

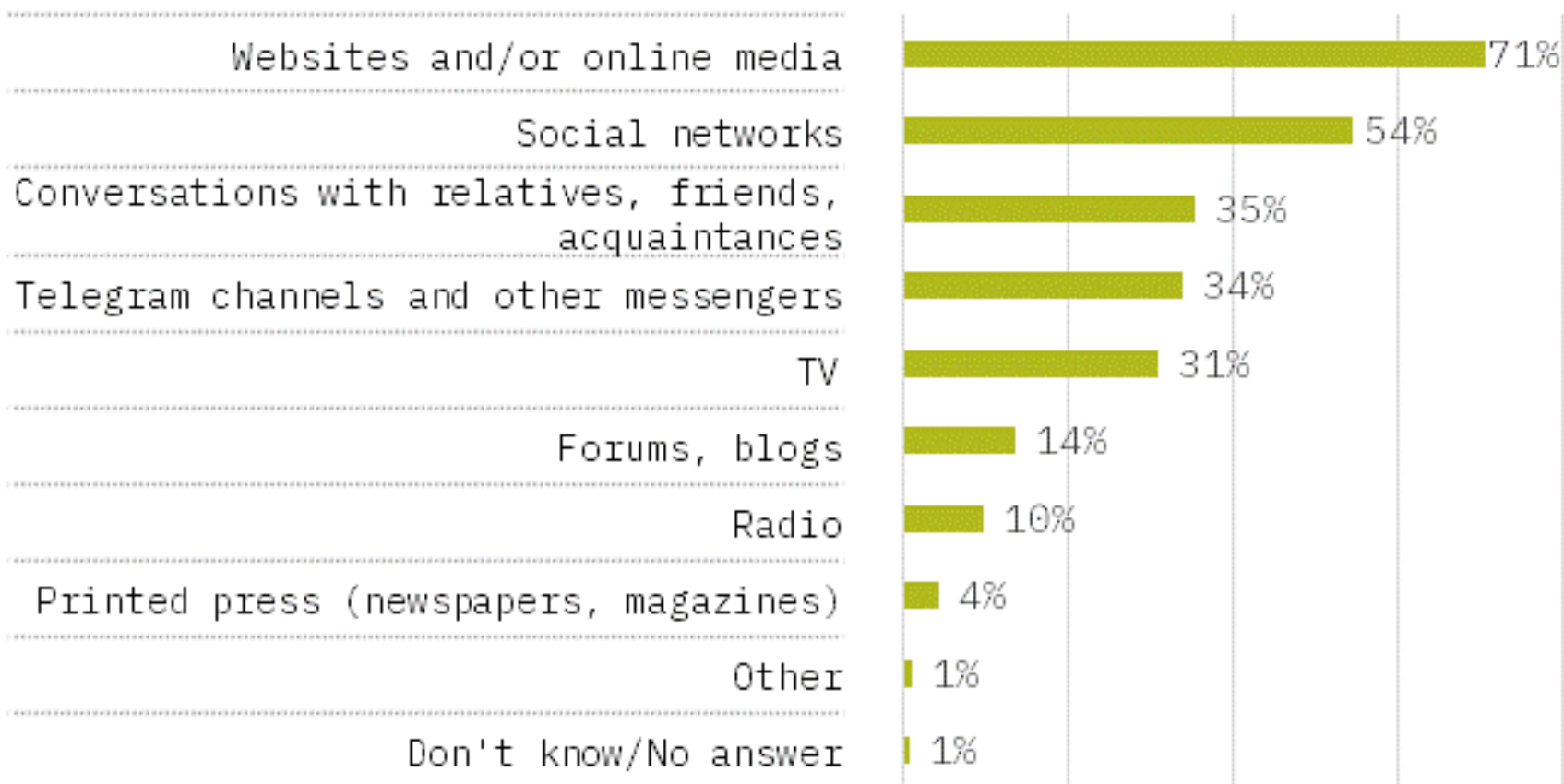
MEDIA CONSUMPTION AND MEDIA LITERACY DURING THE COVID-19 PANDEMIC

MEDIA CONSUMPTION

INFORMATION SOURCES

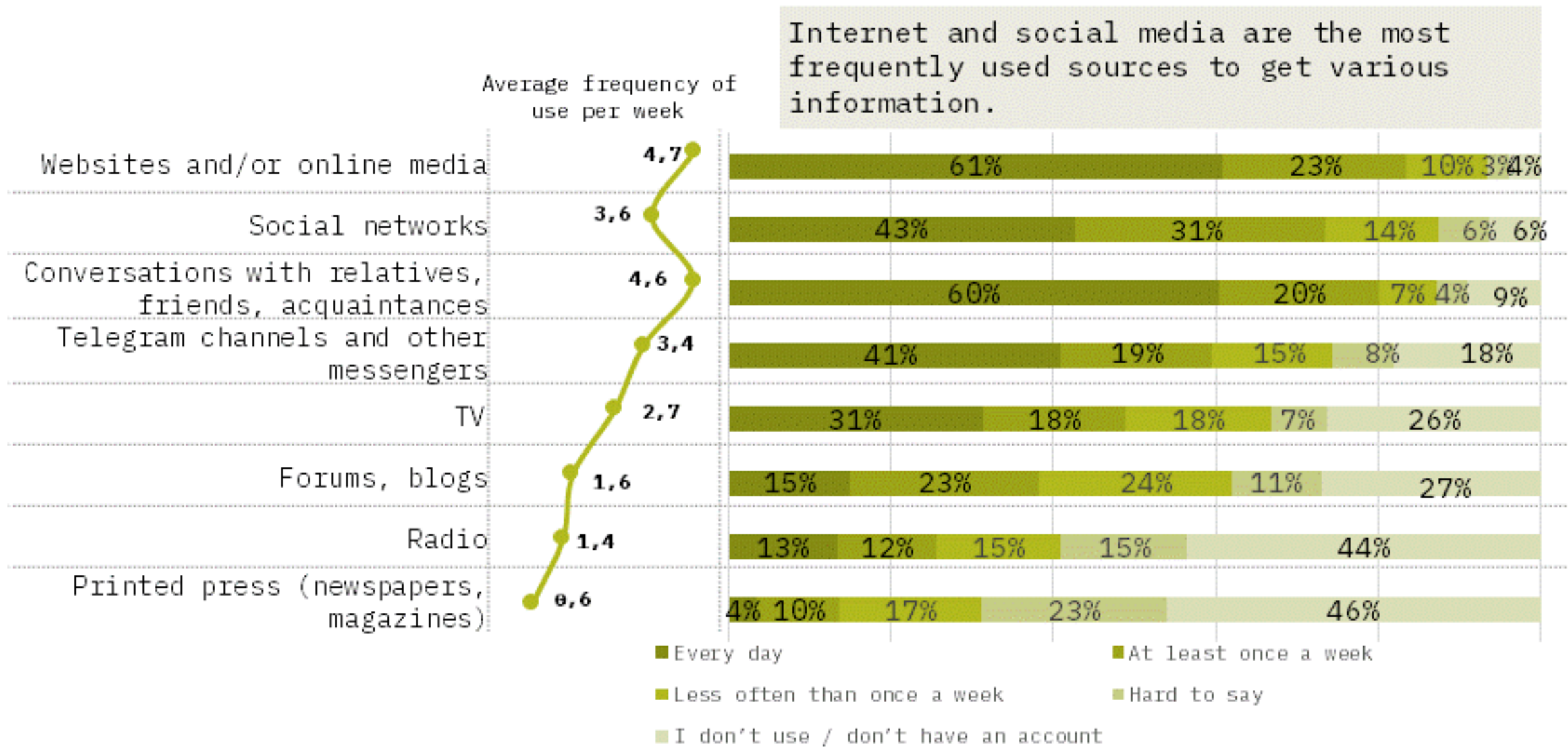
What are the sources you normally use to get the news and the information you need?

The Internet is the most popular source of information. Social networks go second. The other sources are used much more rarely.



FREQUENCY OF USE OF INFORMATION SOURCES

How often do you use the following information sources?

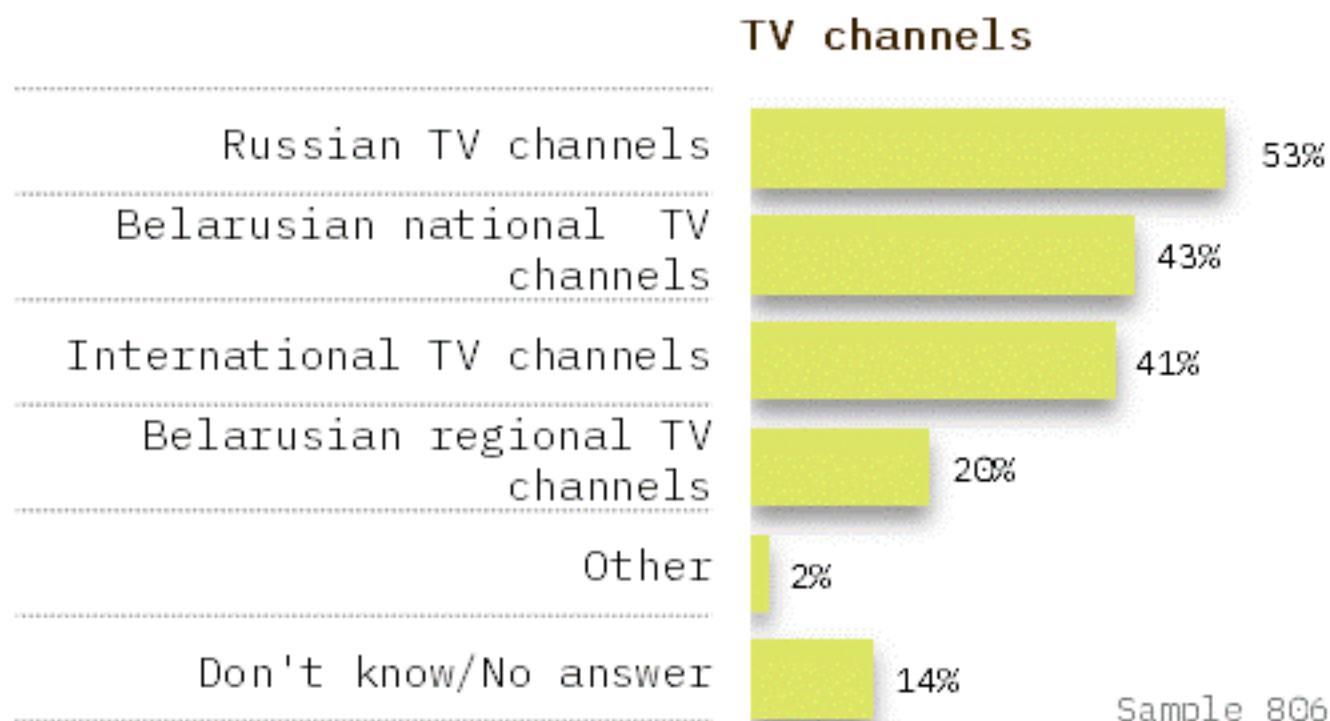
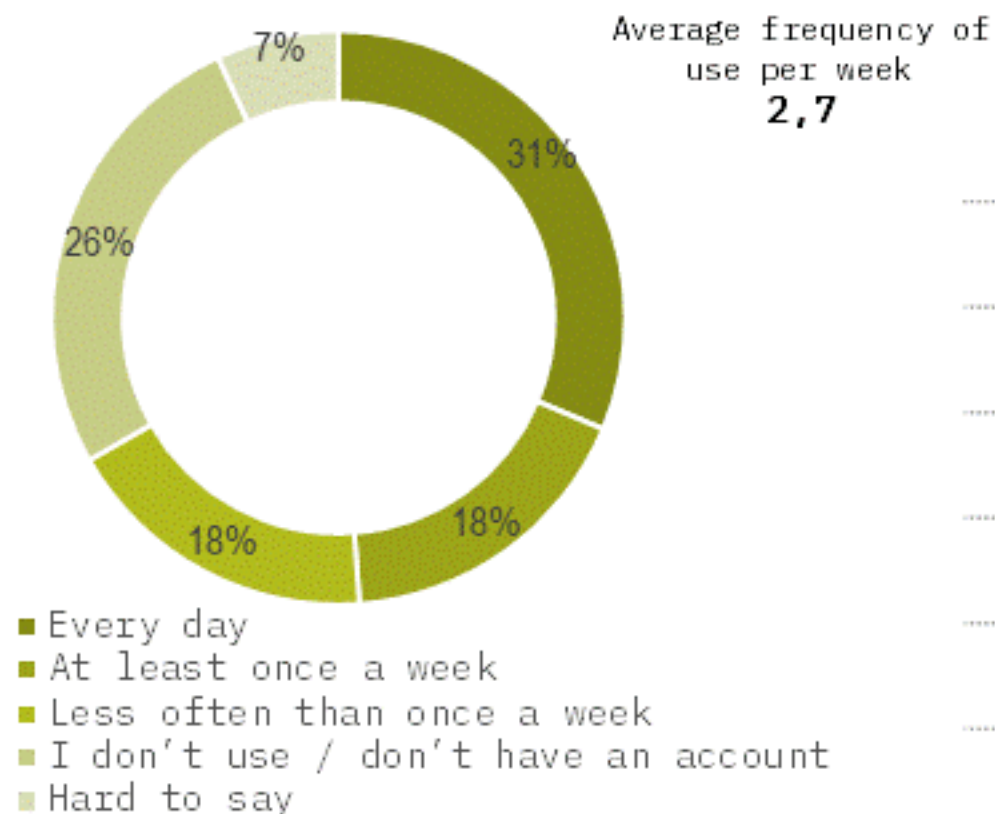


TV CHANNELS USED TO GET INFORMATION

How often do you use the following information sources?

What TV channels do you normally use to get the news and the information you need?

67% of respondents watch TV on average about three times a week. More than half of them watch Russian TV channels. Belarusian regional TV channels are the least popular.

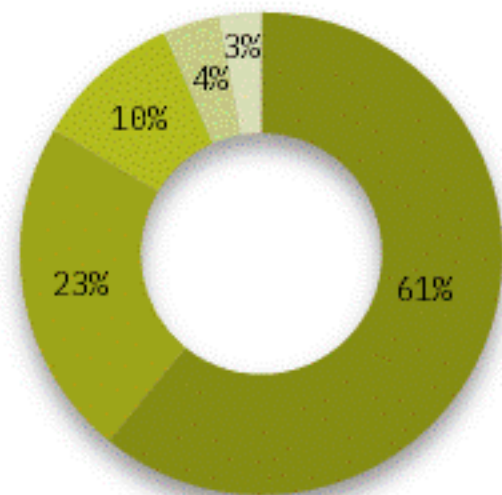


NEWS SITES USED TO GET INFORMATION

How often do you use the following information sources?

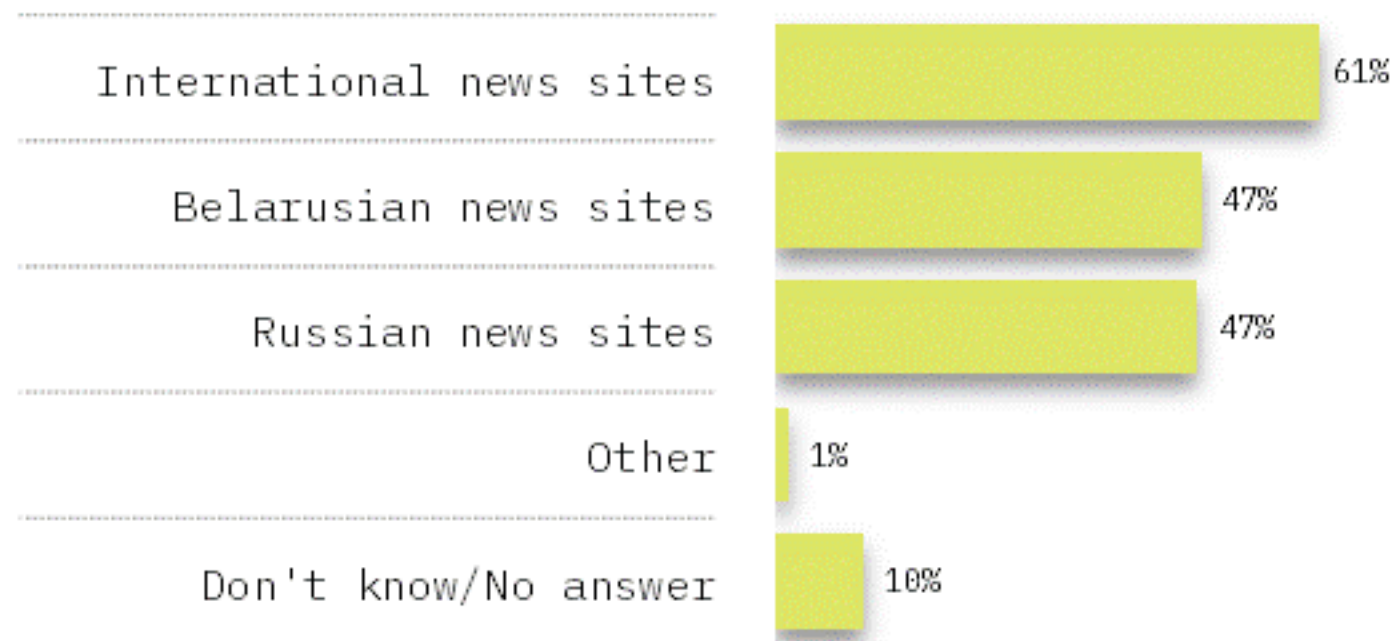
What news sites do you normally use to get the news and the information you need?

94% of respondents use different websites.
On average, these resources are used about five times a week.
Most respondents visit international news sites.



- Every day
- At least once a week
- Less often than once a week
- I don't use / don't have an account
- Hard to say

Average frequency of
use per week
4,7

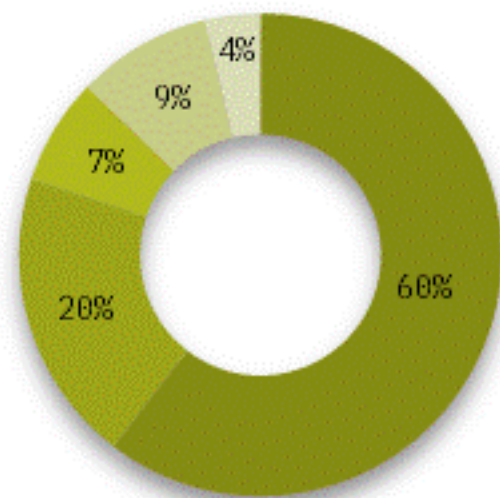


SOCIAL NETWORKS USED TO GET INFORMATION

How often do you use the following information sources?

What social networks do you normally use to get the news and the information you need?

87% of respondents use social networks 4-5 times a week on average. Vkontakte and Instagram are the most commonly used social networks.

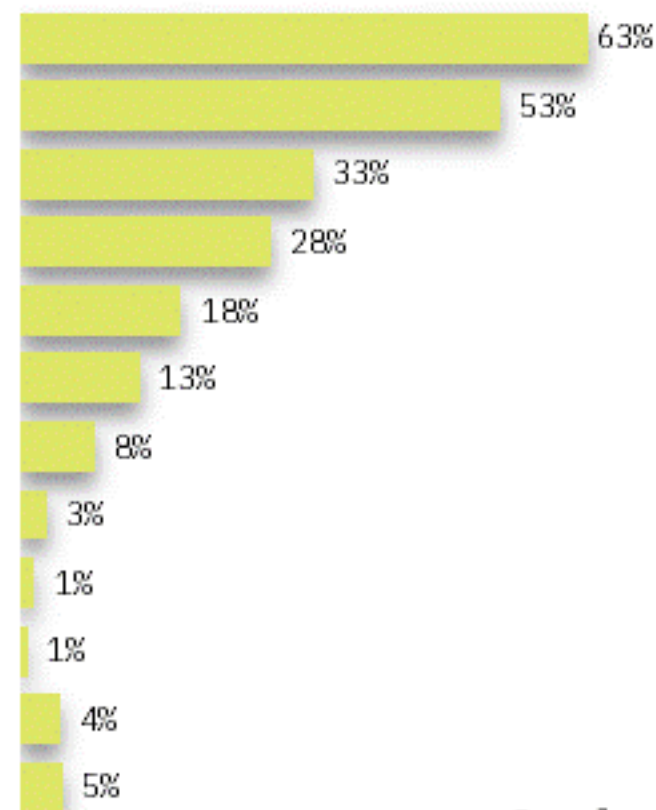


- Everyday
- At least once a week
- Less often than once a week
- I don't use/don't have an account
- Hard to say

Average frequency of use per week
4,7

Social network	Percentage
Vkontakte	63%
Instagram	53%
Odnoklassniki (Одноклассники)	33%
Facebook	28%
TikTok	18%
My World@Mail.Ru (Мой мир@Mail.Ru)	13%
Twitter	8%
LinkedIn	3%
Habr Career (Мой круг)	1%
Snapchat	1%
Other	4%
Don't know/No answer	5%

Social networks

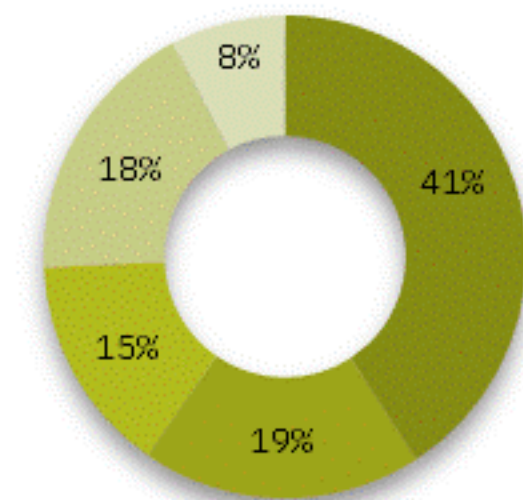


MESSENGERS USED TO GET INFORMATION

How often do you use the following information sources?

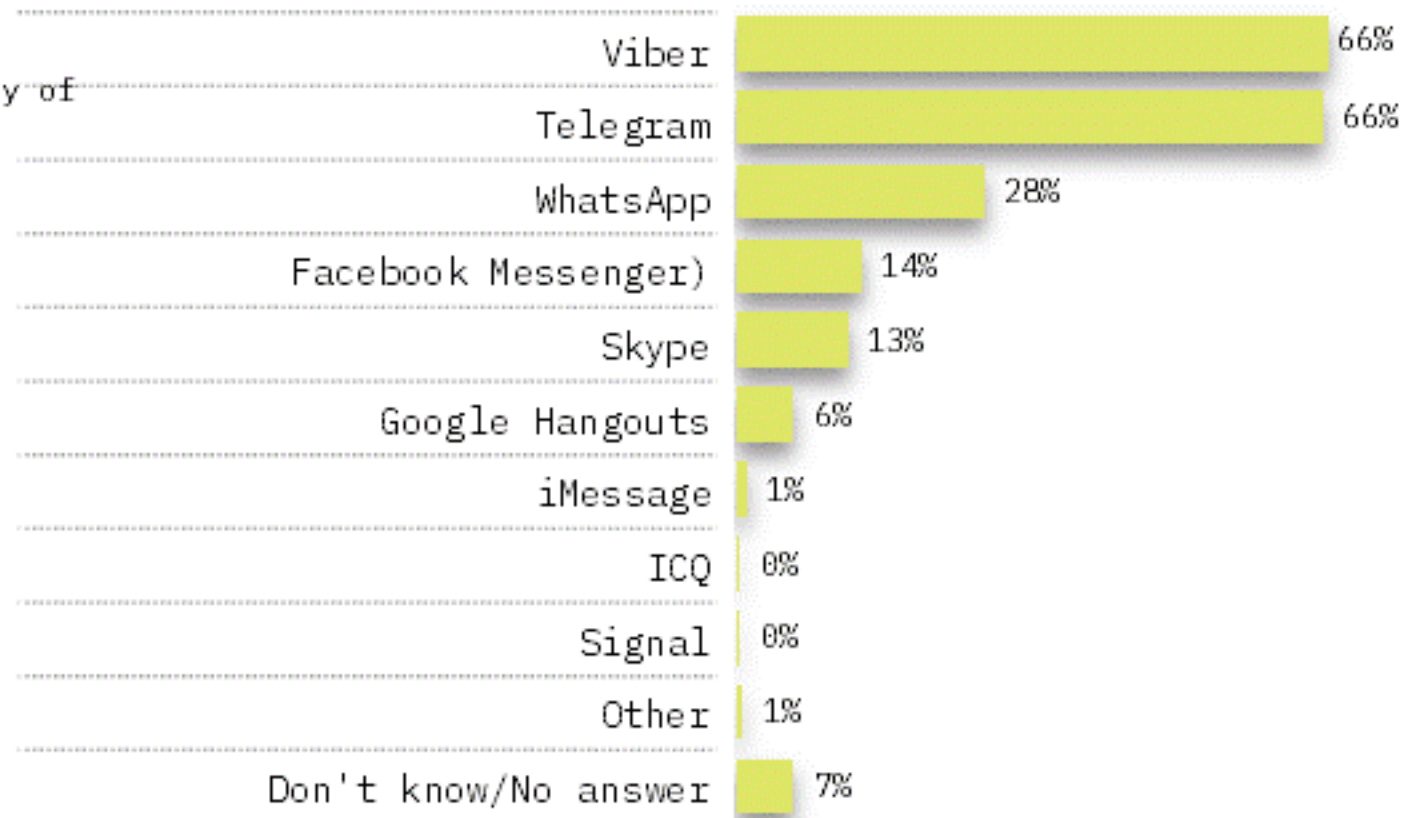
What messengers do you normally use to get the news and the information you need?

75% of respondents actively use messengers. The largest share is made up of Viber and Telegram users.



- Every day
- At least once a week
- Less often than once a week
- I don't use / don't have an account
- Hard to say

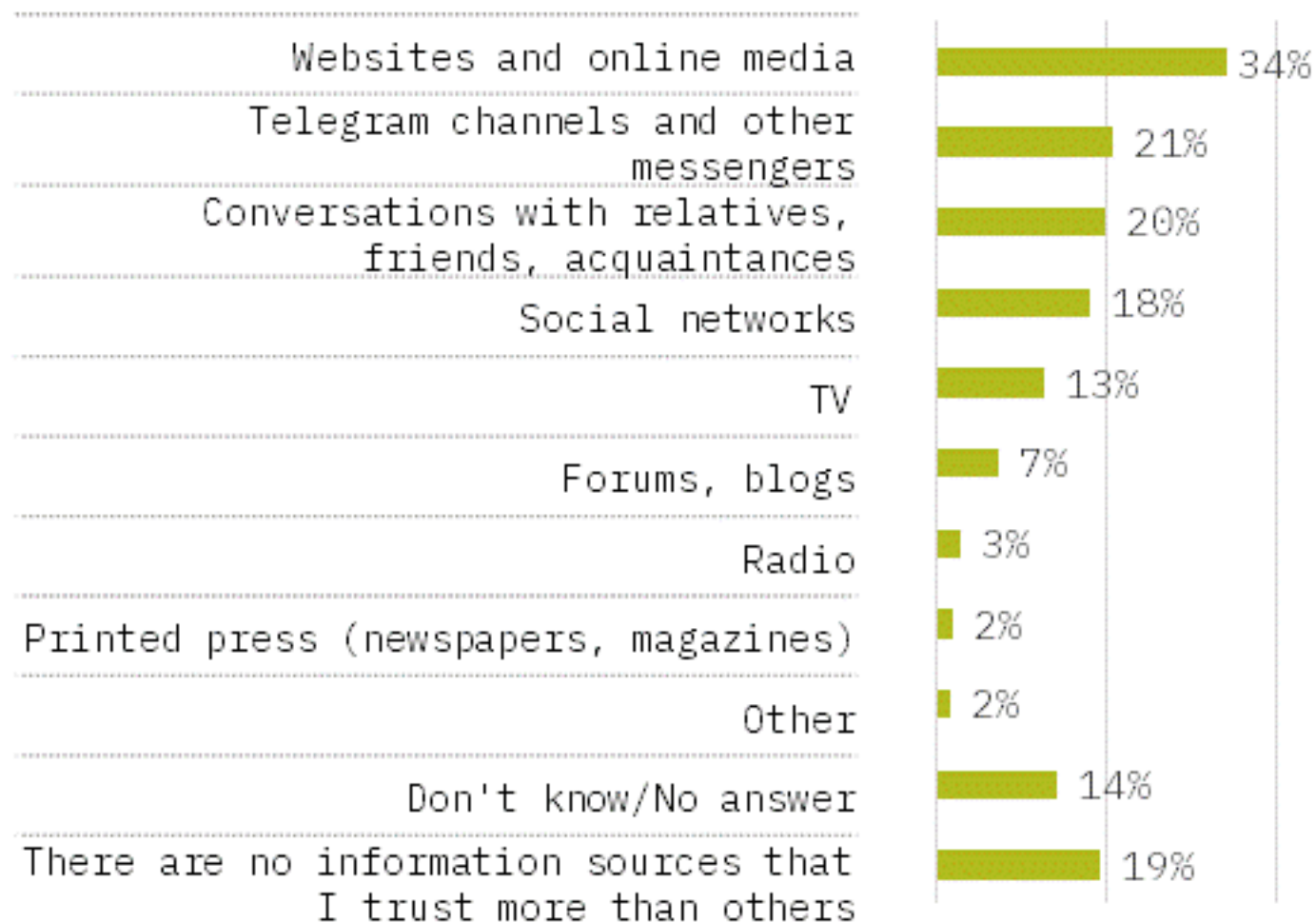
Average frequency of
use per week
3,4



TRUST IN INFORMATION SOURCES

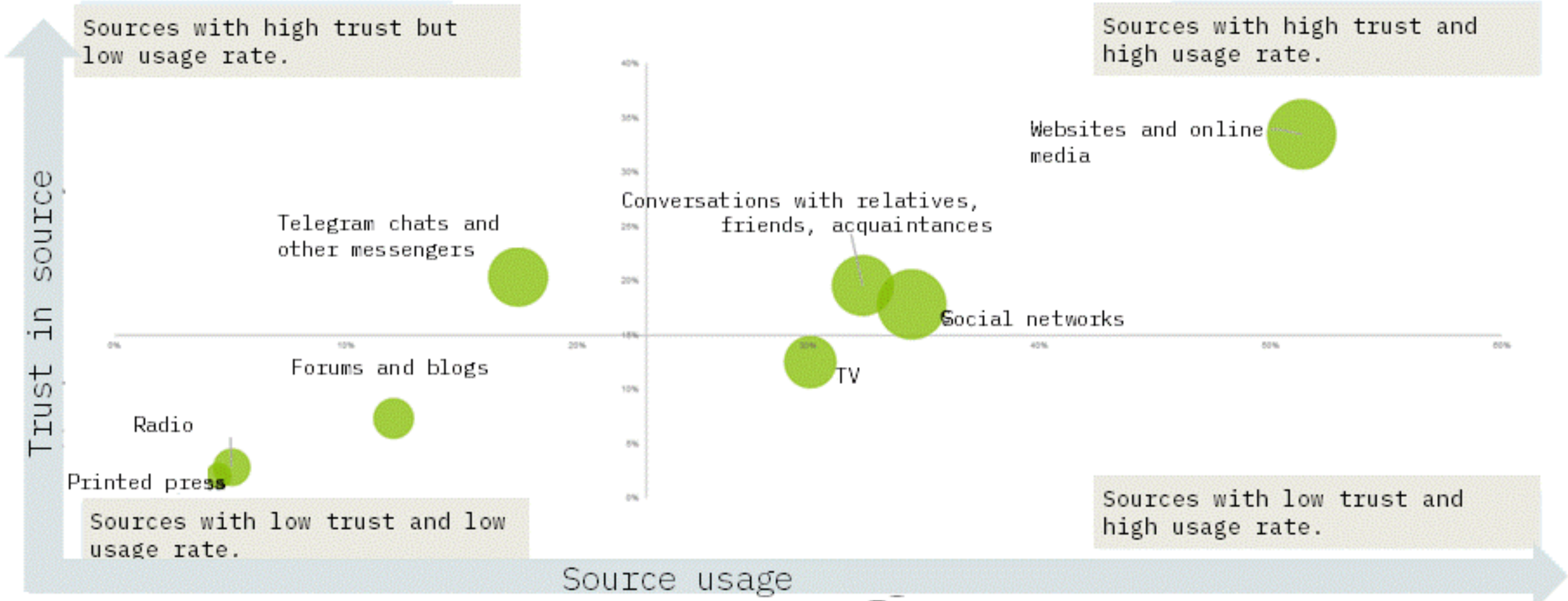
Are there any information sources you trust more than others? If so, which one?

Websites and mass media are the most trusted information sources, which correlates with the usage rate.



INFORMATION SOURCES

What sources do you normally use to get the news and the information you need?
Are there any information sources you trust more than others? If so, which one?
How often do you use the following information sources?



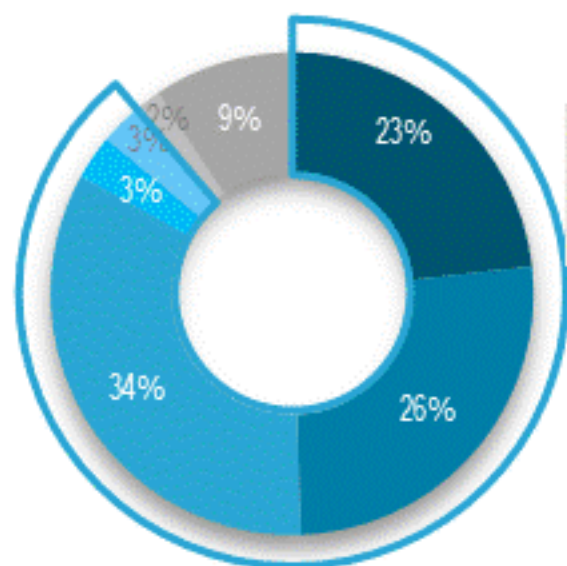
Ball size shows average frequency of use per week

MEDIA LITERACY

ATTITUDE TOWARDS INFORMATION IN THE MEDIA

Do you get the feeling that media are deceiving you?
What do you do then?

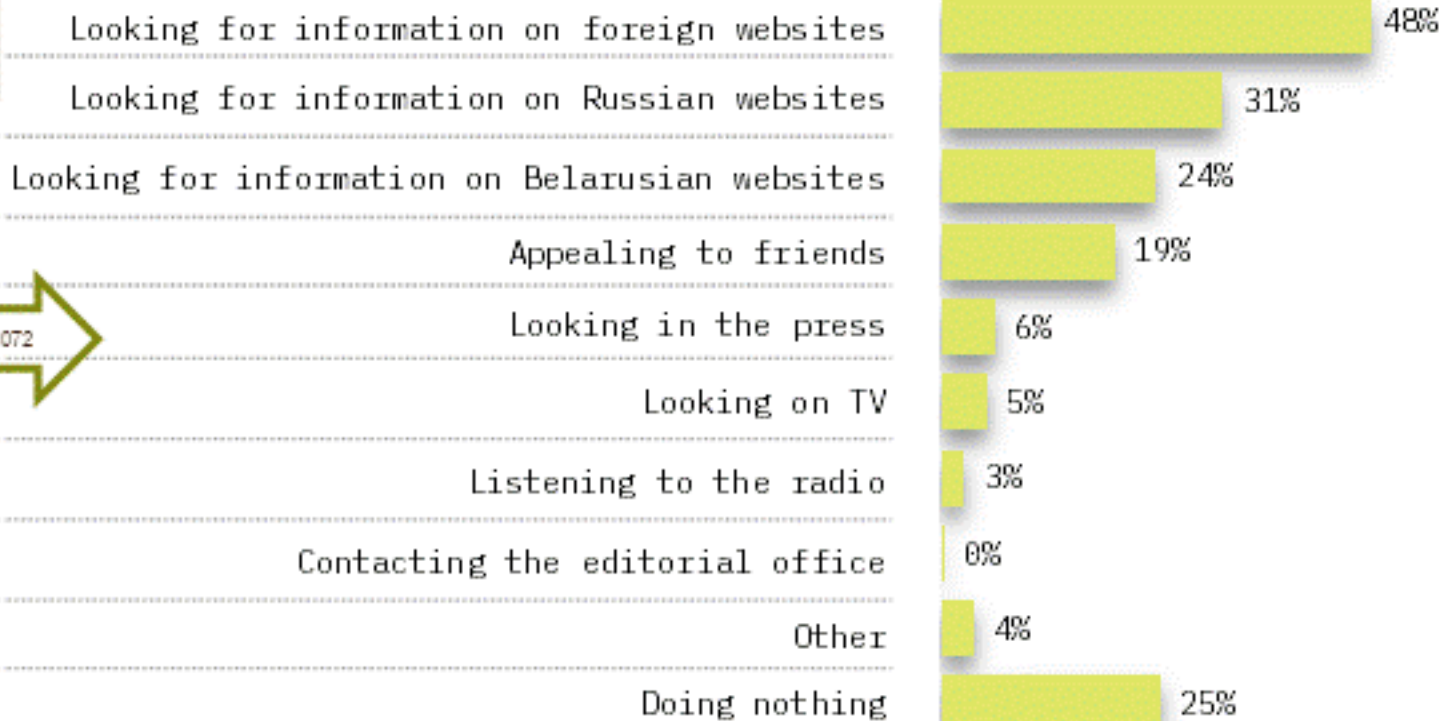
The vast majority of respondents have the feeling that at least sometimes they are being deceived by media. In this case, respondents tend to double-check the information using the Internet. Most often they turn to foreign sources.



89% have a feeling of deception

- Very often
- Often
- Sometimes
- Seldom
- Very seldom
- Never
- No answer

N=1072

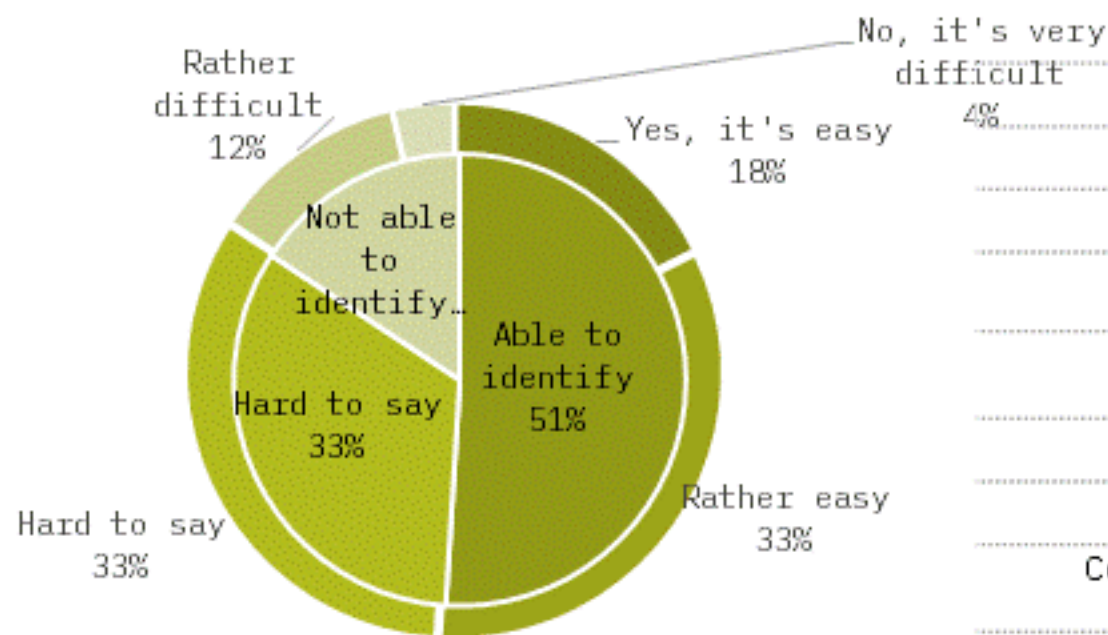


FAKE NEWS

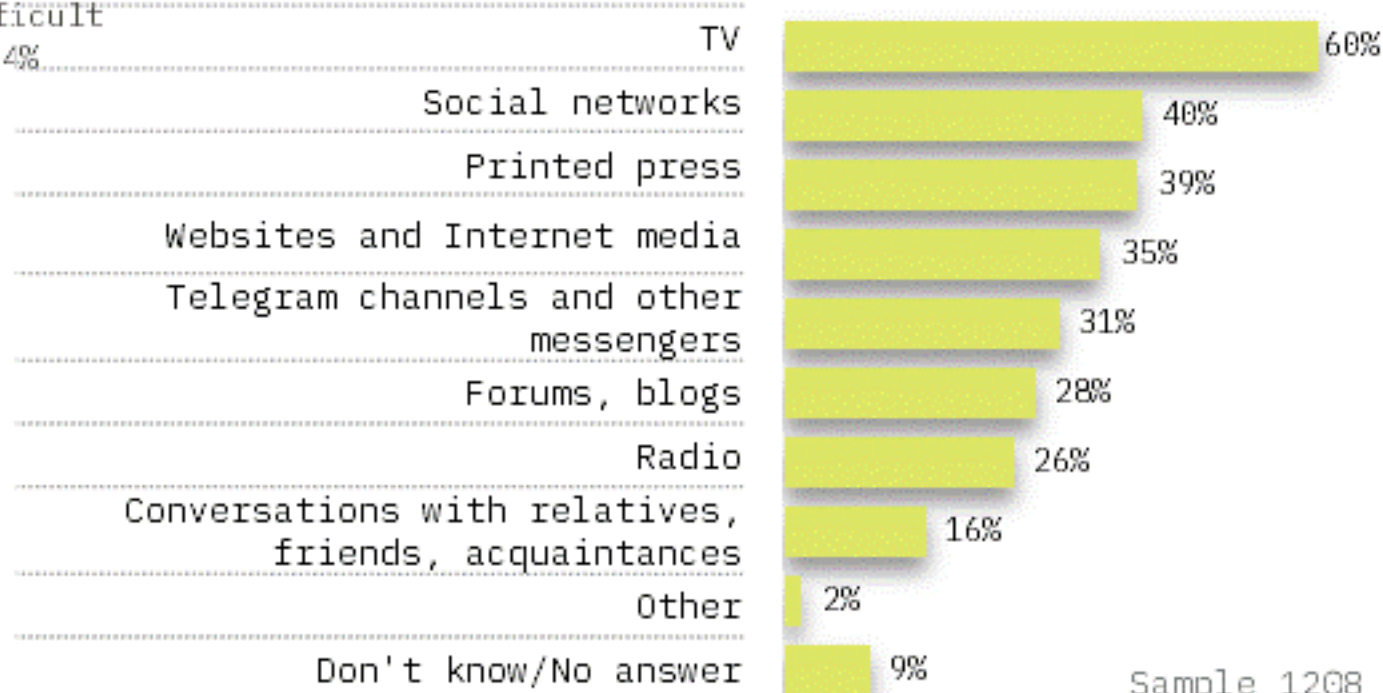
Do you think you will be able to identify situations when media want to manipulate or change the opinion of people, for example, spreads fake news, propaganda, disinformation, etc.?
From your experience, where can you encounter fake news most often?

Half of the respondents believe that they can identify fake news and about a third are not sure about it. TV is the most frequently recalled source of fake news.

Ability to identify fakes

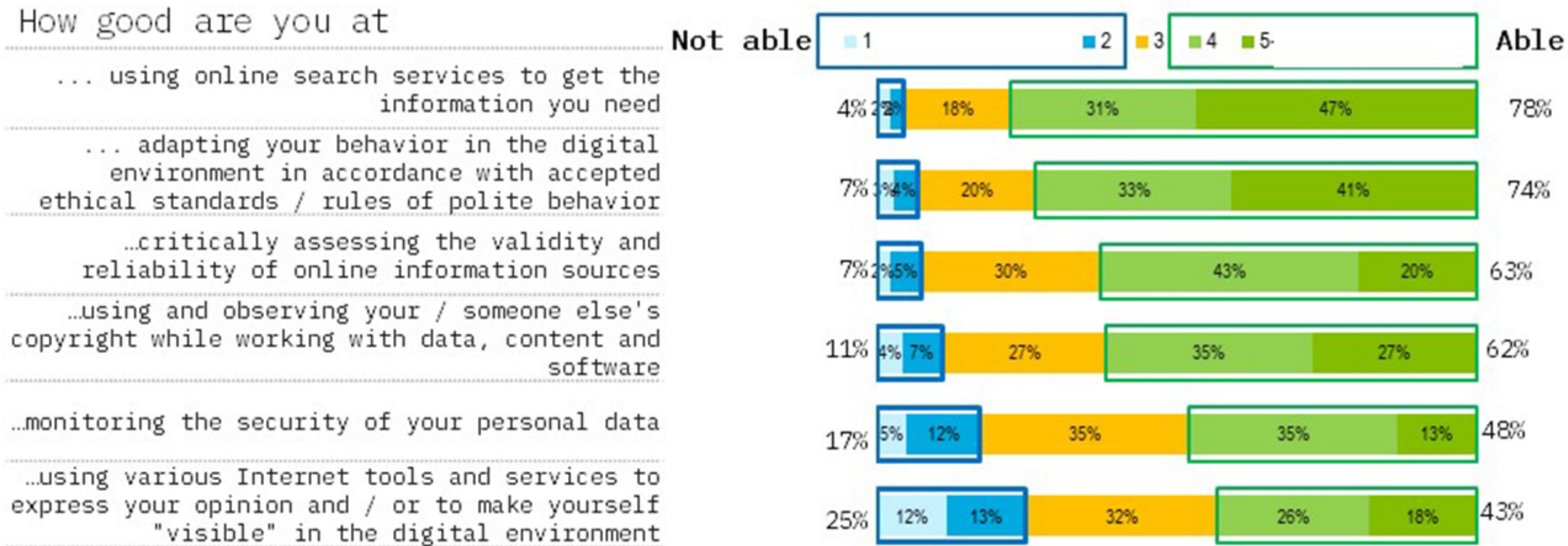


Sources of fake news



The respondents give the highest rating to their ability to use search services and adapt their behavior in the digital environment. The ability to critically evaluate information / information sources is assessed somewhat lower. Less than half of respondents note their ability to control the security of personal data and to use tools to express their opinion

How good are you at



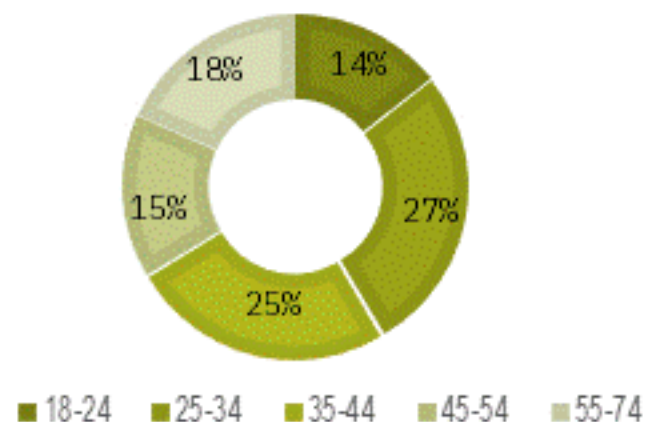
DEMOGRAPHY

Gender

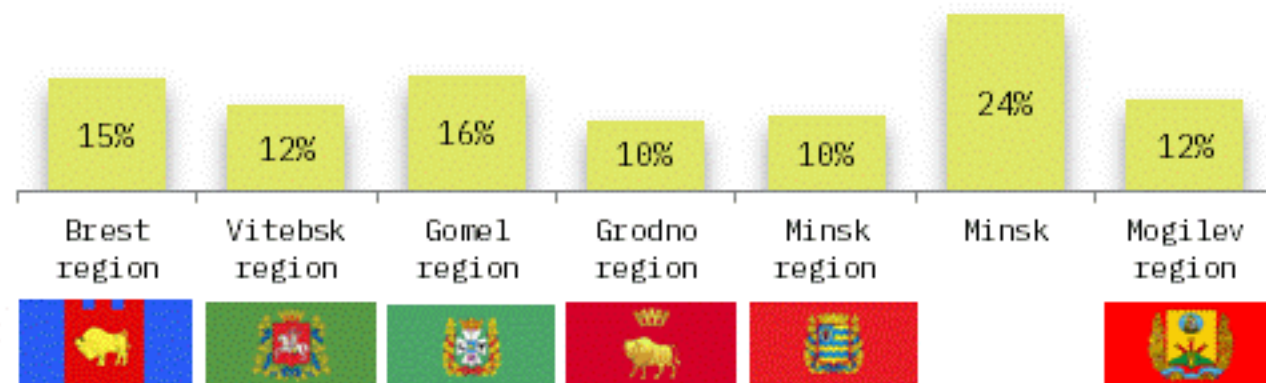


The study was conducted in July-August, 2021. The respondents are Belarusian Internet users aged 18-74 living in Belarus. The sample size is 1208 people.

Age



Region



Professional areas

Education

