

# Nordic Media Literacy Survey



## Population

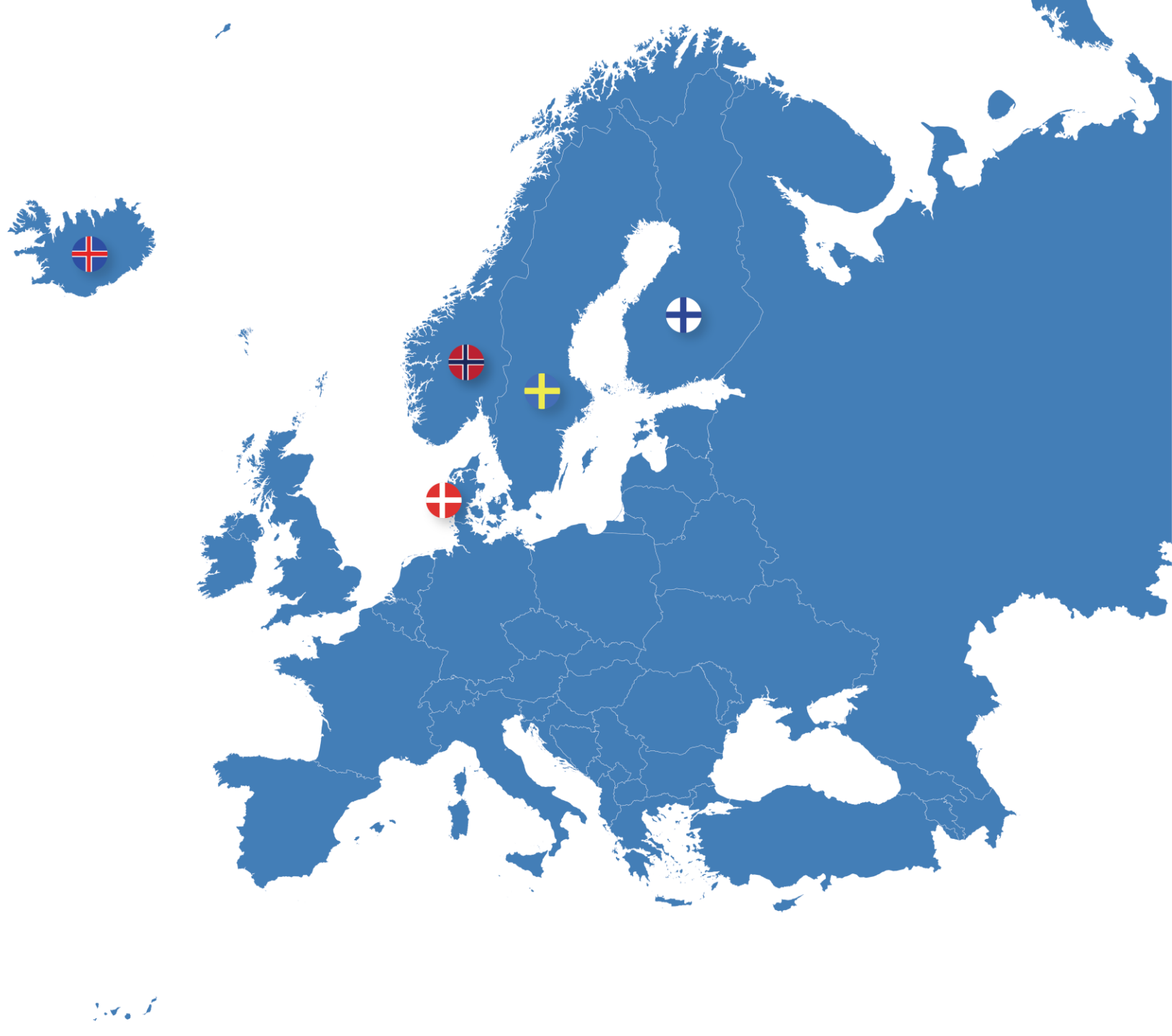
**Sweden** 10,6 million

**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

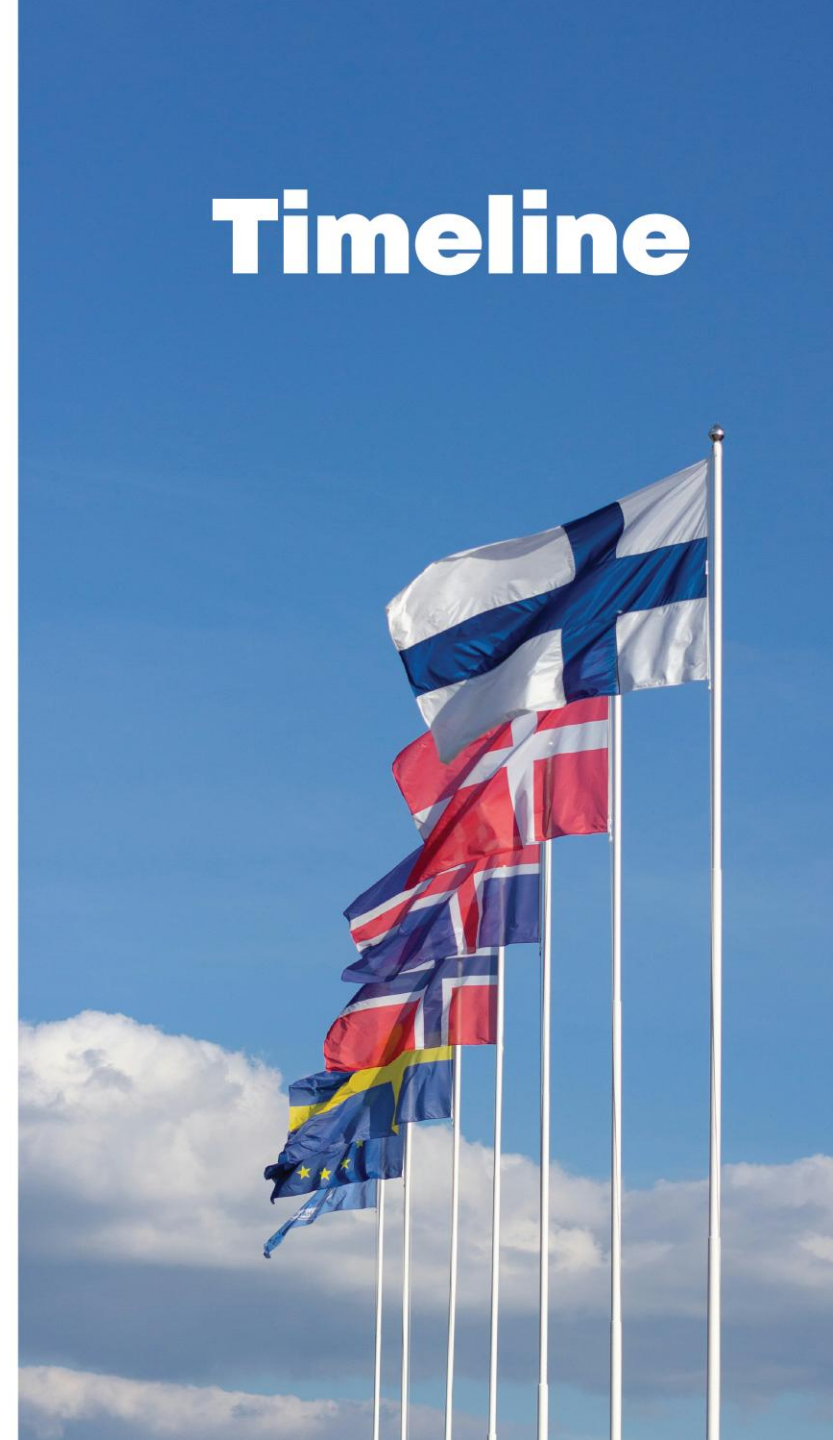


Oct 2019



**Idea**

# Timeline





Oct 2019

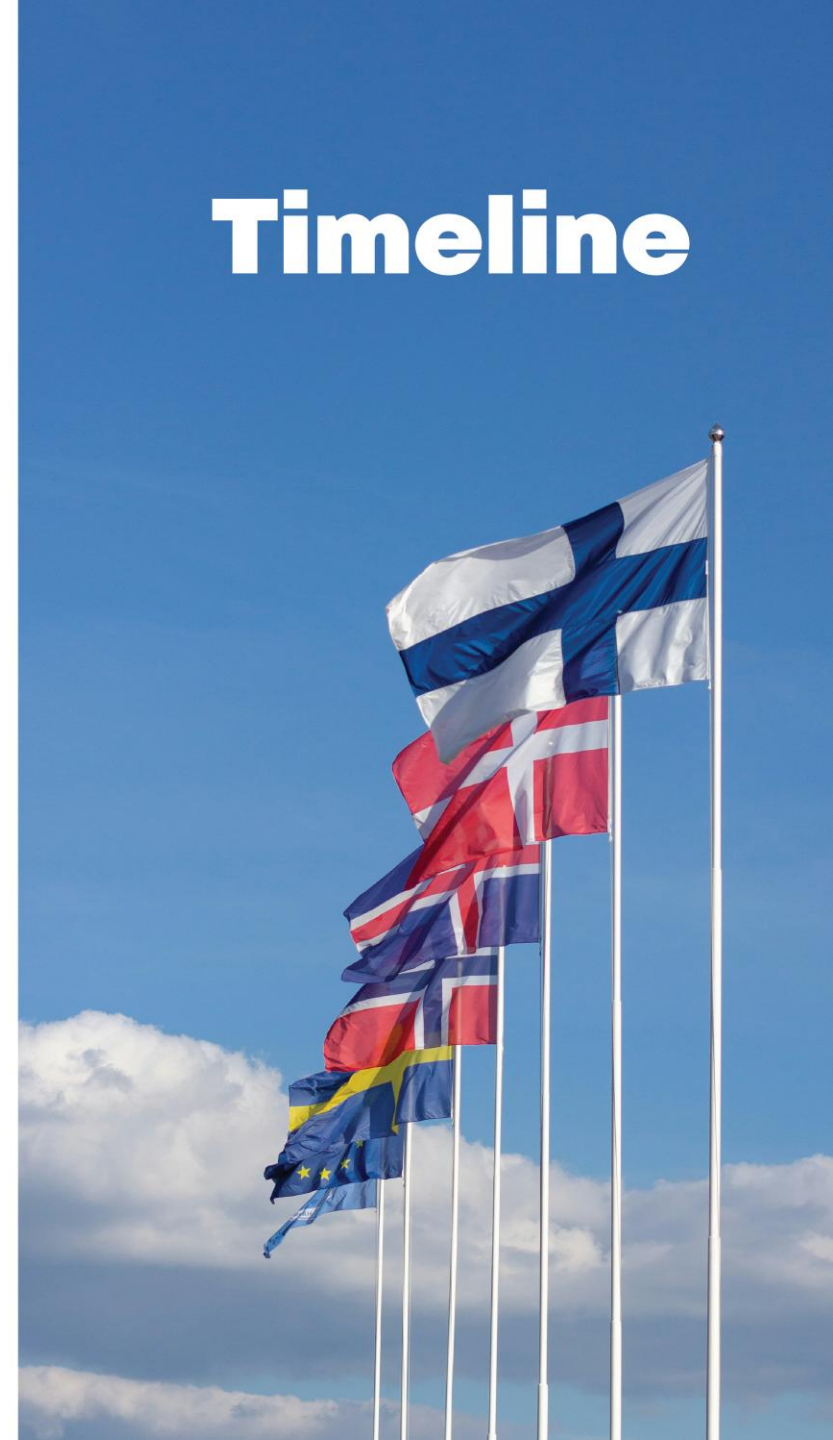
April 2020



**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



**Idea**

**Steering group**

**NCM support**  
400.000 EUR

**Pre study**  
Norwegian University  
of Science and Technology

# Timeline



Oct 2019

April 2020

Oct 2020

Dec 2020



**Idea**

**Steering group**

**NCM support**  
400.000 EUR

**Pre study**  
Norwegian University  
of Science and Technology

April 2021

**Results**

Possible to do the survey  
in the Nordic countries



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







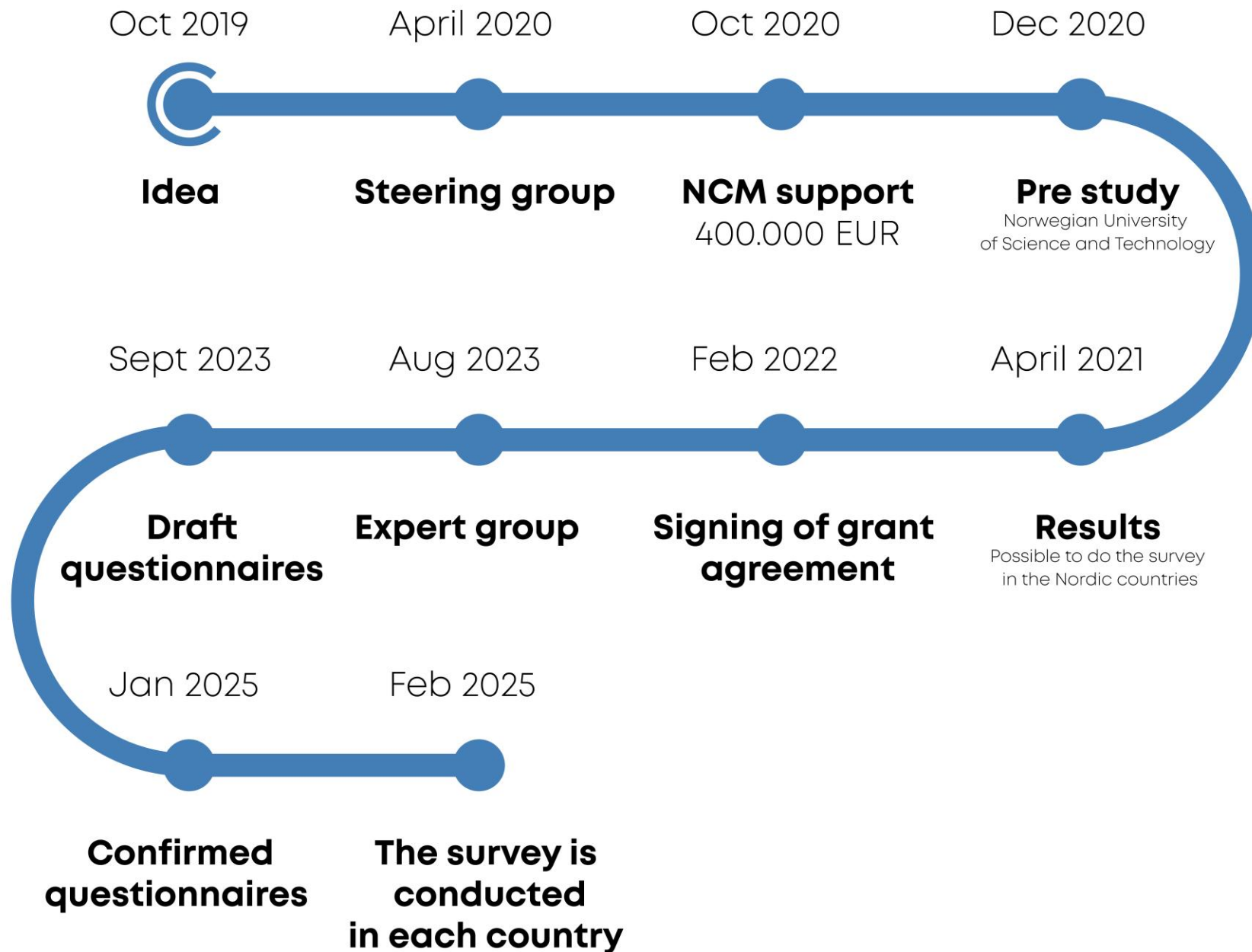
# Timeline



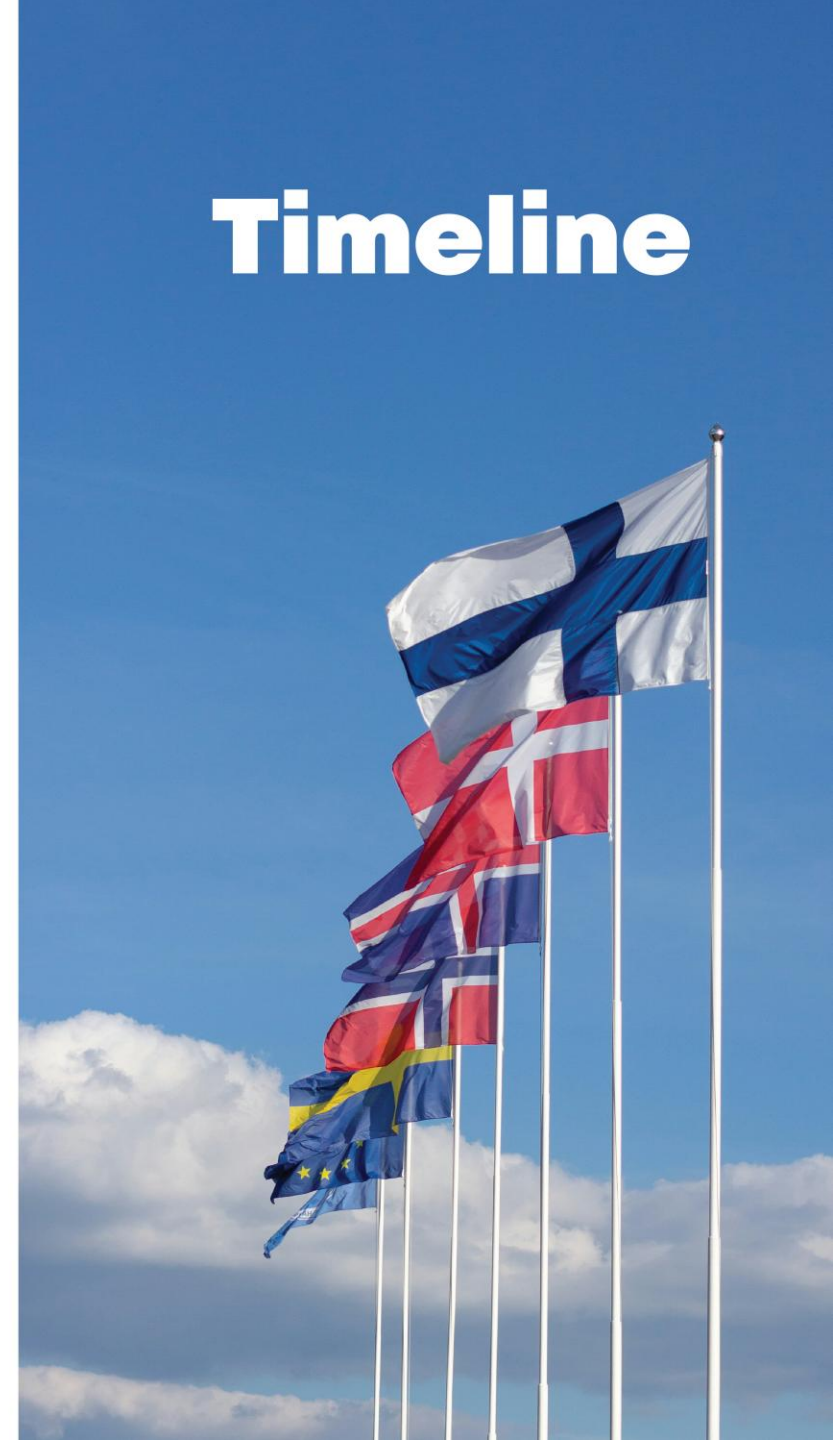


# Timeline

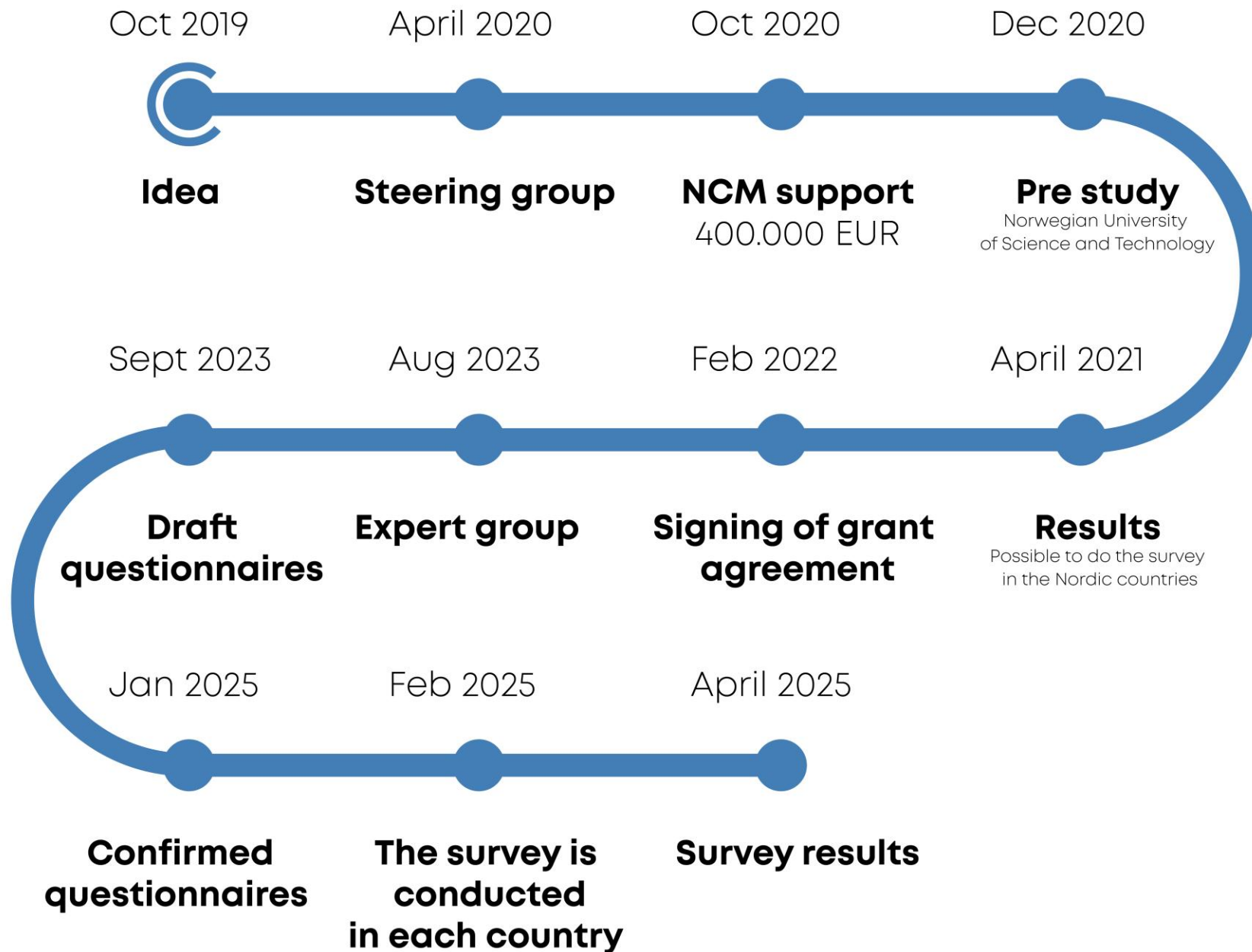




# Timeline

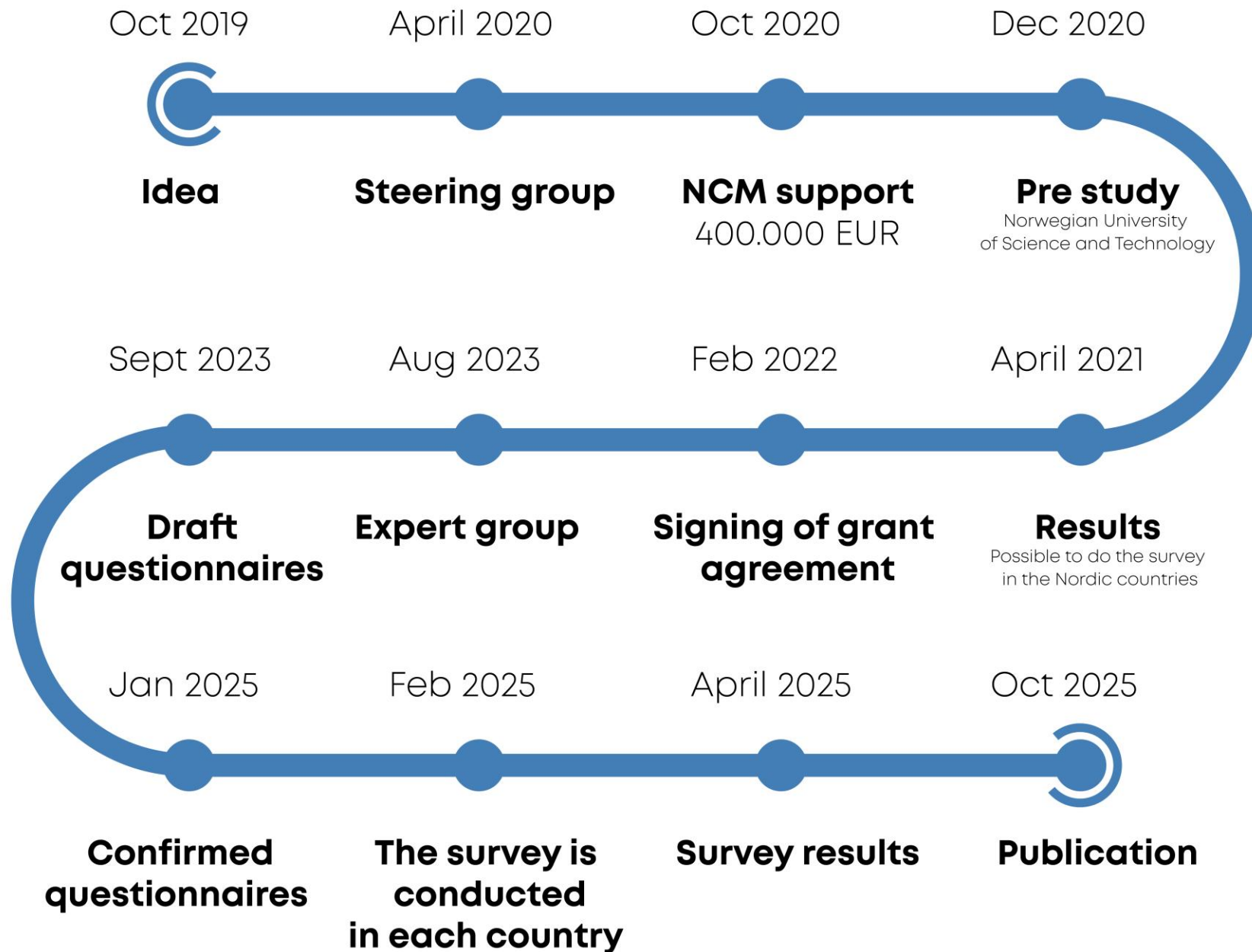






# Timeline





# Timeline



# Implementation



Developing a method in collaboration

## Web based survey

Adults 16+ years

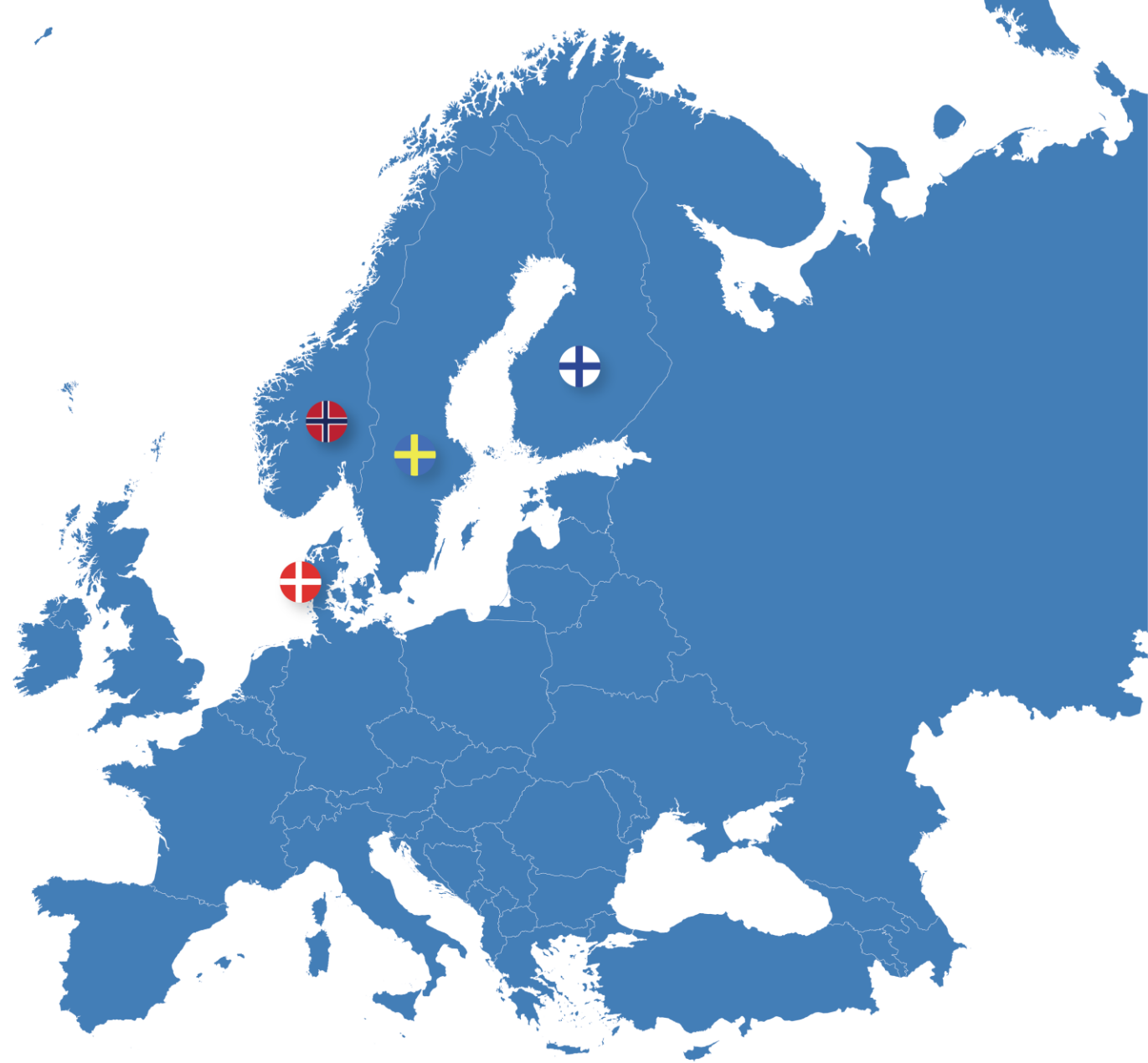
Children and youth 9-15 years

# 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 alldeles 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.



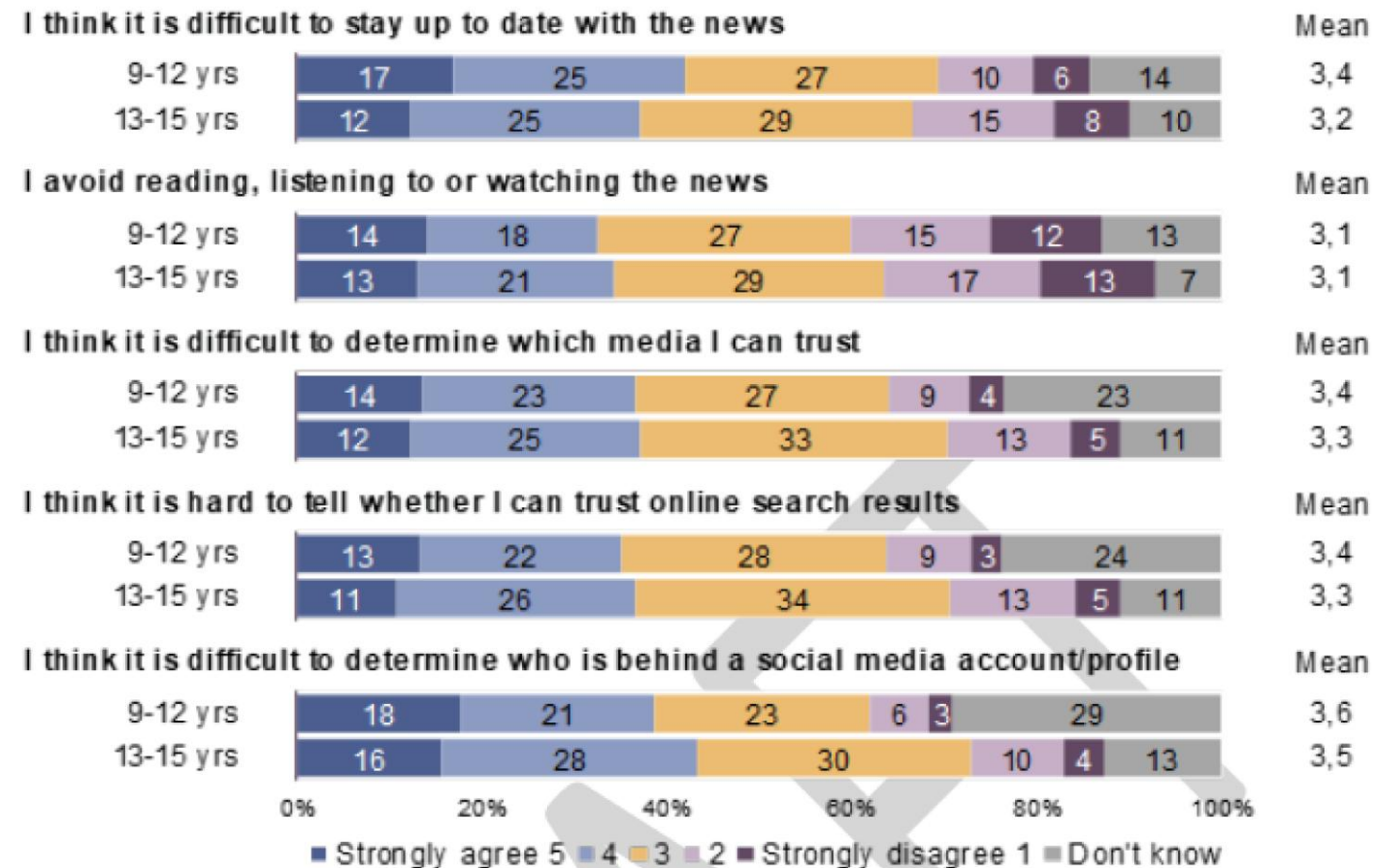




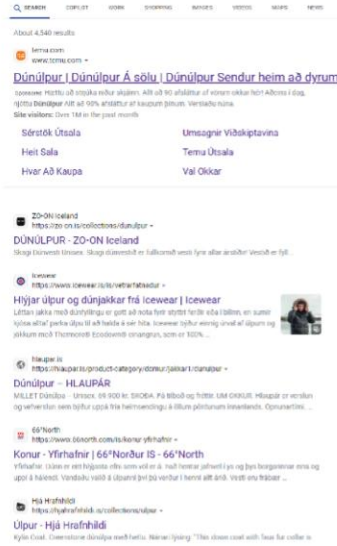
# Excerpts from the results

- 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.

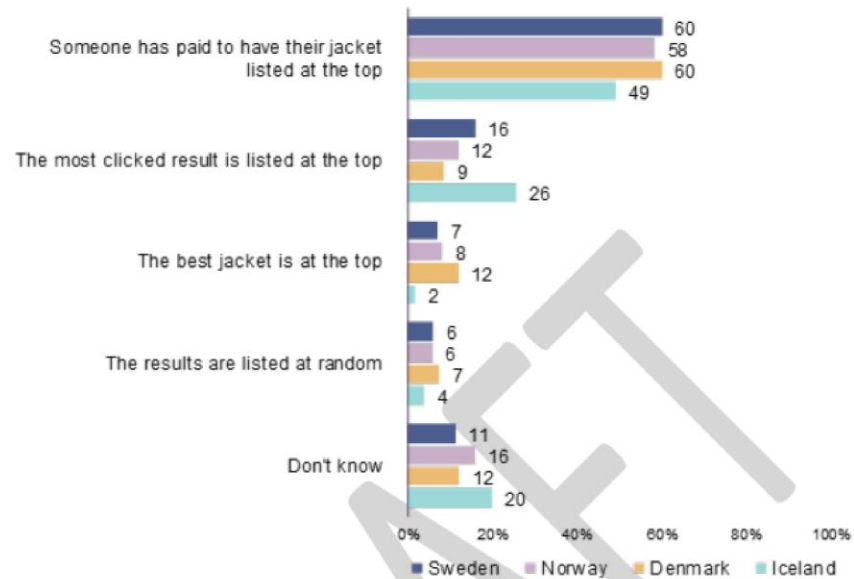
Figure 5.6. Youths' attitudes towards information and news online by age (percent)



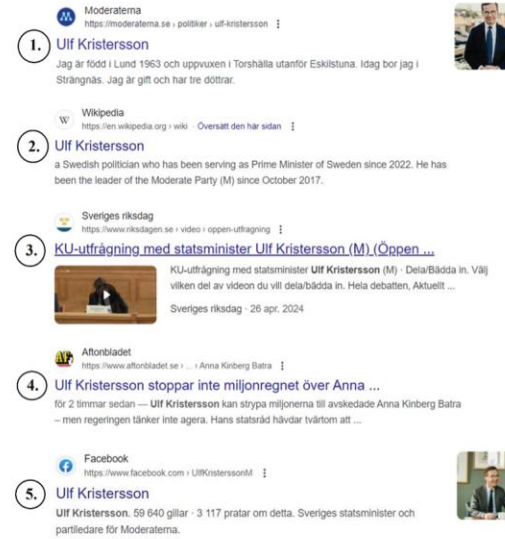
## Example of web search for down jacket, Iceland



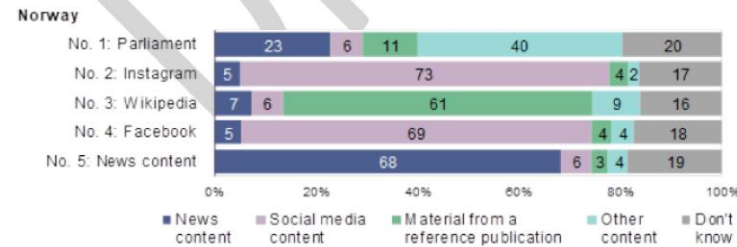
The image shows the results from an online search. What determines the order in which the results are listed?



## Example of web search prime minister, Sweden



Which of the numbered search results in the image are...?



## Example of news site, Finland

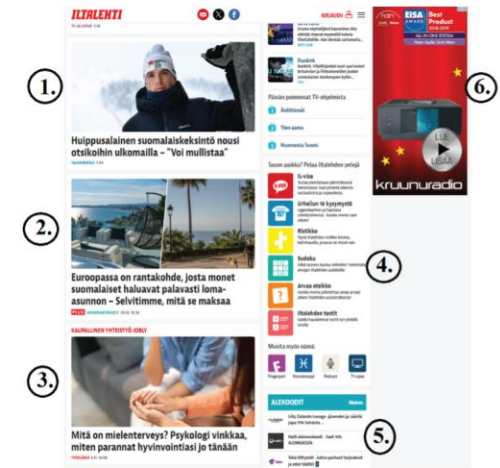
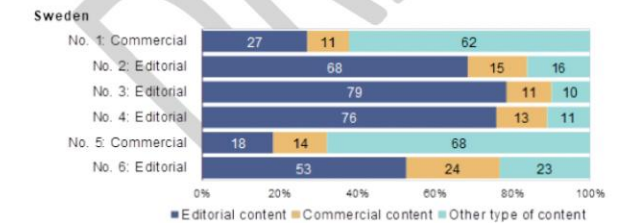


Figure 4.6. Categorising news site content Sweden (percent)

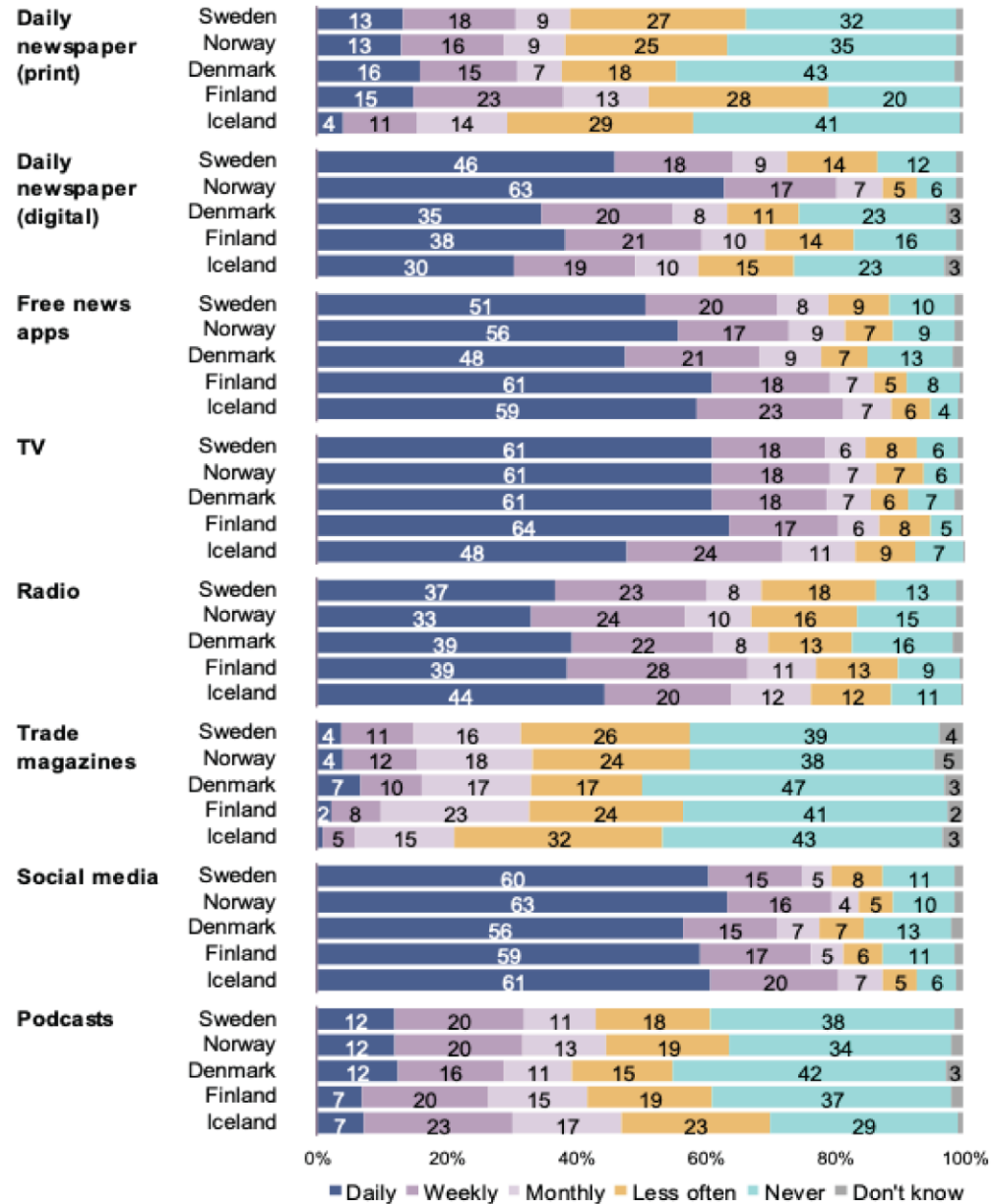
Which of the numbered parts of the image are...?





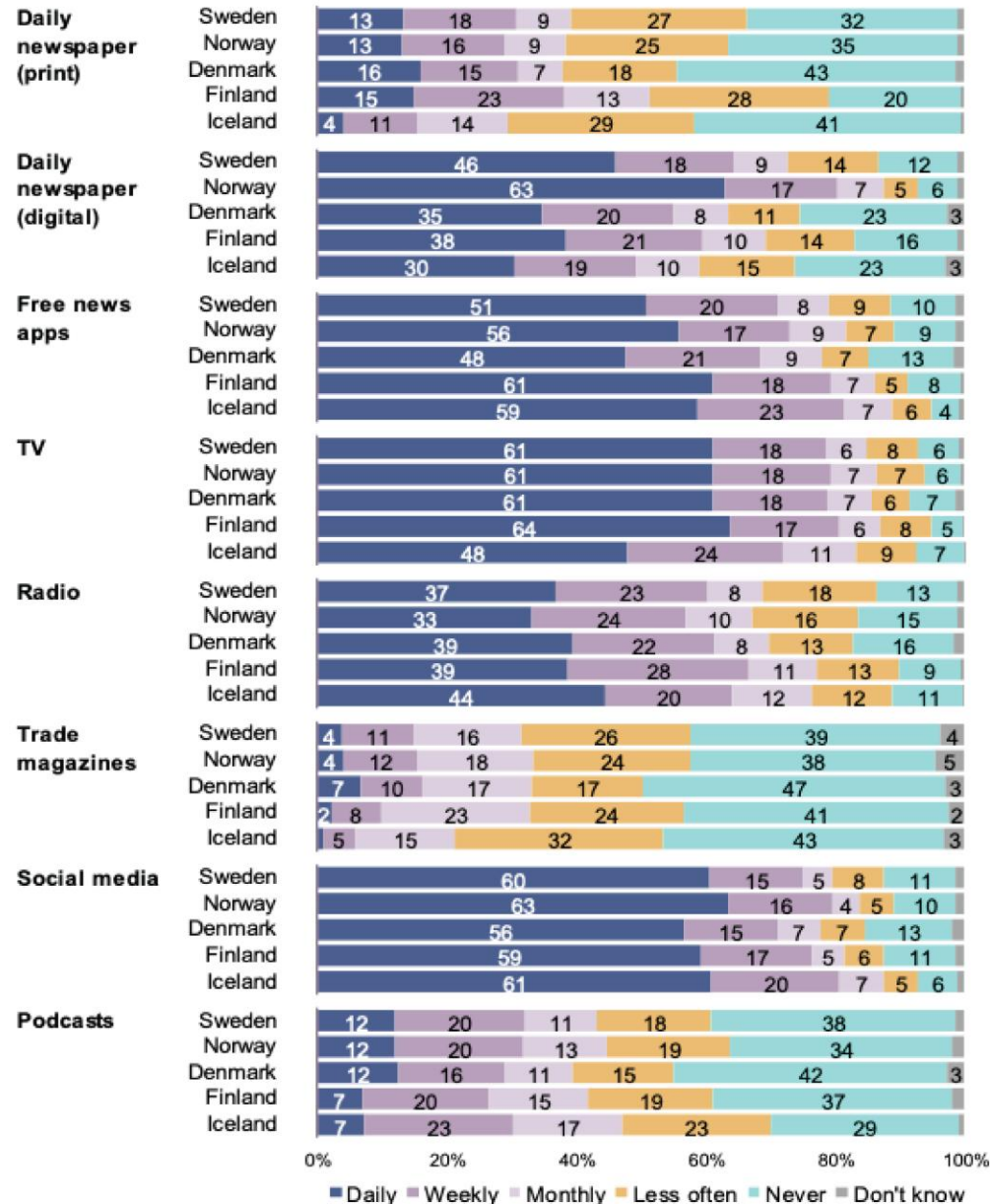
## News consumption 16+ years by country

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



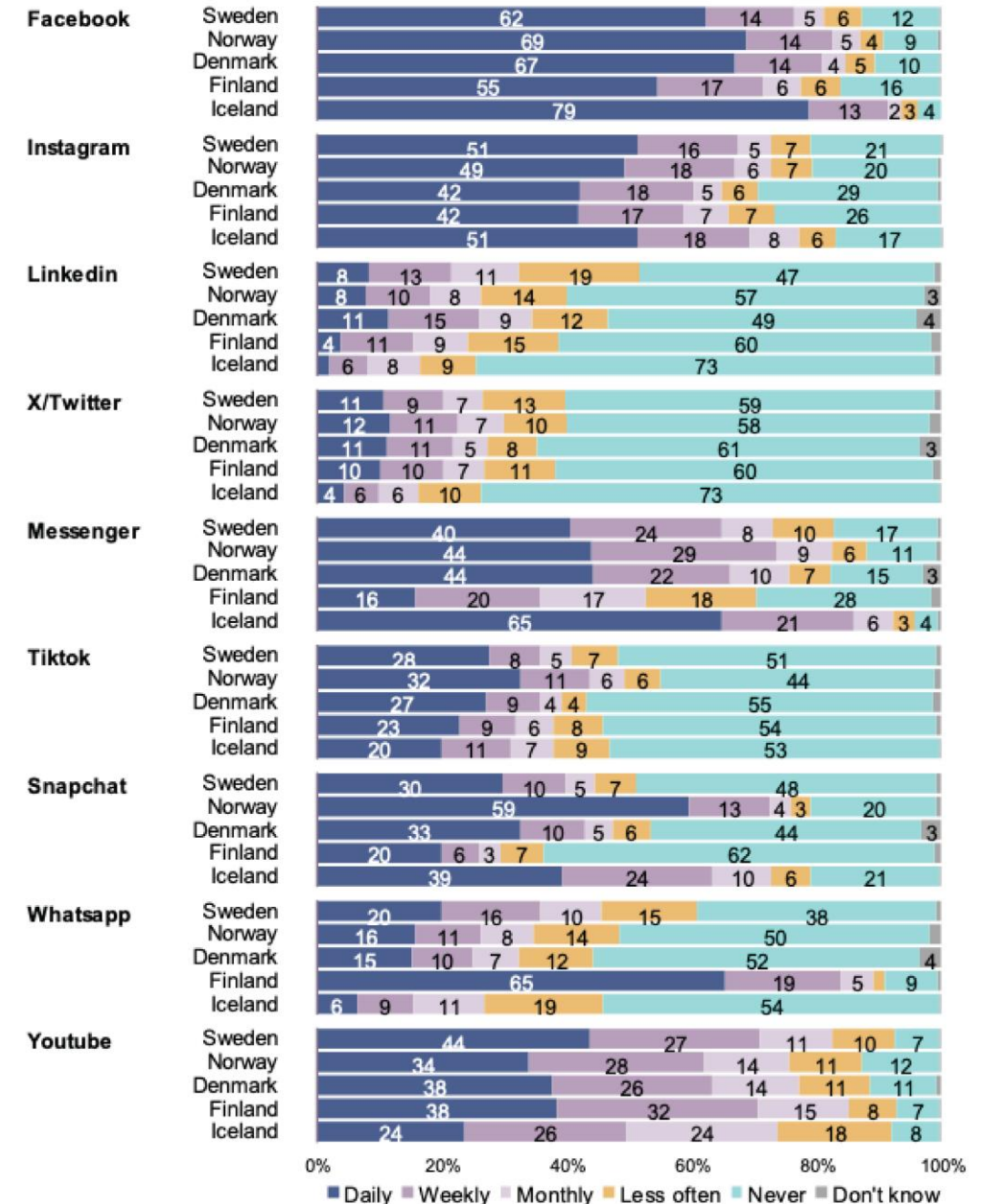
## News consumption 16+ years by country

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

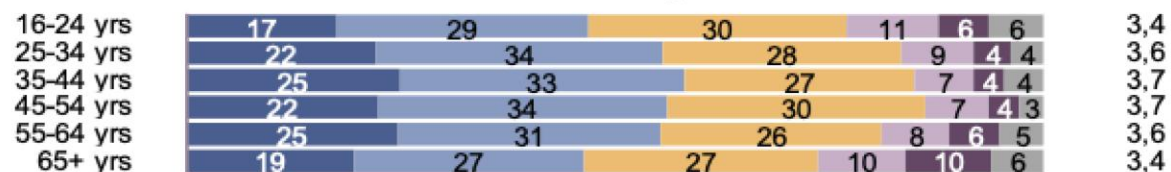


## Use of social media platforms 16+ years, by country

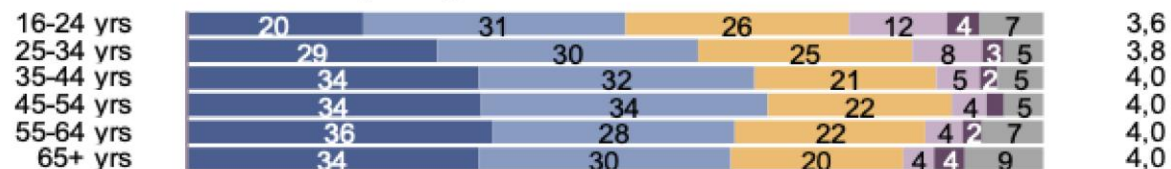
Do you use any of the following social media platforms?



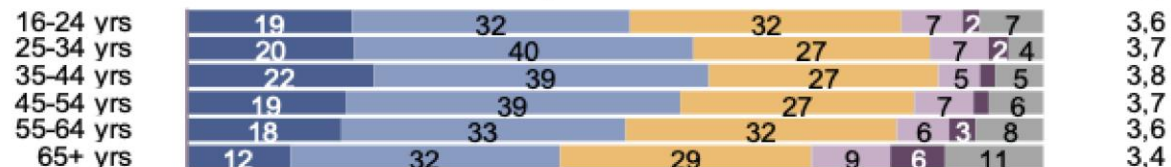
**I visit several sources for information about something in the news** Mean



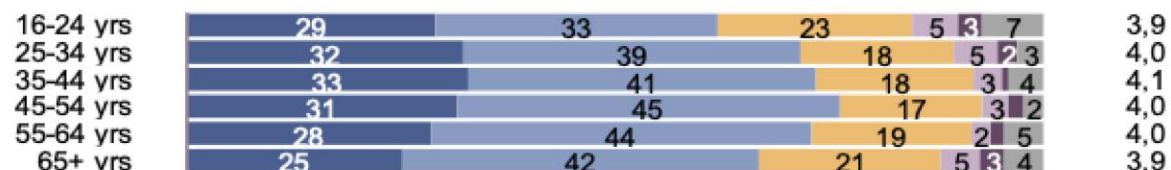
**I evaluate whether the news topic is genuine or false before I share it with others** Mean



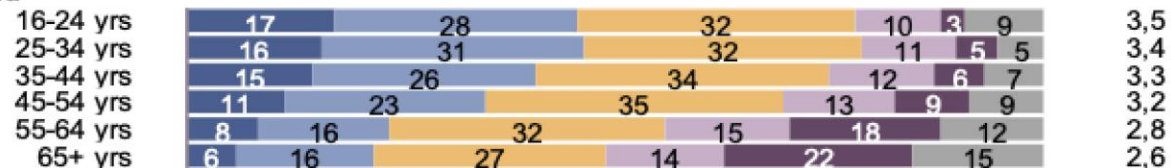
**I can determine which media are trustworthy or which I can/cannot trust** Mean



**I often find the information I am looking for online** Mean



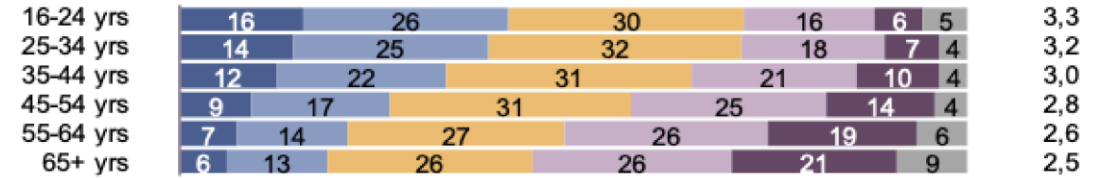
**I often receive good information from people/accounts I am following on social media** Mean



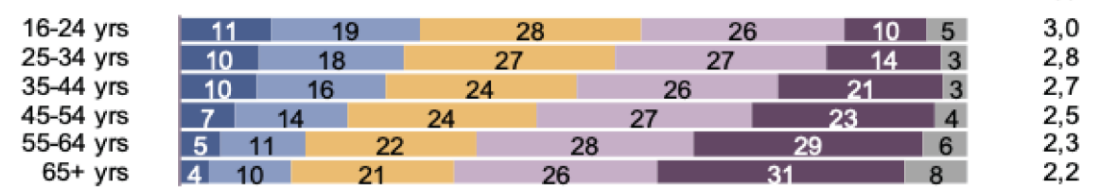


## Social media posts:

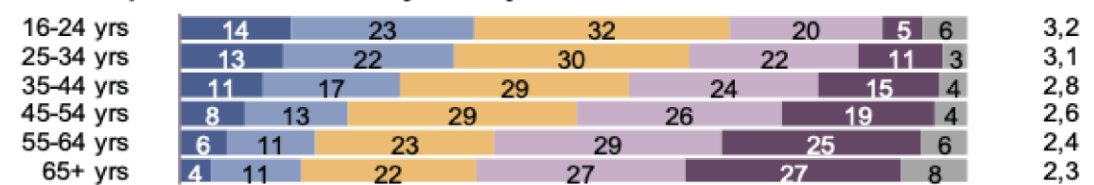
**Provide me with relevant/important information about current events in my country and abroad**



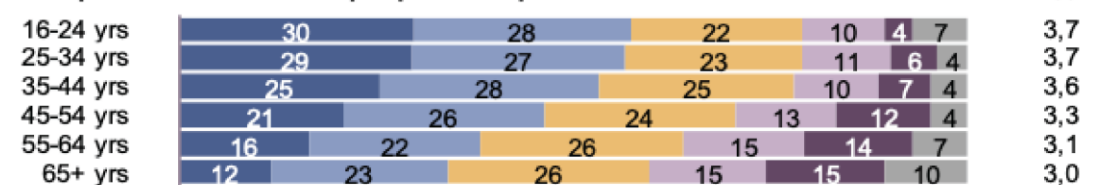
**Are credible sources of information**



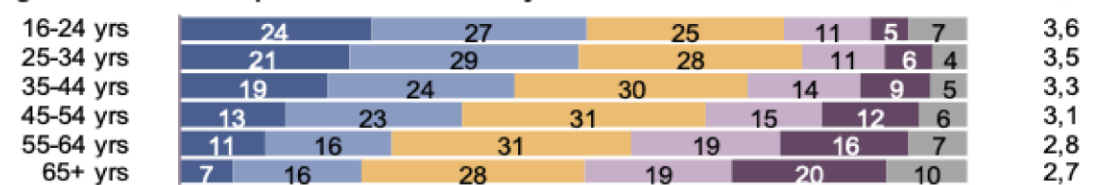
**Provide a fair picture of events in my country and abroad**



**Provide a platform for different people and opinions**



**Strengthen freedom of speech and democracy**

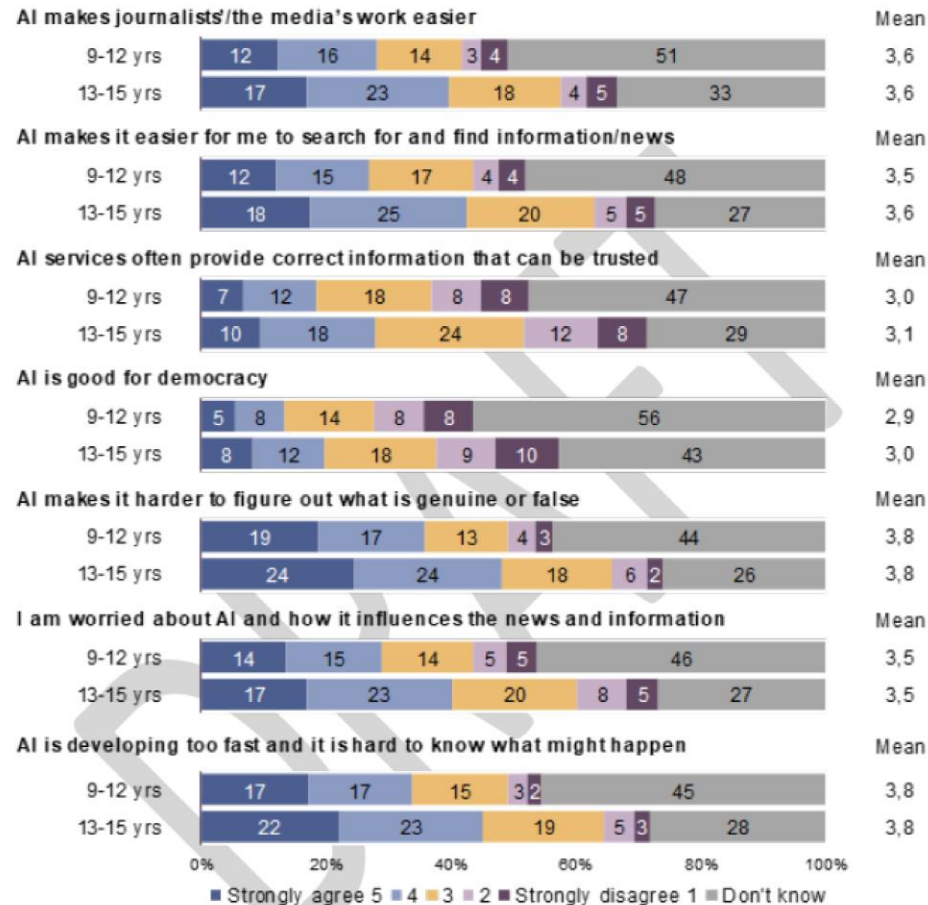


0% 20% 40% 60% 80% 100%

■ 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?

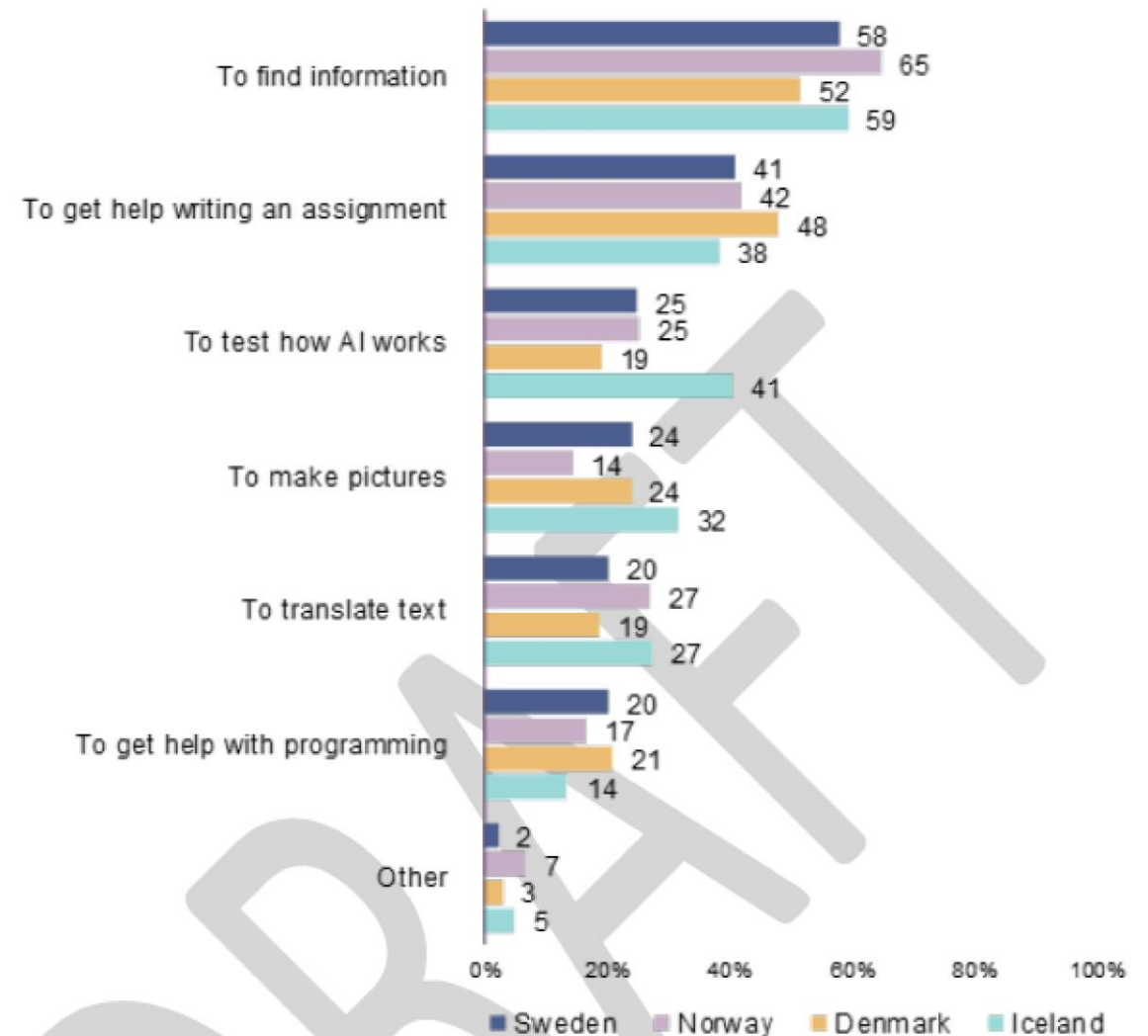
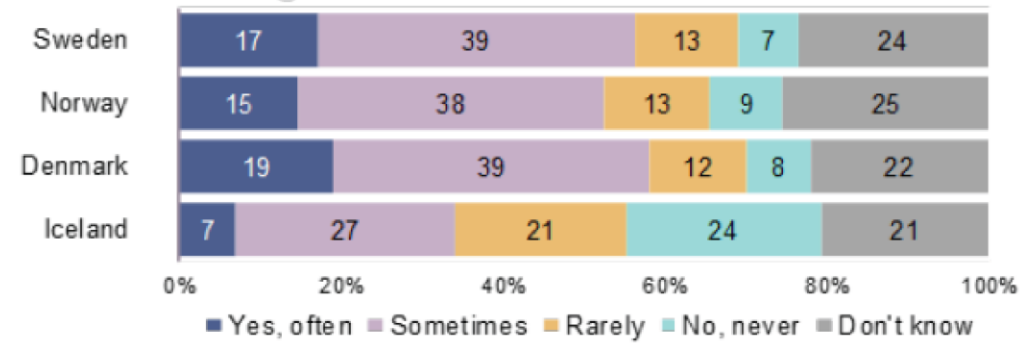


Figure 3.5. Youths' encounter with false information by country (percent)

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?

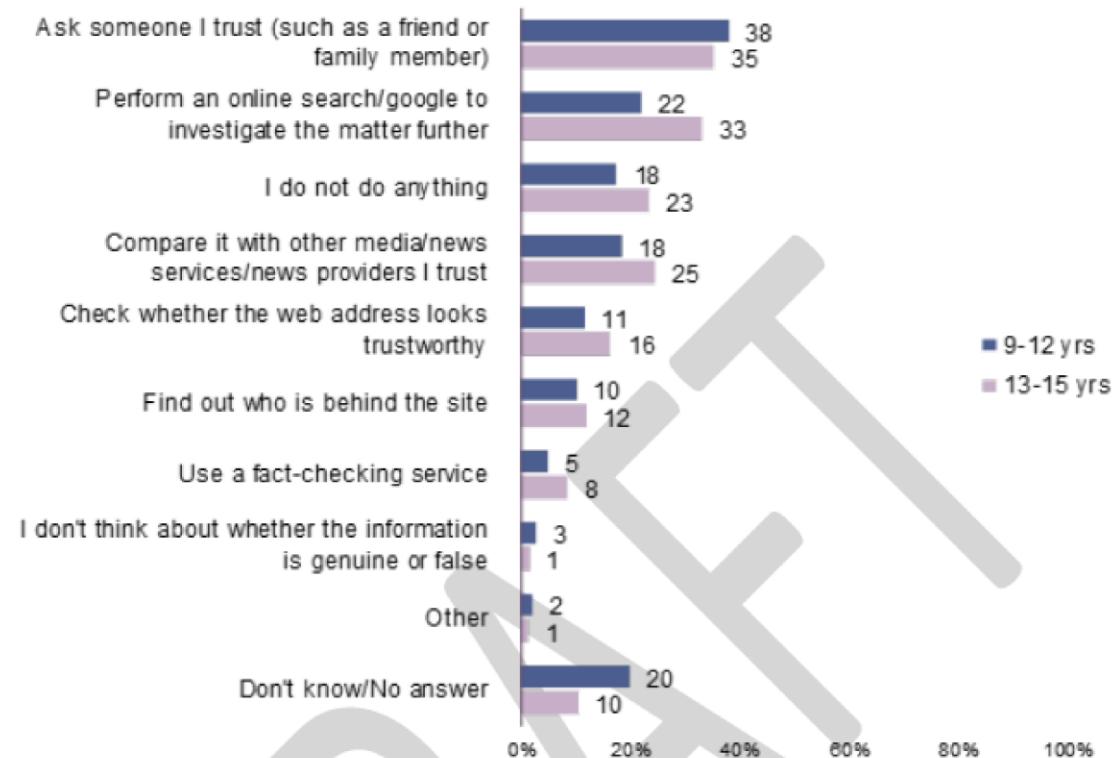




Figure 2.2. Youths' social media use by age and platform (percent)

Do you use any of the following social media platforms?

