



MEDIA LITERACY, CORONAVIRUS AND THE CITIZENS OF MONTENEGRO

PUBLIC OPINION SURVEY
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About the research:

- In order to estimate the attitudes and opinions of the citizens of Montenegro when it comes to their critical view on media content available on a daily basis, the Digital Forensic Center conducted quantitative field research of the public opinion.
- The research was conducted on a representative sample of 1,054 adult citizens. The representative sample is defined as a random three-stage stratified sampling. The sampling evaluation is based on the available data from the 2011 census and evaluations on the population demographic characteristics from 2019. The sample is representative according to socio-demographic criteria – region, settlement type, sex, and age.
- The research was conducted in the period between February 19 and March 20, 2020. “Face-to-face” survey lasted 15 minutes on average. For the purpose of this research, the questionnaire was made and it encompasses 4 units: media usage; trust in media and information quality; fake news and disinformation; responsibility, and information control.
- The margin of error for the cases with incidence 50% equals +/- 3.0%
- After the field research, a descriptive online indicative research was done, in order to estimate the media usage and the extent to which the citizens are informed on the COVID-19 epidemic.

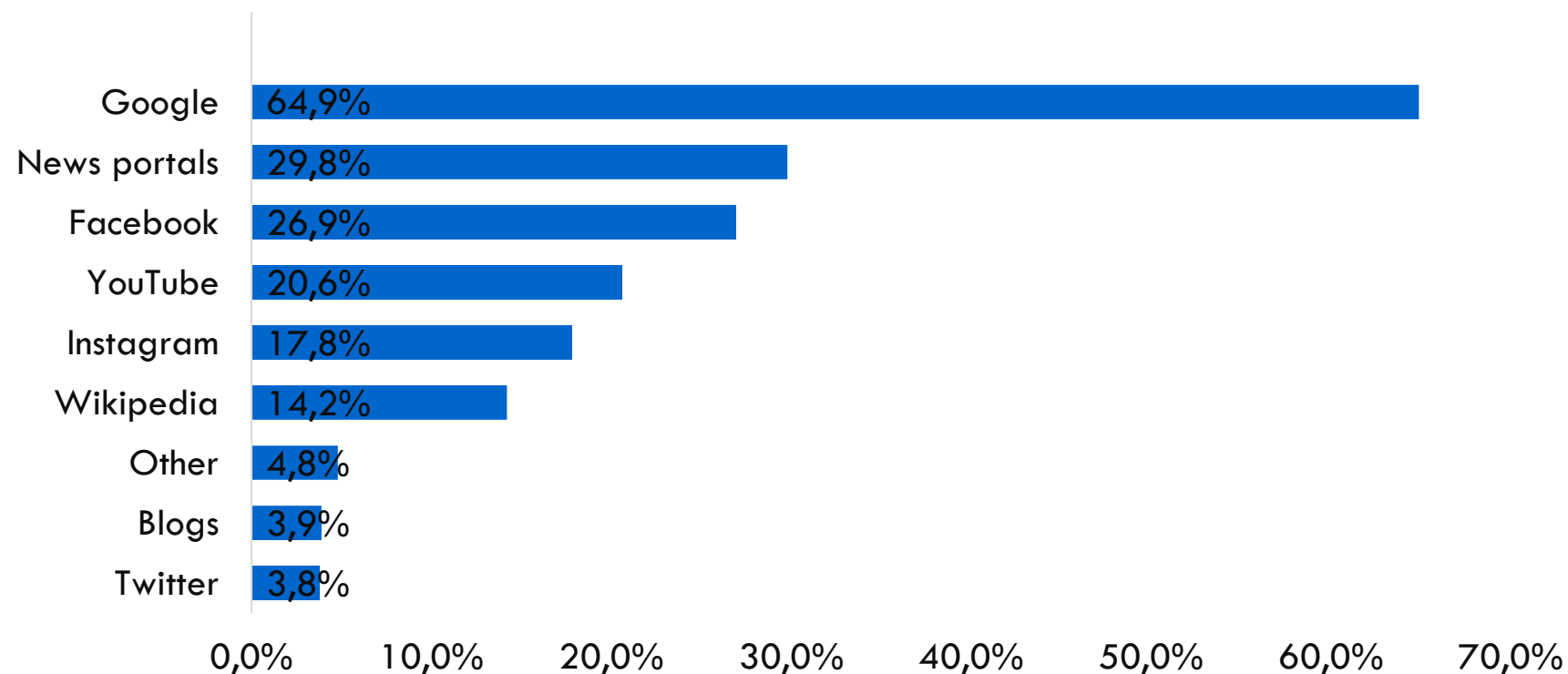
MEDIA USAGE

HOW OFTEN DO YOU USE THE FOLLOWING MEDIA?

How often do you use:	TV	Radio	Daily press	News portals	Social media	YouTube	Other internet sources
On a daily basis	76.6	32.9	23.2	42.7	50.9	41.6	36.9
Several times a week	15.0	32.6	20.6	22.5	13.8	22.2	24.8
Once a week	3.0	6.4	9.5	5.9	1.8	4.2	4.2
Several times a month	2.9	7.8	10.2	5.8	4.6	6.4	7.8
Once a month or less	1.2	6.8	13.8	3.8	3.7	4.8	5.9
Never	0.8	10.8	20.5	14.2	18.0	15.4	11.9
Do not have access to the media	0.2	0.8	0.3	3.0	5.0	3.3	2.2
Cannot estimate	0.3	0.4	0.6	0.6	0.2	0.3	2.1
No answer	0.1	1.5	1.3	1.5	2.2	1.9	4.2
Total	100	100	100	100	100	100	100

WHICH ONLINE MEDIA DO YOU USE MOST OFTEN WHEN LOOKING FOR THE CONTENT THAT INTERESTS YOU THE MOST?

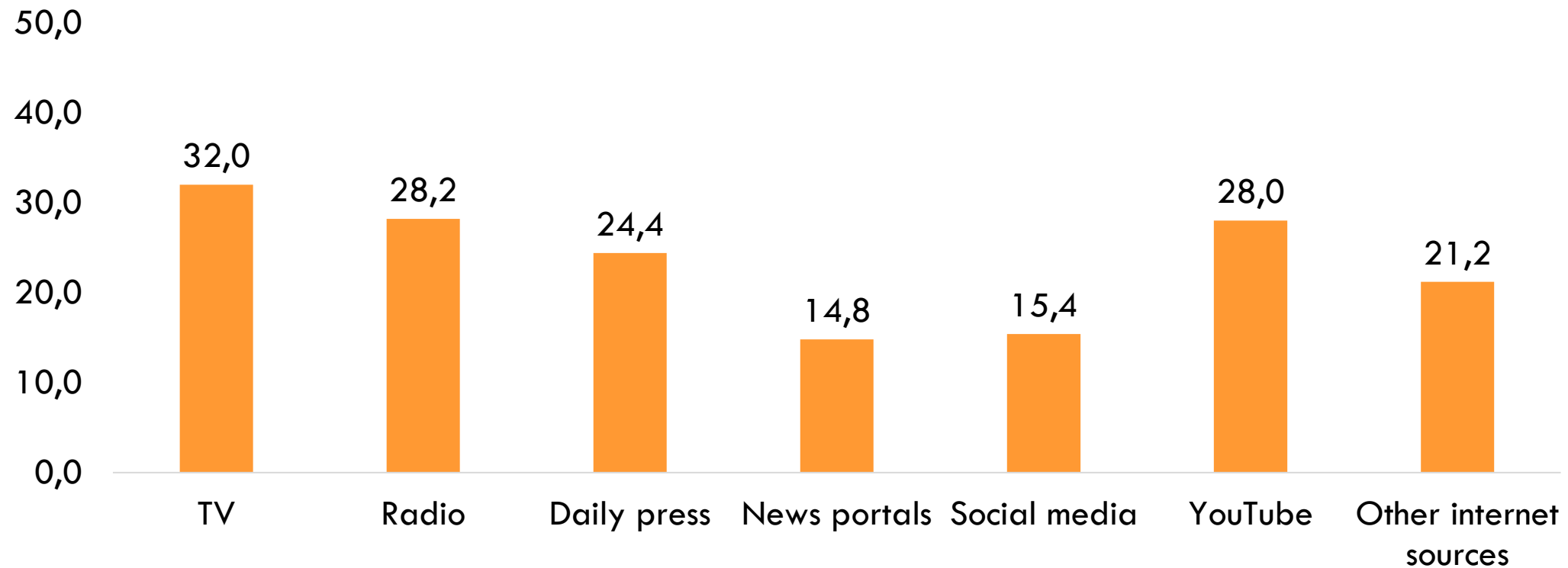
Cumulative responses,
Sample of those who have access to the online media



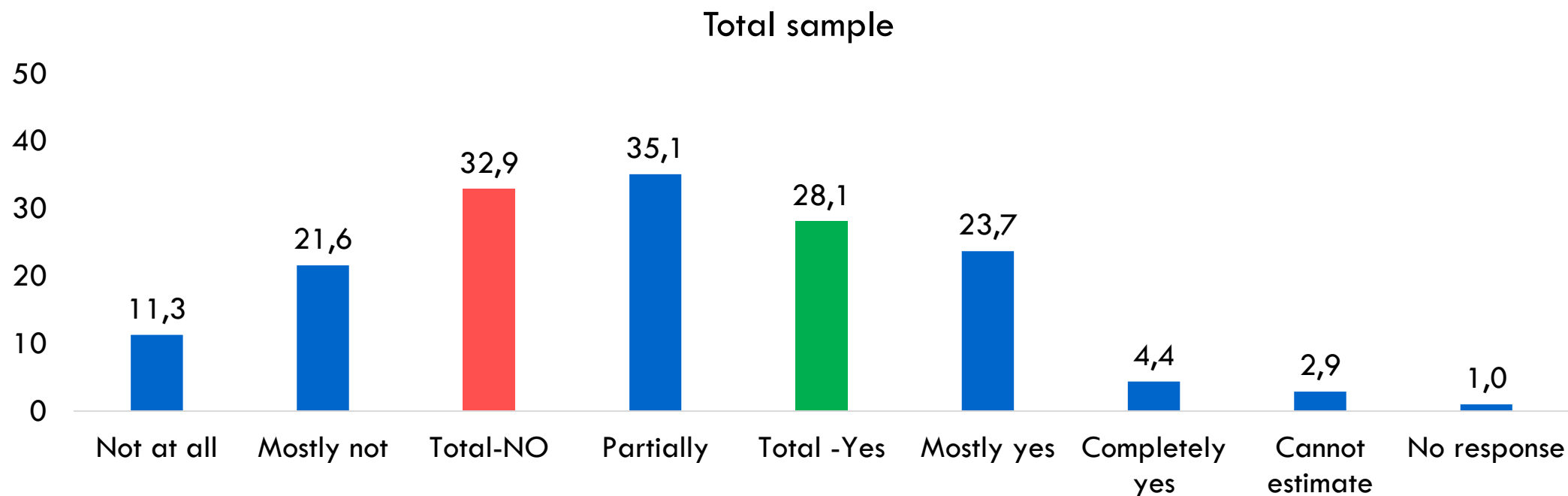
TRUST IN MEDIA AND QUALITY OF MEDIA REPORTING

TO WHAT EXTENT DO YOU TRUST THE FOLLOWING MEDIA IN MONTENEGRO?

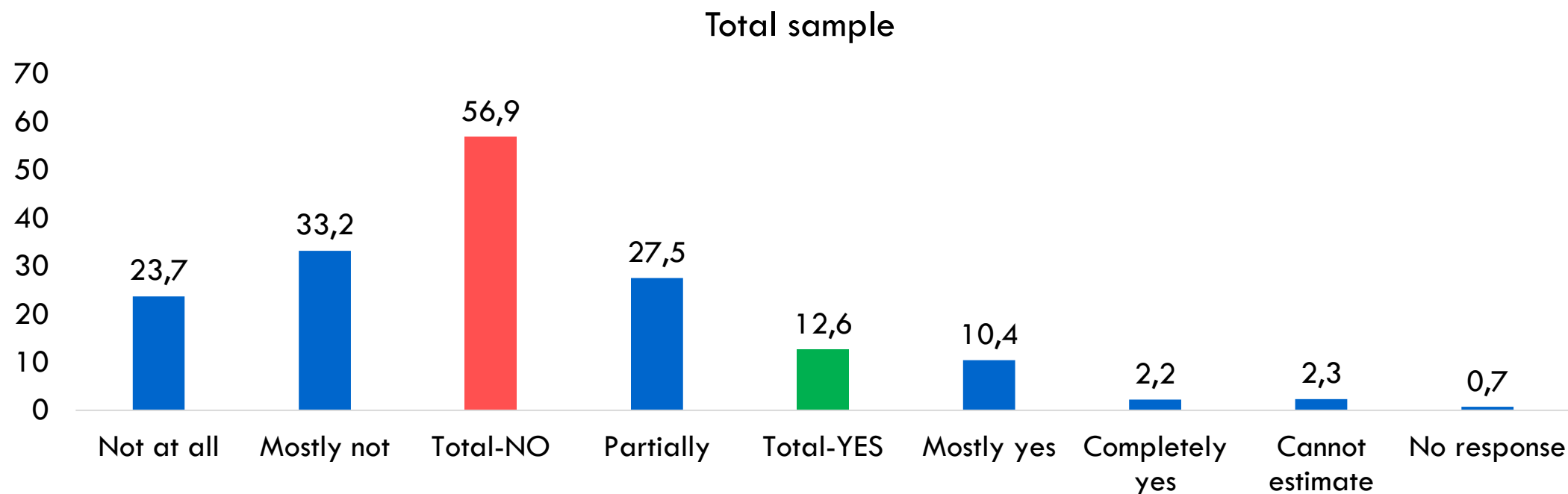
Mostly + Completely trust;
Total sample



IN YOUR OPINION, TO WHAT EXTENT DO THE MONTENEGRIN MEDIA REPORT OBJECTIVELY AND PROFESSIONALLY, FOLLOWING THE CODE OF ETHICS?

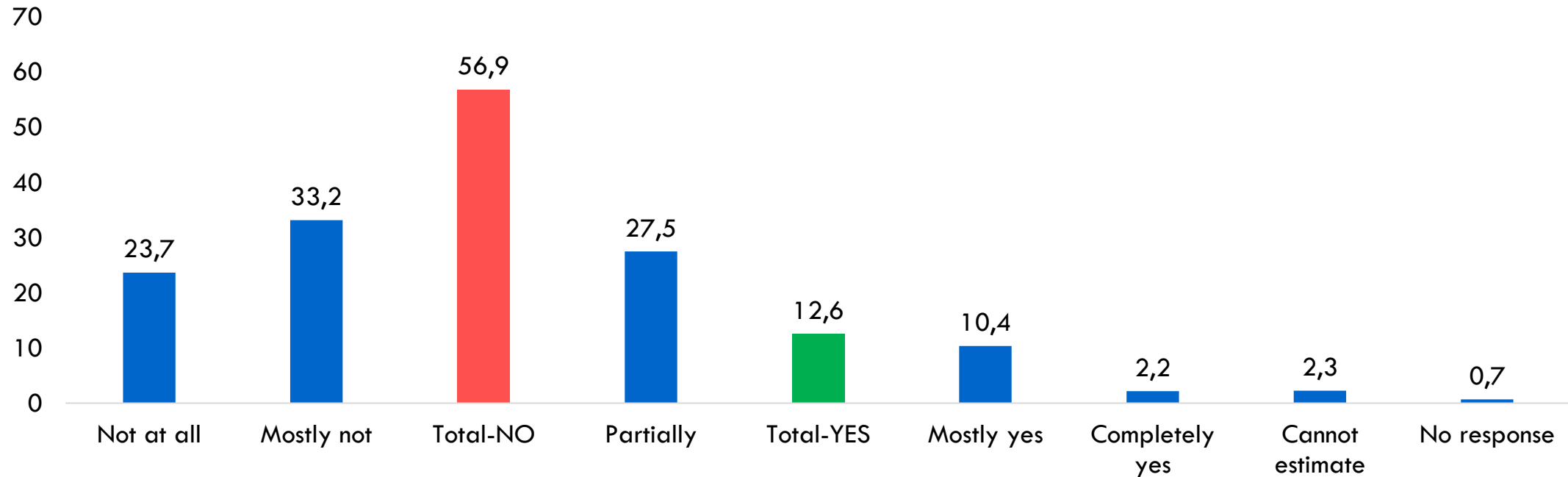


TO WHAT EXTENT DO THE MEDIA INFLUENCE YOUR OPINION ON CURRENT AFFAIRS?

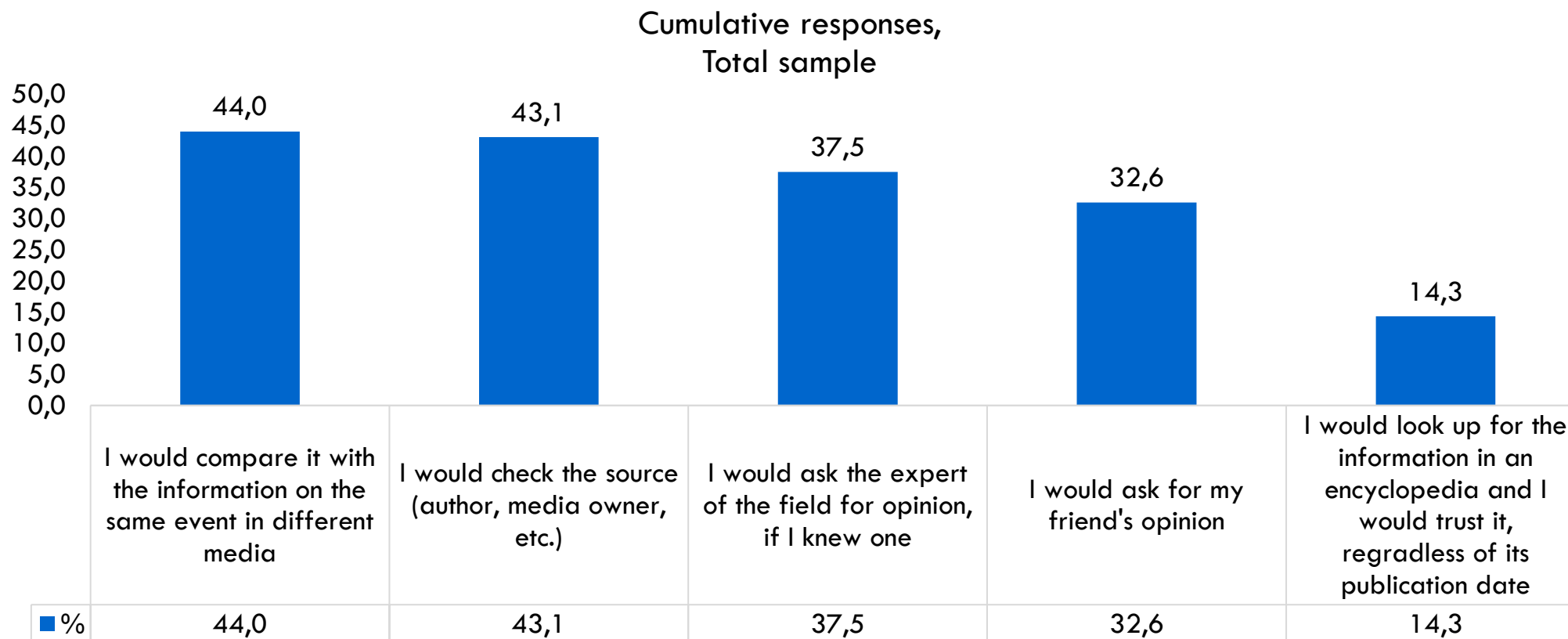


HOW OFTEN DO THE MEDIA INFLUENCE THE CHANGE OF THE COURSE OF EVENTS?

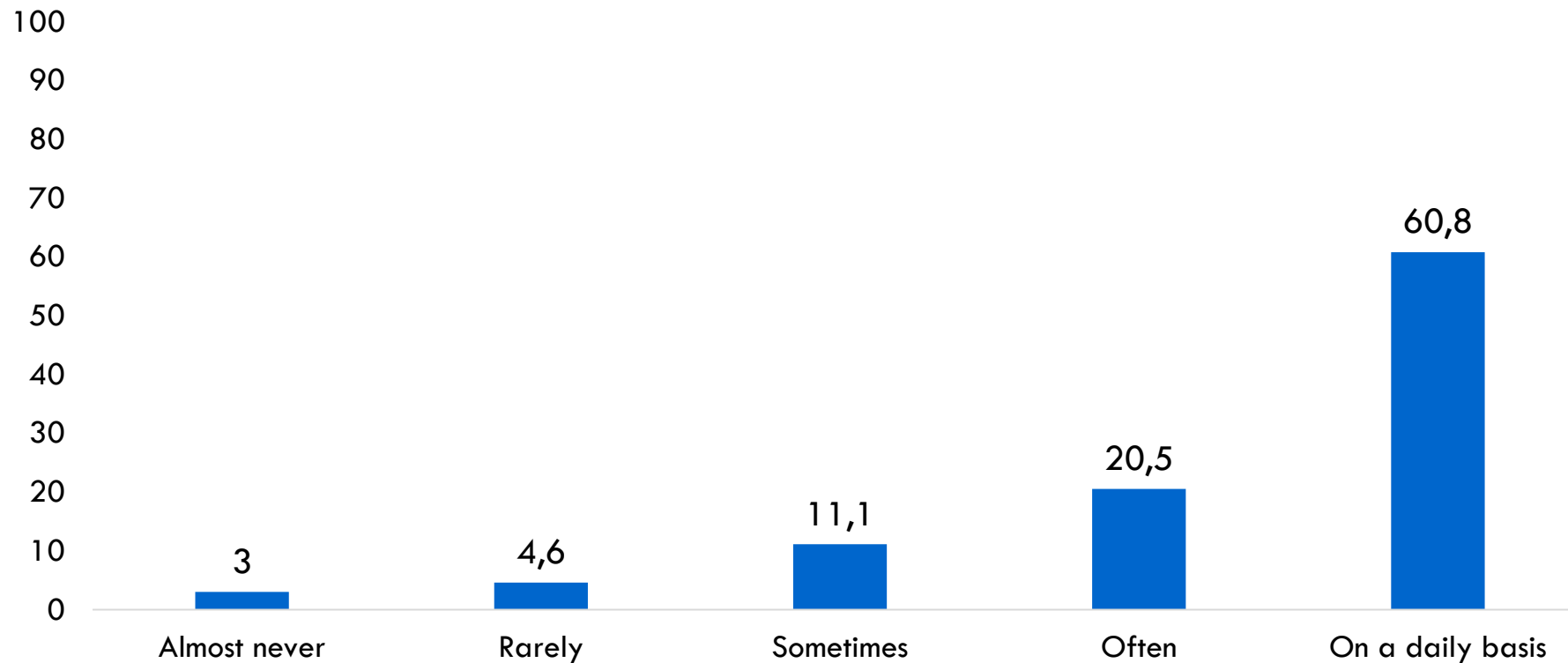
Total sample



WHICH OF THE FOLLOWING WAYS WOULD YOU USE TO CHECK THE TRUTHFULNESS OF THE INFORMATION FOUND IN THE MEDIA?

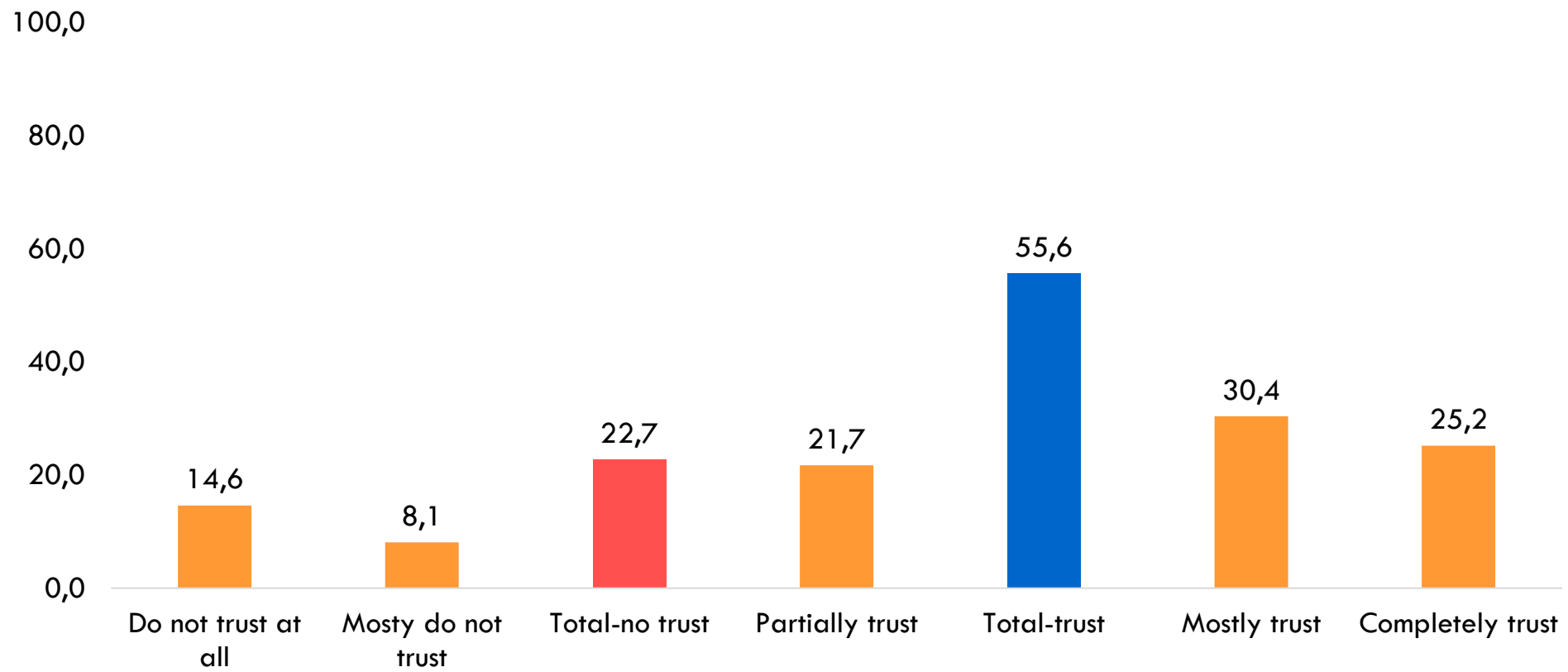


HOW OFTEN DO YOU FOLLOW THE NEWS ON THE CORONAVIRUS EPIDEMIC IN MONTENEGRO?



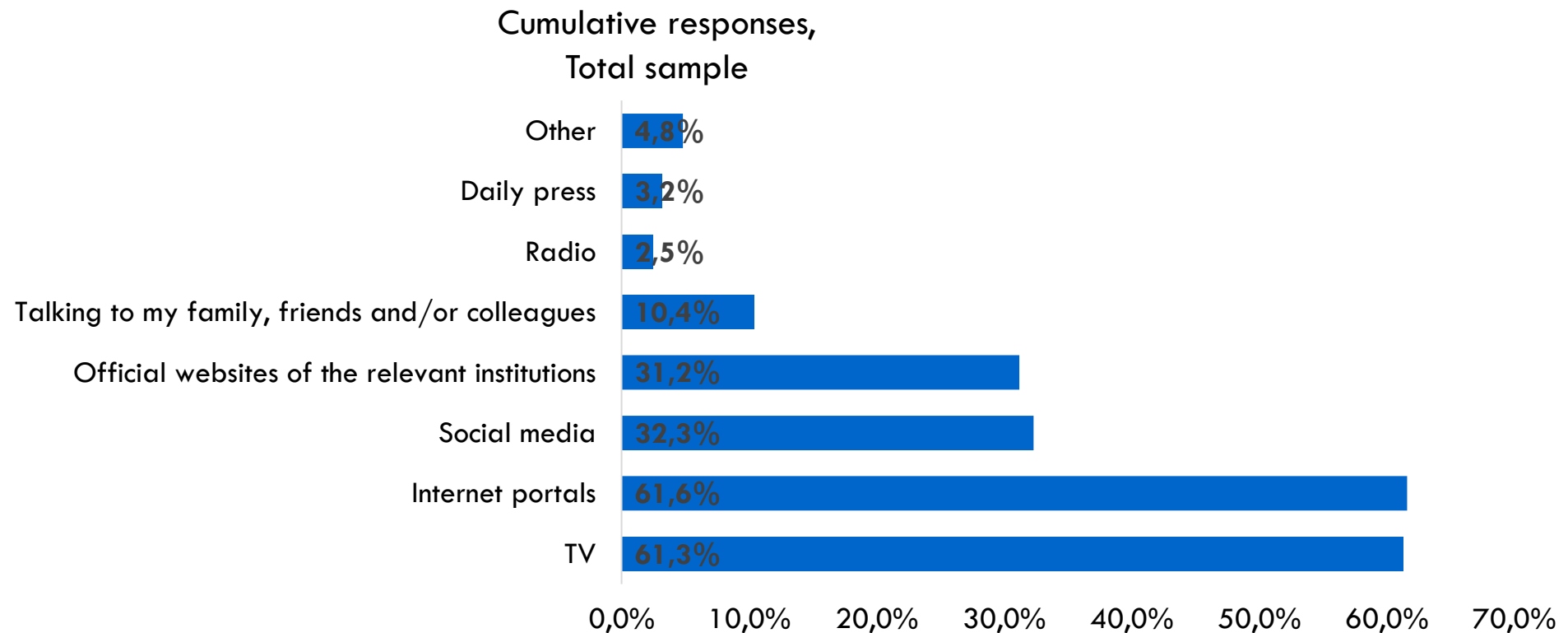
Values are expressed in percentages

TO WHAT EXTENT DO YOU TRUST THE MONTENEGRIN MEDIA WHEN REPORTING ON CORONAVIRUS?

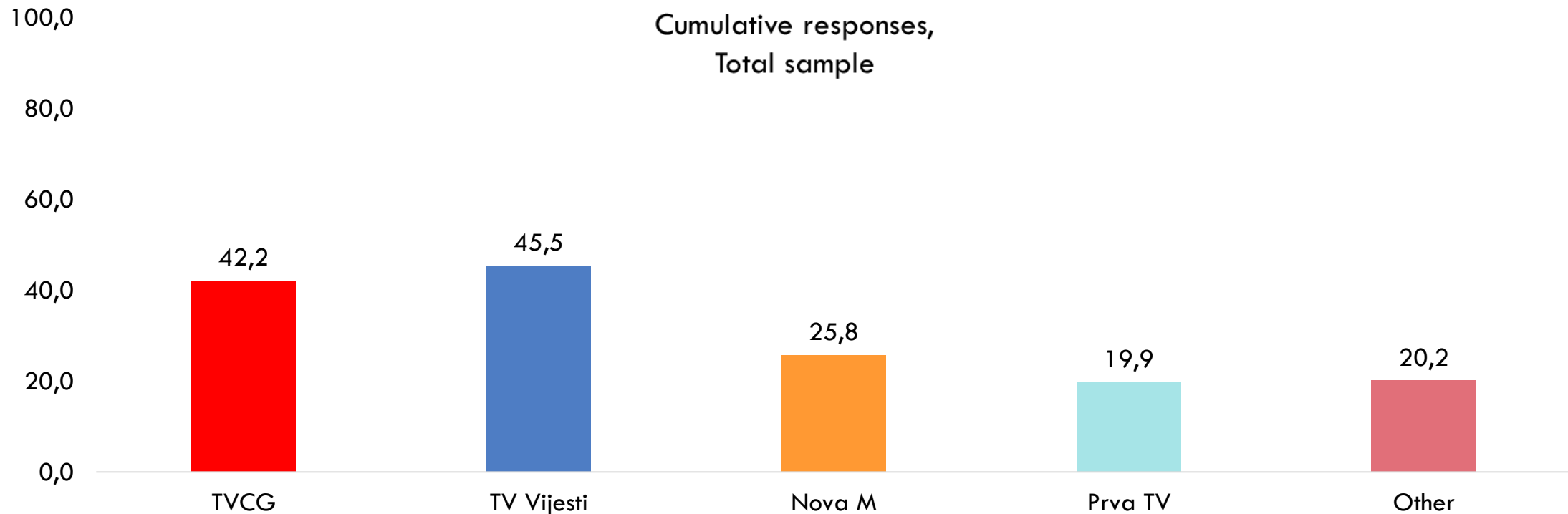


Values are expressed in percentages

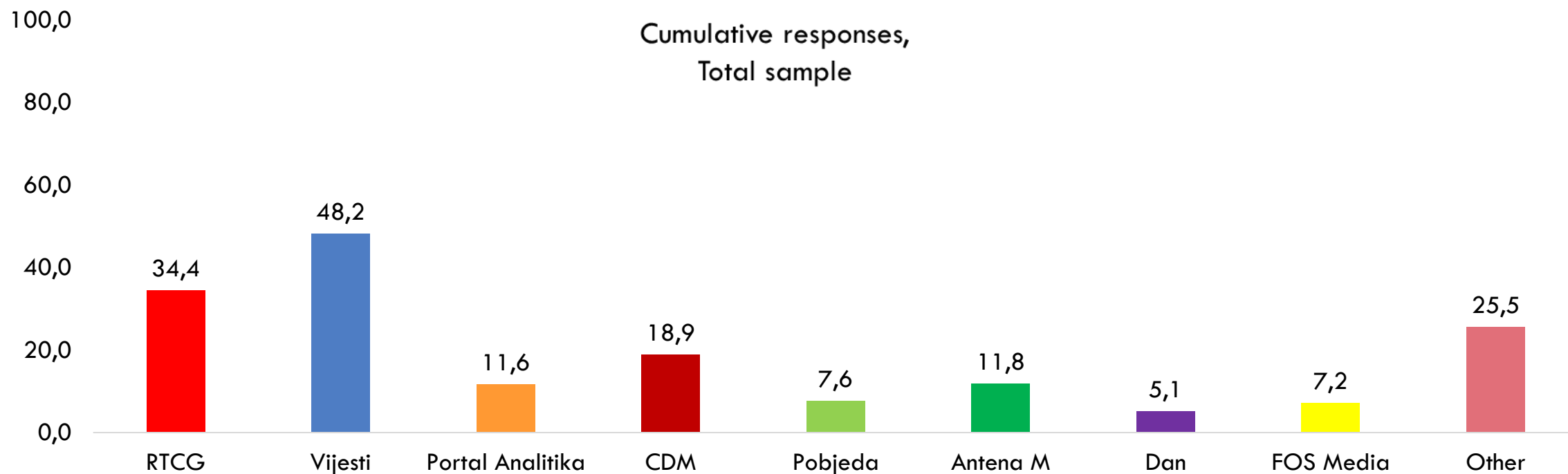
WHAT ARE THE MEANS YOU USE MOST OFTEN TO GET INFORMED ABOUT THE CORONAVIRUS EPIDEMIC IN MONTENEGRO?



WHAT OF THE FOLLOWING TVs DO YOU TRUST THE MOST, WHEN IT COMES TO GETTING INFORMED ABOUT CORONAVIRUS?

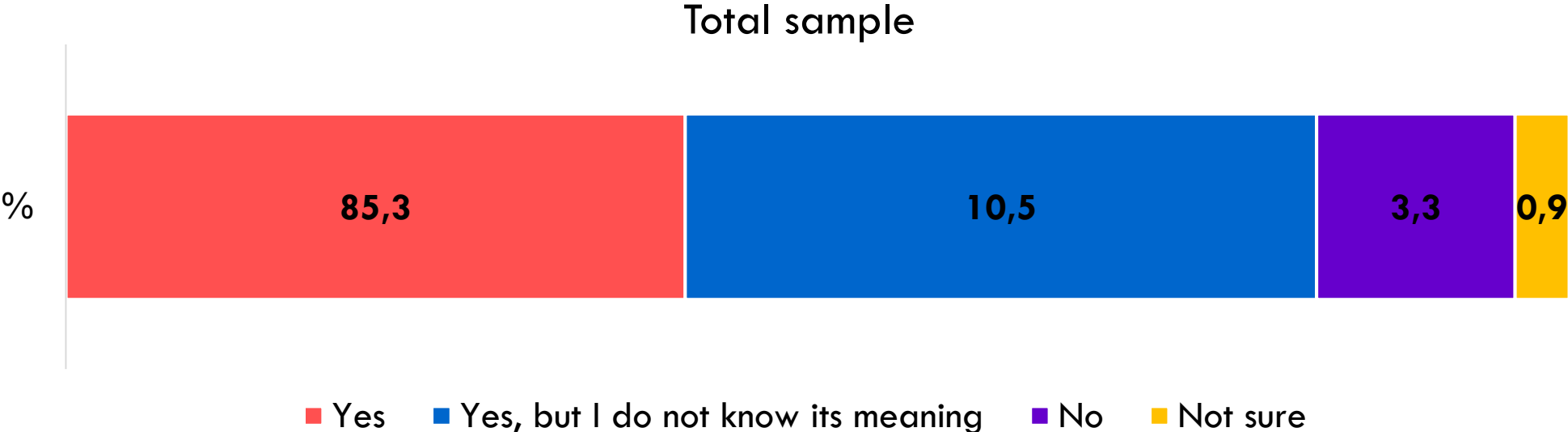


WHAT OF THE FOLLOWING NEWS PORTALS DO YOU TRUST THE MOST, WHEN IT COMES TO GETTING INFORMED ABOUT CORONAVIRUS??

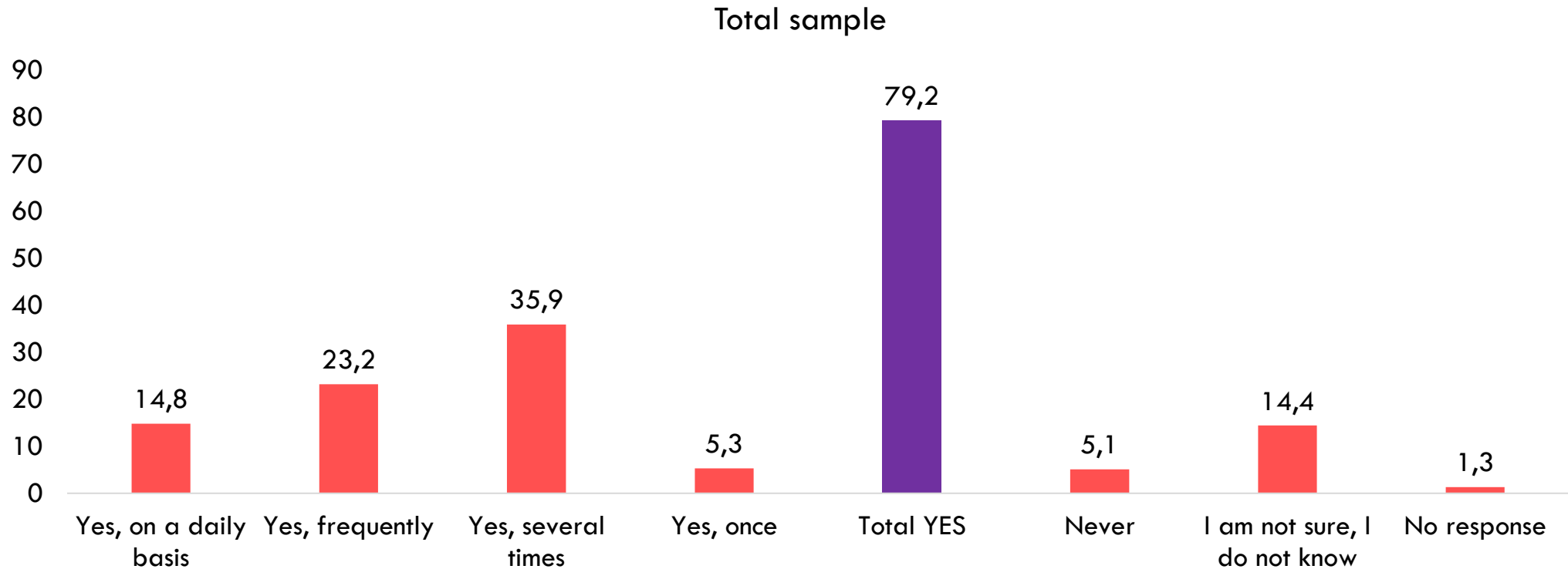


FAKE NEWS AND DISINFORMATION

HAVE YOU EVER HEARD OF FAKE NEWS AND DISINFORMATION?

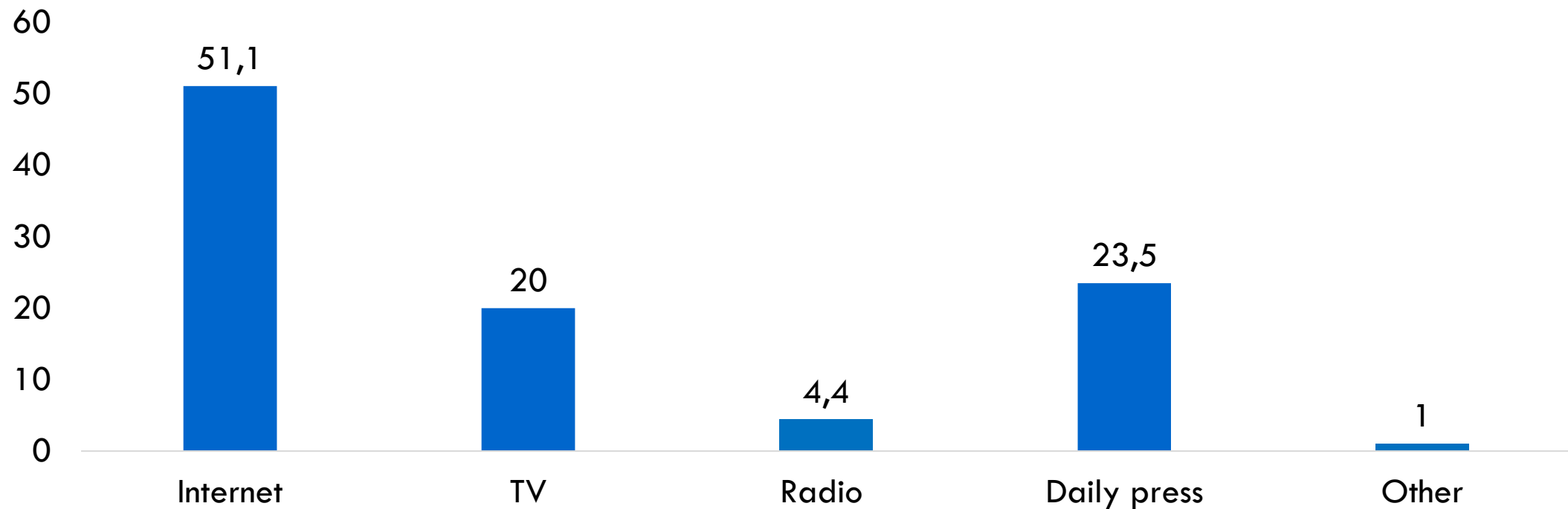


HAVE YOU EVER NOTICED FAKE NEWS?



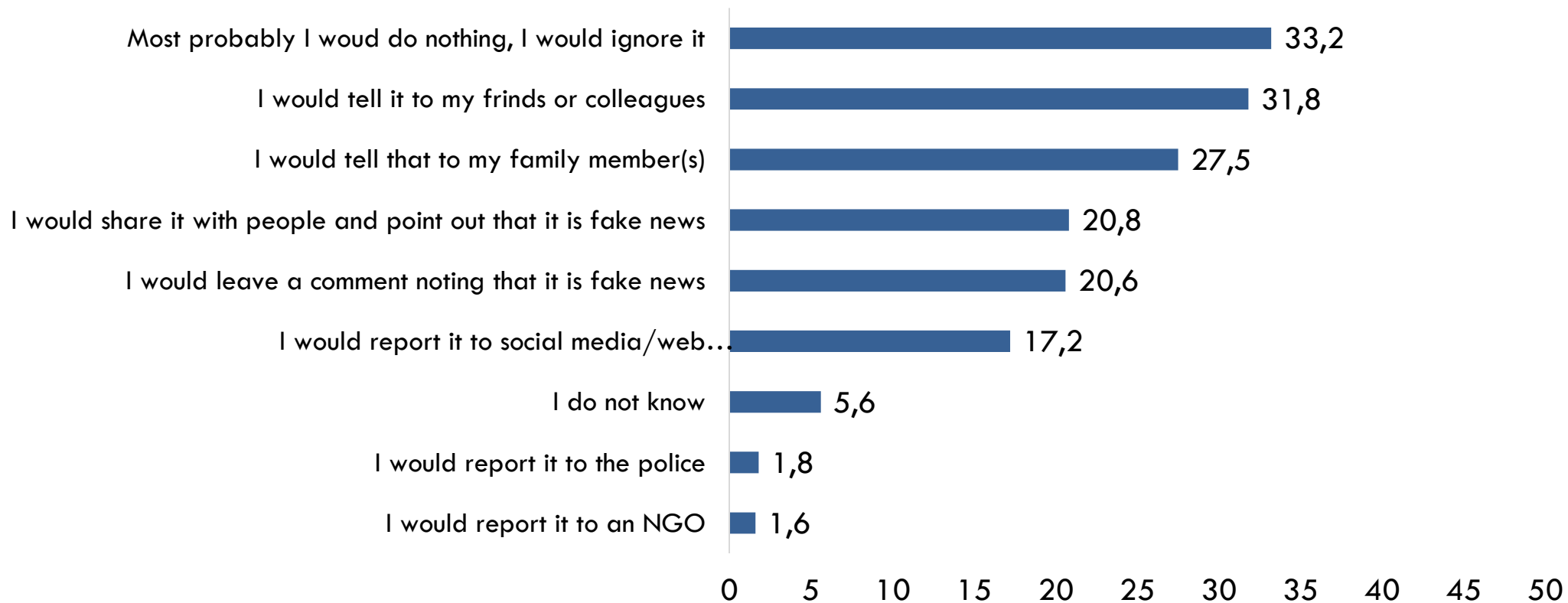
IF YES, WHERE DO YOU FIND FAKE NEWS MOST OFTEN:

Samples of those who responded with YES

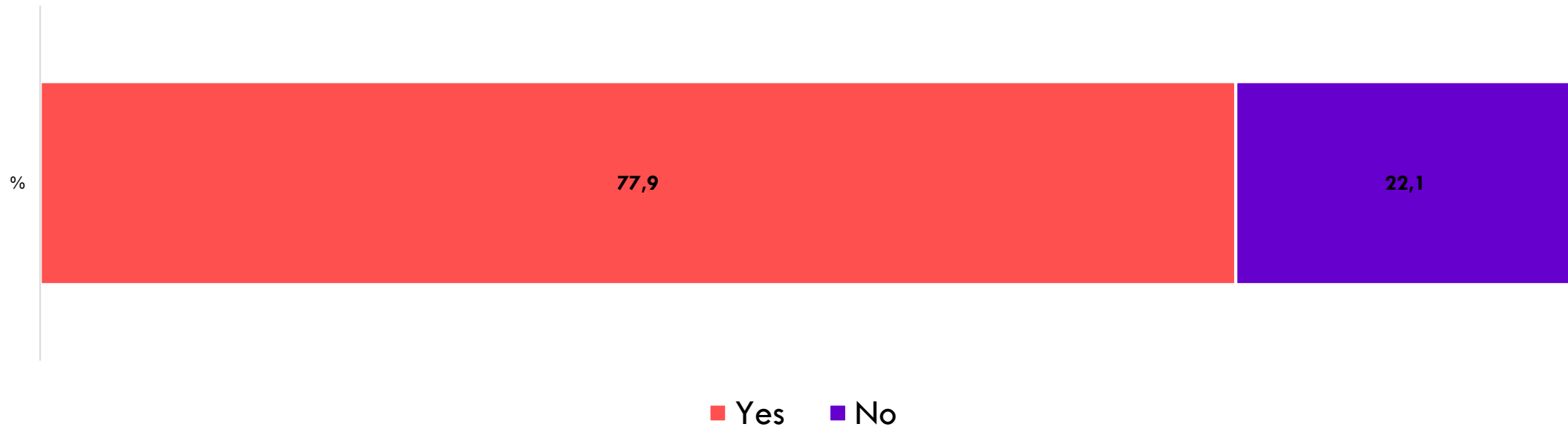


IF YOU WERE TO FIND FAKE NEWS ON SOCIAL MEDIA, WHAT OF THE FOLLOWING WOULD YOU DO?

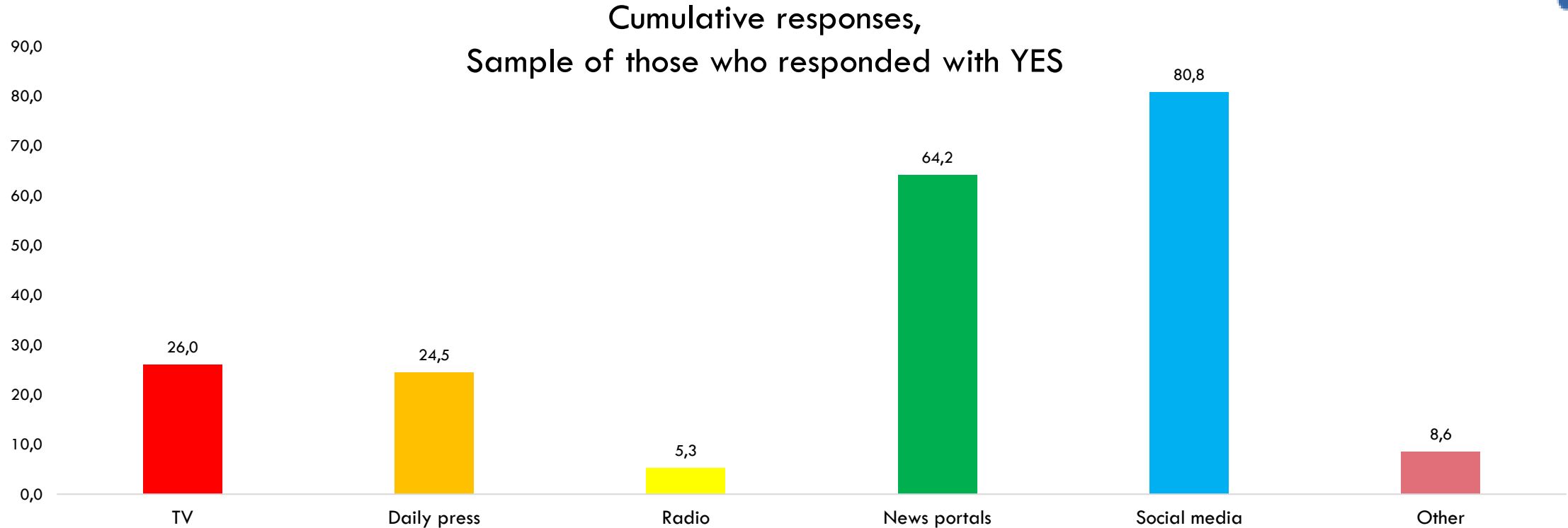
Cumulative responses,
Total sample



HAVE YOU NOTICED ANY FAKE NEWS OR DISINFORMATION ON CORONAVIRUS?

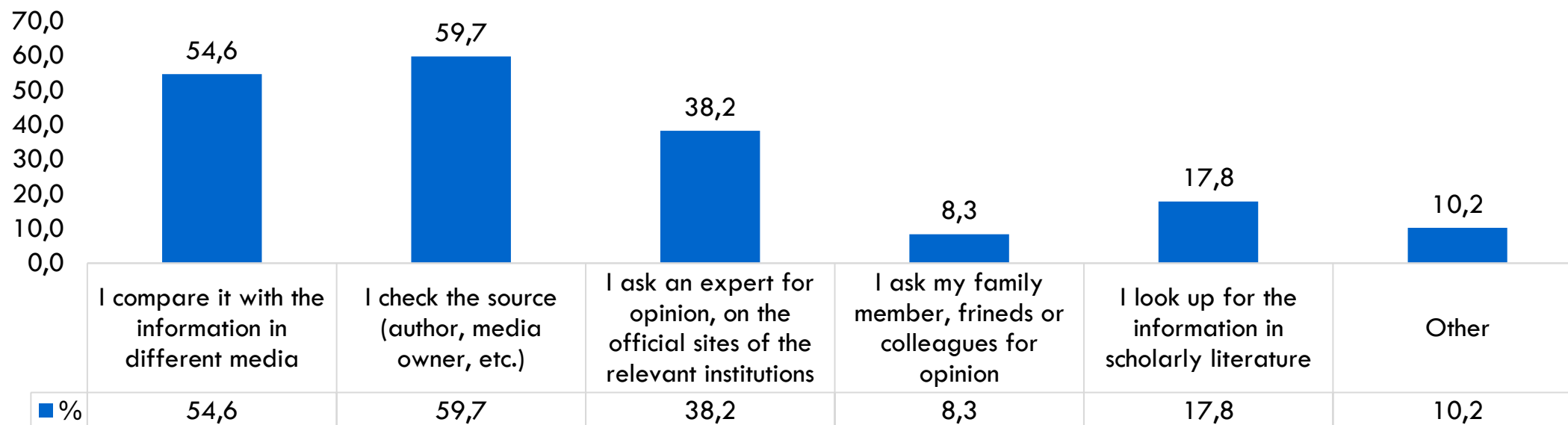


IF YES, WHERE DO YOU FIND FAKE NEWS ON CORONAVIRUS MOST OFTEN?



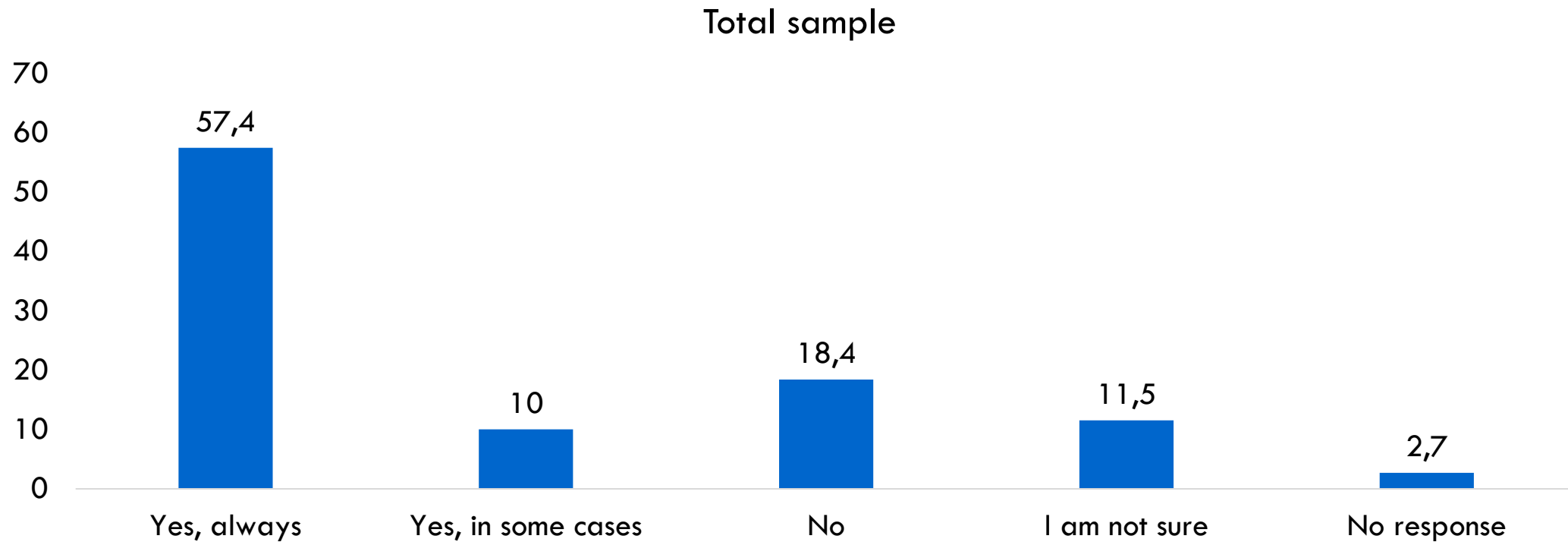
WHAT MEANS DO YOU USE TO VERIFY THE TRUTHFULNESS OF THE INFORMATION ON CORONAVIRUS?

Cumulative responses,
Total sample

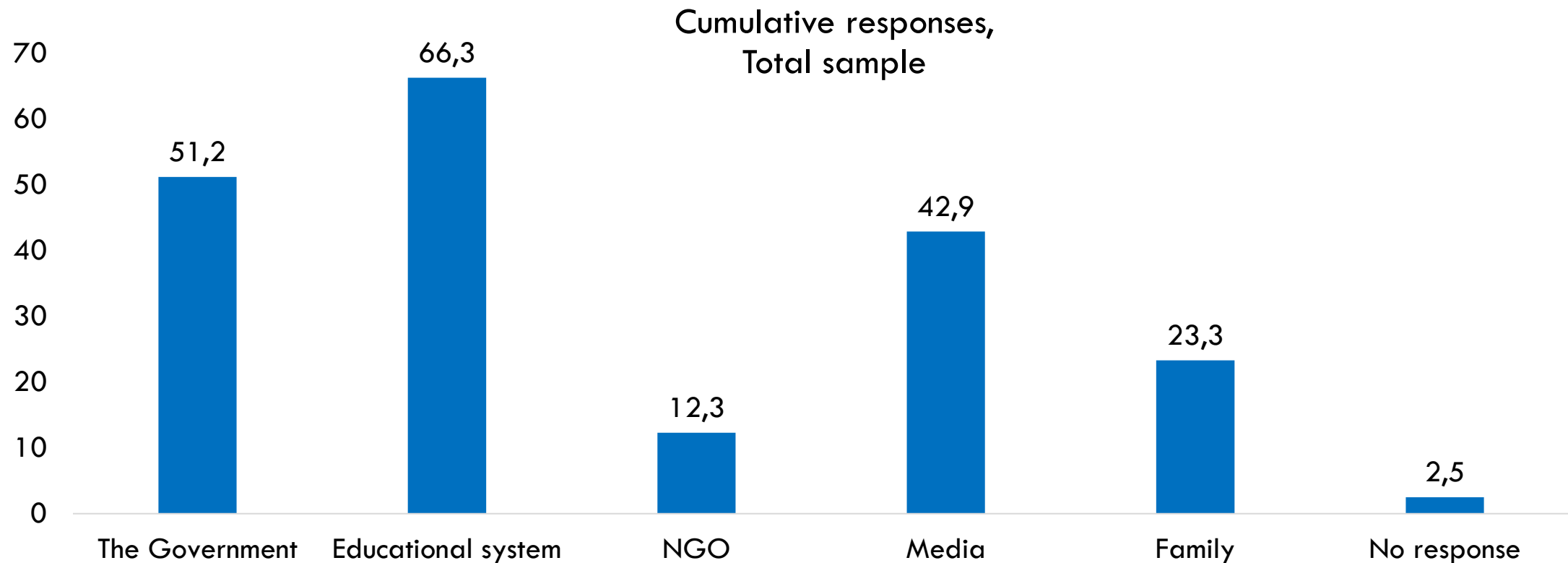


RESPONSIBILITY AND INFORMATION CONTROL

DO YOU THINK THAT THE GOVERNMENT SHOULD MONITOR AND CONTROL MEDIA CONTENT ON INTERNET TO STOP FAKE NEWS AND DISINFORMATION SPREADING?



WHO IS THE MOST RESPONSIBLE FOR EDUCATING THE CITIZENS ON MEDIA LITERACY?





THANK YOU FOR YOUR ATTENTION!

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