

Media literacy in Latvia: New research results (2019) and tasks for the future

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„Latvijas mediju ekoloģija: Ceturtās industriālās revolūcijas
izraisīto pārmaiņu analīze” Nr. Izp-2018/2-0260



FLPP
FUNDAMENTAL AND
APPLIED RESEARCH
PROJECTS

Media literacy - skills

- to use media
- to search and analyze information
- to critically evaluate media messages
- to participate in the creation of media content

+

understanding of freedom of speech,
media role and importance in
democracy, journalists' functions and
responsibility etc.



The first
Latvian policy
planning
documents
where
activities for
media literacy
development
are included



- “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 by
Ministry of
Culture

Summary in ENG available

<https://www.km.gov.lv/en/media-policy/research>

Half of inhabitants of Latvia believe – if an information is published or broadcasted in mass media, it can be considered to be true

Media as mirror of the world.

2017



Summary in ENG available

<https://www.km.gov.lv/en/media-policy/research>

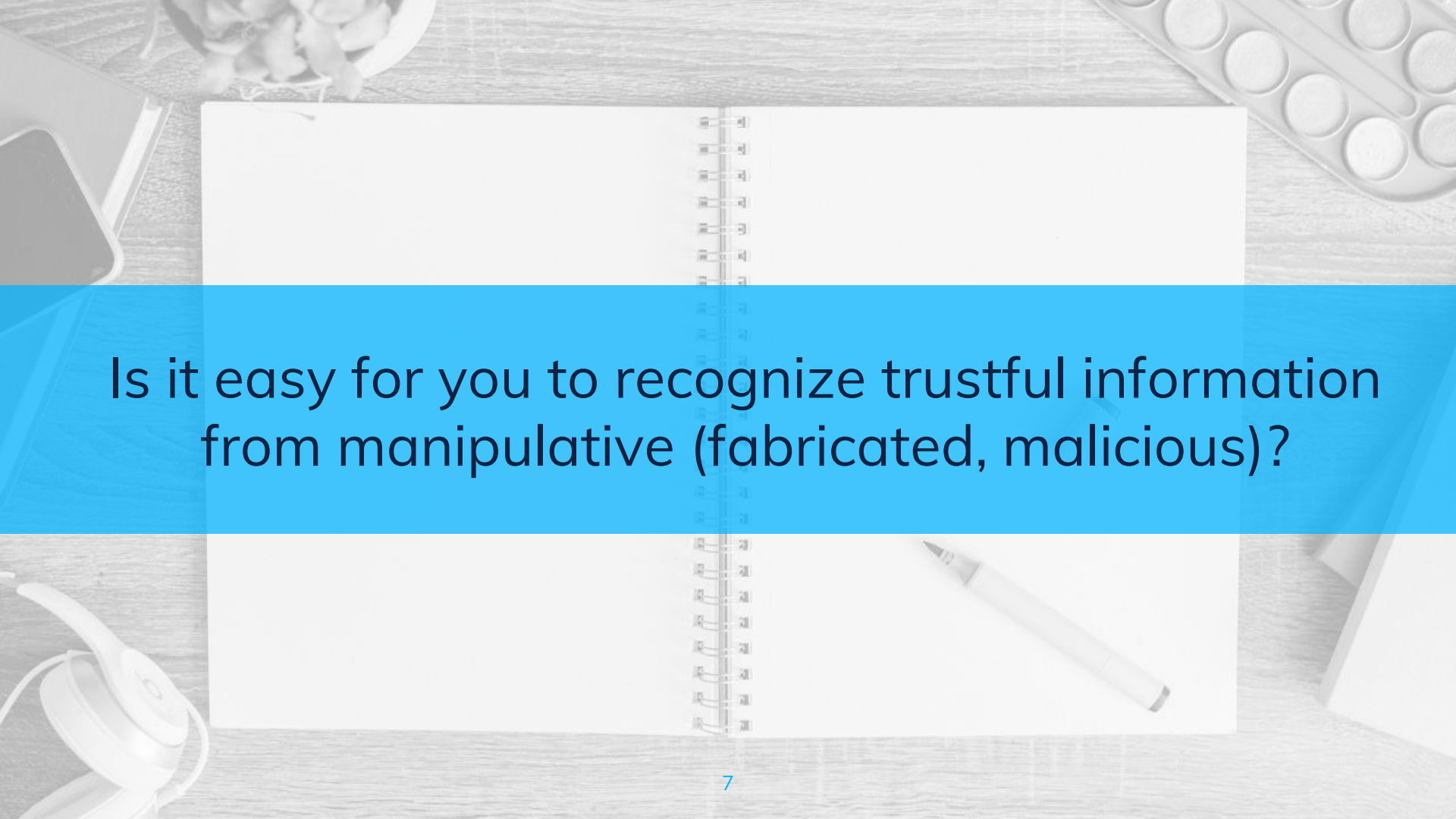
Research 2019

August 12 – October 1

1'427 inhabitants of Latvia
from age 16

Computerized
telephone
interviews

Project
«Latvian Media Ecology:
Analysis of the Changes
Caused by the Fourth
Industrial Revolution»
2018-2020

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 blank, with a blue horizontal band across the middle containing text. A white pen lies on the right page. A white water bottle is on the bottom left, and a paint palette is on the top right. The desk surface is light-colored wood.

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

27%

2017



9%

2019

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



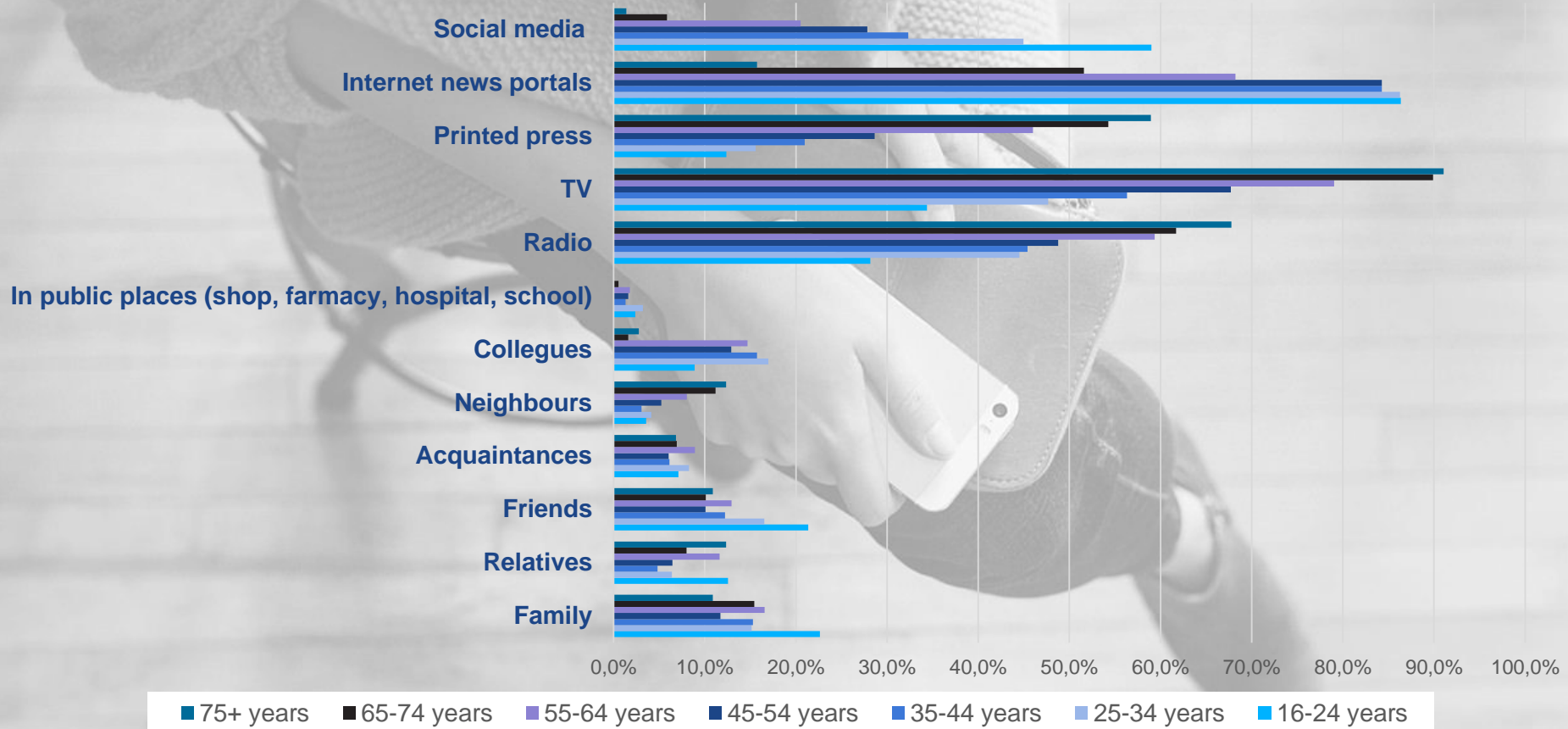
11%

2019

2019

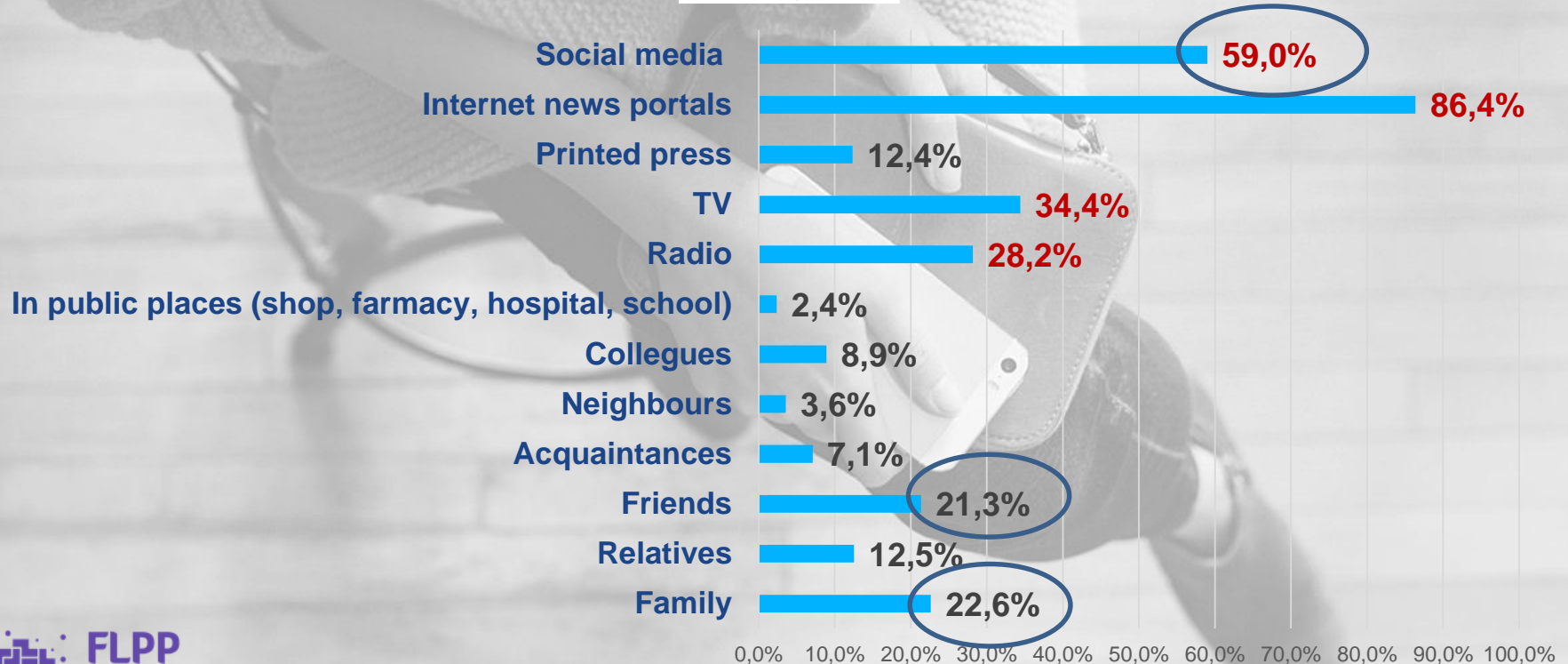
Age	16-20	21-31	32-46	47-60	61-76	77+
%	9%	9%	10%	10%	15%	9%

Where do you get information about current events in Latvia and the world? (N= 1426, 2019)



Where do you get information about current events in Latvia and the world? (N= 149, 2019)

16-24 years



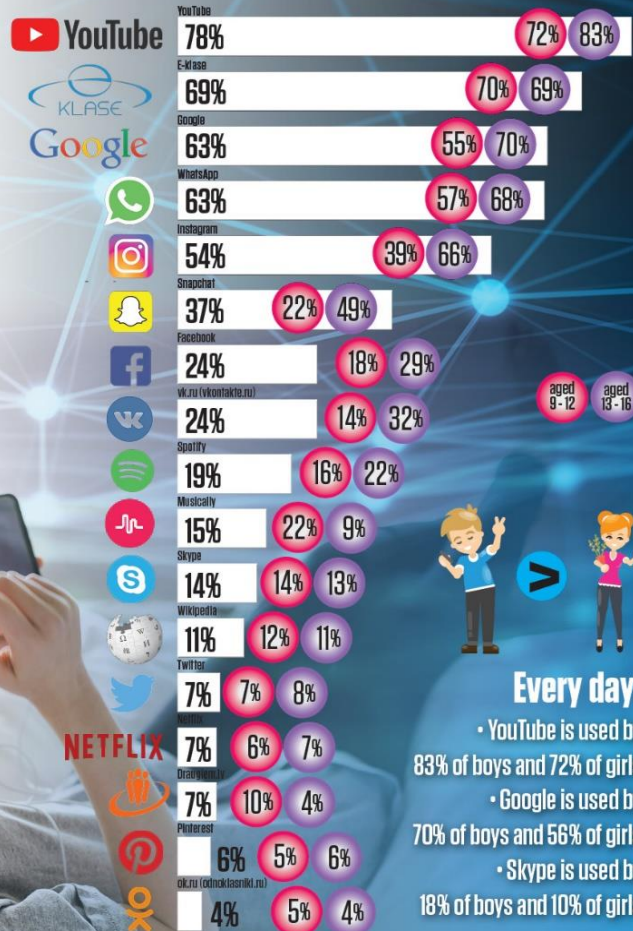
WHAT PLATFORMS ARE USED?

☐ what % of respondents aged 9-16 use these websites, social media sites, communication platforms every day...



Every day:

- Instagram is used by 60% of girls and 47% of boys
- Snapchat is used by 46% of girls and 28% of boys
- Musical.ly is used by 22% of girls and 9% of boys



Every day:

- YouTube is used by 83% of boys and 72% of girls
- Google is used by 70% of boys and 56% of girls
- Skype is used by 18% of boys and 10% of girls

2017

Age 9-16

Ministry of Culture
and UNESCO
Chair on Media
and Information
Literacy at
University of
Latvia

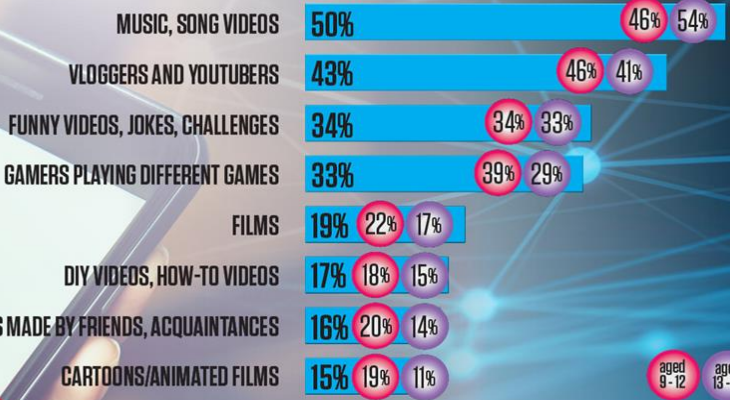
N = 1203



■ what% of respondents aged 9-16 watch these type of videos on the YouTube platform every day...

97%

have indicated that they generally tend to use YouTube



78%

use YouTube EVERY DAY

A FIFTH of the respondents (19%) use YouTube for more than

5 hours per day

Boys watch YouTube more than girls

YouTube celebrities (Vloggers & YouTubers): daily watched by 48% 38%

Funny videos, jokes, challenges: daily watched by 42% 26%

Others playing games (Gamers): daily watched by 49% 17%

2017

Age 9-16

Ministry of Culture and UNESCO Chair on Media and Information Literacy at University of Latvia

N = 1203



In USA 40% Youtube subscribers say their favorite content creator understands them better than their friends



4 in 10

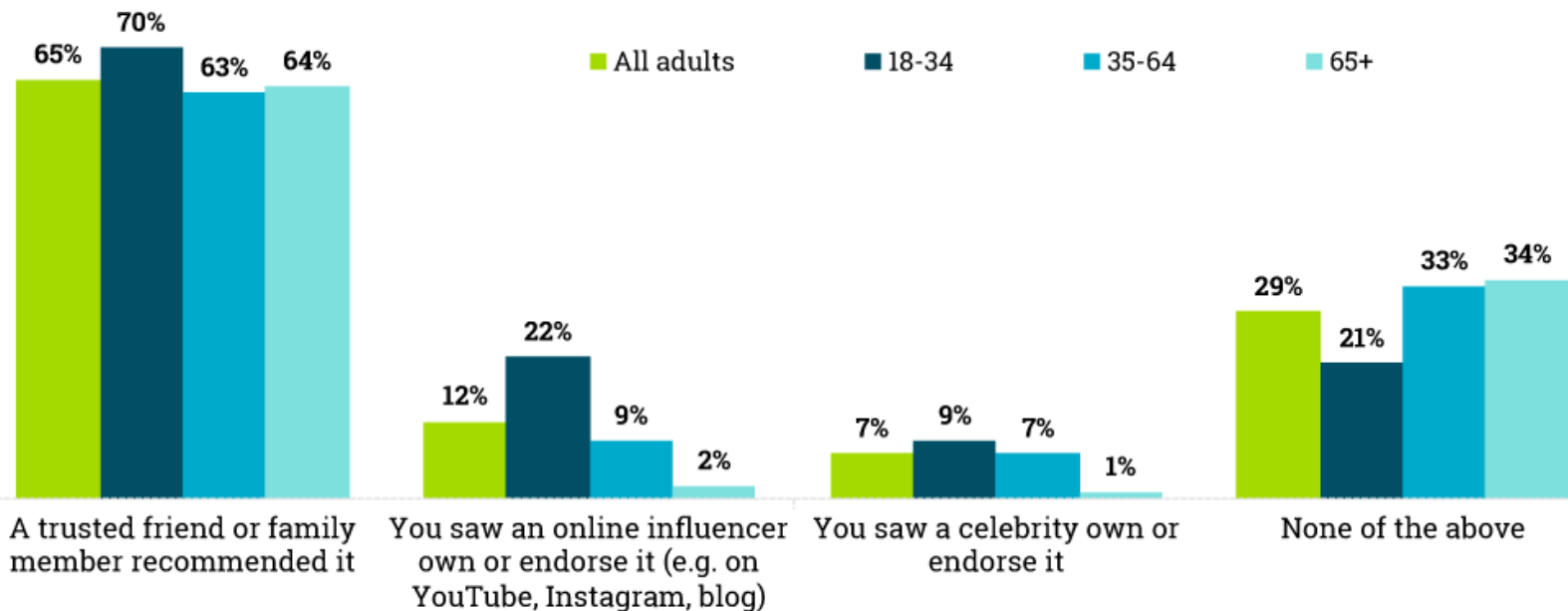
millennial subscribers say their
favorite creator understands
them better than their friends.²

Google, 2016

<https://www.thinkwithgoogle.com/consumer-insights/youtube-stars-influence/>

Who Has the Most Influence on Purchase Decisions?

"Have you ever made a big purchase because... (select all that apply)"

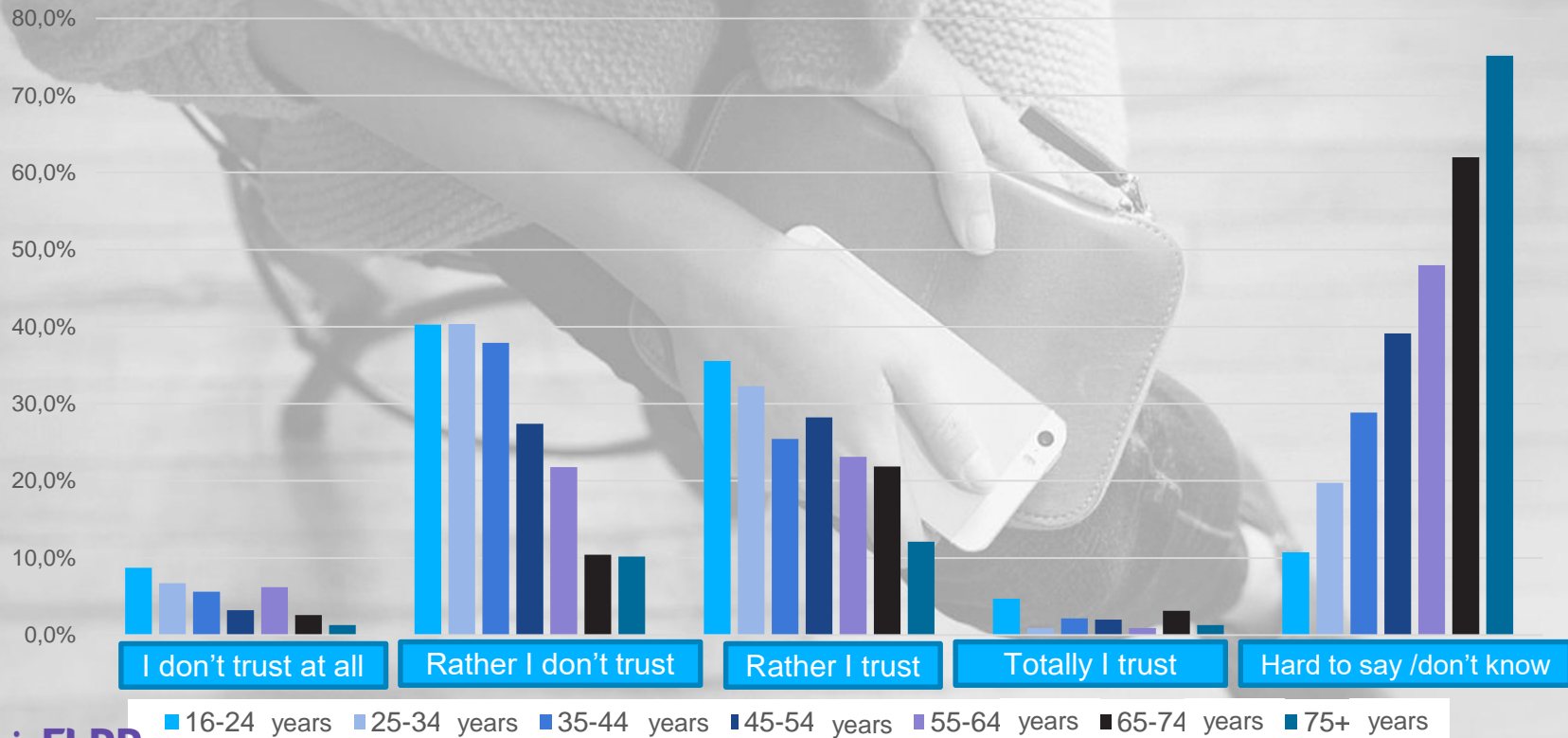


Published on MarketingCharts.com in November 2018 | Data Source: SurveyMonkey

Based on an October 2018 survey of 1,030 US adults (18+)

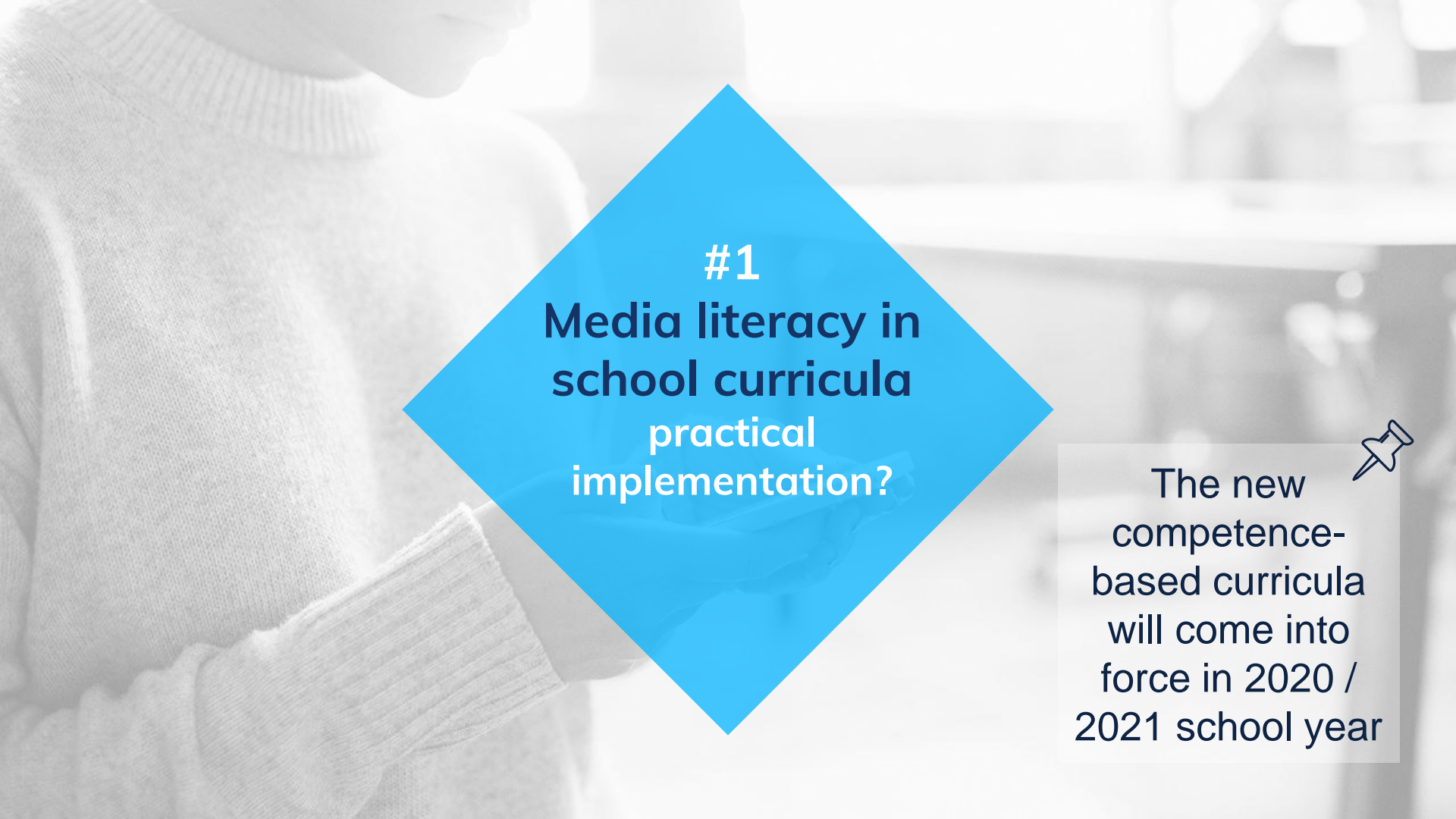
<https://www.marketingcharts.com/charts/purchase-influence-friendsfamily-online-influencers-celebrities/attachment/surveymonkey-w-o-m-influencer-celebrity-purchase-decision-influence-nov2018>

To what extent do you trust in what well known people publish in their social media? N=1426, 2019




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 blank, with a blue horizontal band across the middle containing the text. The pen is white and lies on the right page. The watercolor palette is in the top right corner, and the headphones are in the bottom left corner.

Tasks for the future

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 classroom or office.

#1
**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.

#2

**Usage of media
literacy materials
which are already
made**

Social campaign for media literacy and internet safety for 5-8 year olds“Superheroes on the Internet!”

TOP10 out of 130 projects for European Media Literacy Award



(Autumn 2018-Winter 2019)

<http://vp.gov.lv/superveronis/>



Solvita Denisa-Liepniece



CAPS - UN CIET

jeb Vilks manipulators

Marinas Heniņas ilustrācijas

Media literacy
book for 9-11
year olds
«Caught you!
Or the Wolf
Manipulator»,
2019



The Wolf made
changes in
Wikipedia -
rabbits eat
wolves! He
became a
pseudoexpert of
the European
Bunny Science
Centre. And so it
began...

UNMASKED!!!

An illustrations
by Marina
Henija
of the book



Marina Henija's illustration

NGOs working on media literacy and critical thinking and initiative of business sector (Samsung) addressed to youngsters and/ or their teachers and parents



DROSS
INTERNETS.LV



SKOLĒNA
digitālais



SAMSUNG
SKOLA NĀKOTNEI





#3

**Short term media
literacy projects
(6-9 months) to
long term projects
(2-3 years)**

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

2018

Media literacy category in Media Support Foundation

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>



Melu tvertne: Biedē ar Krievijas un Nīderlandes karu

Melu tvertne: Hormoni un antibiotikas vīstas gaļā

Melu tvertne: Asinspirts Balvu skaitparkā

Some examples of supported media literacy projects in media – in all platforms



IZSARGĀJIES GUDRI -
Lai viltus ziņas nevaļrojas

VILTUS ZIŅAS? IZSARGĀJIES!
Stājoties attiecībā ar viltus ziņām, neizmirsti par kontracepciju
Radio SWH Rock aicina: izsargājies gudri – lai viltus ziņas nevaļrojas. Katru dienu ēterā pasniegsim trīs viltus ziņas un to atbilstošās dekonstrukcijas, lai attīstītu sabiedrības kritisko domāšanu un medijpratību.

Ziņu arhīvs:

"VILTUS ZIŅA 1"
BOBS HÄRTLIS

1. "VILTUS ZIŅA 1" — BOBS HÄRTLIS	1:37
2. "VILTUS ZIŅA 2" — SADARZINĀS-SABIEDRISKAIS-TRANSPORTS	1:56
3. "VILTUS ZIŅA 3" — AIZKRAUKLES-BANKA-ATSAK-DARBU	1:54
4. "VILTUS ZIŅA 4" — KRĪŠTIĀNU-RŅONĀLDU-ATPŪŠAS-USMĀ	1:55
5. "VILTUS ZIŅA 5" — BRAUNS-PIEJEM-KATALONIJAS-PILSONĪBU	1:30
6. "VILTUS ZIŅA 6" — UZ-RĪGU-LIODS-VIRGINI-ATLANTIC	1:39
7. "VILTUS ZIŅA 7" — LATVIJA-UZJEMIS-ASANŽU	1:36
8. "VILTUS ZIŅA 8" — IRBENS-ŠOKATORS-UZTVER-ĀRPUSZEMI	1:53
9. "VILTUS ZIŅA 9" — TEHNISKĀ-APSKATE-ATTĪLĪNĀTI	2:07
10. "VILTUS ZIŅA 10" — KĻĒ-LINĀRĒ-APVIENĀS	1:49


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	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	52%	52%	48%	53%	48%	45%
I haven't thought about that	9%	8%	7%	9%	9%	13%

2019, N=1427

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.

#5

**How to reach low
educated?**

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

BY EDUCATION

Responses	Lower than high-school	High-school, high-school professional, not finished higher	Higher
I lack knowledge	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	37%	49% Difference ~20 %	56%
I haven't thought about that	20%	10%	6%

2019, N=1427

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?**

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

BY INCOME

Responses	Up to 300 EUR	EUR 301 - 500	501 - 700 EUR	701 EUR and more
I lack knowledge	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	45%	42%	52%	59%
I haven't thought about that	18%	10%	10%	3%

2019, N=1427

**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:
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