# ONLINE MEDIA LITERACY – REST OF THE WORLD:
DEMAND FOR TRAINING IS GOING UNMET

Across the world, there is strong and currently unmet demand for online media literacy education and training, according to a new study conducted on behalf of Google by Ipsos MORI. More than half of the online population in each of the six countries surveyed (Argentina, Brazil, the US, Nigeria, Australia and India) are interested in accessing online media literacy training, with less than a third in any country having received such training to date. At least a fifth of people say they find it difficult to tell the difference between true and false news and current affairs information online.

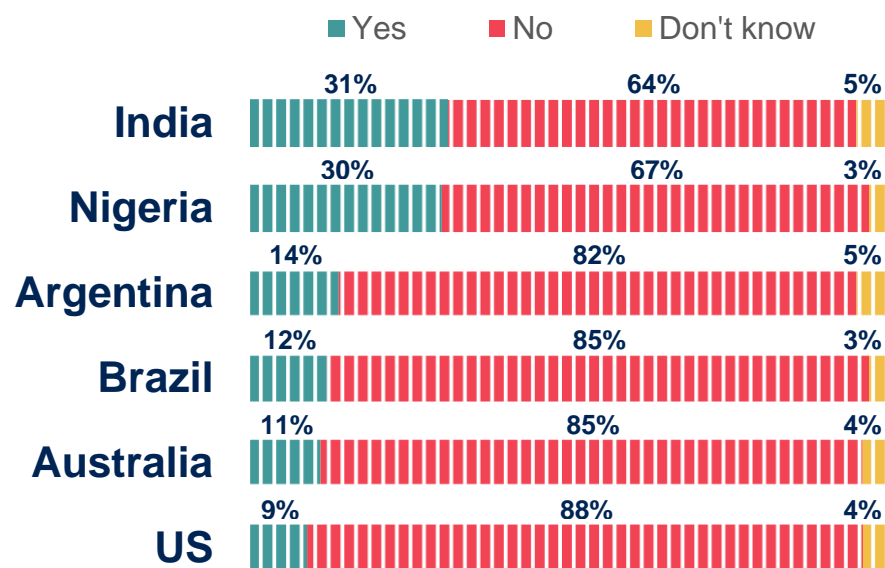## DEMAND FOR ONLINE MEDIA LITERACY EDUCATION AND TRAINING EXISTS ACROSS THE WORLD

Very / somewhat interested in participating in media literacy learning

US
58%

Brazil
78%

Argentina
72%

Nigeria
90%

India
85%

Australia
58%
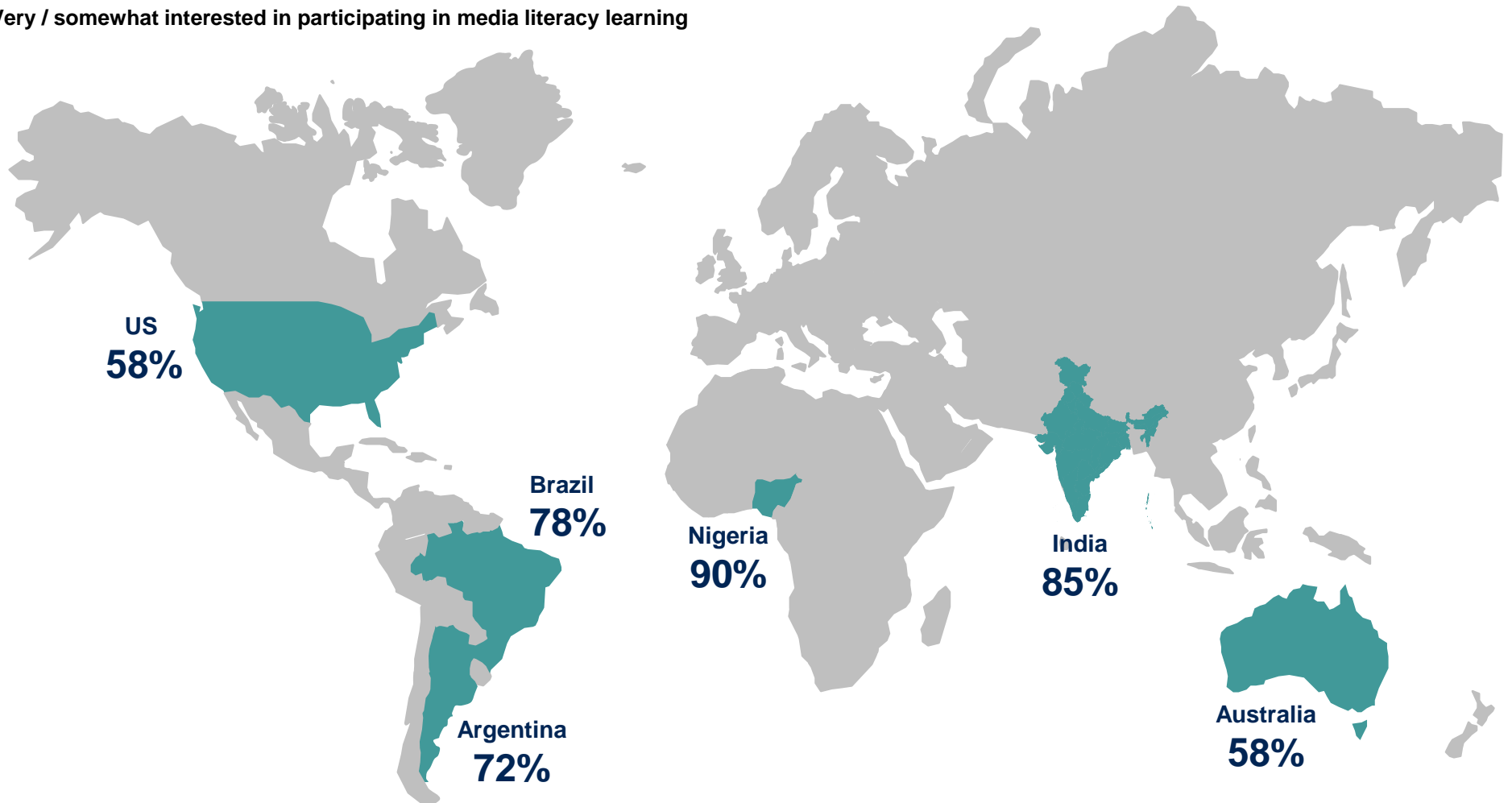
Q. How interested would you be to participate in any sort of learning about how to use tools to distinguish between true and false information online in the future?

## DEMAND FOR MEDIA LITERACY TRAINING IS CURRENTLY UNMET

Participated in media literacy learning

Legend: ■ Yes ■ No ■ Don't know

Country	Yes	No	Don't know
India	31%	64%	5%
Nigeria	30%	67%	3%
Argentina	14%	82%	5%
Brazil	12%	85%	3%
Australia	11%	85%	4%
US	9%	88%	4%

Q. Have you participated in any sort of learning programs about how to use online tools to distinguish between true and false information online?

IT IS SEEN AS APPROPRIATE FOR INTERNET AND TECHNOLOGY COMPANIES TO PROVIDE MEDIA LITERACY TRAINING TO USERS

Extremely / somewhat appropriate for technology companies to provide media literacy training to users

86% Nigeria

80% India

79% Brazil

76% Argentina

67% US

66% Australia
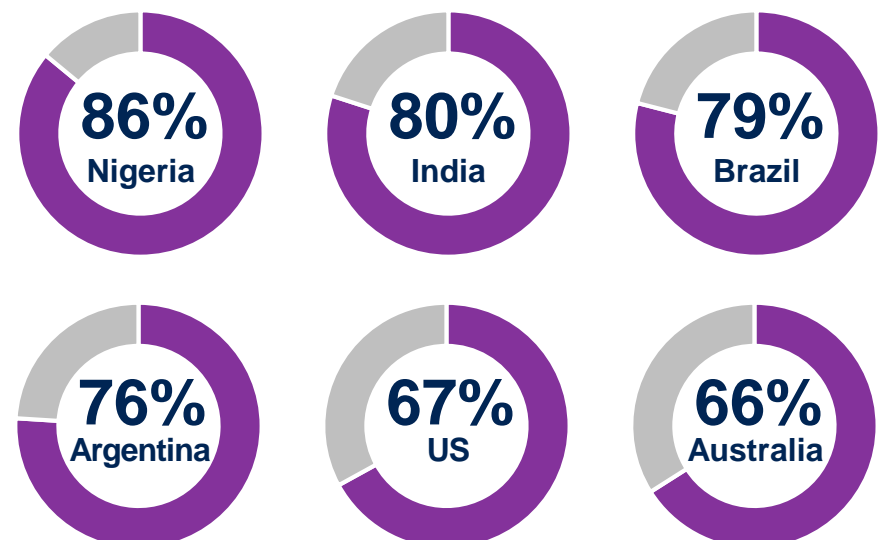
Q. To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things? Provide training for users to improve their ability to critically understand online information

Google

Ipsos MORI · Ipsos

MANY PEOPLE FIND IT DIFFICULT TO JUDGE THE ACCURACY OF CONTENT ONLINE

**Very / somewhat difficult to tell the difference between what online news and current affairs information is true and what is false**

34%	**31%**	**31%**	**22%**	**22%**	**20%**
Brazil	**US**	**Australia**	**India**	**Argentina**	**Nigeria**

Q: Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what information is true and what is false?

WHILE PEOPLE CLAIM TO CROSS-CHECK INFORMATION THEY'RE UNSURE ABOUT, THE USE OF MORE FORMAL TOOLS (E.G. FACT-CHECKING WEBSITES) IS LIMITED

Always do further research on news and current affairs information before believing it. (Strongly / tend to agree)

Country	
Brazil	89%
Nigeria	85%
India	83%
Argentina	73%
US	66%
Australia	60%
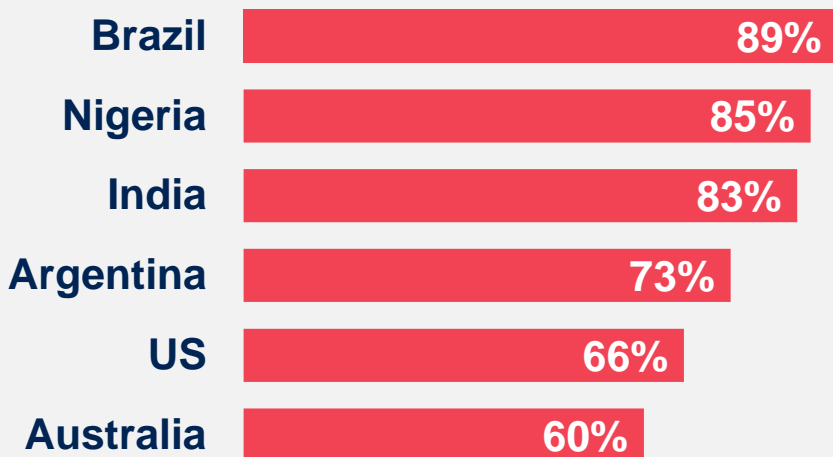
Q. Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements. "You always do further research on news and current affairs information before you believe it" (strongly / tend to agree)

Use fact-checking websites when unsure whether a piece of news / information is true or false

Country	
Brazil	39%
Nigeria	36%
India	39%
Argentina	10%
US	35%
Australia	25%
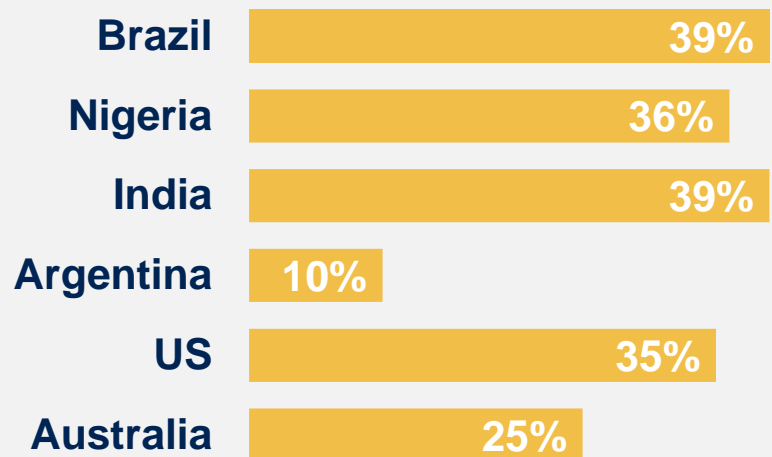
Q. When you're unsure about whether a piece of news or information online is true or false, which of these, if any, are you most likely to do? Use a fact-checking website

ONLINE IS THE MOST POPULAR CHANNEL FOR ACCESSING MEDIA LITERACY LEARNING

Would consider attending media literacy learning online

76%	**75%**	**73%**	**67%**	**65%**	**59%**
Nigeria	**India**	**Brazil**	**Australia**	**Argentina**	**US**
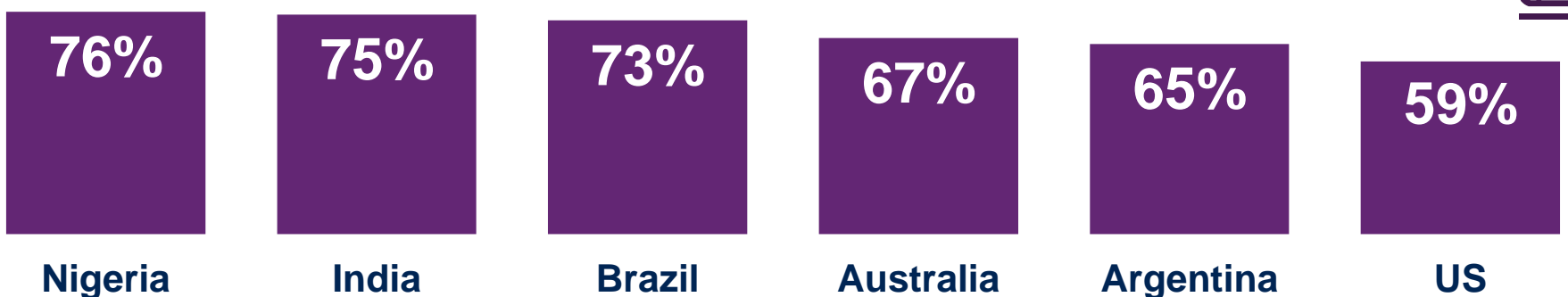
Q. Below is a list of places where people could access free learning to help them distinguish between accurate and inaccurate information online. Which, if any, of these places would you most consider attending? Online

Google

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