

# Media Literacy in Latvia 2019 and Tasks for the Future

Dr.sc.comm. Klinta Ločmele





→ “Latvian Media Policy Guidelines for 2016–2020” and Plan for their implementation

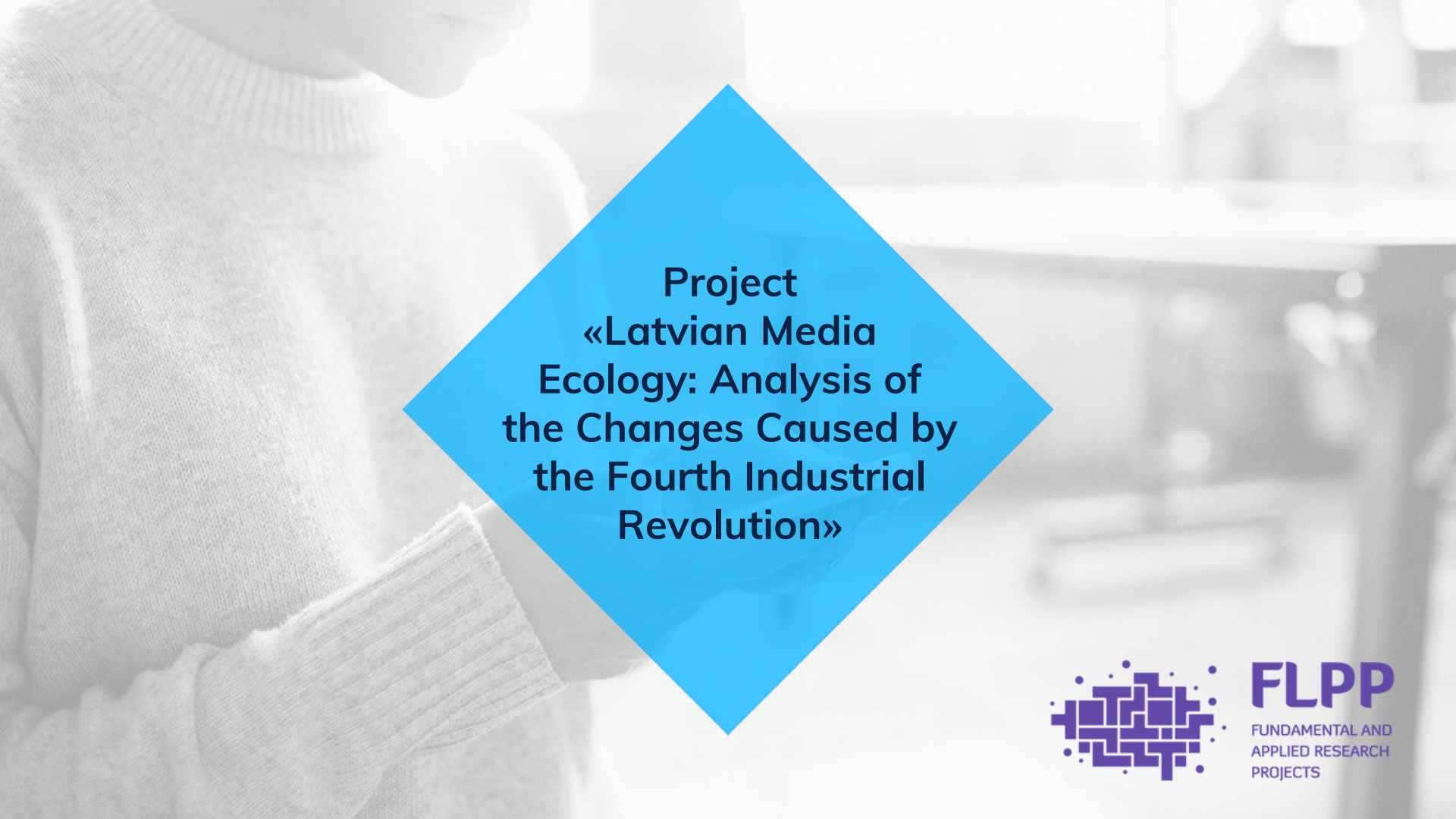
→ adopted by the government on November 2016

→ Available in ENG:  
<https://www.km.gov.lv/en/media-policy>



**In 2017**  
Research on media  
literacy of  
inhabitants of  
Latvia

**Summary in ENG available**  
<https://www.km.gov.lv/en/media-policy/research>



**Project  
«Latvian Media  
Ecology: Analysis of  
the Changes Caused by  
the Fourth Industrial  
Revolution»**



**FLPP**  
FUNDAMENTAL AND  
APPLIED RESEARCH  
PROJECTS



**Research 2019**

**August 12 – October 1**

**1'427 inhabitants of Latvia  
from age 16**

**Computerized  
telephone  
interviews**

A top-down view of a desk with a spiral notebook, a pen, a water bottle, and a paint palette. The notebook is open and has a blue horizontal band across the middle. The text is centered on this band.

Is it easy for you to recognize trustful information from manipulative (fabricated, malicious)?

# % of respondents say they can identify trustful information from a manipulative and fabricated

40%

2017



51%

2019

2019

Age	16-20	21-31	32-46	47-60	61-76	77+
%	61%	61%	49%	51%	45%	42%

# % of respondents say they haven't thought whether they can identify trustful information from manipulative and fabricated



2019

Age	16-20	21-31	32-46	47-60	61-76	77+
%	4%	4%	6%	7%	13%	26%



# % of respondents say they lack knowledge to identify trustful information from a manipulative and fabricated

**11%**

2017



**11%**

2019

2019

Age	16-20	21-31	32-46	47-60	61-76	77+
%	9%	9%	10%	10%	15%	9%

A top-down view of a desk with a spiral notebook, a pen, a watercolor palette, and a pair of headphones. The notebook is open and has a blue horizontal band across the middle with the text "Challenges for 2020".

# Challenges for 2020

A person wearing a light-colored, ribbed sweater is shown from the chest up, holding a large, bright blue diamond-shaped graphic. The background is a blurred indoor setting, possibly a cafe or office, with a table and chairs visible. The text on the diamond is white and black.

**#1**  
**How to reach**  
**“baby boomers”?**  
**born in 1944-1964**



# Baby Boomers

**Birth Years:** 1944 to 1964

**Current Age:** 55 to 75

**Media Consumption:** Highest consumers of traditional media.

**Shaping Events:** Post World War II optimism.

**Finances:** Managing retirement with life expectancies on the rise.

→ Illustration from <https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>

Media Support  
Foundation  
supported **20  
projects** for  
media literacy  
development  
and  
deconstruction  
of lies + media  
criticism genre

2018

## Reach with traditional media?

Deconstruction of lies and promotion of media literacy implemented **by media themselves** are of particular importance

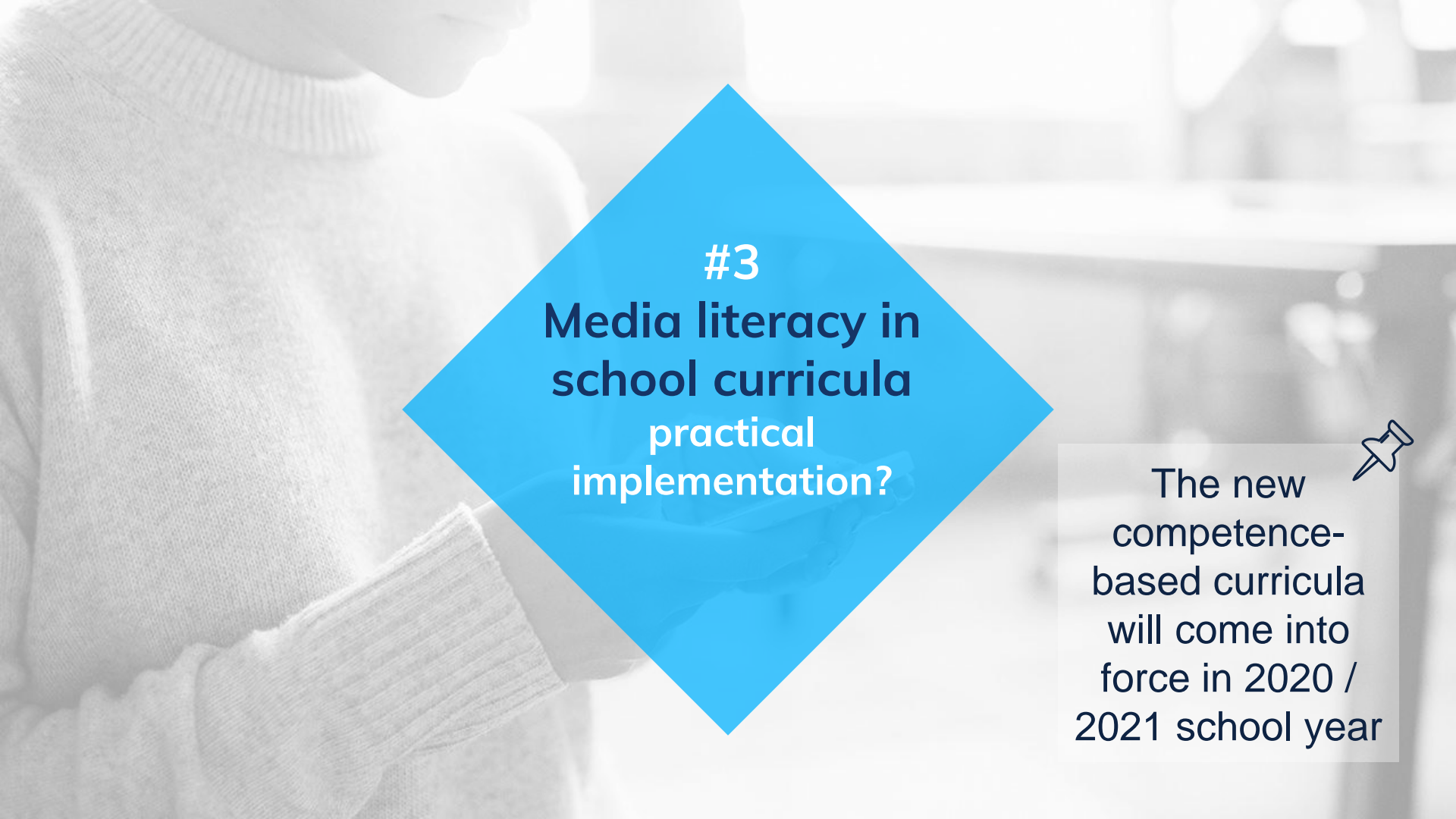
the study shows that from those respondents who want to know more about media literacy, **85% expect the information from the media**

**Summary in ENG available:** <https://www.km.gov.lv/en/media-policy/research>


A person wearing a light-colored, ribbed sweater is shown in profile, looking down. A large, bright blue diamond shape is overlaid on the image, containing white text. The background is a blurred indoor setting, possibly a cafe or office.

#2

**Short term projects**  
(6-9 months usually)



**#3**  
**Media literacy in  
school curricula  
practical  
implementation?**



The new  
competence-  
based curricula  
will come into  
force in 2020 /  
2021 school year

A person wearing a light-colored, ribbed sweater is shown in profile, looking down at a device held in their hands. The background is a blurred indoor setting, possibly a library or study area, with a table and chairs visible. A large, bright blue diamond shape is overlaid on the center of the image, containing white text.


**#4**

**How to improve  
media literacy  
activities for  
Latgale region?**



## BY REGION

Is it easy for you to recognize trustful information from manipulative (fabricated, malicious)?

Responses	Riga region	Greater Riga region	Vidzeme	Kurzeme	Zemgale	Latgale
I lack knowledge to identify trustful information from manipulative and fabricated	10%	10%	12%	9%	14%	15%
Sometimes I have believed to the tendentious or fabricated information in media, understanding it later	29%	30%	33%	29%	30%	27% 
I usually can identify trustful information from a manipulative and fabricated	52%	52%	48%	53%	48%	45%
I haven't thought about that	9%	8%	7, %	9%	9%	13%

A person wearing a light-colored, ribbed sweater is shown in profile, looking down at a smartphone held in their hands. The background is a blurred indoor setting, possibly a cafe or office. A large, solid blue diamond shape is overlaid on the center of the image, containing white text.

**#5**

**How to reach low  
educated?**

## BY EDUCATION

# Is it easy for you to recognize trustful information from manipulative (fabricated, malicious)?

Responses	Lower than high-school	High-school, high-school professional, not finished higher	Higher
I lack knowledge to identify trustful information from manipulative and fabricated	15%	11%	10%
Sometimes I have believed to the tendentious or fabricated information in media, understanding it later	29%	30%	29%
I usually can identify trustful information from a manipulative and fabricated	37%	49%	56%
I haven't thought about that	20%	10%	6%

Difference ~20 %

A person wearing a light-colored, ribbed sweater is shown from the chest up, looking down at a smartphone held in their hands. The background is a blurred indoor setting, possibly a cafe or office. A large, bright blue diamond shape is overlaid on the center of the image, containing white text.

**#6**

**How to reach  
people with low  
income?**

## BY INCOME

Is it easy for you to recognize trustful information from manipulative (fabricated, malicious)?

Responses	Up to 300 EUR	EUR 301 - 500	501 - 700 EUR	701 EUR and more
I lack knowledge to identify trustful information from manipulative and fabricated	16%	12%	8%	8%
Sometimes I have believed to the tendentious or fabricated information in media, understanding it later	22%	35%	30%	31%
I usually can identify trustful information from a manipulative and fabricated	45%	42%	52%	59%
I haven't thought about that	18%	10%	10%	3%

**Are  
youngsters  
the most  
vulnerable  
group?**



Photo: Eric Pickersgill  
<http://www.designboom.com/art/eric-pickersgill-removed-smartphones-10-14-2015/>



**Collaboration  
System  
Budget  
Long-term  
Inclusion**



**Thanks!**

You can find me at:  
[klinta@gmail.com](mailto:klinta@gmail.com)