

# Media Literacy of the Inhabitants of Latvia

A QUANTITATIVE STUDY

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## METHODOLOGICAL INFORMATION

<b><u>SAMPLE:</u></b>	<p>A stratified random sample of 1,082 permanent residents of the Republic of Latvia aged 18 to 74 were included in the survey.</p> <p>Signs of stratification:</p> <ul style="list-style-type: none"><li>a) geographical</li><li>b) national.</li></ul> <p>The sample was calculated based on the most recent statistical data on the residents of the Republic of Latvia.</p>
<b><u>METHOD:</u></b>	<p>The survey was performed by using the method of direct (personal) interviewing at the places of residence of the respondents. The method of random route was used to select the places of residence of the respondents. The selection of respondents was performed by using "the last birthday principle".</p>
	<p>The interviewing was performed by 63 interviewers of <i>Latvijas Fakti</i>. The instruction of the interviewers and the inspection of their work quality was performed by 5 regional supervisors of <i>Latvijas Fakti</i> interviewer network. The interviewing was performed in Latvian and Russian.</p>
<b><u>TIME OF INTERVIEWING:</u></b>	<p>9 June 2017 – 19 June 2017</p>

## MAIN CONCLUSIONS

### 1. Most frequent media consumption language

- Almost two thirds (63%) of the surveyed residents of Latvia usually give preference to media in Latvian. The results of the study show that Russian language is a significant competitor of Latvian in the informational environment of Latvia. Almost one in three (32%) residents of Latvia usually consumes media in Russian. 2.5% of the participants of the study give preference to mass media in English.
- The analysis of study results shows that 90% of the surveyed Latvians usually choose media in Latvian in their daily life. 5% of Latvians most frequently consume media in Russian. Only 15% of the respondents belonging to other ethnic groups prefer media in Latvian. The dominant share (80%) of respondents belonging to other ethnic groups select sources in Russian either for the purposes of getting information or for entertainment.

### 2. Choice and use of media, perceptions

- ❑ Majority of the surveyed residents of Latvia (54%) believe that there are differences in how information about the same event is reflected in different media, for instance, in different television programmes or Internet portals. This opinion was comparatively more representative of people with higher education and income levels, respondents aged 35 to 44, as well as the residents of Riga. In the opinion of 24% of the participants of the study, the representation of information in different media is either similar, or has insignificant differences. 22% of the respondents refrained from providing a particular opinion on this issue.
- ❑ When talking about the choice of media, the majority (65%) of respondents, who believed that information in different media differs, replied that they usually consume several media that they are used to. 16% of the respondents predominantly choose one media that, in their opinion, is the most reliable. 14% of survey participants admitted that the choice of media is, most frequently, spontaneous or accidental. Spontaneous choice is most frequently affected by certain records in social networks, as well as advertisements and the surrounding people.
- ❑ In accordance with the results of the study, foreign media successfully compete with local mass media in Latvia – more than one third of (35%) the surveyed residents of Latvia admitted that they mainly consume media content that has been produced abroad (foreign television shows, foreign magazines, YouTube etc.). Comparatively more frequently this answer was provided by youths below 24 years of age (53%) and respondents of other ethnic origin (50%).
- ❑ The results of the study bear evidence that it is important for the residents of Latvia to consume information that is reliable and free from propaganda. This response was given by 85% of survey participants. 8% of the respondents provided negative opinion.
- ❑ The surveyed residents of Latvia are generally cautious about the information provided by their peers. Only slightly more than one half (54%) of study participants believe that they can trust information that is spread by their friends, relatives and acquaintances. 38% of the respondents agreed to that, indicating that this information should be evaluated critically. Comparatively more trust in the information provided by friends, relatives and acquaintances was expressed by youths below 24 years of age.
- ❑ The opinions of survey participants differed on the issue, whether the information published in mass media can be trusted. In general, one half (50%) of the surveyed residents of Latvia agreed to the statement “If any information has been printed in a newspaper, broadcast on radio or television, it can be trusted”, meanwhile 43% did not agree to that.
- ❑ The observed level of Internet accessibility and use is generally high in Latvia. 87% of the residents use the Internet (almost all (82%) of them use the Internet once weekly or more frequently), the Internet is accessible to 85% of the surveyed households.

- ❑ Majority (61%) of Internet users agreed that the first results offered by search engines (for instance, Google, Bing or others) are displayed first, because they are the most popular, however, they did not agree (59% of the cases) that these results are the most reliable.
- ❑ The information published on social media (Facebook, Twitter, draugiem.lv, vkontakte.ru and others) was assessed rather critically – only 32% of internet users claimed that they generally believe in information available there. Majority (59%) of surveyed Internet users replied negatively. Youths up to 24 years of age trust information available on social media considerably more frequently (the opinion was shared by 54% of the respondents).
- ❑ 22% of the surveyed Internet users are used to sharing information online (sharing, retweeting, forwarding via e-mail, etc.), without prior testing of whether everything is correct in it. Even in this case they, most frequently (39%), are youths aged up to 24 years of age.

### **3. Participation in media content creation**

- ❑ In accordance with the results of the study, 13% of the surveyed residents of Latvia are involved in the creation of media content, for instance, keeping blogs, publishing content on social media, offering articles, footage or photographs to media, commenting on publications. Most commonly (>20%) they are young respondents up to 34 years of age.
- ❑ Majority (54%) of respondents, who are involved in the creation of media content, regularly publish content (photographs, opinions, insights) on social media, for instance, Facebook, draugiem.lv, Twitter or other, as well as comment on publications.
- ❑ The most significant reasons why residents of Latvia do not get involved in content creation are the lack of interest, time, skills and knowledge.

### **4. Most popular and trusted media**

- ❑ The respondents were asked to name most frequently used sources of information for different purposes and objectives - 1) obtaining news; 2) entertainment; 3) information on health and beauty issues; 4) on politics in Latvia; 5) on politics in the neighbouring countries and worldwide; 6) for studies and education.
  - In all those media popularity lists the Internet portals and resources usually rank first, followed by television channels and shows.
  - In accordance with the results of the study, the most popular Internet portal in Latvia is [www.delfi.lv](http://www.delfi.lv), which is the leading media for news, and information on politics in Latvia, neighbouring countries and worldwide. The

most significant competitors of www.delfi.lv are portals www.tvnet.lv and www.apollo.lv, which rank among top three leading media for the purposes of learning news and information. The most popular sources used for entertainment purposes are www.facebook.com and www.youtube.com. For various specific needs and purposes, for instance, obtaining information or advice on health and beauty care issues or information for study and education purposes, the respondents usually use internet search engines (most commonly – www.google.lv) as first resource, in order to find specialised internet resources on the issue in question.

- The most popular TV channels in Latvia are LTV1, LNT and TV3. The most popular Russian product – Pirmais Baltijas Kanāls (Первый Балтийский канал) successfully competes with them. The most popular TV news programme in Latvia is Panorāma (LTV1 – public service broadcaster).
- The most popular media (or particular shows, online resources, etc.) for the obtaining of news:
  - ✓ www.delfi.lv (mentioned by 27% of the surveyed inhabitants of Latvia);
  - ✓ www.tvnet.lv (16%);
  - ✓ www.apollo.lv (10%);
  - ✓ Panorāma (10%);
  - ✓ LTV1 (9%);
  - ✓ LNT (8%);
  - ✓ Pirmais Baltijas Kanāls (Первый Балтийский канал) (8%);
  - ✓ TV3 (6%);
  - ✓ LNT ziņas (LNT News) (6%).
- Most popular sources of information on the politics in Latvia:
  - ✓ www.delfi.lv (mentioned by 22% participants of the survey);
  - ✓ www.tvnet.lv (11%);
  - ✓ Panorāma (10%);
  - ✓ LTV1 (8%);
  - ✓ LNT (8%);
  - ✓ www.apollo.lv (7%);
  - ✓ Pirmais Baltijas Kanāls (Первый Балтийский канал) (6%);
- Most popular sources of information on the politics in the neighbouring countries and worldwide:
  - ✓ www.delfi.lv (mentioned by 18% of the respondents);

- ✓ Pirmais Baltijas Kanāls (Первый Балтийский канал) (7%);
  - ✓ www.tvnet.lv (7%);
  - ✓ Panorāma (7%);
  - ✓ LTV1 (7%);
  - ✓ LNT (6%);
  - ✓ www.apollo.lv (5%);
  - ✓ Euronews (5%).
- The most popular media (or particular shows, online resources, etc.) for entertainment purposes:
- ✓ www.facebook.com (mentioned by 15% of the surveyed residents of Latvia);
  - ✓ www.youtube.com (10%);
  - ✓ TV3 (7%);
  - ✓ Pirmais Baltijas Kanāls (Первый Балтийский канал) (6%);
  - ✓ www.delfi.lv (6%).
- The most popular sources of information and advice on health and beauty care issues:
- ✓ www.google.com (mentioned by 11% of survey participants);
  - ✓ Internet (unspecified) (6%);
  - ✓ www.delfi.lv (5%);
  - ✓ www.facebook.com (4%).
- Most popular sources of information for educational and study purposes:
- ✓ www.google.com (mentioned by 10% of the respondents);
  - ✓ Internet (unspecified) (7%);
  - ✓ www.e-klase.lv (3%);
  - ✓ www.youtube.com (3%).
- The respondents were asked to name three, in their opinion, most reliable media and to substantiate their choice. The hierarchy of most trusted media did not considerably differ from media popularity hierarchy. It is natural that residents consume more media, if they trust information provided by these media.
- In accordance with the results of the study, the media market leader in Latvia is portal www.delfi.lv, which is the most popular information channel for the obtaining of news and information on the issues of political events both in Latvia and worldwide, as well as, most frequently (in 18% of cases) it was mentioned as the most reliable media.

- ❑ TV channel LTV1 (public service broadcaster) (mentioned by 11% of the respondents) and its evening news programme *Panorāma* (11%) have been ranked within the top three most reliable media.
- ❑ The list of most reliable media is followed by [www.tvnet.lv](http://www.tvnet.lv) (8%); Latvijas Radio 1 (Latvian Radio 1 – channel of public service broadcaster) (7%); Pirmais Baltijas Kanāls (Первый Балтийский канал) (6%); LNT (6%); TV3 (6%).
- ❑ The analysis of test results points to the following general trends:
  - Latvian society is characterised by high level of credibility in social media. Latvian Television and Latvian Radio (both public service broadcasters) are credibility leaders in their media markets. LTV1 *Panorāma* was generally recognised as the most reliable TV news programme. Considerably higher popularity and trust in public media is observed among elderly Latvian audiences.
  - Obviously, the surveyed Latvians comparatively more frequently choose and trust in local media in Latvia. There is not a single foreign medium in the list of 15 most reliable media among Latvian audiences.
  - The research results among the representatives of other ethnic origin provide a completely different image – in the replies of these audiences, Russian television channels and shows are widely represented as the most trusted media. 6 of 12 most trusted media/ shows are Russian government funded products.
  - Significant differences are also observed in the results of different respondent age groups. The youngest study participants trust various Internet portals/ information sources more. For instance, among youths below 24 years of age, five the most reliable information sources are Internet resources. The general leader of the study [www.delfi.lv](http://www.delfi.lv) ranks first (mentioned by 25% of the respondents), meanwhile [www.facebook.com](http://www.facebook.com), which in other age groups was mentioned by a negligible number of respondents, followed as the second (15%). Elderly respondents tended to mention LTV1 and Latvian Radio as most reliable sources (elderly representatives of other ethnic groups - TV channels funded by the government of Russia).
- ❑ The substantiation for calling a medium as one of the most reliable mentioned by respondents was very similar for all media, there are no significant differences in the justifications.
- ❑ The summary of argumentation mentioned by study participants allows to distinguish the most significant criteria that determine the credibility of mass media and concrete programmes. They are as follows:

- *You can trust the message/ more reliable than others* (mentioned as an argument for the reliability of a medium by 20% of survey participants);
- *Tradition/ used to / verified value* (18%);
- *Interesting* (14%);
- *Brief and concise news / there are not many comments / do not provide unnecessary information* (13%);
- *Neutral/ independent / objective* (12%);
- *Comprehensive / exhaustive information* (12%);
- *Provides topical information/ news / fastest provision of information* (11%);
- *More detailed/ precise news* (11%);
- *Like it / creates positive emotions* (10%).

## **5. Consumption of TV programmes produced in Russia**

- Television programmes produced in Russia, for instance, Pirmais Baltijas Kanāls (Первый Балтийский канал), NTV Mir Baltic, RTR Rossiya, are watched almost by two thirds (63%) of the surveyed inhabitants of Latvia.
- The majority of the Russian TV channel audience is constituted by the representatives of other ethnic groups – 82%. Furthermore, more than one half (52%) of surveyed Latvians regularly or sometimes watch television programmes produced in Russia.
- These results, with the reference to the previously reviewed information on the choice of language in media consumption (32% of the residents of Latvia prefer media in Russian), allow the assumption that a significant part of other ethnic group representatives in Latvia “reside” in Russian informational space.
- The only socially-demographic group, where the audience of Russian TV channel viewers is less than 50%, are the young respondents below 34 years of age. More than 70% of the respondents, who are aged more than 45, watch the TV programmes made in Russia.
- In accordance with the results of the study, the choice in favour of Russian television is made for entertainment purposes. Out of the entire content offered by Russian television, the participants of the survey are most frequently interested in films and film series. Almost one half (45%) of the surveyed residents of Latvia watch them on Russian television. Humour shows, as well as concerts and musical shows produced in Russia are also popular, as they are watched by one in three (33%) inhabitants of Latvia.
- News programmes produced by Russian television are watched by 28% of the residents of Latvia. The analysis of the study results in respondent groups that have been developed, based on different social and demographic characteristics, shows that

comparatively higher number of Russian TV news programme watchers is observed among the representatives of other ethnic groups (watched by 52%), respondents aged over 45 (35%), as well as the residents of Zemgale region (38%), Latgale region (35%) and Riga (35%).

- ❑ A significant number of the residents of Latvia (14% - 20%) are used to watching sports programmes, popular science shows, environmental programmes, documentaries, as well as analytical shows on Russian television.

## **6. Opinions on the degree to which the media affect personal and public points of view**

- ❑ The results of the study point to an interesting trend – a dominant part (83%) of the study participants did not object to the statement that media and media content affects public opinion (opinion on different issues, values, events), however, only 47% of the respondents agreed that the information provided by mass media affect their personal opinions. The number of the residents of Latvia, who denied the statement that media and media content affects their personal opinion on different issues, values and events was almost similar to the above (45%). To a certain extent, these result bear evidence of a high self-esteem, i.e. in the opinion of the respondents, their personal opinions on various issues are independent of media influences. This opinion changes, when talking about “others”, or society.
- ❑ It is interesting that the results obtained from different social and demographic groups of respondents are rather similar, no significant changes in results are observed on these questions.

## **7. Self awareness of the capacity to tell credible information from misleading information**

- ❑ When talking about their experience in the use of media, 40% of the inhabitants of Latvia stated that they are usually capable of discerning, which information in the media is credible and which one is biased or false. Higher self confidence of being able to discern credible information from misleading information is held among people with high or medium high level of income per one family member, survey participants with higher education, as well as respondents aged 25 to 34.
- ❑ 22% of survey participants admitted having a negative experience of media use (they have happened to believe in biased or false information in media and realise that only later). The results obtained from different social and demographic groups of respondents do not reveal significant changes in results.
- ❑ 11% of the surveyed residents of Latvia critically evaluated their capacity to discern reliable information from misleading, indicating, that they lack the required



competences in this area. This type of answer was slightly more common for elderly and financially less wealthy participants of the survey, as well as women.

- ❑ One in four (27%) participants of the study replied that they cannot evaluate their capacity of discerning reliable information in media from manipulative information, because they have not thought about that.

## 8. Interest in Media Literacy

- ❑ Slightly more than one third (35%) of the surveyed residents of Latvia expressed their interest in media literacy or ability to critically assess the information provided by media and discern reliable journalism from false news. This interest was comparatively more frequently expressed by respondents aged 25 to 44 years of age.
- ❑ Almost all (85%) of the interested respondents would like to receive information on media literacy via media (TV, radio, the Internet, press issues). Other possible information channels were mentioned much less frequently. More than 10% of the interested persons indicated seminars and conferences (17%), educational institutions (16%), libraries (15%), as well as public events (for instance, festivals, town festivities, leisure activities, etc.) (12%) as appropriate channels for the distribution of information on media literacy.

### Tulkota preses relīze:

Study: one half of the inhabitants of Latvia cannot be proud for high media literacy

- ❑ **On Tuesday, 18 July, the Ministry of Culture (KM) presented the results of the Study on Media Literacy of the Inhabitants of Latvia. These results reflected the situation in June 2017 and bear evidence that approximately one half of the residents of Latvia lack understanding about the differences between the reality and the reality as reflected in media. One half of the residents of Latvia believe that they can trust information, if it has been provided by any of the media, only 40% of the residents of Latvia claim that they are capable of discerning credible information from biased and false information.**
- ❑ “If blood test allows to check, for instance, the lack of a particular vitamin, no universal question exists that can be asked to make conclusions on the media literacy of a particular person or Latvian society in general. The concept of media literacy must be divided into several components and an attempt to make the full picture out of the answers to many questions must be made. For instance, by determining respondent’s habits of media consumption, their confidence or opinions on the creation of media

content, credibility of information published in social media, operation of Internet search engines, self awareness in the recognition of false news and experience of verifying the information before “passing it on” to your social media friends,” Klīta Ločmele, the expert of Media Policy Division of the Ministry of Culture, explains.

- ❑ Only approximately one half of the residents of Latvia believe that differences in how the same information is presented in different media exists. This means that the awareness on the methods of the construction of reality is lacking. Furthermore, the probability that media content can not only be reliable, but intentionally biased, has not even occurred to some of the participants of the survey. Namely, one in four (27%) participants of the study cannot evaluate their capacity of discerning reliable information in media from manipulative information, because they have not thought about that.
- ❑ The results of the survey prove that certain share of the residents of Latvia cannot assess the results offered by the Internet search engines (for instance, Google, Bing, or others). 26% of the respondents agree to the statement that the first results offered by Internet search engines are the most reliable, and 15% of the respondents could not provide answers to this question. However, frequently, search engines reflect sponsored links and advertising as first hits. Most (61%) Internet users agree to the statement that the first results offered by the Internet are displayed as first, because they are the most popular.
- ❑ One fifth of the residents of Latvia are in a habit of sharing information online, before checking it. Especially high ratio of such type of sharing applies to youths from 15 to 24 years of age (almost 40%).
- ❑ The study has resulted in the conclusion that a correlation between the language of media consumption, income level, education level and media literacy exists. Residents, who consume media in Latvian or English have demonstrated lower level of trust in information that can be found in social media, they are more critical in evaluating the results offered by Internet search engines in comparison to those, who mostly consume media in Russian. Probably, this phenomenon can be explained by the fact that respondents, who, to a large extent, are within the informational environment of another country could not be reached by means of previously implemented activities for media literacy development. Only 15% of the respondents belonging to other ethnic groups prefer media in Latvian. The dominant share (80%) of respondents belonging to other ethnic groups select sources in Russian either for the purposes of getting information or for entertainment.
- ❑ Television programmes that are completely or partially produced in Russia, for instance, PBK, NTV Mir Baltic, RTR Rossiya, are watched almost by two thirds (63%) of the surveyed residents of Latvia. The majority of the Russian TV programme audience is

constituted by the representatives of other ethnic groups – 82%. Furthermore, more than one half (52%) of surveyed Latvians regularly or sometimes watch television programmes produced in Russia. The content offered by Russian television that is chosen by the residents of Latvia includes films and film series (45% of the respondents), humour shows, concerts, musical shows (one in three residents - 33%) and news programmes (28% of the inhabitants of Latvia).

- The only socially-demographic group, where the audience of Russian TV channel viewers is less than 50%, are the young respondents below 34 years of age. More than 70% of the respondents, who are aged more than 45, watch the programmes of Russian TV.
- People with low level of education (basic education) and income also have lower media literacy parameters. The higher is the level of monthly income per a family member, the higher is the awareness that the information reflected in different media may differ. (Among surveyed inhabitants with high income level, this statement is supported by 67%, meanwhile 44% of respondents with low level of income agree to that). The difference in the frequency of replies provided by the respondents depending on their place of residence was almost twofold – 66% of the residents of Riga confirmed that information in different media differs, while only 31% of the residents of Latgale region agreed to that.
- Another observed correlation – the lower the education of a respondent, the higher their trust in information found in social media (62% of the surveyed population with basic education, 26% – with higher education). 43% of the respondents with basic education agree to the statement that Internet search engines (Google, Bing or others) display most reliable results first, meanwhile the number of respondents with higher education, who agree to this statement is two times lower (22%). People with higher education are also better aware of the fact that media and media content affect the opinions of the society. 88% of the respondents with higher education hold this opinion, while among people with basic education only 67% agree to that. Furthermore, 20% of the respondents with basic education could not provide their answers to this question.
- Latvian media policy guidelines and the plan for their implementation provided for the necessity of conducting a study on media literacy of the inhabitants of Latvia. The study was conducted by market and social research agency *Latvijas Fakti*, which won the procurement tender that was organised in April 2017. 1,082 permanent residents of Latvia aged from 15 to 74 were surveyed within the framework of the study in June 2017.
- *Media literacy is defined as the skill of the audience to use media, search and analyse information, critically evaluate media messages and participate in creation of media content.*

## IV. QUESTIONNAIRE

<b>Q.1. What language media do you consume MOST FREQUENTLY: press, internet portals, radio and TV?</b> ONE ANSWER	Latvian ..... 1 Russian ..... 2 English ..... 3 Other (SPECIFY, WHAT): ..... 4 <i>Difficult to answer / NA (DO NOT PROVIDE HINTS) .....99</i>
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**Q.2. What type of information sources (particular media: press issues, TV and radio programmes, Internet portals) do you use in the following situations? Please name up to THREE most frequently used sources of information in each of the mentioned situations.**

NO MORE THAN 3 ANSWERS FOR EACH SITUATION. ASK THE RESPONDENT TO PROVIDE THE PRECISE NAMES OF MEDIA, PRESS, TV AND RADIO PROGRAMMES, INTERNET PORTALS. MARK WITH CODE "99", IF THE RESPONDENT DOES NOT RECEIVE INFORMATION ANYWHERE.

<b>1. To obtain news</b>	_____	99
<b>2. For entertainment</b>	_____	99
<b>3. For information and advice on health and beauty care issues</b>	_____	99
<b>4. On the politics in Latvia</b>	_____	99
<b>5. On the politics in the neighbouring countries and worldwide</b>	_____	99
<b>6. For studies and education</b>	_____	99

<b>Q.3. Do you believe that there are differences in how information about the same event is reflected in different media, for instance, in different television programmes or Internet portals? ONE ANSWER</b>	Yes, information tends to differ..... 1 → CONTINUE No, it is similar or has insignificant differences everywhere ..... 2 → GO TO Q5 I have not paid attention to that ..... 3 → GO TO Q5 <i>Difficult to answer / NA (DO NOT PROVIDE HINTS) .. 99</i>
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ASK, IF ANSWER "1" WAS PROVIDED ON Q.3., OTHERS GO TO Q.5. <b>Q.4. How do you chose the medium for obtaining daily news?</b> READ OUT AND MARK ONE MOST APPROPRIATE	I predominantly choose one medium that is most reliable in my opinion ..... 1 → GO TO Q5 I predominantly consume several media that I am already used to ..... 2 → GO TO Q5 Most frequently it is a spontaneous choice or a chance..... 3 → CONTINUE <i>I believe that not a single medium can be trusted (DO NOT PROVIDE HINTS) ..... 98 → GO TO Q5</i> <i>Difficult to answer / NA (DO NOT PROVIDE HINTS) ..... 99</i>
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ASK, IF ANSWER "3" WAS PROVIDED ON Q.4., OTHERS GO TO Q.5. <b>Q.4.1. What determines your spontaneous choice on which medium to use for obtaining news?</b> READ OUT. SEVERAL ANSWERS ARE POSSIBLE	Friends, neighbours or colleagues .....1 Family members.....2 I notice a post in social media.....3 I notice an advertising .....4 Other option (SPECIFY): .....5 <i>Difficult to answer / NA (DO NOT PROVIDE HINTS)..... 99</i>
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**Q.5. Which THREE media (particular press issues, radio, television programmes or individual shows, Internet portals etc.) are the MOST RELIABLE in your opinion, and why? ASK A RESPONDENT TO NAME PRECISE MEDIA TITLES. RECORD THE PROVIDED EXPLANATIONS IN DETAIL.**

1. \_\_\_\_\_ **Why:** \_\_\_\_\_

2. \_\_\_\_\_ **Why:** \_\_\_\_\_

3. \_\_\_\_\_ **Why:** \_\_\_\_\_

*I do not trust in a single medium (DO NOT PROVIDE HINTS) ..... 98*

*It is difficult to say / Does not know (DO NOT PROVIDE HINTS) ..... 99*

<b>Q.6. Do you watch television programmes produced in Russia, for instance, PBK, NTV Mir Baltic, RTR Rossiya?</b> READ OUT AND MARK ONE ANSWER	Yes ..... 1 → CONTINUE Sometimes ..... 2 → CONTINUE No ..... 3 → GO TO Q.8. I do not watch television at all ..... 4 → GO TO Q.8. <i>Does not know / NA (DO NOT PROVIDE HINTS) 99 → GO TO Q.8.</i>
	ASK, IF ANSWER "1" OR "2" WAS PROVIDED ON Q.6., OTHERS GO TO Q.8. <b>Q.7. With reference to Russian television programmes, tell please what exactly are you watching?</b> SEVERAL ANSWERS ARE POSSIBLE.

**Q.8. With reference to your experience in the use of media, is it easy for you to distinguish reliable information in media from manipulative information (false, misleading)? READ OUT THE ANSWER OPTIONS AND MARK ONE.**

- I lack knowledge on how to distinguish reliable media information from biased and misleading information ..... 1
- I have, sometimes, happened to believe in biased or false information in media and to realise that only later ..... 2
- I am usually capable of telling, which information in media is reliable and which one is biased or false ..... 3
- I have not thought about that ..... 4

**I.1. Do you have access to the Internet?** 1= Yes, at home                      2= Yes, elsewhere                      3= No, it is not accessible

**I.2. How often do you use Internet?** 1= 1x per week and more frequently                      2= A few times per month                      3= Less frequently                      4= Do not use it

**Q.9.1. Now I will read out for you some statements voiced by other people. Please, tell to what degree you agree to them - agree completely, rather agree, rather disagree or disagree completely?**

ONE ANSWER FOR EVERY STATEMENT	Agree completely	Rather agree	Rather disagree	Disagree completely	Do not know/ NA
1. If an information is written in a magazine, broadcast on	1	2	3	4	99

radio or television, it can be trusted					
2. I find it important to consume information that is reliable and free from propaganda	1	2	3	4	99
3. I can trust information that is spread by my friends, relatives and acquaintances	1	2	3	4	99
4. I predominantly consume media content that has been created outside Latvia (foreign television programmes, foreign magazines, YouTube, etc.)	1	2	3	4	99

**ASK ABOUT THE NEXT 4 STATEMENTS, IF THE RESPONDENT USES THE INTERNET (answers 1,2, or 3 provided on I.2.). OTHERS GO TO Q.10!**

ONE ANSWER FOR EVERY STATEMENT	Agree completely	Rather agree	Rather disagree	Disagree completely	Do not know/ NA
5. I trust the information that can be found on social network media – Facebook, Twitter, draugiem.lv, vkontakete.ru, etc.	1	2	3	4	99
6. I am used to sharing information online (sharing, retweeting, forwarding via e-mail, etc.), without prior testing of whether everything is correct in it.	1	2	3	4	99
7. The first results offered by the Internet search engines (for instance, Google, Bing or others) are displayed as first, because they are the most popular	1	2	3	4	99
8. The first results offered by the Internet search engines (for instance, Google, Bing or others) are displayed as first, because they are the most reliable	1	2	3	4	99

<b>Q.10. Do you get involved in the creation of media content, for instance, keep blogs, publish content on social network media, offer articles, footage or photographs to media, comment on publications? ONE ANSWER</b>	Yes .....1 → ask <b>Q.10.1.</b> No.....2 → ask <b>Q.10.2.</b>
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ASK, IF ANSWER „1” (YES) HAS BEEN PROVIDED ON Q.10. <b>Q.10.1. What of the aforementioned do you do?</b> SEVERAL ANSWERS ARE POSSIBLE.	Write a blog ..... 1 Regularly publish content (photographs, opinions, insights) in social network media, for instance, Facebook, draugiem.lv, Twitter or others .....2 Offer article, footage ideas or materials themselves and/or photographs for media .3 Comment on publications .....4 Something different (SPECIFY): .....5
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ASK, IF ANSWER „2” (NO) HAS BEEN PROVIDED ON Q.10. <b>Q.10.2. Why do you not get involved in media content creation?</b> SEVERAL ANSWERS ARE POSSIBLE.	I am not interested in it ..... 1 I lack the required skills and knowledge .....2 I do not have time for that .....3 It is useless – it will not affect anything.....4 I do not want or am afraid to express my opinion online .....5 Other option (SPECIFY): .....6
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**Q.11. In your opinion, to what extent do media and media content affect the points of view of the society (opinions on different issues, values, events)? Does it have no effect on them at all, rather no effect, rather has effect or has strong effect on them? ONE ANSWER.**

No effect at all	Rather no effect	Rather affects	Strongly affects	Does not know/ Difficult to say
1	2	3	4	99

**Q.12. In your opinion, to what extent do media and media content affect your points of view (opinions on different issues, values, events)? Does it have no effect on them at all, rather no effect, rather has effect or has strong effect on them? ONE ANSWER**

No effect at all	Rather no effect	Rather affects	Strongly	Does not know/
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			<b>affects</b>	<i>Difficult to say</i>
1	2	3	4	99

<p><b>Q.13. The notion of “<i>media literacy</i>” has been mentioned in media recently, which refers to the capacity to critically evaluate the information provided by media and discern reliable journalism from false news. Would you be ready to do something to learn more about it?</b></p> <p>ONE ANSWER</p>	<p>Yes ..... 1 → CONTINUE</p> <p>No ..... 2 → GO TO DEMOGRAPHY</p>
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<p><b>Q.14. Where would you like to receive information on media awareness?</b></p> <p>SEVERAL ANSWERS ARE POSSIBLE</p>	In media (TV, radio, the Internet, press)	1
	Educational institutions	2
	Libraries	3
	At public events (for instance, festivals, town celebrations, during leisure activities, etc.)	4
	At seminars, conferences	5
	Elsewhere (SPECIFY): _____	6
	<i>Does not know/ Difficult to say</i>	99