

Addressing Misinformation with Media Literacy Through Cultural Institutions

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Addressing Misinformation with Media Literacy Through Cultural Institutions

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PARTNERS



Australian Library and Information Association



NATIONAL FILM AND SOUND ARCHIVE OF AUSTRALIA

Defining media literacy

A person is more media literate if they can access, use, create and share a diverse range of media while critically reflecting on their engagement

Media literacy pedagogy combines:

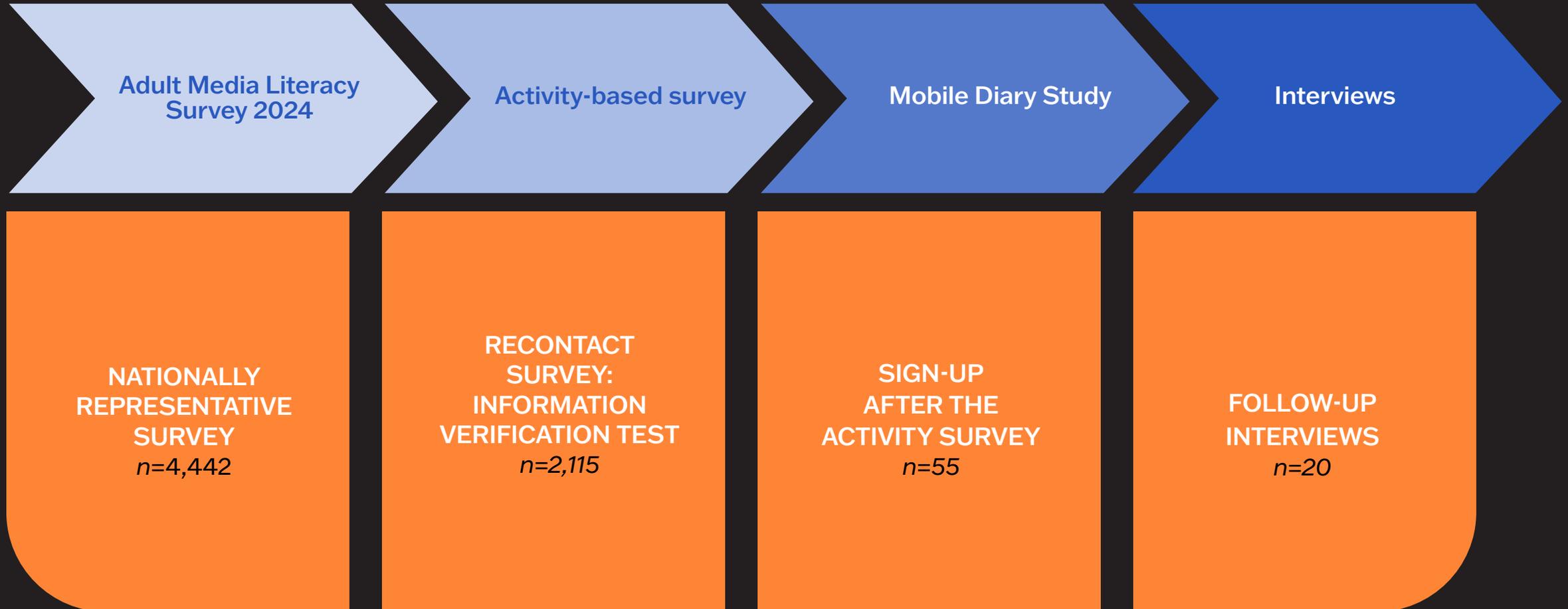
- critical thinking (key concepts)
- knowledge about media industries/environments
- digital skills

Media literacy is widely recognised as a critical form of literacy that is essential for full participation in society



Our research methods

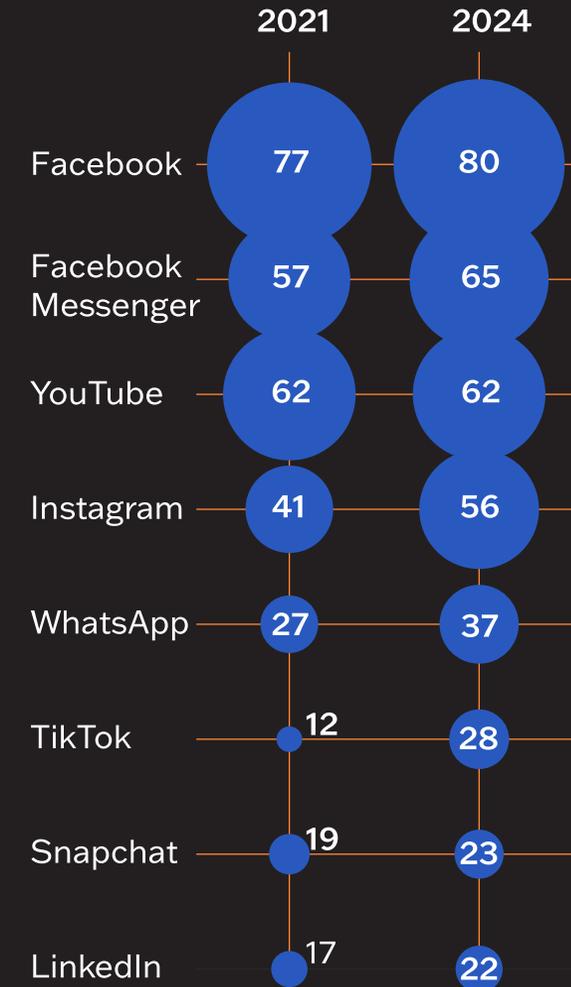
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KEY FINDING

#1 Social media platforms enable information overload

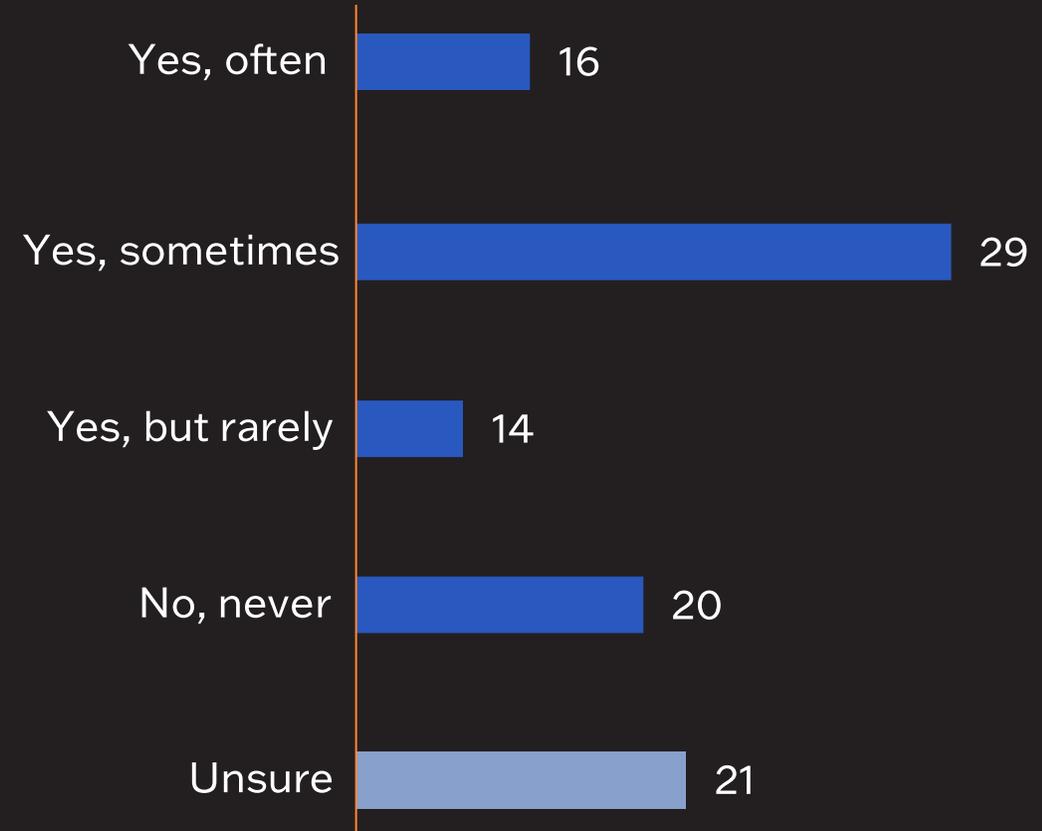
THE TOP 8 SOCIAL MEDIA PLATFORMS USED IN THE PAST WEEK (%)



Experiences of misinformation

Nearly half (45%) of adult Australians encountered misinformation online either 'sometimes' or 'often' in the past week

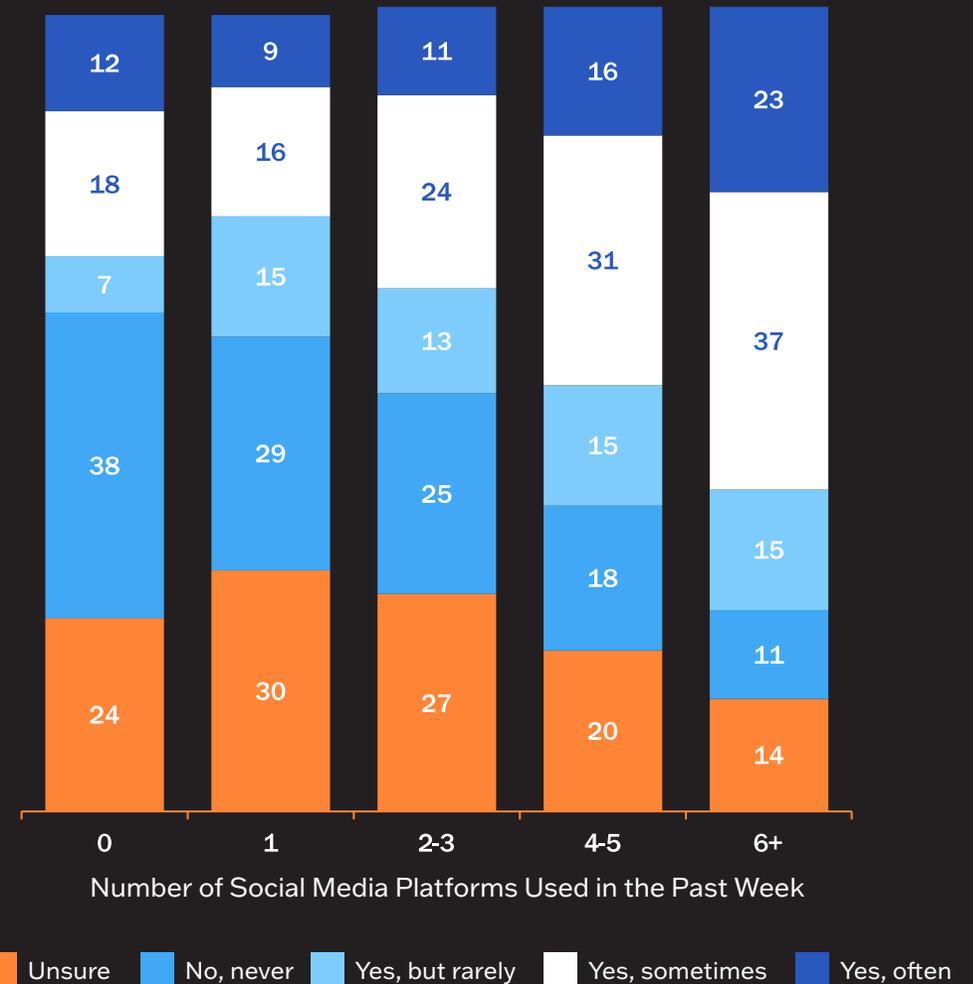
Have you seen any misleading or false information online in the past week? (%)



Misinformation and social media

- Encounters with misinformation are correlated with people's use of social media
- 70% of adults using 6 or more social media platforms have encountered misinformation 'often' or 'sometimes'
- Only 25% of those who use only one social media platform report encountering misinformation

*Have you seen any misleading or false information online in the past week?
By social media use (%)*





“I couldn’t live without the Internet...[but] in this day and age, **there’s a lot of that fake news.**”

“I am wary of anything I read on social media, so Facebook, Instagram, that sort of stuff...[it’s] **very easy** for people **via socials to spread misinformation.**”



KEY FINDING

#2

Information diets
are individualised
and increasingly
driven by
commercial
priorities

Ricciardo pinpoints Miami GP undoing

Daniel Ricciardo has pinpointed where he feels his Miami Grand Prix unravelled.

by **Mat Coch** — 6 May 2024

Additional reporting by: Phillip Horton



RBA makes huge call on interest rates

News.com.au · 17h



History repeats with divisive multibillion-dollar hydro project

The Courier Mail · 1d

that Aussies may not have considered for return boost

ATO 'hit list' revealed as taxpayer's common claim targeted for \$8.7 billion 'tax gap'

- Tax 'secret' ATO doesn't want you to know: 'Must do before June 30'

You'll now have to provide comprehensive records* that back up your work-from-home claims as you normally would for any other deduction. Those records can be in the form of a calendar, diary or spreadsheet and you'll have to submit evidence of at-home costs like an electricity bill.

Thomson said the ATO will be watching this area intently.



The "optimum" 24 hours can differ considerably depending on the health markers we measure. (Getty Images: Andranik Hakobyan)

abc.net.au/news/h...

In short: A study calculated...

ARABE-DATSH

Baked Salmon

ARABE-DATSH · January 22, 2024 · 0

1 minute read



Farmer held on suspicion of murder after shooting dead a...

News · 5:07a

'She Was So Rude, My Family Is No Longer Allowed to Listen To...

News · HuffPost · 1-min read

Non-Americans Are Revealing The Ways They Can "Spot An..."

Lifestyle · BuzzFeed · 3-min read

Haval Jolion Premium from \$35,990 driveaway*

Ad · GWS Australia · 2-min read

Man's move with trolley highlights common car park...

News · Yahoo News Australia · 2-min read

Chilling theory about slain brothers

News · NCA NewsWire · 3-min read

Millions of Australians brace for higher phone bills as telcos hike prices with inflation

ABC · 4h



Oscar Piastri cops blunt warning from own team in F1 drama

7NEWS · 1d



UNSEALED

Advice Equipment Electrical Mechanical

Buyers guide to lithium jump starters



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9News · 16h



Daniel Ricciardo's new Hollywood gig offers hint to Aussie's life after F1 career

news.com.au · 93



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If you're among the 3 million Australians living with high blood pressure and you're not currently on antihypertensive medication, you could play a vital role in advancing medical research aimed at improving hypertension treatment. We value your time and commitment; compensation is provided for your participation in these studies. Find out how you can be involved today.

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ABC NEWS

New wellbeing data shows how regions across Australia score in health, income, housing and more

By Tatenda Chibika · Posted 3h ago

BEEF 2024

ROCKHAMPTON AUSTRALIA MAY 5-11



Could Benjamin Netanyahu go to jail?

25 Apr 2024

Israeli Prime Minister Benjamin Netanyahu is facing charges of bribery, fraud and breach of trust.

He is doing everything he can to stay in office because if he holds office, he can't be thrown in jail.

Breakfast ABC Capricornia

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“Once upon a time I used to be able to find nearly everything I was looking for. **Now I have to wade through all the sponsored ones that come up first.**”

“My point is I did not ask for this...it’s just gone a bit overboard where **seemingly half the things I receive in my feed are unsolicited.**”



KEY FINDING

#3

Most adults are
unable to verify
information
online and many
are over-confident

ONLINE MISINFORMATION IN AUSTRALIA:

ADULTS' EXPERIENCES, ABILITIES, AND RESPONSES

Sora Park, Tanya Notley, T.J. Thomson, Aimee Hourigan, and Michael Dezuanni



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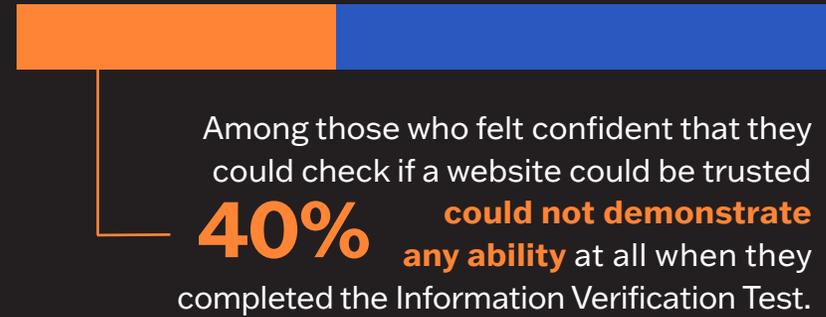
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97%
of adults in
Australia have
limited skills
to verify
information
online

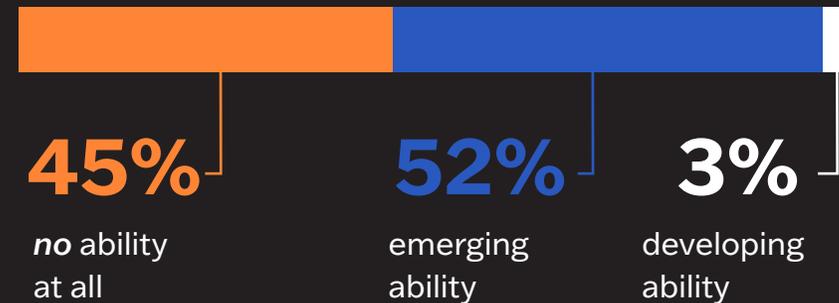
Most adults are *not confident* they can identify misinformation online.



But people's ability to identify misinformation is often much lower than they think.



97% of adults have *insufficient ability* to verify information online.



KEY FINDING

#4

People often
make quick
assumptions
to decide
who and what
to trust online

Top five mistrust cues

MISTRUST CUE	PROPORTION
Distrust of source	34%
Insufficient information to support claim	22%
Clickbait (headline/claim/content)	16%
Inflammatory/hyperbolic language	16%
Perceived bias (such as political or reporting bias)	15%

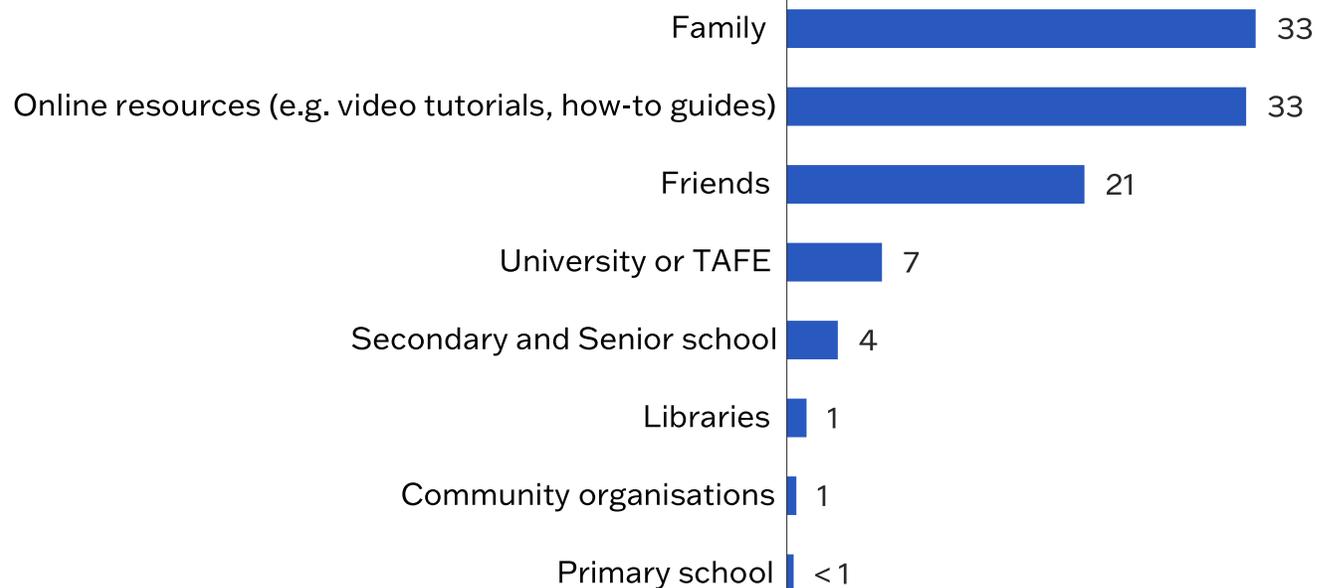
KEY FINDING

#5

Online
information diets
are individual
but our
decision-making
is relational

ADULT MEDIA LITERACY IN 2024: AUSTRALIAN ATTITUDES, EXPERIENCES AND NEEDS

Tanya Notley
Simon Chambers
Sora Park
Michael Dezuanni



N = 3,192 (respondents who had used one or more sources of support)



“If you’re not surrounded by a group of people, and you’re on your own, you’re going to be more **susceptible to believe things without having anyone to [critically cross check] with.**”

“If it’s an issue that I’m particularly worried about, I might talk to friends or family, to say ‘hey have you seen this? **What’s your opinions on whether it’s something that we can trust or not?**’”



KEY FINDING

#6

Most adults have a limited understanding of digital media environments, but want to learn more

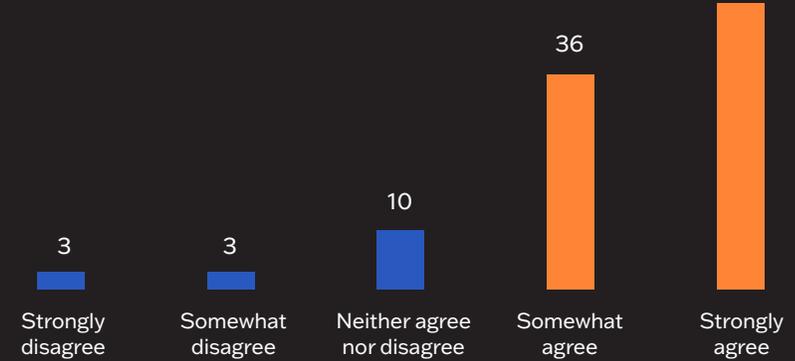
SUPPORT FOR MEDIA LITERACY EDUCATION

ADULT MEDIA LITERACY 2024 SURVEY

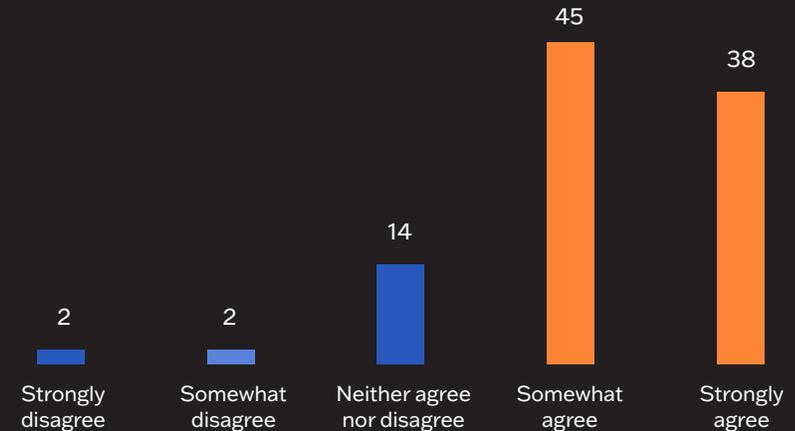
Findings

- There is very strong support for media literacy in schools: 84% agree and only 6% disagree
- There is very strong support for media literacy programs being made available for adults: 82% agree and only 4% disagree

Do you agree that children should receive media literacy education at school? (%)



Do you agree there is a need for media literacy education for adults (%)

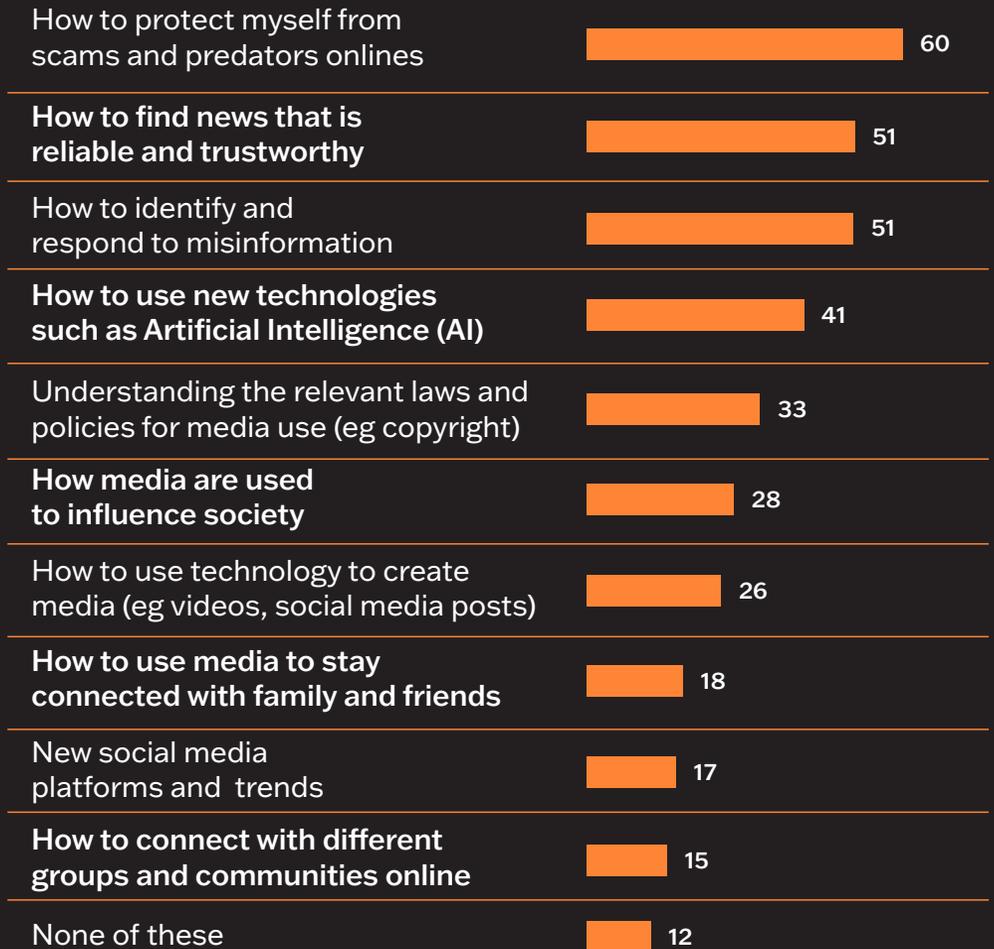


PRIORITIES FOR MEDIA LITERACY EDUCATION

Findings

- Adults selected an average of 3.5 items from the list of 10
- 60% want to learn how to protect themselves from scams
- Strong desire to find trustworthy news and identify misinformation

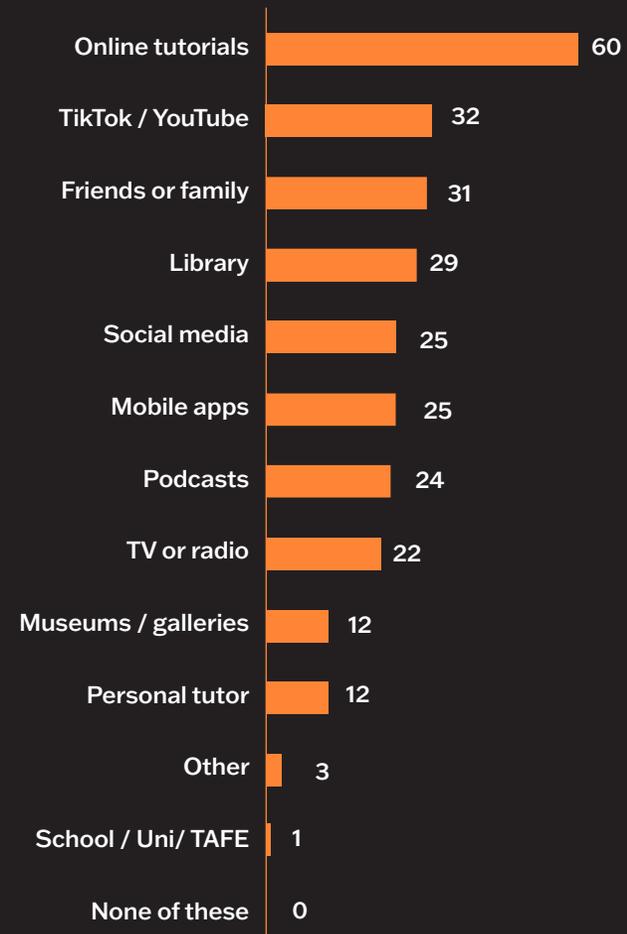
Which among the following would you like to learn more about? %



Findings

- Adults strongly prefer online tutorials (60%) as the most popular way of learning more about media topics
- YouTube and Tik-Tok-style short videos are the second most preferred (32%), particularly among younger adults
- Libraries are a preferred learning space among those aged 60+ (38%)

How would you like to learn about these topics? (%)



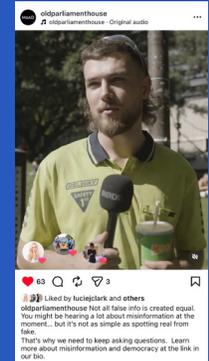
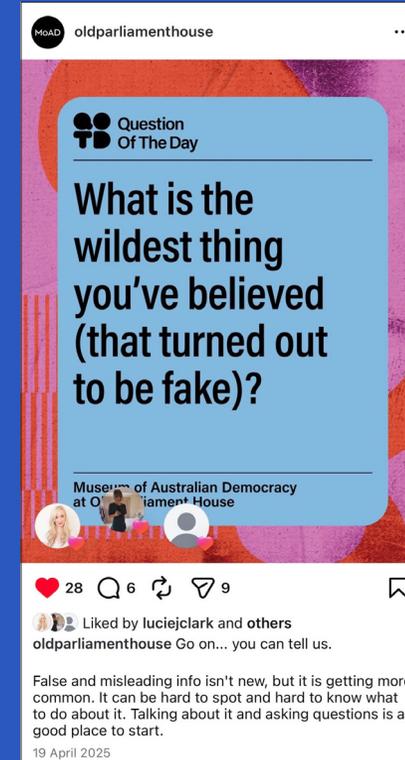
Partner pilots



Education



NATIONAL FILM
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OF AUSTRALIA



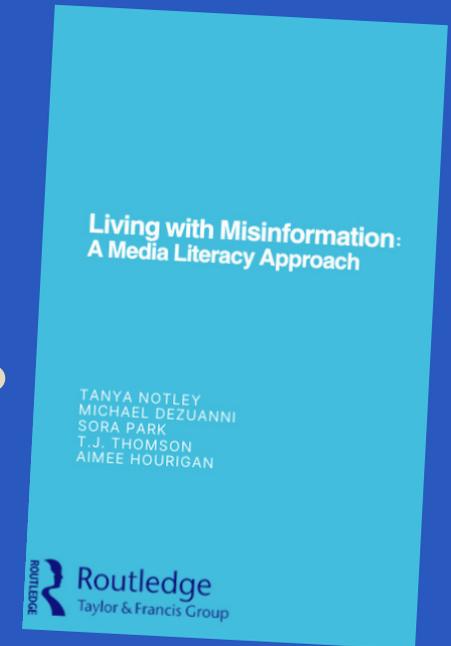
MOAD

Museum of Australian Democracy
at Old Parliament House

Next steps...

A Beginner's Guide to
Addressing Misinformation with
Diverse Communities

New analysis and
journal articles



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Thank you.



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