



Swedish Agency
for the Media



Nordic Media Literacy Survey

A pan-Nordic project

- Discussions initiated in 2019
- Feasibility study by NTNU, Trondheim in December 2020
- Finland joined 2021
- Financing by the Nordic Council of Ministers
- Steering group with representatives from five Nordic media authorities

Project aims

- To develop a method (questionnaire) to survey media literacy in five Nordic countries
- To test the method in a pilot survey
- To carry out a baseline survey

Implementation

- Developing a method in collaboration
 - Web based survey
 - Adults 16+ years
 - Children and youth 9-15 years
- Research company for data collection (web panel)
- Pilot study December 2024-January 2025
- Base line survey February-April 2025
- In total: 12 744 respondents
 - 9 487 adults
 - 3 257 children and youth (excl. Finland)

Aspects of media literacy

- How media and social media platforms work, how content is produced, funded and regulated.
- Freedom of expression and freedom of the media/press. The role and functions of media and social media platforms in democratic societies. Knowledge about conditions required to fulfil these functions.
- Responsible use of media/information, ethical and legal. Apply digital security and privacy.
- Critically assess/evaluate content in media and social media platforms, quality and reliability.
- Use, creatively create and communicate efficiently and effectively in social media platforms.
- Take part of content in media and social media platforms efficiently and effectively, through access, search technology, processing, assessment AI.

Many positive comments

SE:

- Den var lagom lång och intressant.
- Skulle vara kul om "facit" gavs till vissa av uppgifterna/frågorna, efter att enkäten var avslutad.
- Bra enkät som fick mig att reflektera mer kring hur jag värderar information på nätet, t ex i samband med sökningar via Google mm.

NO:

- Det er veldig flott, undersøkelse, i det minste har god informasjon blitt bestått og godt fanget.
- Det var en variert og utfordrende undersøkelse men jeg likte den.
- Jeg synes at denne undersøkelsen var veldig bra og jeg tok meg god tid til og vare og reflektere.

Continued...

DK:

- Det var let at forstå og sjovt at gennemføre
- The survey is interesting and educating and I learn a lot thanks
- Den fik hjernen på arbejde

FIN:

- Tärkeä ja pohtimisen arvingen kysely
- Ajankohtainen kysely
- Helppo vastata, hyvät kysymykset

ISL:

- Flott og áhugaverð könnun
- Gagnleg og áhugaverð könnun, takk fyrir þetta
- Virðist býsna (jafnvel óvenjulega) vönduð könnun

...and some less positive:

- Den var alldeles för lång (SE)
- Den var lite spridd i frågorna (SE)
- Noen vanskelige spørsmål her. Måtte stoppe og tenke lenge på mange av dem. (NO)
- Stoler absolutt ikke på NOEN medier! (NO)
- Det er jo ikke alle der interesserer sig for nyheder (DK)
- Interessant undersøgelse, men der var lovlig mange spørgsmål. (DK)
- Ihan hyvä mutta tylsä (FIN)
- Kuka näitä oikeen keksii? (FIN)
- oft svarað veit ekki... spurning erfiðsr sð svara (ISL)
- Einum of flókið á köflum (ISL)

Excerpts from the results:

- Many similarities between the different countries, age more distinguishing.
- Knowledge about different media could be enhanced: The role and function of newspapers? What is an editor-in-chief? How are search results ranked?
- One in three among 16- to 44-year-olds find it difficult to follow the news.
- On social media: high usage and good for diversity but low trust...
- Youth find it difficult to know which media to trust.
- Large share of 'don't know-replies' among youth.

Children and youth, 9 to 15 years (percent)

