

ONLINE MEDIA LITERACY IN EUROPE: DEMAND FOR TRAINING IS GOING UNMET

Across Europe, 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 Europeans, across eleven countries, are interested in accessing online media literacy training, with less than 10% having received such training to date. The study also identifies a clear need for education, with nearly a third of Europeans saying 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 EUROPE

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?



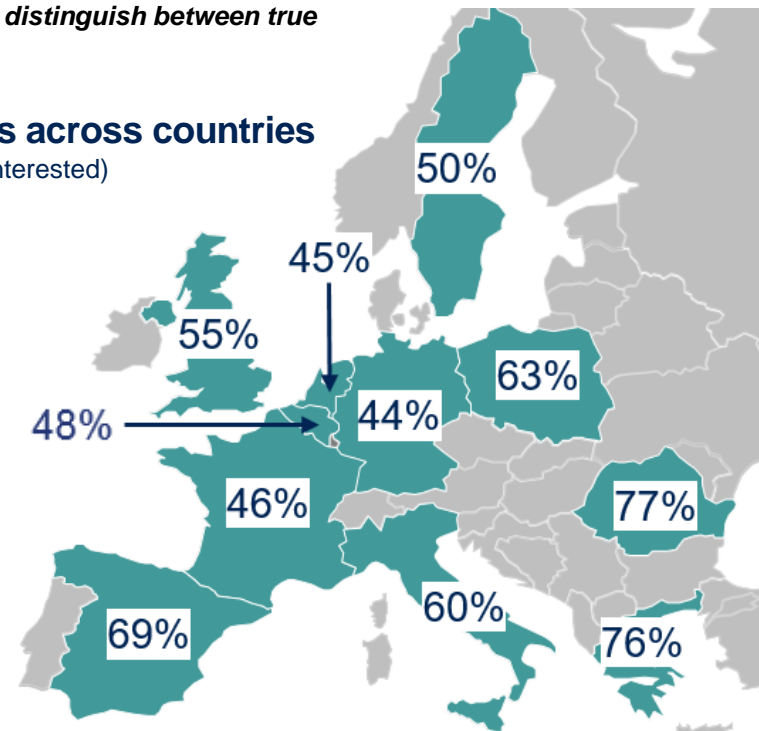
58%

of Europeans surveyed are interested in learning about how to use tools to distinguish between true and false information online

(very / somewhat interested)

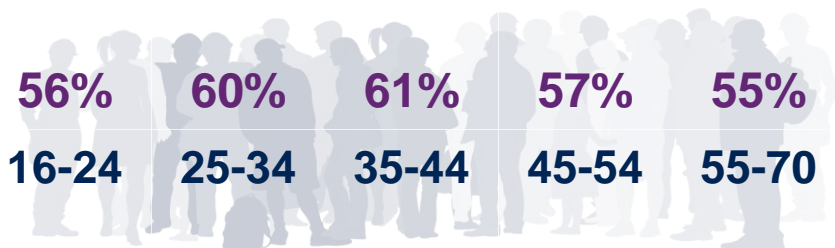
Interest exists across countries

(very / somewhat interested)



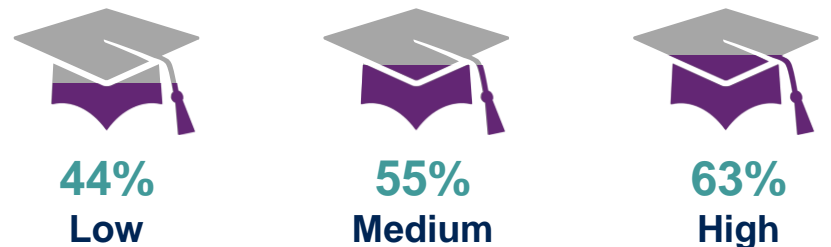
Interest exists across ages

(very / somewhat interested)



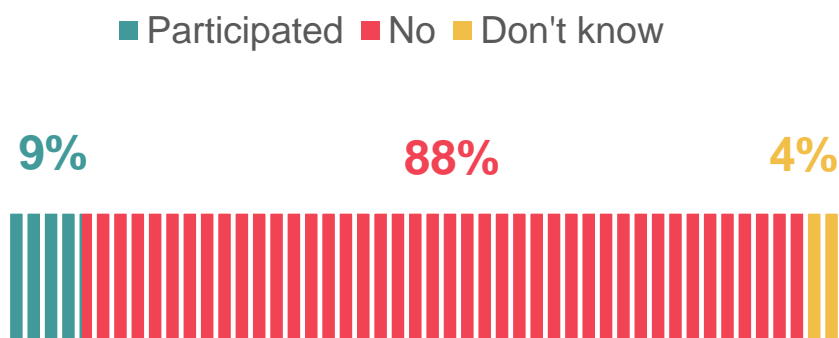
Interest exists across levels of educational attainment

(very / somewhat interested)



DEMAND FOR MEDIA LITERACY TRAINING IS CURRENTLY UNMET

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



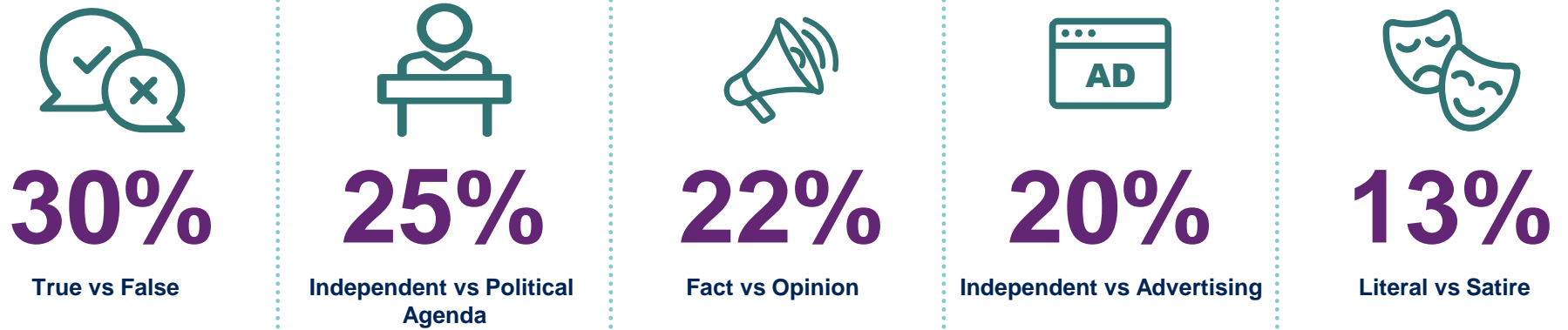
IT IS SEEN AS APPROPRIATE FOR INTERNET AND TECHNOLOGY COMPANIES TO PROVIDE MEDIA LITERACY TRAINING TO USERS

Q. To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?



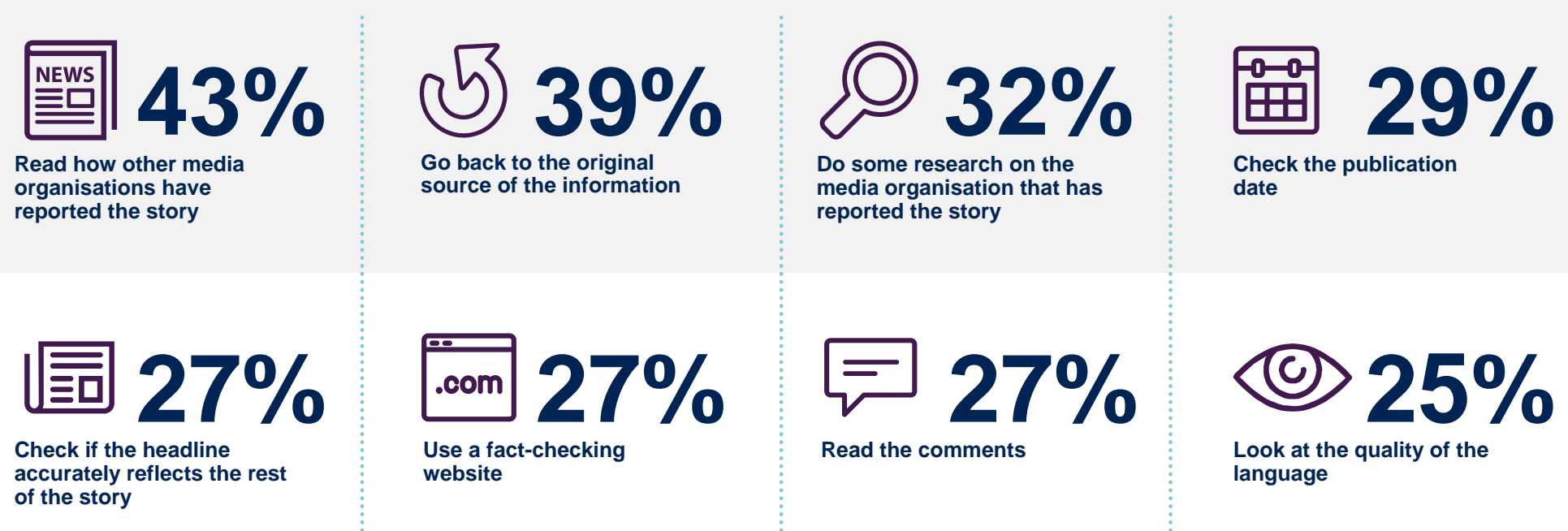
MANY PEOPLE FIND IT DIFFICULT TO JUDGE THE ACCURACY AND IMPORT OF CONTENT ONLINE

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 information / content that is...
(very / somewhat difficult)



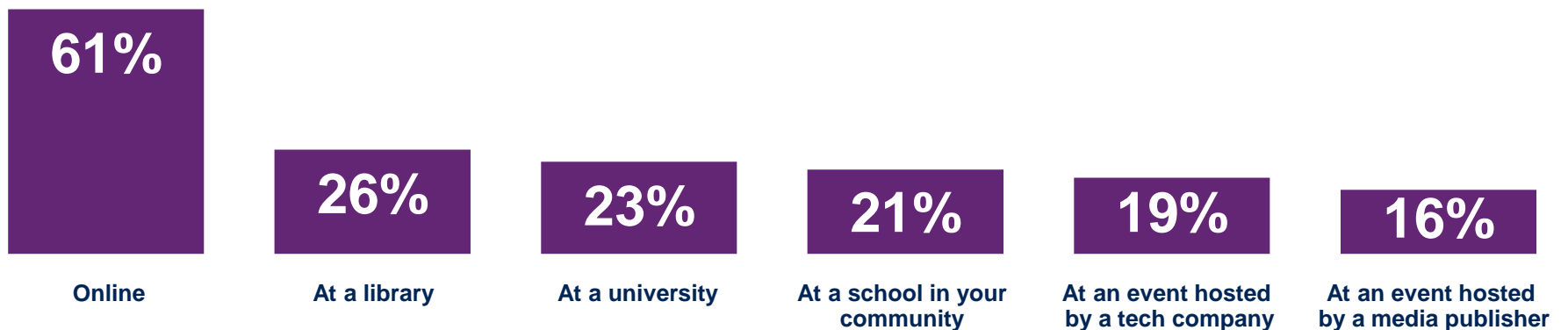
WHILE PEOPLE CLAIM TO CROSS-CHECK INFORMATION THEY'RE UNSURE ABOUT, THE USE OF MORE FORMAL TOOLS (E.G. FACT-CHECKING WEBSITES) IS LIMITED

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?



ONLINE IS THE MOST POPULAR CHANNEL FOR ACCESSING MEDIA LITERACY LEARNING, ALTHOUGH THERE IS INTEREST IN PARTICIPATING BOTH ONLINE AND OFFLINE

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?



ABOUT THE RESEARCH.

This research was conducted on behalf of Google by Ipsos MORI. It took the form of an online self-completion survey among the general public. It aimed to explore attitudes towards misinformation, the difficulties people experience online and what remedies, if any, they favour. The survey took around 12 minutes to complete and fieldwork was conducted in EMEA between 6 January and 27 March 2020. In total, 22,115 adults aged 16-70 were surveyed across the UK (2,001), France (2,001), Germany (2,008), Belgium (2,000), The Netherlands (2,006),

Italy (2,032), Spain (2,036), Sweden (2,012), Greece (2,008), Poland (2,000) and Romania (2,011). Data have been weighted to be representative of the online population (16-70 years old, use the internet at least 2-3 times a month) in each country by age and gender (interlocking), region and working status. Base all, unless otherwise stated. A note on the survey's timing: while some countries were surveyed before the outbreak of Covid-19 and some after, findings were broadly consistent across all countries.