ADULT MEDIA LITERACY IN AUSTRALIA

DAILY MEDIA USE



40% 32%___28%

MEDIA DIET CIVIC ENGAGEMENT

Daily users Infrequent users Non users media



Social







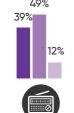
or pay TV)







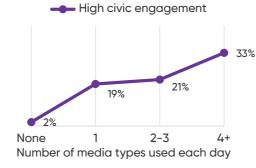




Radio

Video streaming service



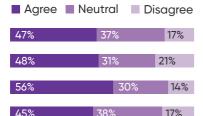


THE ROLE OF ENTERTAINMENT MEDIA



It's not only news and information that inform people. We asked people about the role entertainment media has in their lives...

Reflects who I am as a person
Equal to news media
Help learn about the world
Tell you about people



MEDIA LITERACY SUPPORT



Many adults have access to **no** media literacy support, or **very limited** support

We asked people about their level of access to eight sources of support to help them to access, use, understand and create media.







Family 25% Online resources 20%

No support 30%

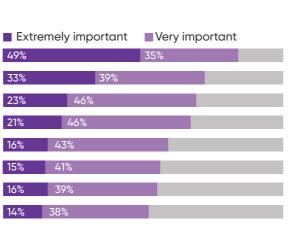
Friends 13%

AUSTRALIANS BELIEVE THAT MEDIA LITERACY IS IMPORTANT



More than 50% of adults say the following media abilities are important in their life:

Knowing how to protect myself from scams/predators online Using media to stay connected with my friends/family Knowing how to thinking critically about the media I consume Knowing how to recogise and prevent misinformation Understanding how media impacts and influences society Understanding relevant media laws/policies Thinking and reflecting on my own media use Knowing how to maximise my access to entertainment media



THE GAP IN MEDIA LITERACY



But there are **significant gaps** in people's media literacy

23% Can edit a video and post it online

26%

Can interpret a social media platform's data collection policy 32%

Can use software to improve a **photo**

ONLY...

Can find an online community to become involved in

Can determine if they are being harassed online and seek help from the right authorities

45%

Can change social media privacy settings

LEVEL OF MEDIA LITERACY

Low level of media abilities

74%

say that

misinformation or

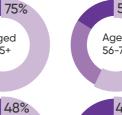
media needs to

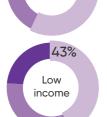
be addressed

68%

Medium level of media abilities ■ High level of media abilities









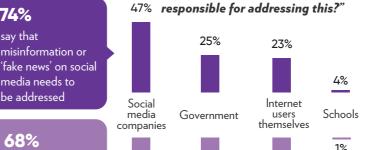


Some groups are **far more likely** to have a low level of media literacy

MEDIA ISSUES THAT NEED TO BE ADDRESSED







38%

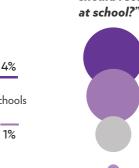
48%

13%

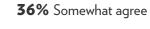
"Who should be held the most

Living with

a disability







16% Neutral

2% Somewhat disagree

1% Strongly disagree