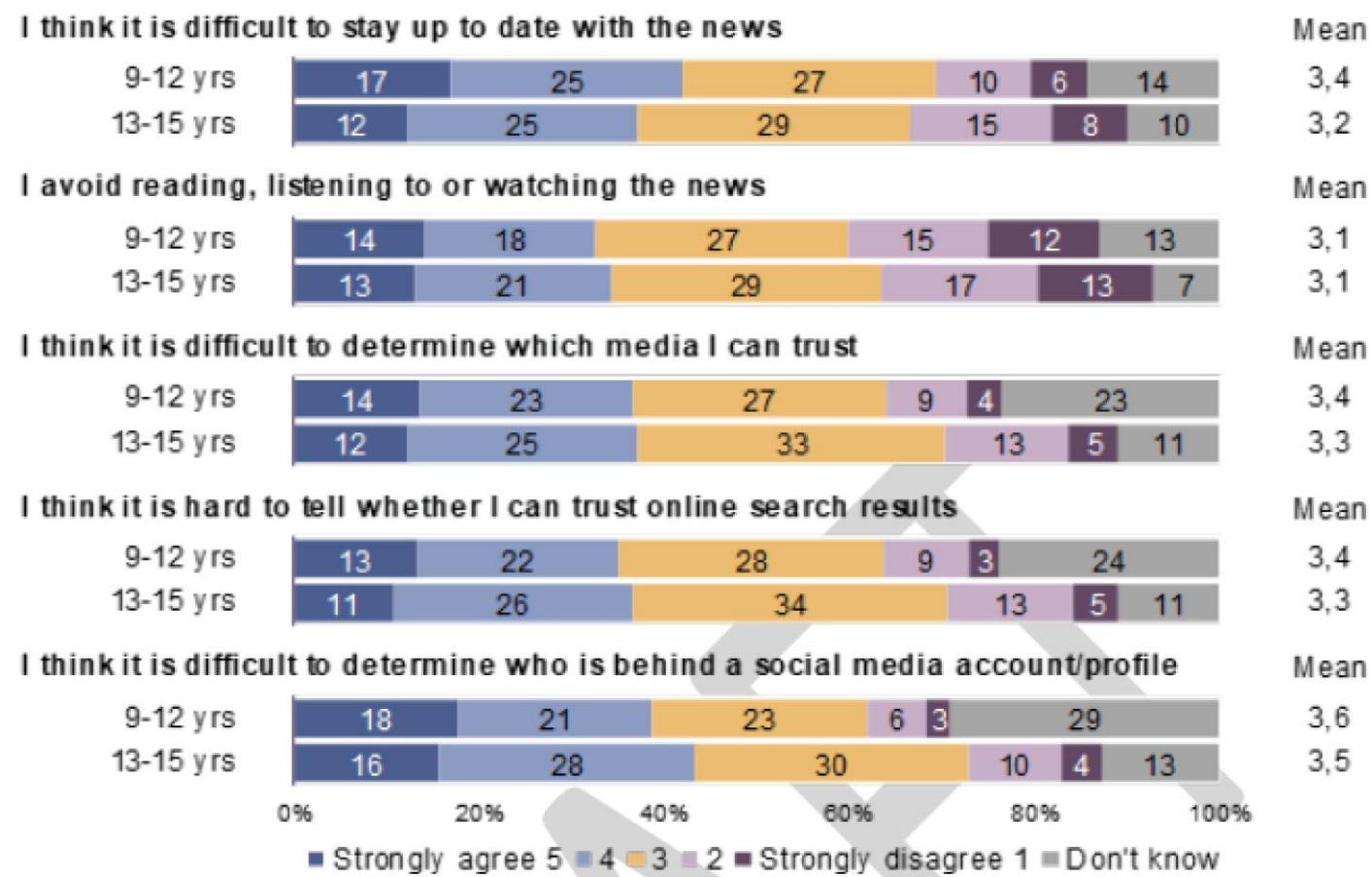




Excerpts from the results

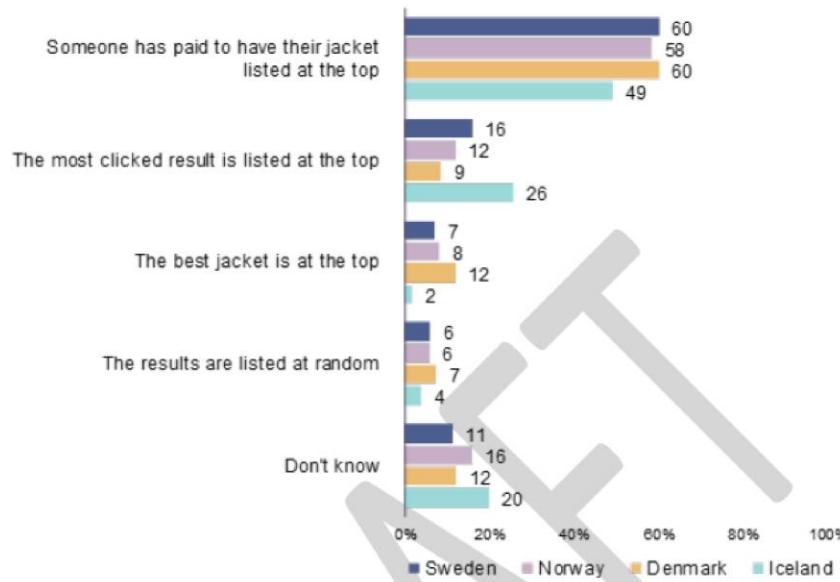
- On social media: high usage and good for diversity but low trust...
- Youth find it difficult to know which media to trust.
- Large share of 'don't know-replies' among youth.

Figure 5.6. Youths' attitudes towards information and news online by age (percent)



Example of web search for down jacket, Iceland

The image shows the results from an online search. What determines the order in which the results are listed?



Example of web search prime minister, Sweden

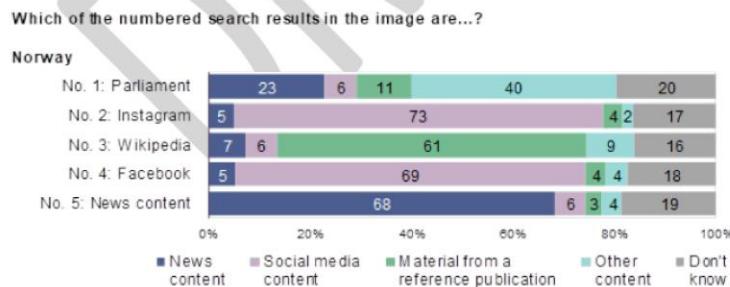
1. **Ulf Kristersson**
Moderata
https://moderata.se/ - politiker - ulf-kristersson
Jag är född i Lund 1963 och uppväxten i Torshälla utanför Eskilstuna. Idag bor jag i Strängnäs. Jag är gift och har tre dottrar.
2. **Ulf Kristersson**
Wikipedia
https://en.wikipedia.org/wiki/Oversätt_den_här_sidan
a Swedish politician who has been serving as Prime Minister of Sweden since 2022. He has been the leader of the Moderate Party (M) since October 2017.
3. **KU-utfrågning med statsminister Ulf Kristersson (M) (Öppen ...)**
Sveriges riksdag
https://www.riksdagen.se/video/oppenn-utfragning
KU-utfrågning med statsminister Ulf Kristersson (M) - Dela/Bädda in. Välj vilken del av videon du vill dela/bädda in. Hela debatten, Aktuellt ...
Sveriges riksdag - 26 apr. 2024
4. **Ulf Kristersson stoppar inte miljönregnet över Anna ...**
Aftonbladet
https://www.aftonbladet.se/.../anna-kirberg-batra
För 2 timmar sedan — Ulf Kristersson kan strypa miljönerna till avskedade Anna Kirberg Batra — men regeringen tänker inte agera. Hans statsråd håvdar tvärtom att ...
5. **Ulf Kristersson**
Facebook
https://www.facebook.com/UlfKristerssonM
Ulf Kristersson. 59 640 gillar · 3 117 pratar om detta. Sveriges statsminister och partiledare för Moderaterna.

Example of news site, Finland

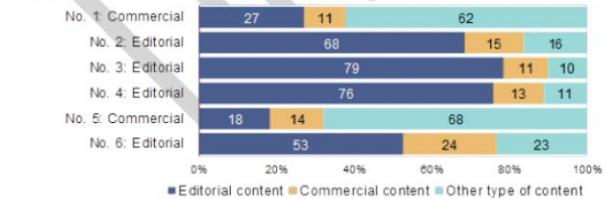
Figure 4.6. Categorising news site content Sweden (percent)

Which of the numbered parts of the image are...?

Sweden

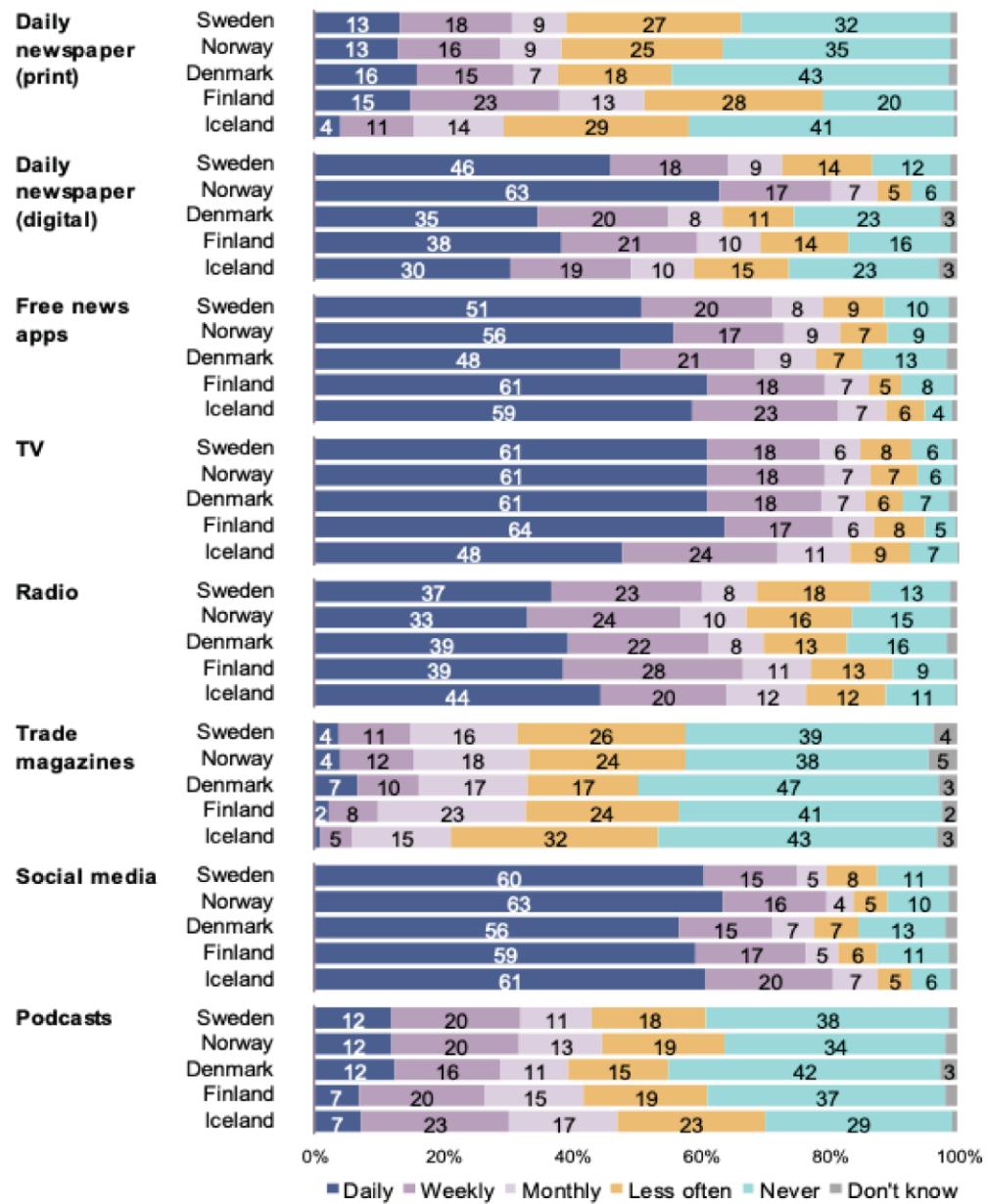


Norway



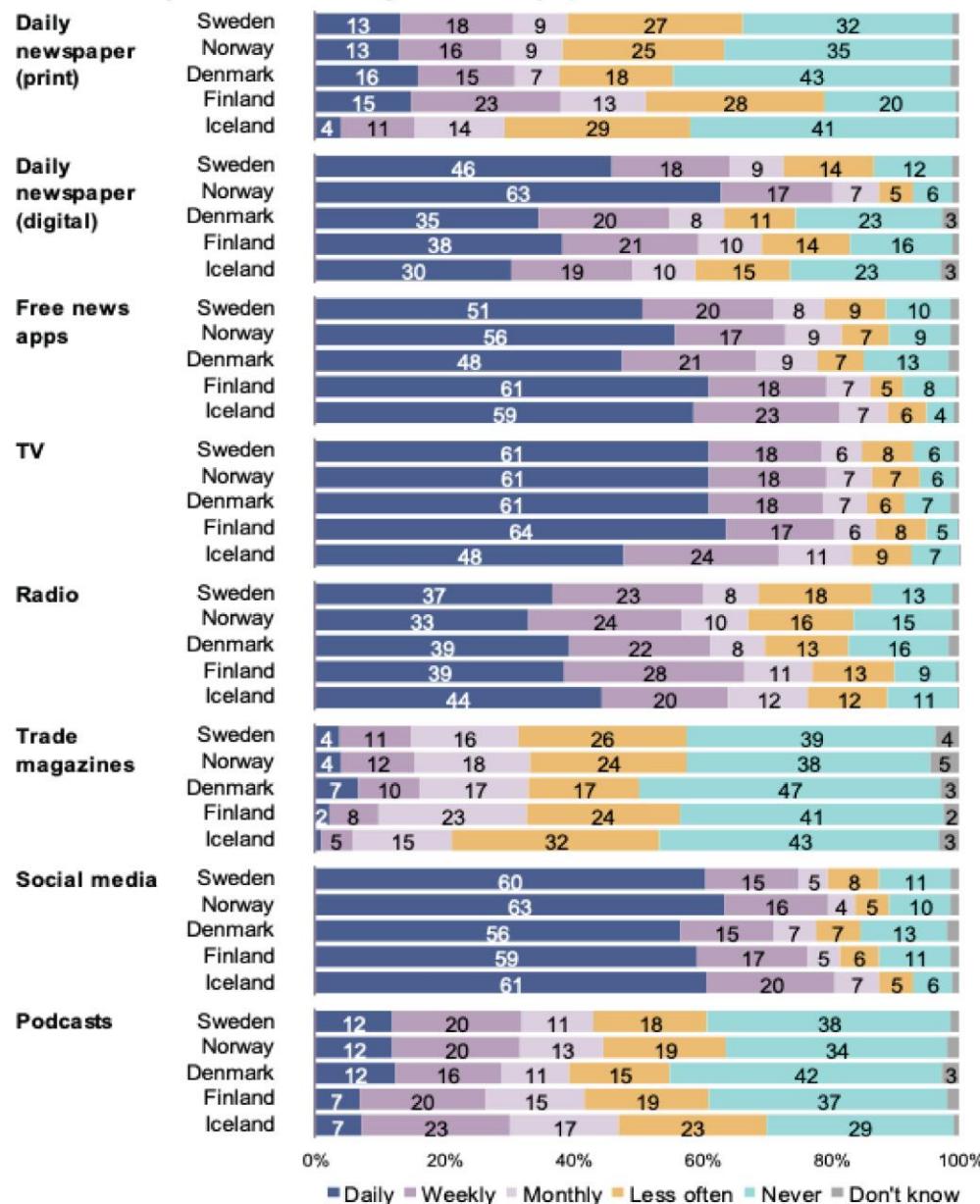
News consumption 16+ years by country

How often do you use the following media to stay updated about the news?



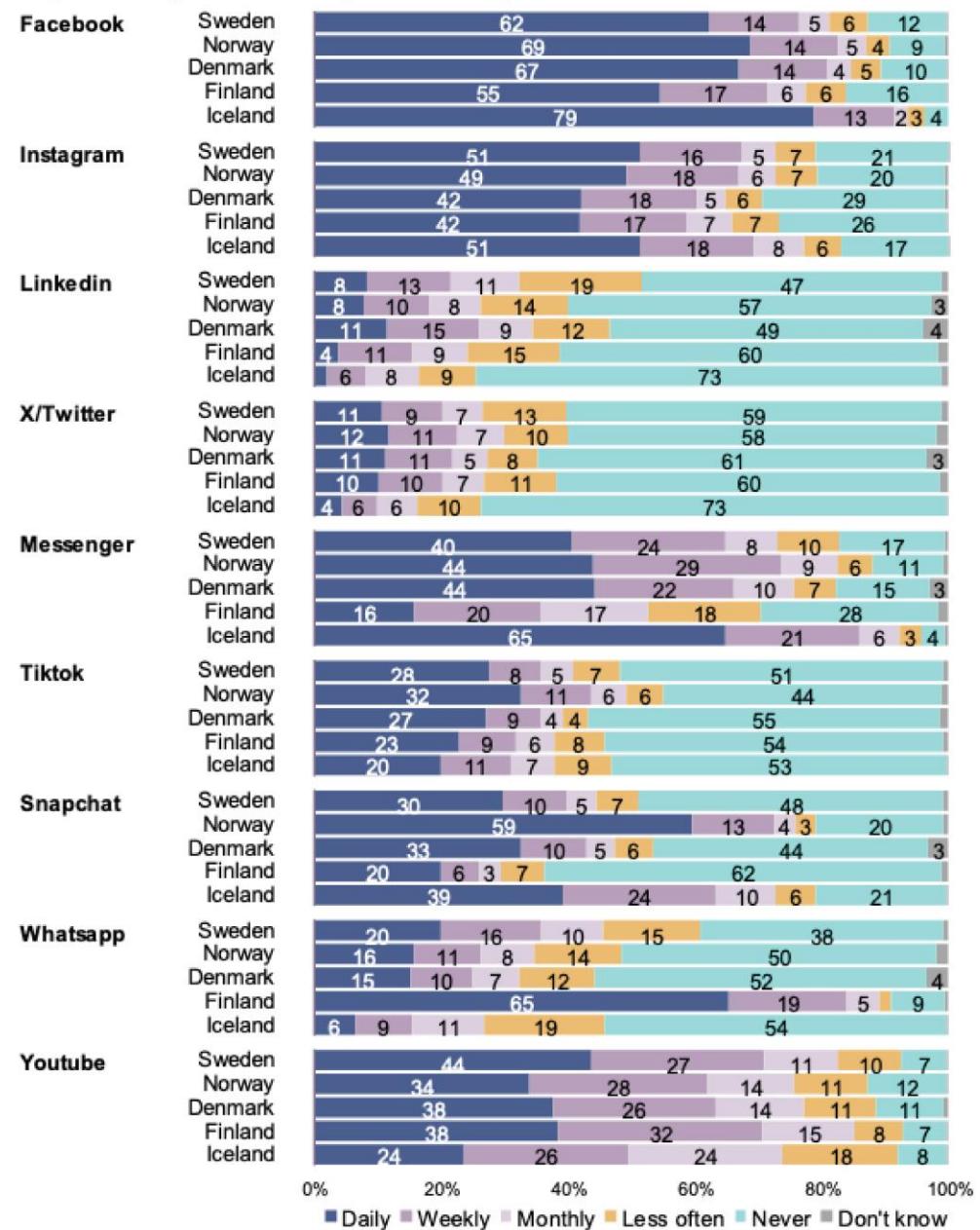
News consumption 16+ years by country

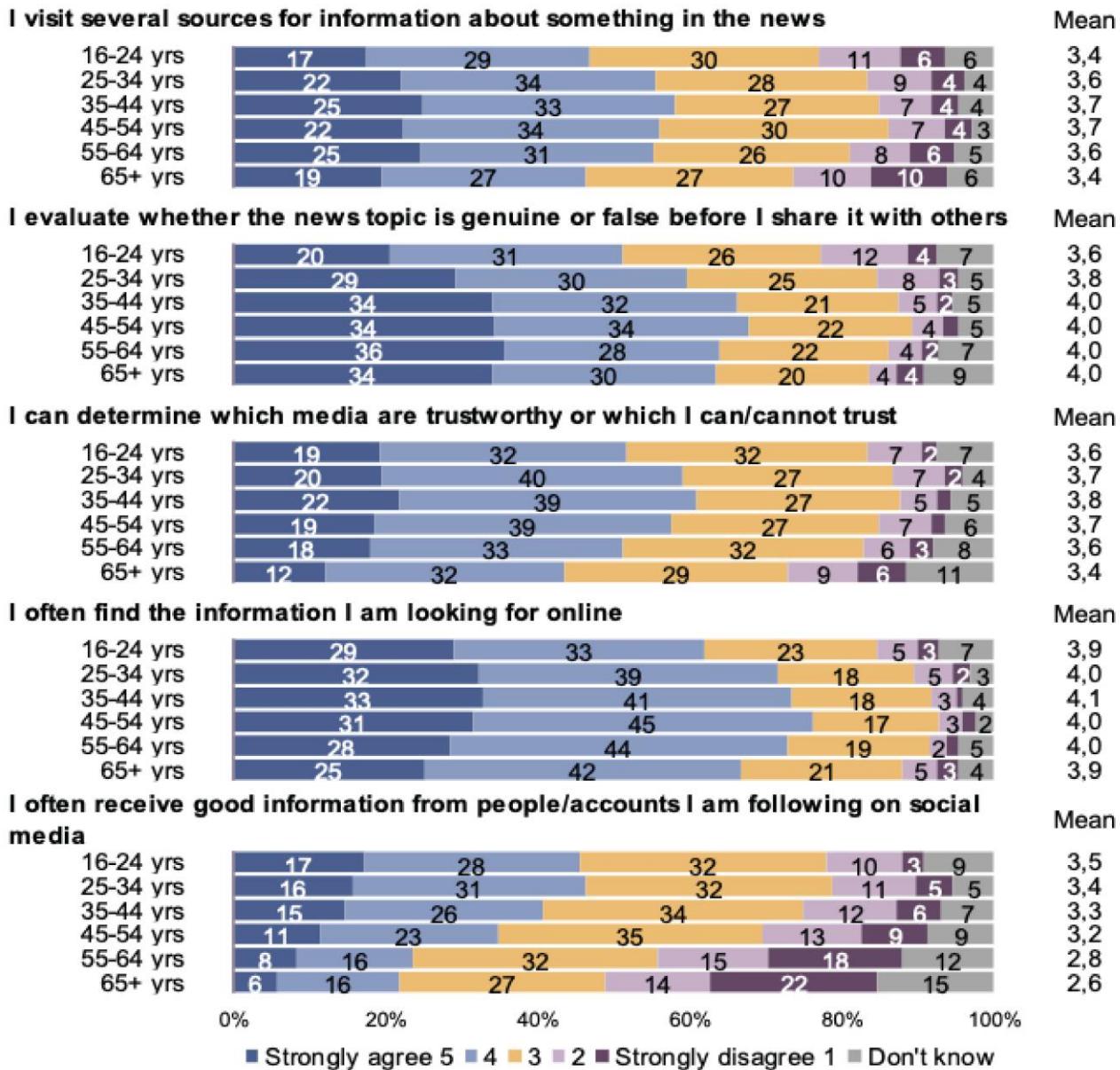
How often do you use the following media to stay updated about the news?



Use of social media platforms 16+ years, by country

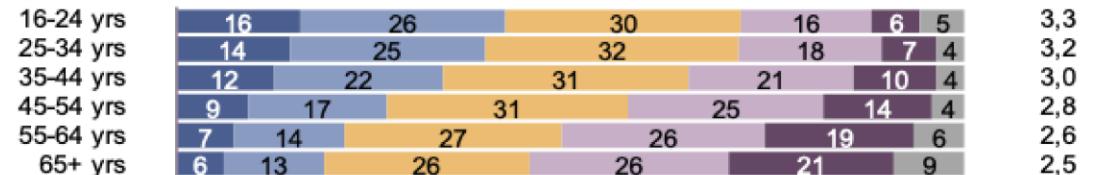
Do you use any of the following social media platforms?





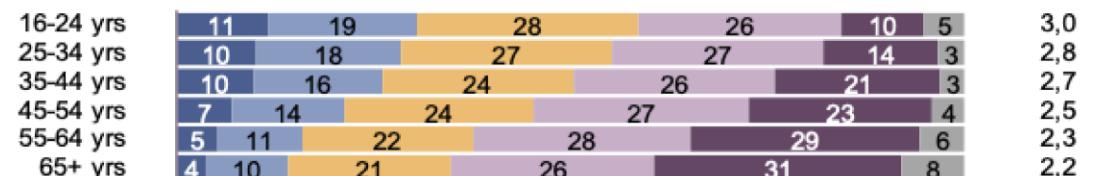
Social media posts:

Provide me with relevant/important information about current events in my country and abroad



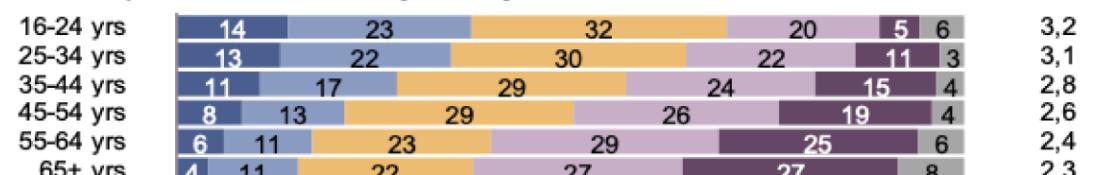
Mean

Are credible sources of information



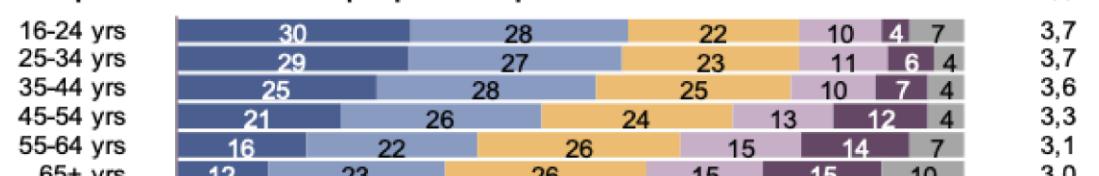
Mean

Provide a fair picture of events in my country and abroad



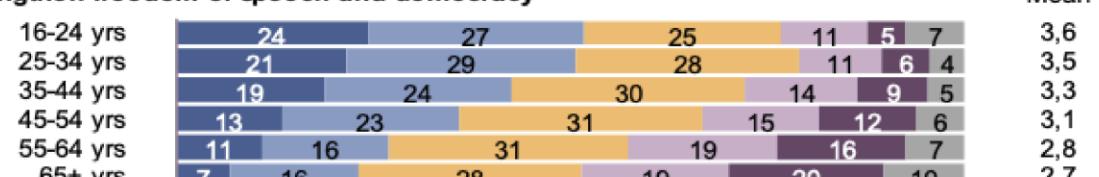
Mean

Provide a platform for different people and opinions



Mean

Strengthen freedom of speech and democracy



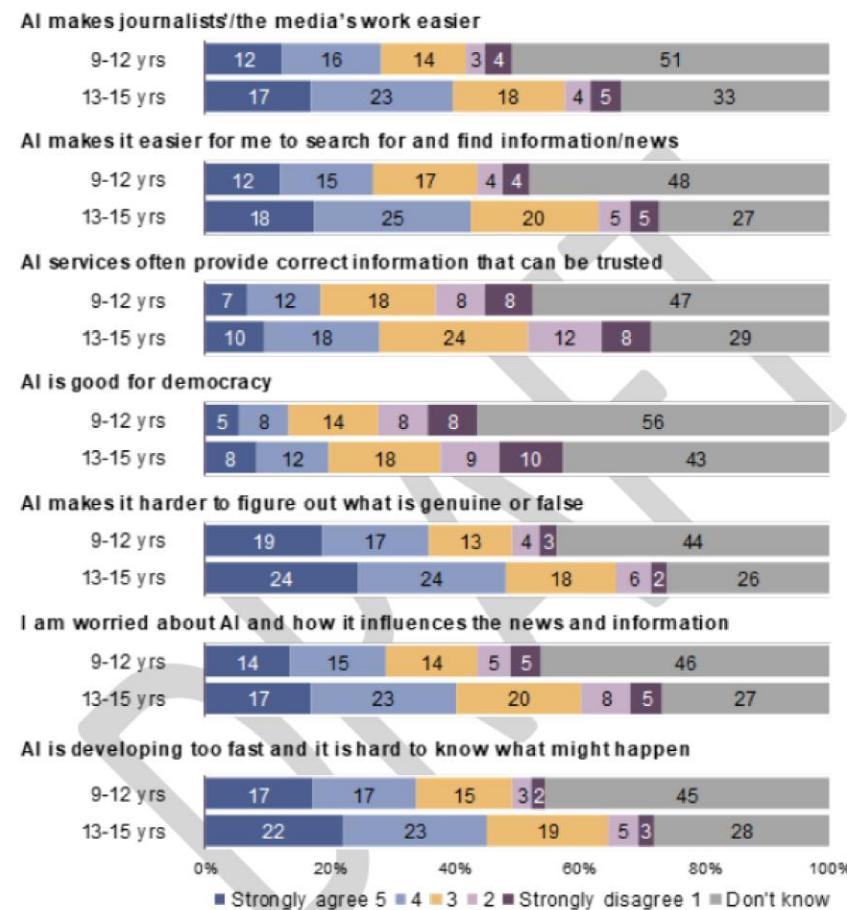
Mean

0% 20% 40% 60% 80% 100%

■ Strongly agree 5 ■ 4 ■ 3 ■ 2 ■ Strongly disagree 1 ■ Don't know

Figure 6.3. Areas of use of AI services among 9–15-year-olds, by country (percent)

Figure 6.6. Youths' attitudes towards AI by age (percent)



If you think about the last time you used an AI service, what did you use it for?

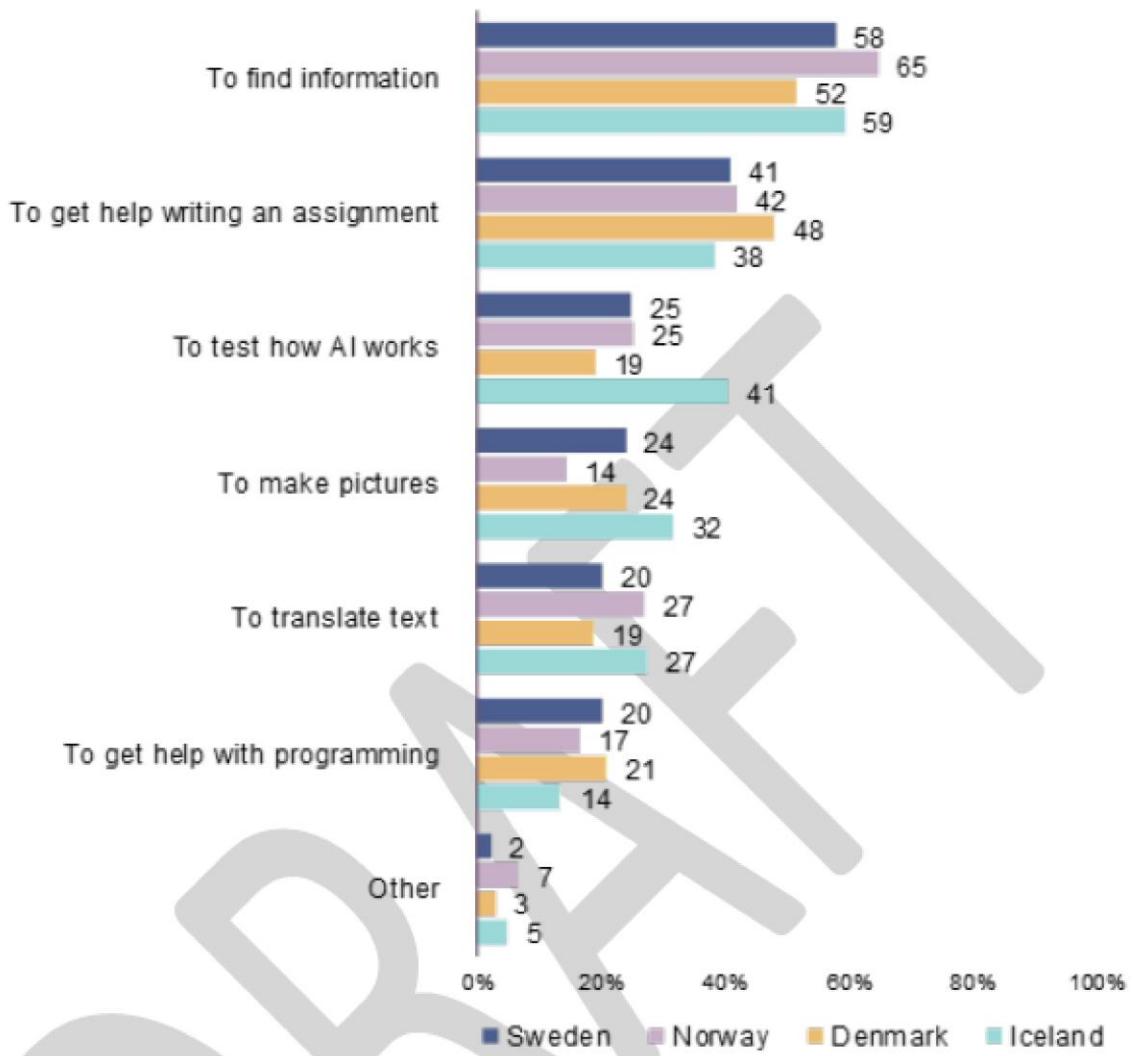
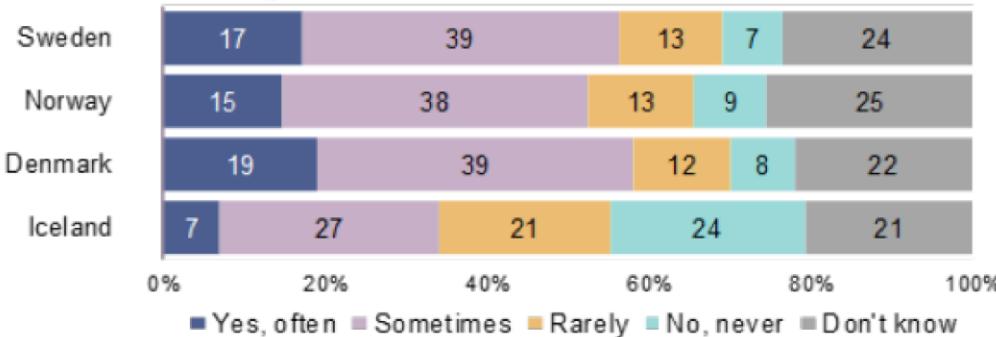


Figure 3.5. Youths' encounter with false information by country (percent)

In the past three months, have you seen any news reports or information that you believed were false?



What do you do if you believe the information in an article/post/news report might be false?

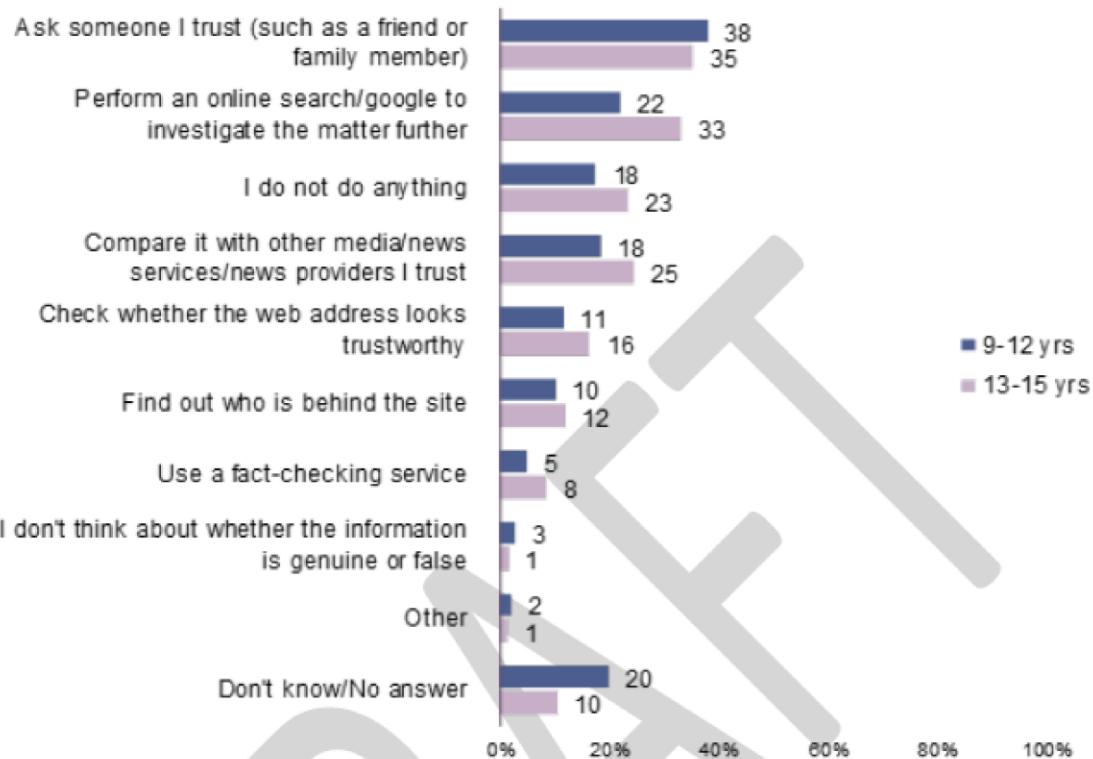


Figure 2.2. Youths' social media use by age and platform (percent)

Do you use any of the following social media platforms?

