



MEDIA LITERACY, CORONAVIRUS AND THE CITIZENS OF MONTENEGRO

PUBLIC OPINION SURVEY

JUNE, 2021.

About the survey

Public opinion survey on media usage and media literacy represents a repeated quantitative survey, with the aim of annually following the tendencies and changes in attitudes and opinion of the citizens of Montenegro when it comes to the critical perception of the media content and media usage.

The survey was conducted on a representative sample, 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 2020. The sample is representative according to socio-demographic criteria – region, settlement type, sex, and age.

The research was conducted in the period between March 4 and May 5, 2021. It includes 16 Montenegrin municipalities and 922 respondents. “Face-to-face” survey lasted 15 minutes on average. For the purpose of this research, the questionnaire was made and it encompasses 6 units: media usage; trust in media; information quality; “fake news” and disinformation; “fake news” and coronavirus; responsibility, and information control.

The margin of error for the cases with incidence 50% equals +/- 3.23%

MEDIA USAGE

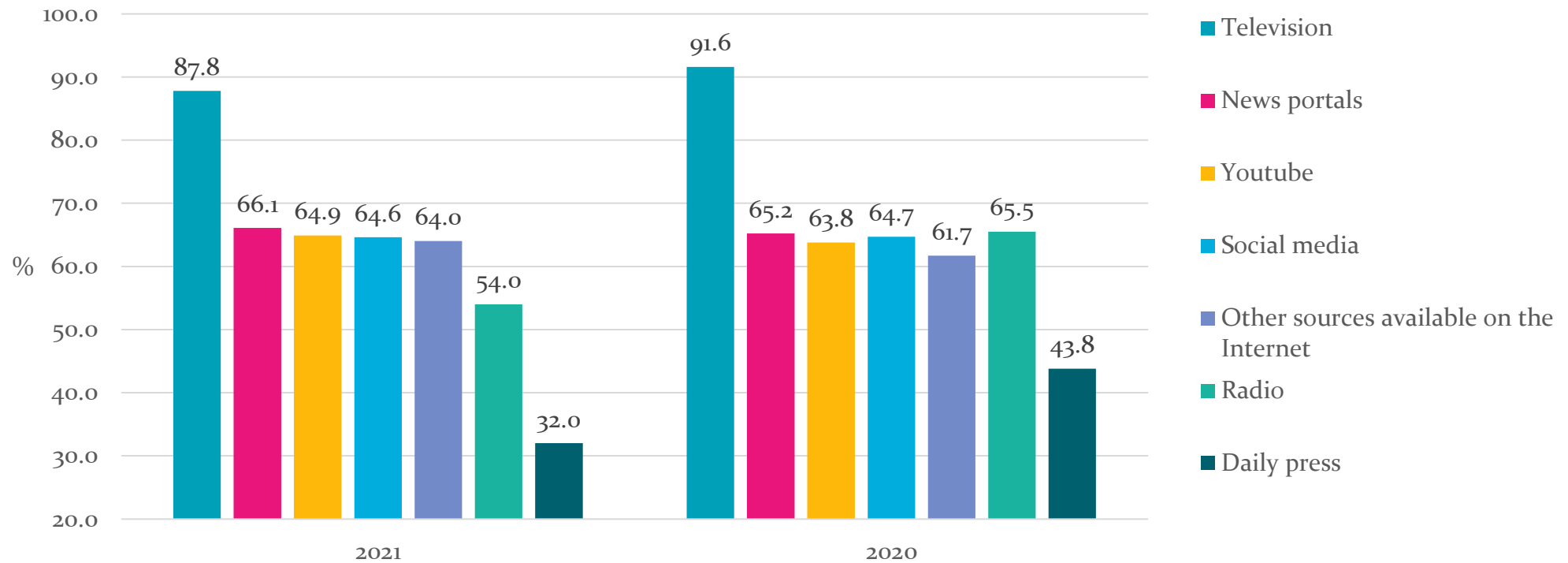
MEDIA USAGE

- Television is the most used media: 87.8% of the respondents say that they watch television several times a week or every day.
- The second most used media is the Internet, with approximately 65.0% of the respondents who use online media such as news portals, YouTube, social media or other sources available on the internet every day or several times a week.
- In comparison to the data from the 2020 survey, the usage of radio and daily press has been decreasing. Compared to the last year's data, 11.5% less respondents listen to the radio on a daily basis or several times a week. Around one third of the respondents read daily press, which is 11.8% less compared with the 2020 data.

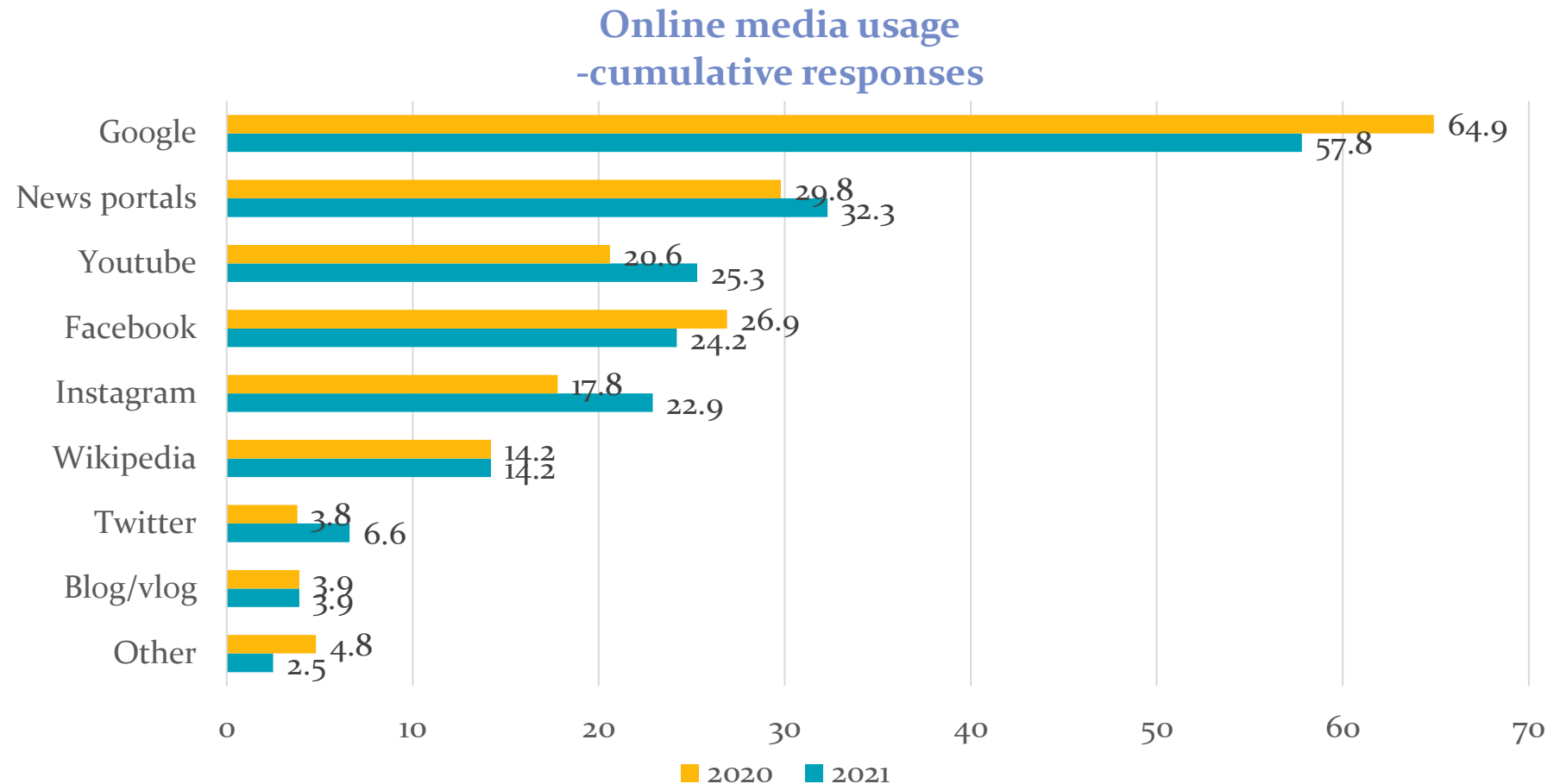
How often do you use the following media:

| How often do you use: | Television | Radio | Daily press | News portals | Social media | Youtube | Other sources available on the internet |
|---------------------------------|------------|------------|-------------|--------------|--------------|------------|---|
| On a daily basis | 71.5 | 27.5 | 15.9 | 44.2 | 53.0 | 42.7 | 36.9 |
| Several times a week | 16.3 | 26.5 | 16.1 | 21.9 | 11.6 | 22.2 | 27.1 |
| Once a week | 4.0 | 5.4 | 8.7 | 4.8 | 2.5 | 3.2 | 4.8 |
| Several times a month | 2.4 | 9.4 | 11.7 | 6.0 | 3.5 | 7.5 | 8.1 |
| Once a month or less | 3.6 | 11.4 | 15.4 | 3.5 | 2.5 | 3.4 | 4.2 |
| Never | 1.5 | 17.5 | 29.7 | 14.9 | 20.7 | 16.3 | 13.3 |
| Do not have access to the media | 0.3 | 0.7 | 1.0 | 3.0 | 4.6 | 3.1 | 2.7 |
| Cannot estimate/ No response | 0.4 | 1.6 | 1.5 | 1.7 | 1.6 | 1.6 | 2.1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

How often do you use the following media: On a daily basis + several times a week



Which online media do you use most often when looking for the content that interests you the most?



TRUST IN MEDIA

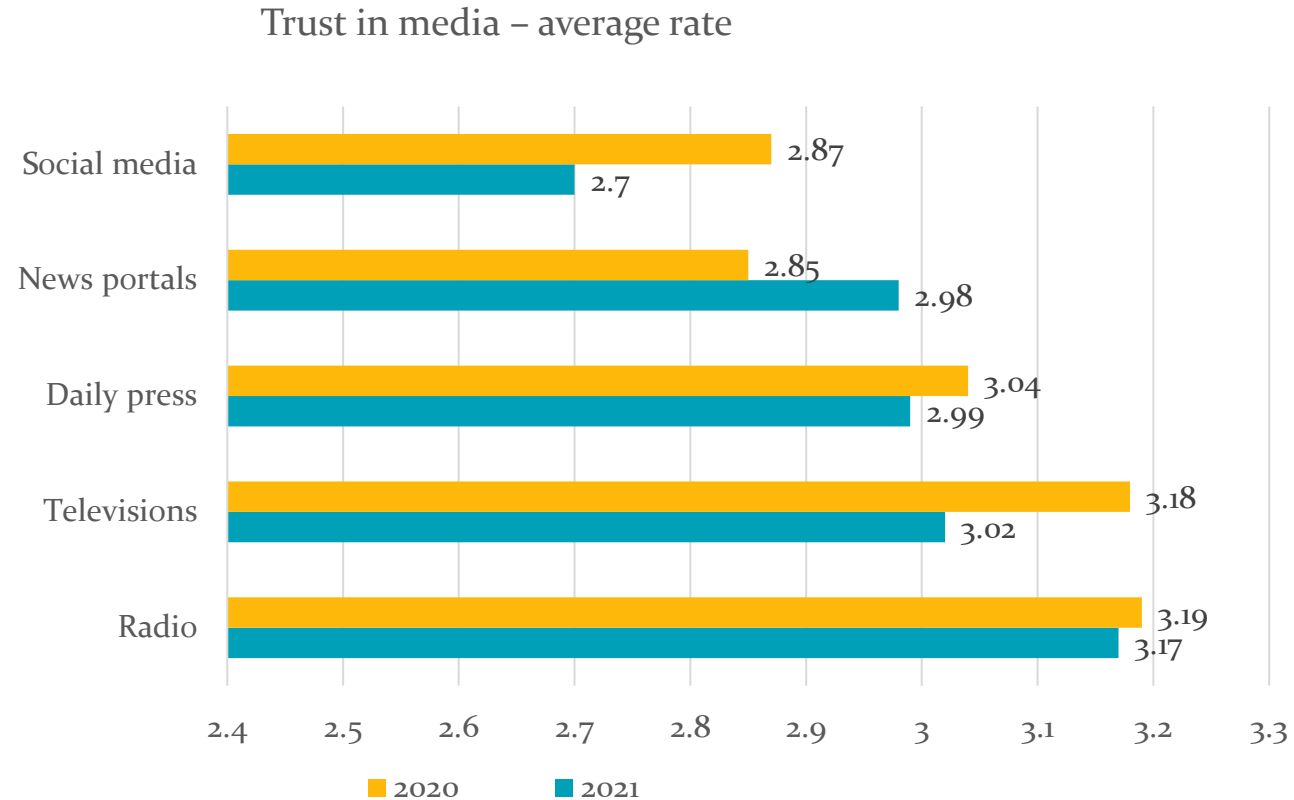
TRUST IN MEDIA

- When it comes to trust in particular televisions, half of the respondents (50.2%) say that they trust the TV Vijesti the most, and 45.0% say that they trust the Radio and Television of Montenegro (RTCG).
- As few as 7.9% of the respondents say that they trust other televisions the most, such as Al Jazeera and Al Jazeera Balkans, as well as the local televisions.
- One in five respondents (21.8%) say that they trust the news portals, which represents a growth in comparison to the data from 2020, when the percentage was 14.8%. The news portals that the respondents trust the most are the following: news portal Vijesti (47.8%); CDM (29.9%); and news portal RTCG (22.6%).
- Among the respondents between 18 and 24 years old, one in five citizens (23.6%) say that they trust social media the most, while that percentage varies between 3.9% and 12.3% in the other age categories.

To what extent do you trust the following media in Montenegro?

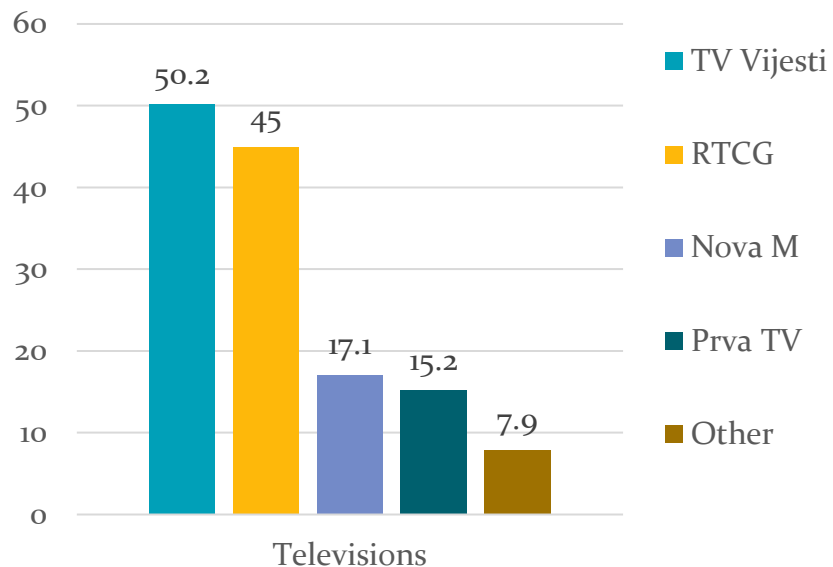
| Trust in: | Television | Radio | Daily press | News portals | Social media |
|------------------------|-------------|-------------|-------------|--------------|--------------|
| Do not trust at all | 8.8 | 4.6 | 6.6 | 4.8 | 9.0 |
| Mostly do not trust | 16.1 | 9.4 | 12.6 | 14.9 | 18.5 |
| Total: no trust | 24.9 | 14 | 19.2 | 19.7 | 27.5 |
| Partially trust | 39.1 | 36.7 | 39.3 | 40.8 | 37.5 |
| Total: trust | 30.8 | 27.3 | 22.6 | 21.8 | 12.3 |
| Mostly trust | 25.9 | 22.9 | 19.8 | 20.4 | 11.4 |
| Completely trust | 4.9 | 4.4 | 2.8 | 1.4 | 0.9 |
| I am not sure | 2.9 | 10.8 | 10.2 | 7.5 | 8.8 |
| No response | 2.2 | 11.3 | 8.6 | 10.3 | 13.9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 |
| Average rate | 3.02 | 3.17 | 2.99 | 2.98 | 2.70 |

To what extent do you trust the following media in Montenegro?

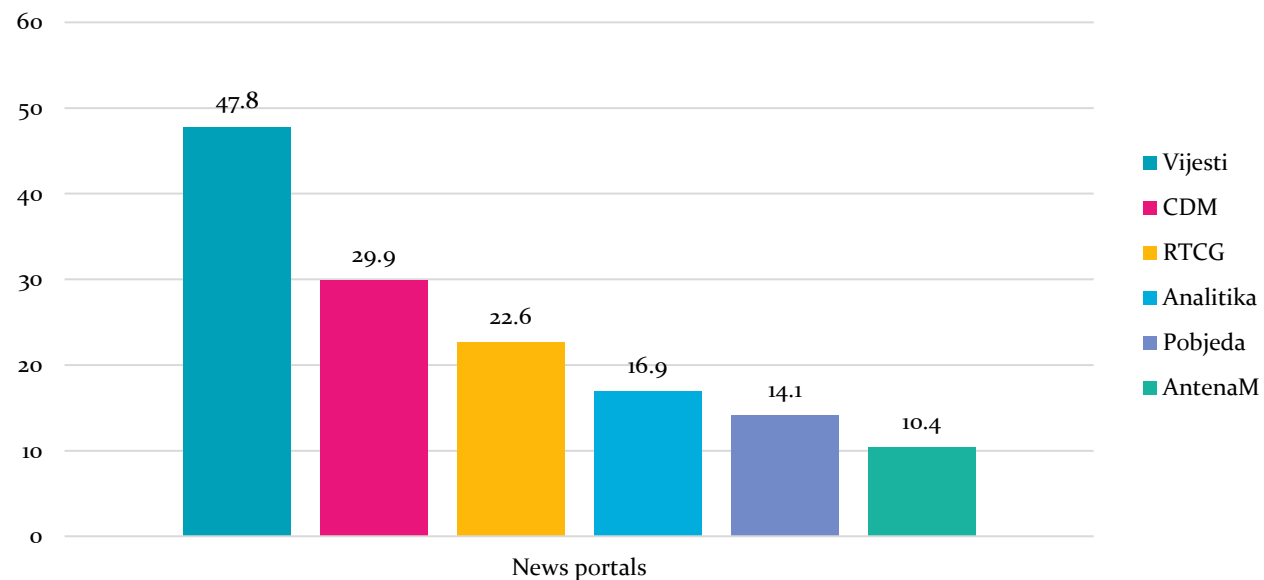


To what extent do you trust the following media in Montenegro?

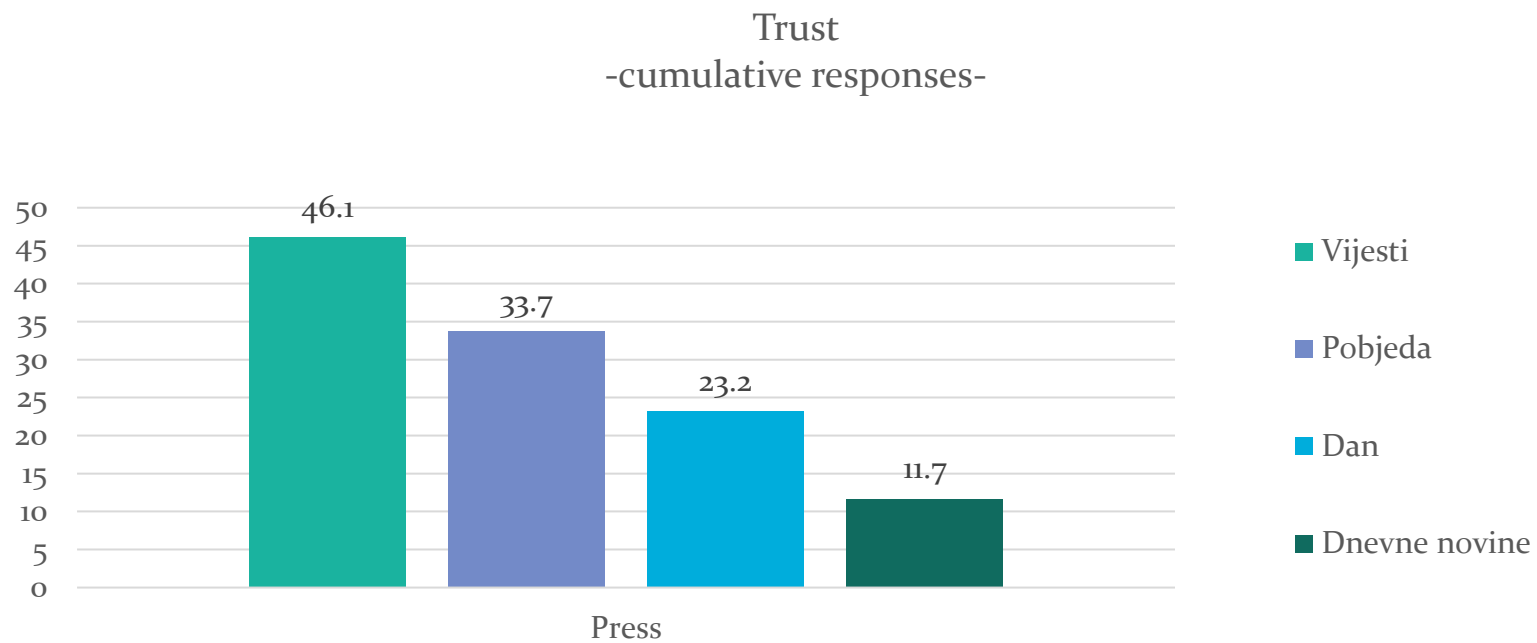
Trust
-cumulative responses



Trust
-cumulative responses-



To what extent do you trust the following media in Montenegro?

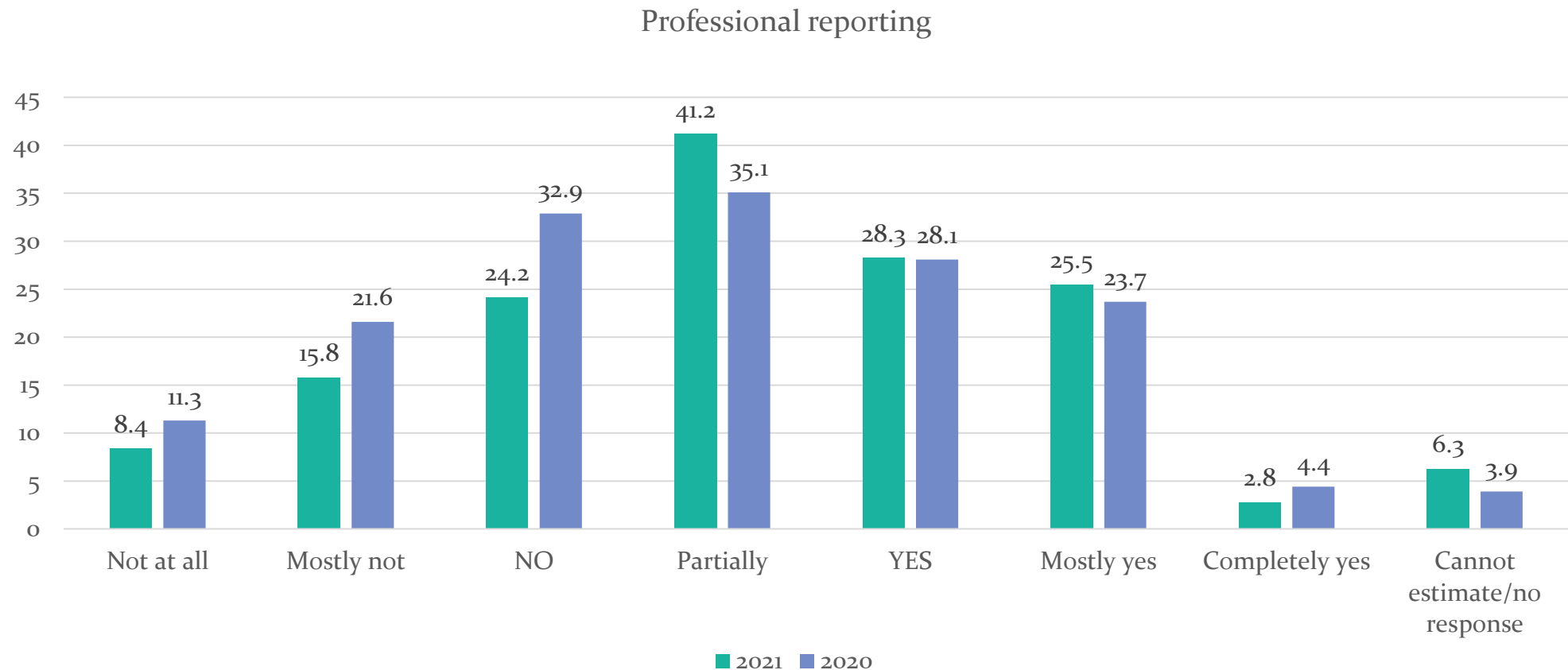


QUALITY OF THE AVAILABLE INFORMATION

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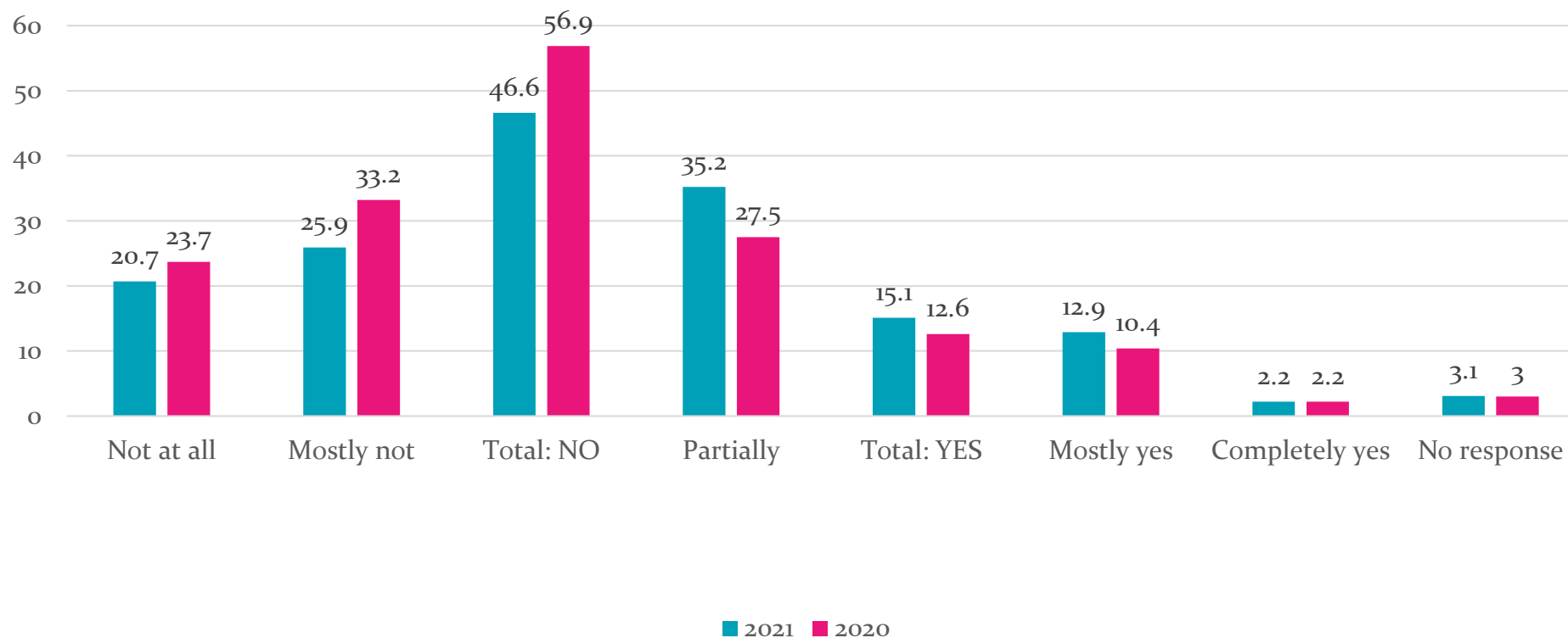
- Almost one in four citizens (24.2%) negatively evaluates the media reporting in context of professionalism, ethics and objectivity.
- As much as 38.8% of the respondents say that the Montenegrin media content often or always ignores particular events or omits the key elements of a piece of news. As much as 40.9% of the respondents also evaluate that the media content often or always reports differently on the same event, in comparison to the other media.
- As much as 23.3% of the respondents say that the media content is often or almost always insulting or discriminating, while 22.8% of the respondents evaluate that the media content often or always represents hate speech.
- As much as 15.1% of the respondents say that the media influence their opinion on current affairs, while a little less than a half of the respondents (46.6%) say that the media do not influence their opinion.
- As much as 39.4% of the respondents evaluate that the media influence the change of the course of events.

In your opinion, to what extent do the Montenegrin media report objectively and professionally, following the code of ethics?



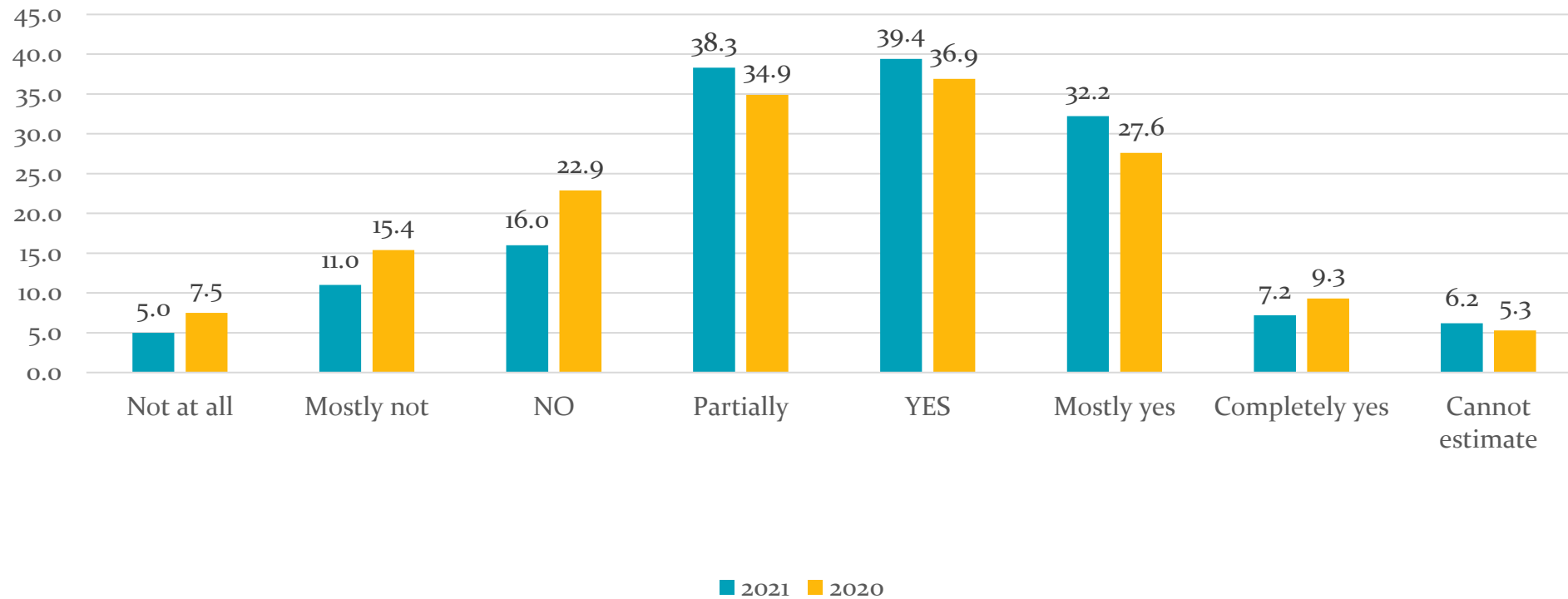
To what extent do the media influence your opinion on current affairs?

Media influence on personal opinion



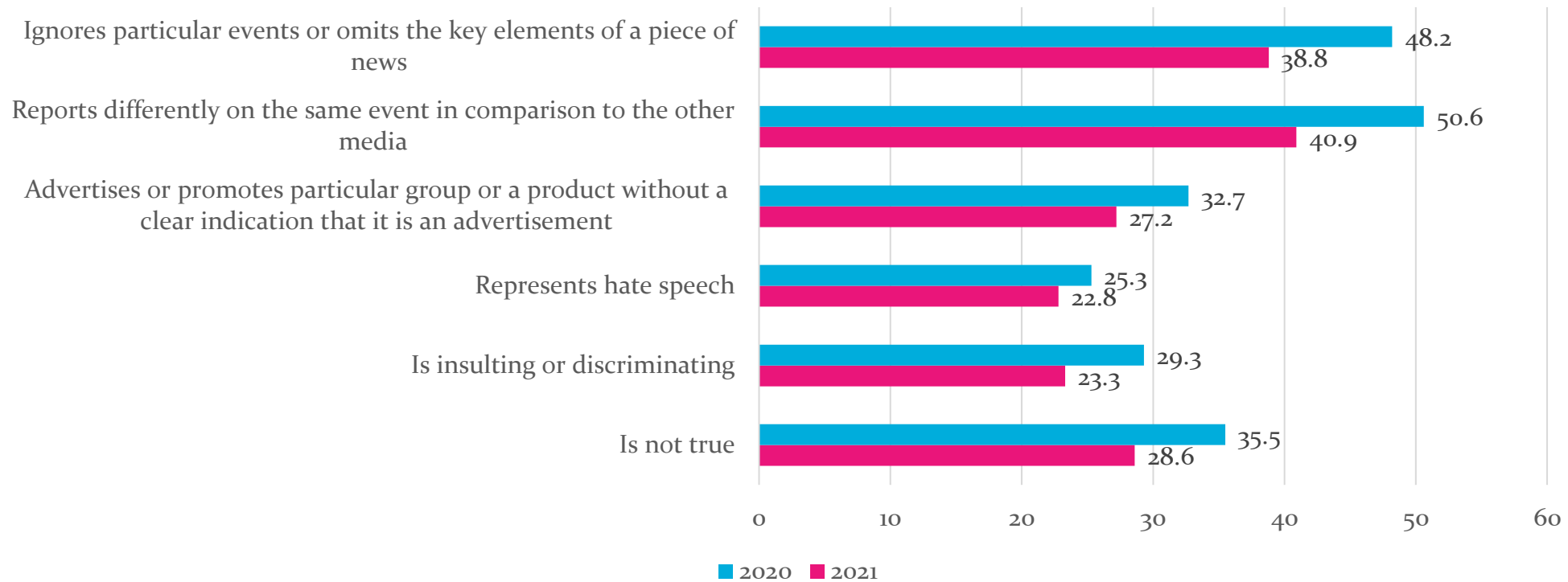
How often do the media influence the change of the course of events?

Media influence on the change of the course of events



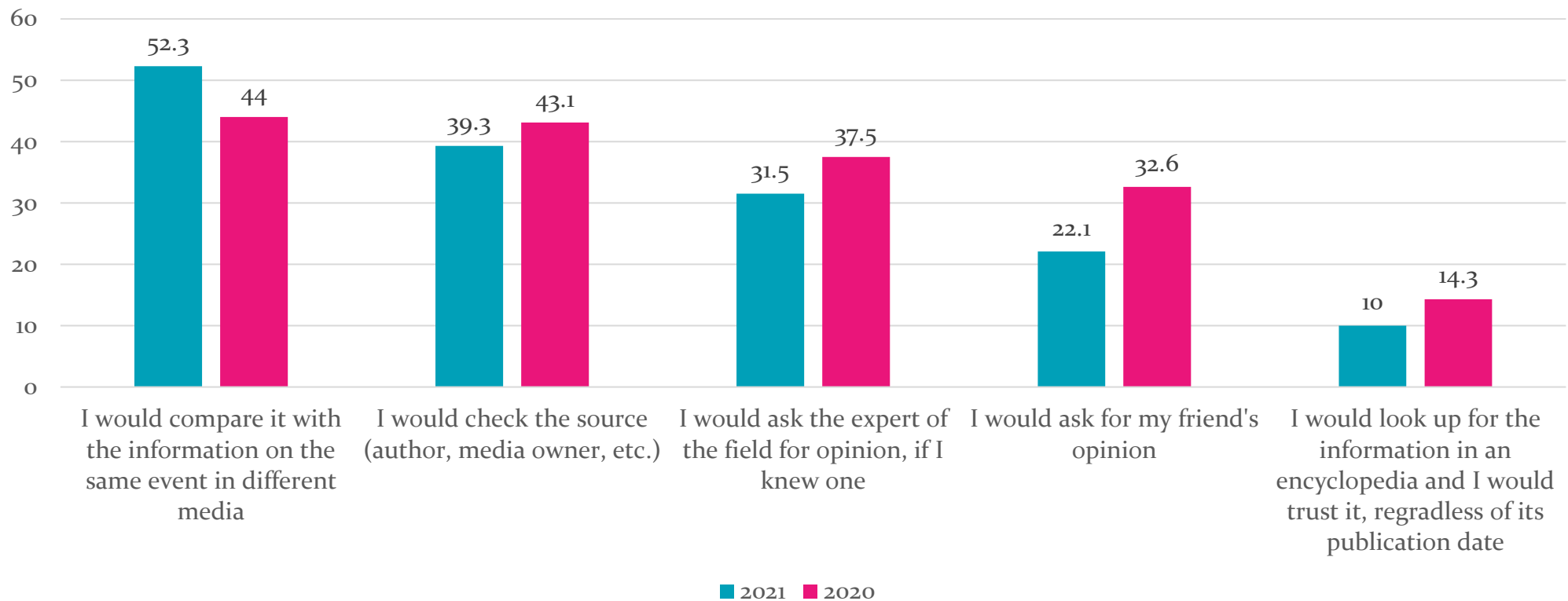
How often does it occur that a piece of information or a text that you found in the Montenegrin media:

Quality of information
cumulative responses



Which of the following ways would you use to check the truthfulness of the information found in the media?

Checking the truthfulness of the information
cumulative responses



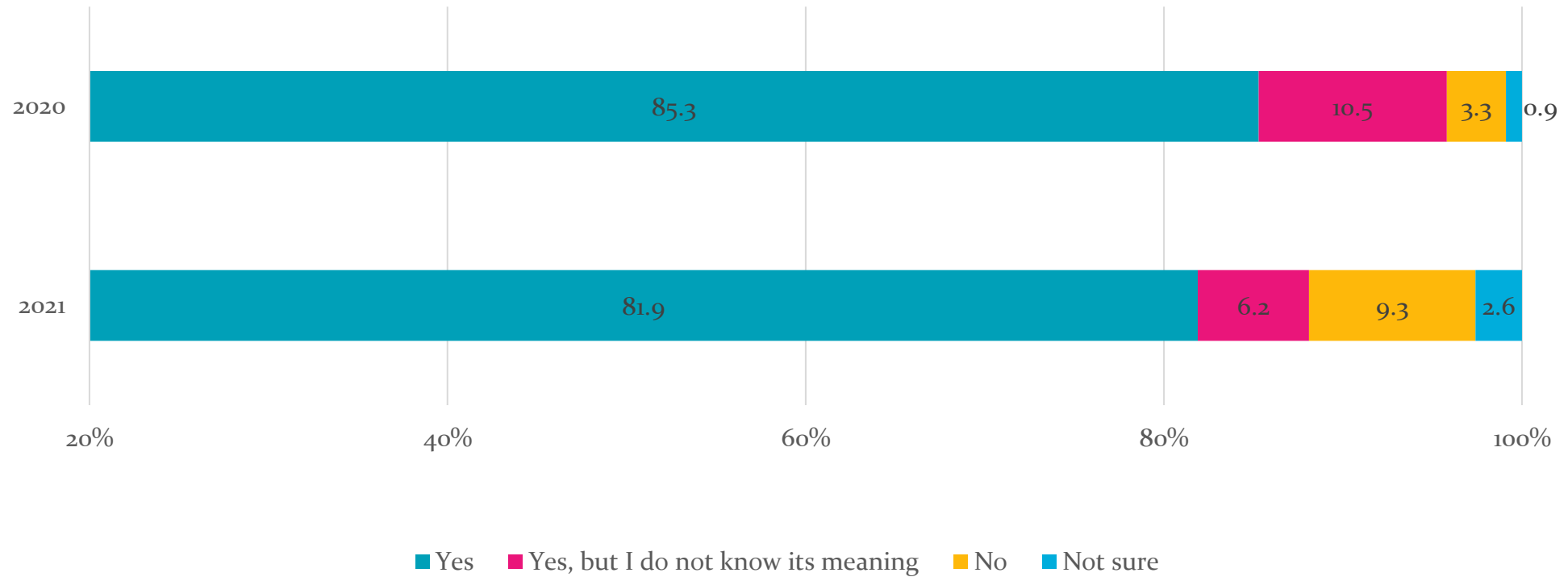
FAKE NEWS AND DISINFORMATION

FAKE NEWS AND DISINFORMATION

- Most of the respondents (81.9%) state that they are familiar with the notion of “fake news”.
- As many as 73.2% of respondents estimate that they have noticed fake news in the Montenegrin media at least once. One third (or 34.0% of the respondents) say that they notice fake news on a daily basis or often.
- One in four respondents (or 24.9%) estimate that it is difficult to assess whether the information found in the media is true or false.
- If they notice “fake news” on social media, more than a third of the respondents (36.6%) estimate that they would probably do nothing about it and ignore such a piece of information.
- The respondents mostly say that they would react to the noticed fake news by discussing it with their friends and colleagues (32.4%) and family members (26.8%)

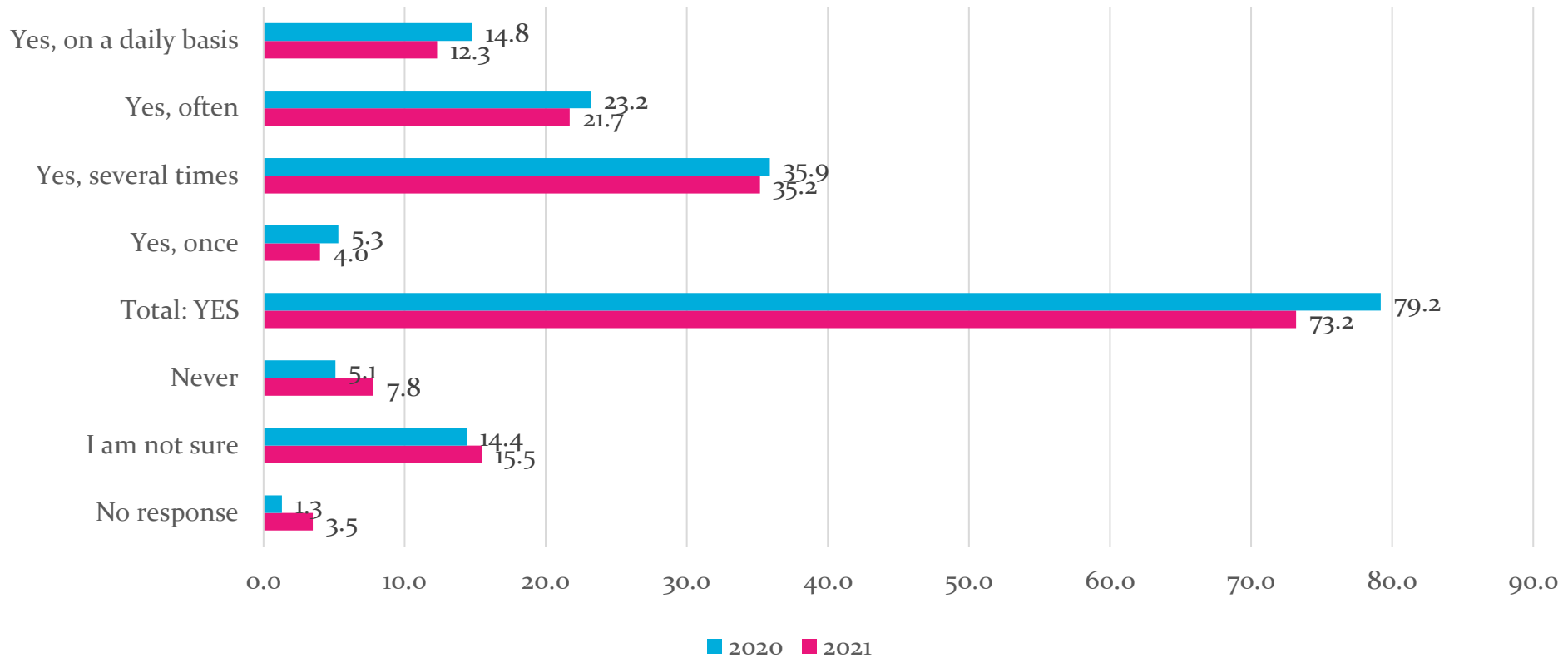
Have you ever heard of fake news?

Familiarity with the term “fake news”

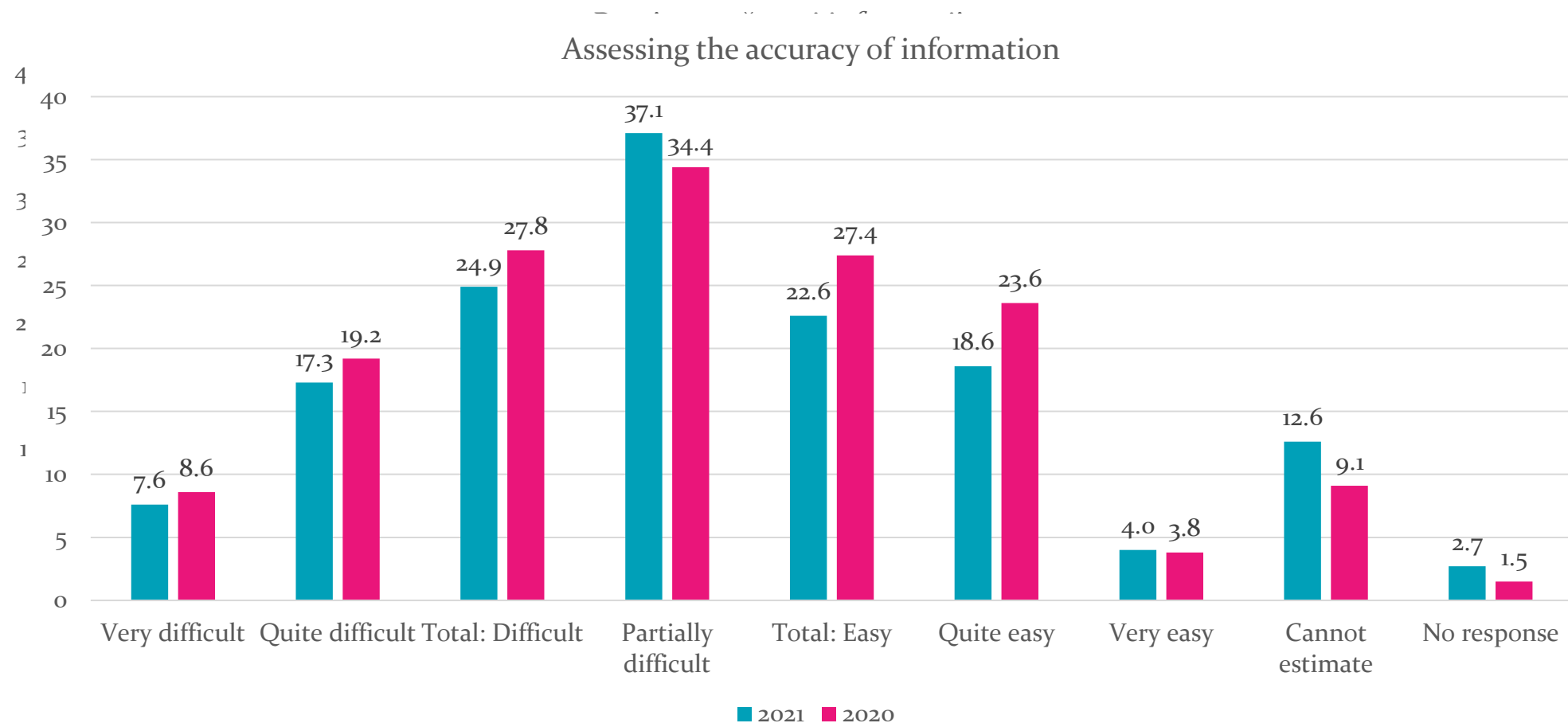


Have you ever noticed “fake news”?

Frequency of “fake news”

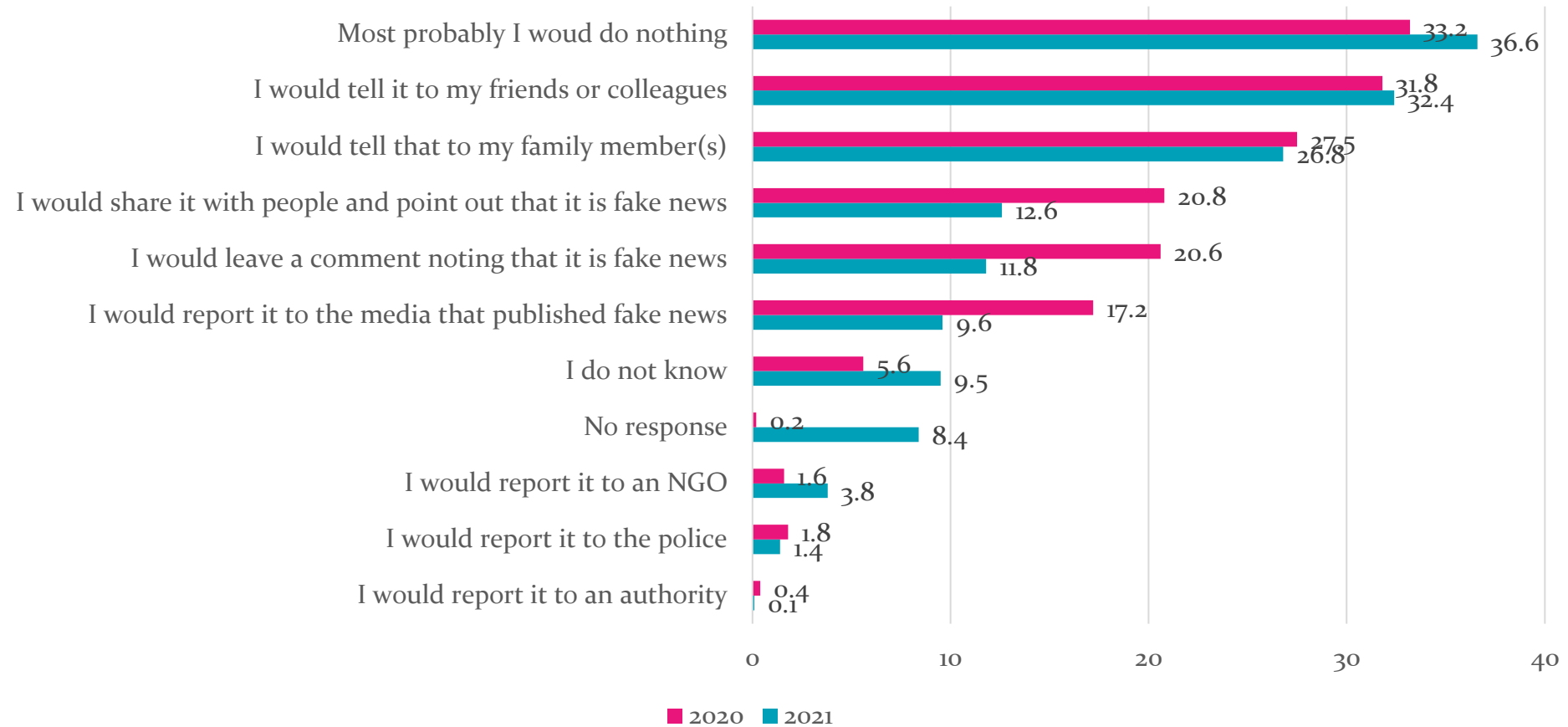


Generally speaking, how easy is it to assess whether a piece of information launched by the media is true or not?



If you were to find fake news on social media, what of the following would you do?

Reactions to fake news
Cumulative responses

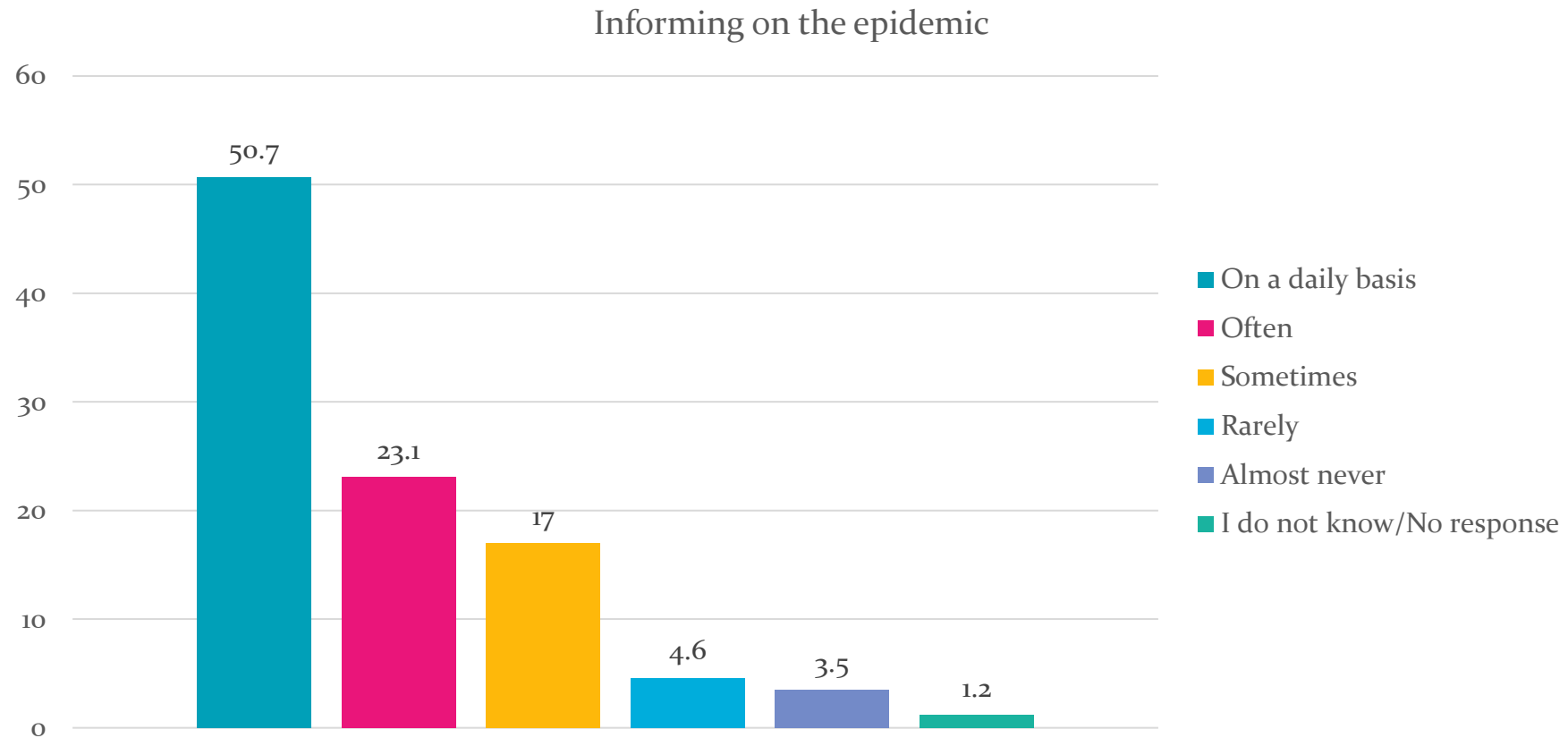


FAKE NEWS AND REPORTING ON CORONAVIRUS

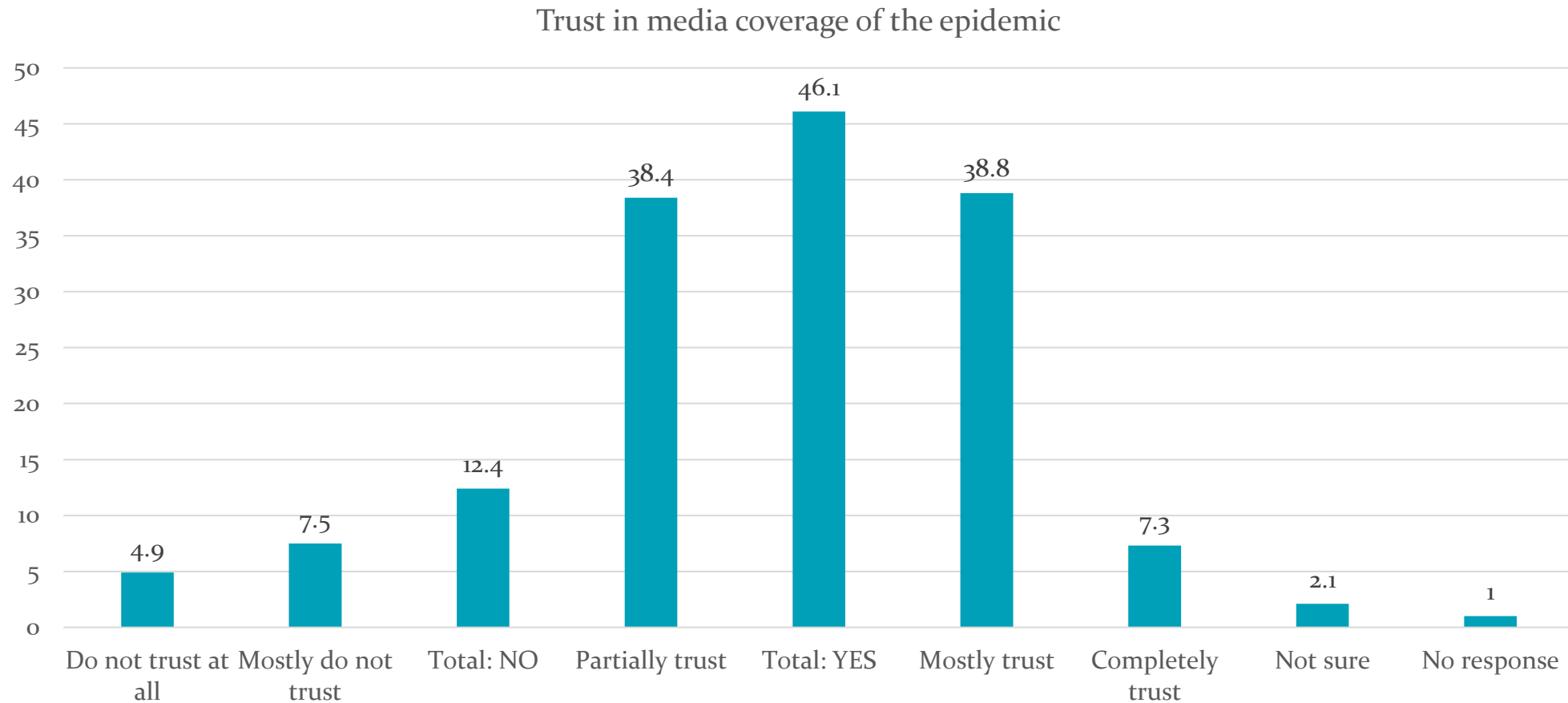
FAKE NEWS AND REPORTING ON CORONAVIRUS

- Half of the respondents (50.7%) follow the news on coronavirus epidemic in Montenegro on a daily basis. The majority of respondents (66.2%) assess that they are mostly or completely informed on the coronavirus epidemic in Montenegro.
- The majority of the respondents say that they get informed about coronavirus epidemic in Montenegro via television (66.0%) and news portals (50.0%). One in five respondents (22.6%) say that they seek information on the official websites of the relevant institutions (Institute for Public Health, Ministry of Health, World Health Organization and similar).
- Almost one half of the respondents (47.3%) say that they noticed fake news and disinformation on coronavirus and vaccines on social media (64.9%), news portals (47.9%) and television (31.0%).
- When it comes to the trust in particular Montenegrin televisions in the context of reporting on coronavirus epidemic, the respondents state that they mostly trust the TV Vijesti (50.9%) and Radio and Television of Montenegro RTCG (48.8%).
- The respondents show more trust in RTCG and their portal when it comes to the articles on coronavirus, than when it comes to the general work of RTCG.

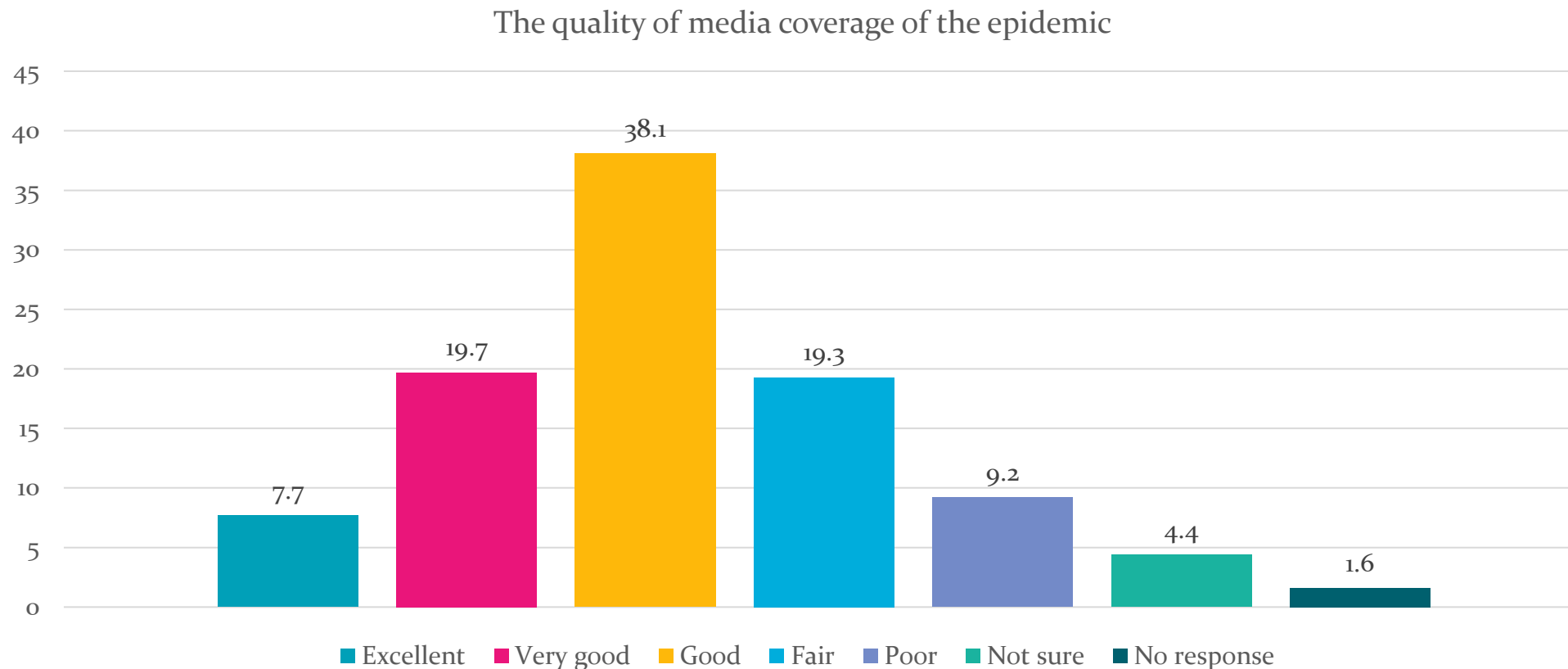
How often do you follow the news on the coronavirus epidemic in Montenegro?



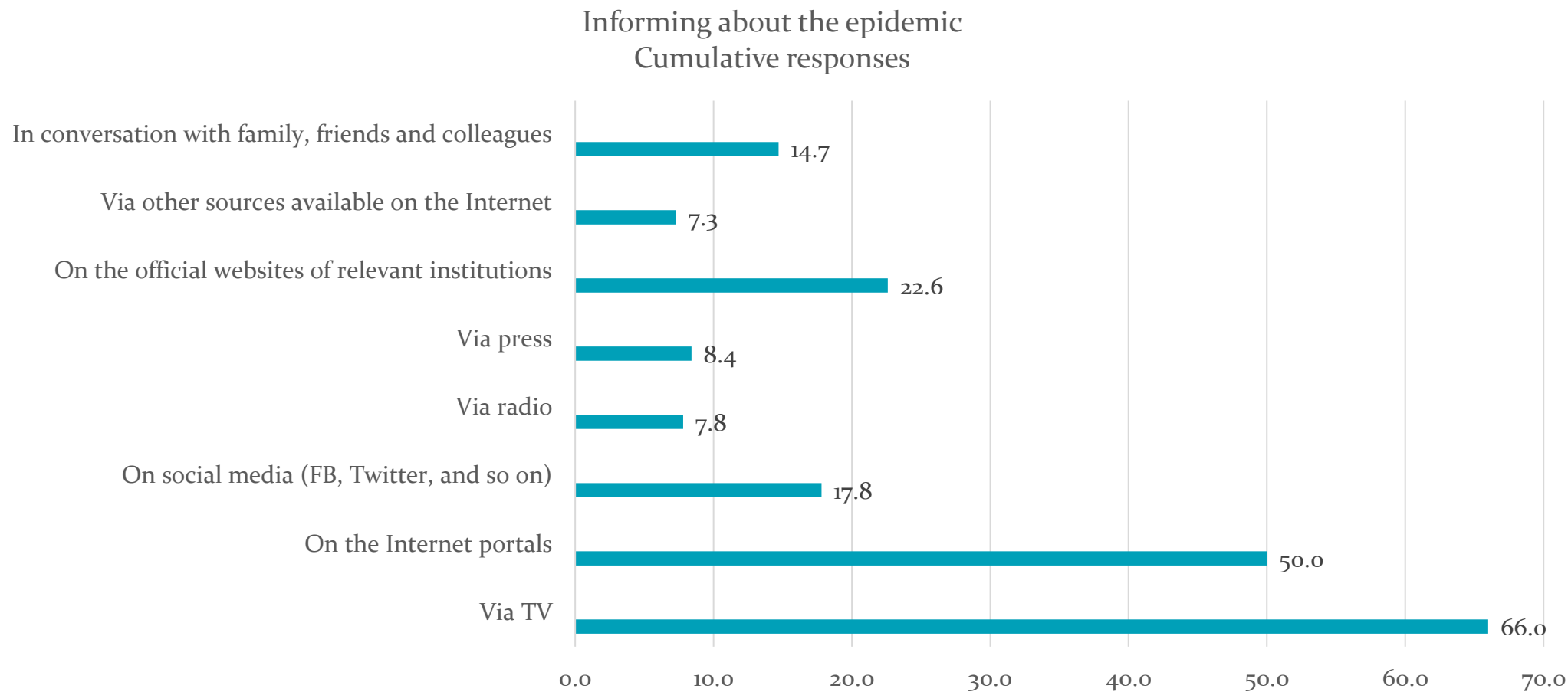
On a scale from 1 to 5, rate your trust in the Montenegrin media when it comes to publishing the information on coronavirus and the vaccines?



In general, how do you estimate the quality of media coverage of the coronavirus epidemic and vaccines against coronavirus in Montenegro?

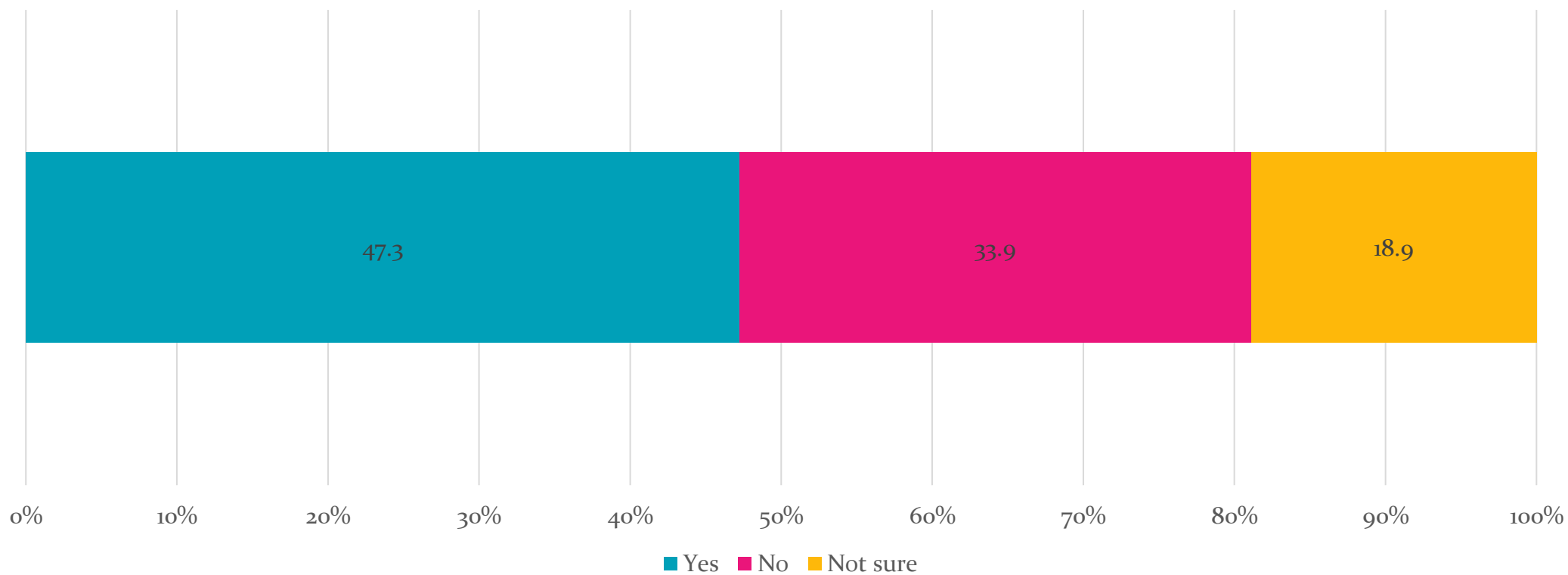


What are the most common ways you get informed on the news regarding coronavirus epidemic in Montenegro ?



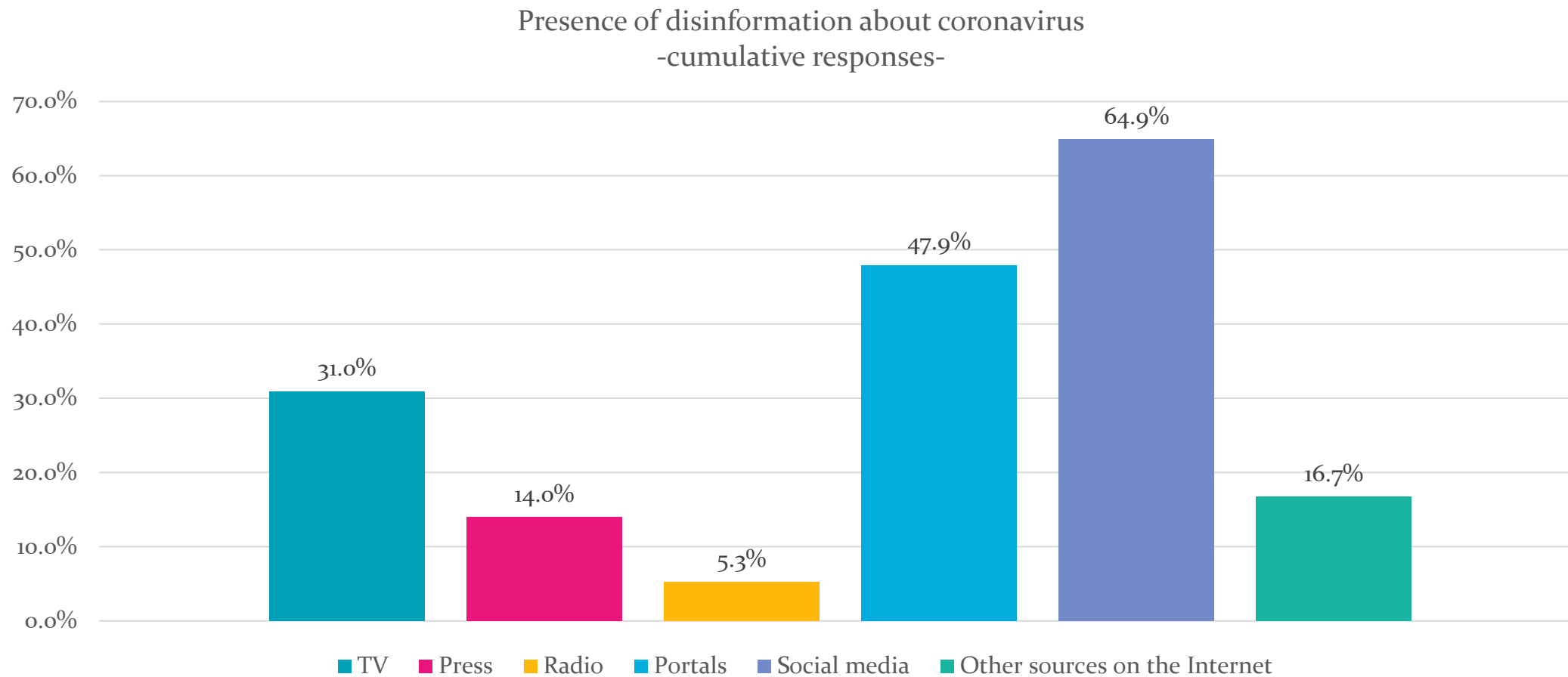
Have you noticed fake news and disinformation about coronavirus and vaccines against coronavirus?

Disinformation about coronavirus



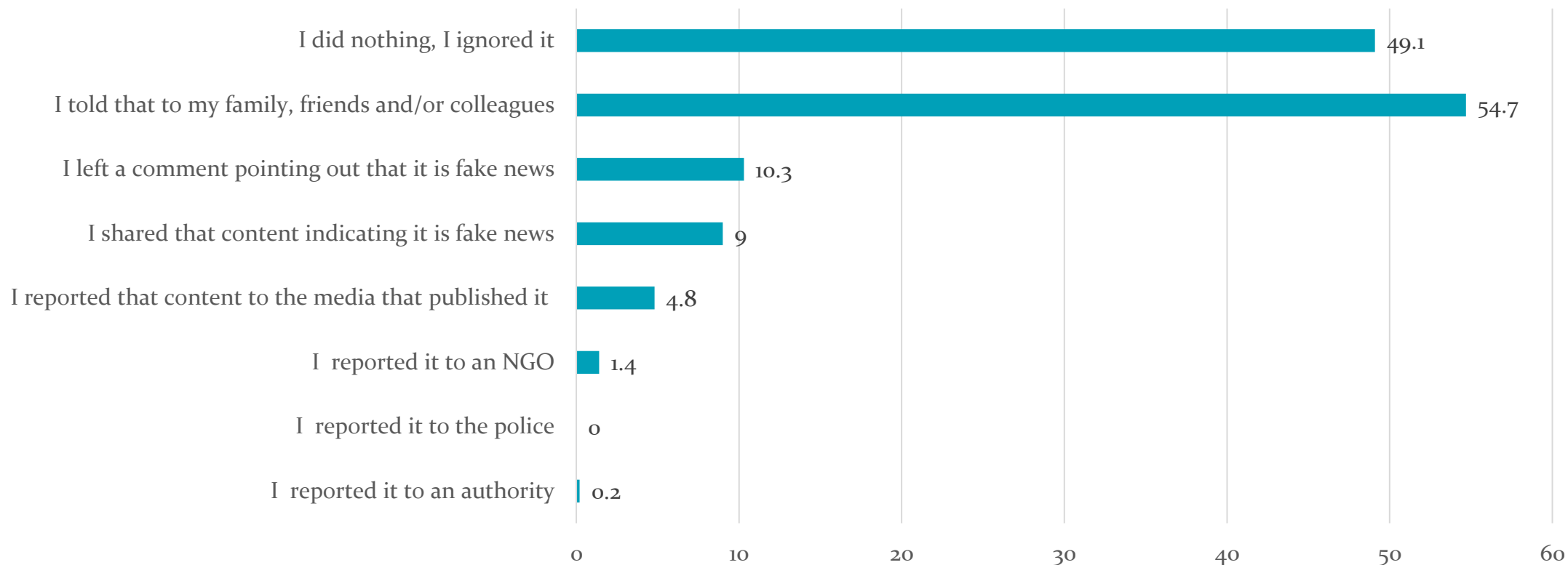
Where do you usually spot fake news?

Sample of the respondents who answered "YES" to the previous question (N=436)



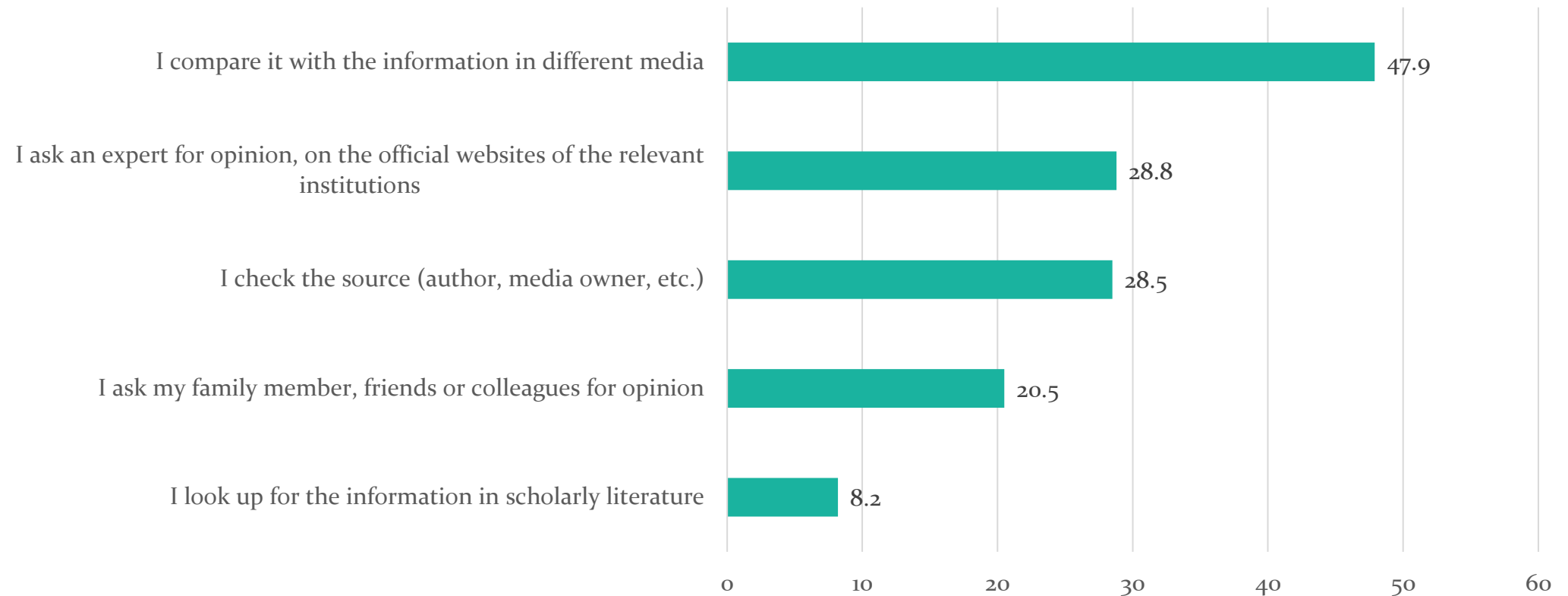
When you noticed fake news/disinformation concerning the coronavirus epidemic, what did you do ? (N=436)

Reactions to the "fake news" about coronavirus
cumulative responses

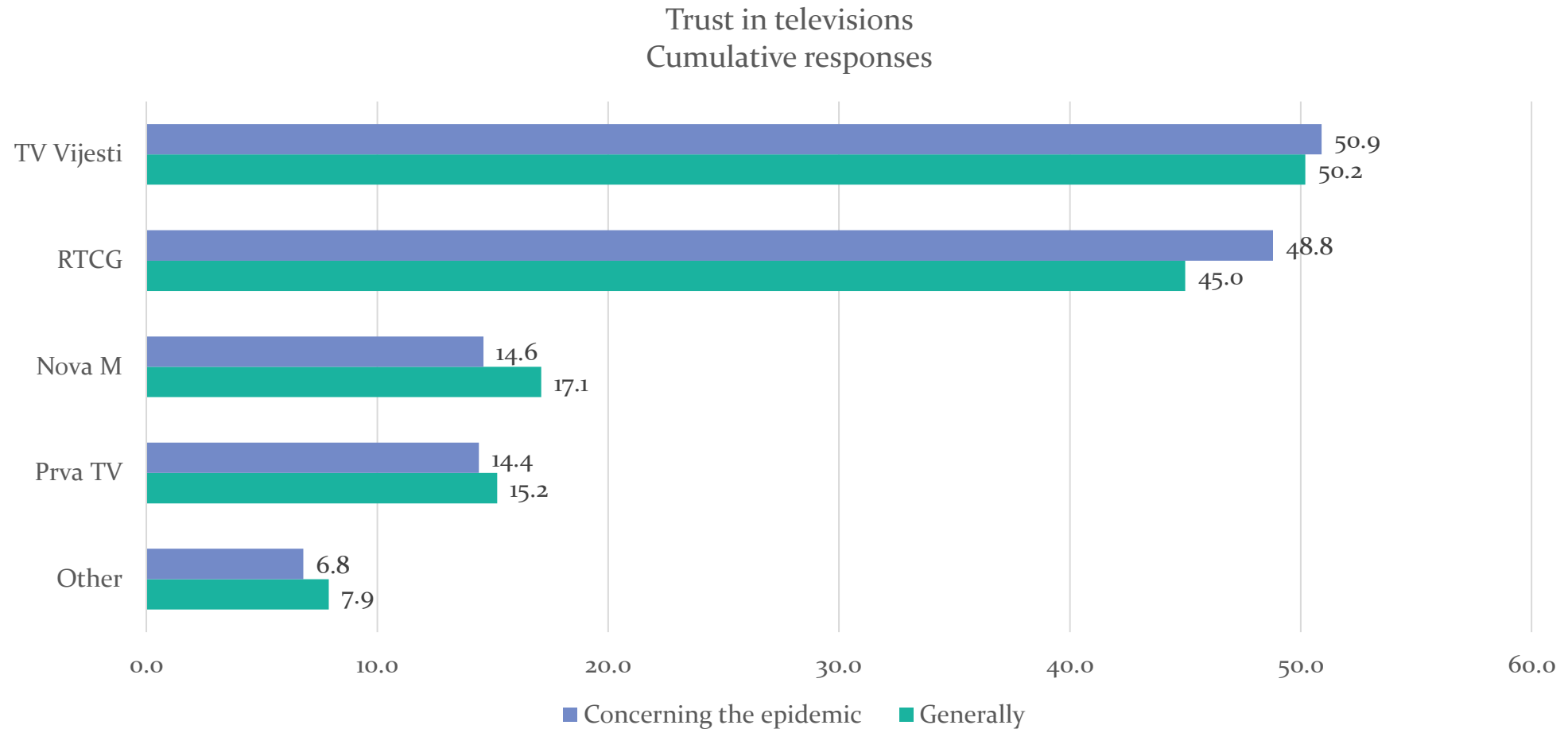


What means do you use to verify the veracity of the information or content on coronavirus?

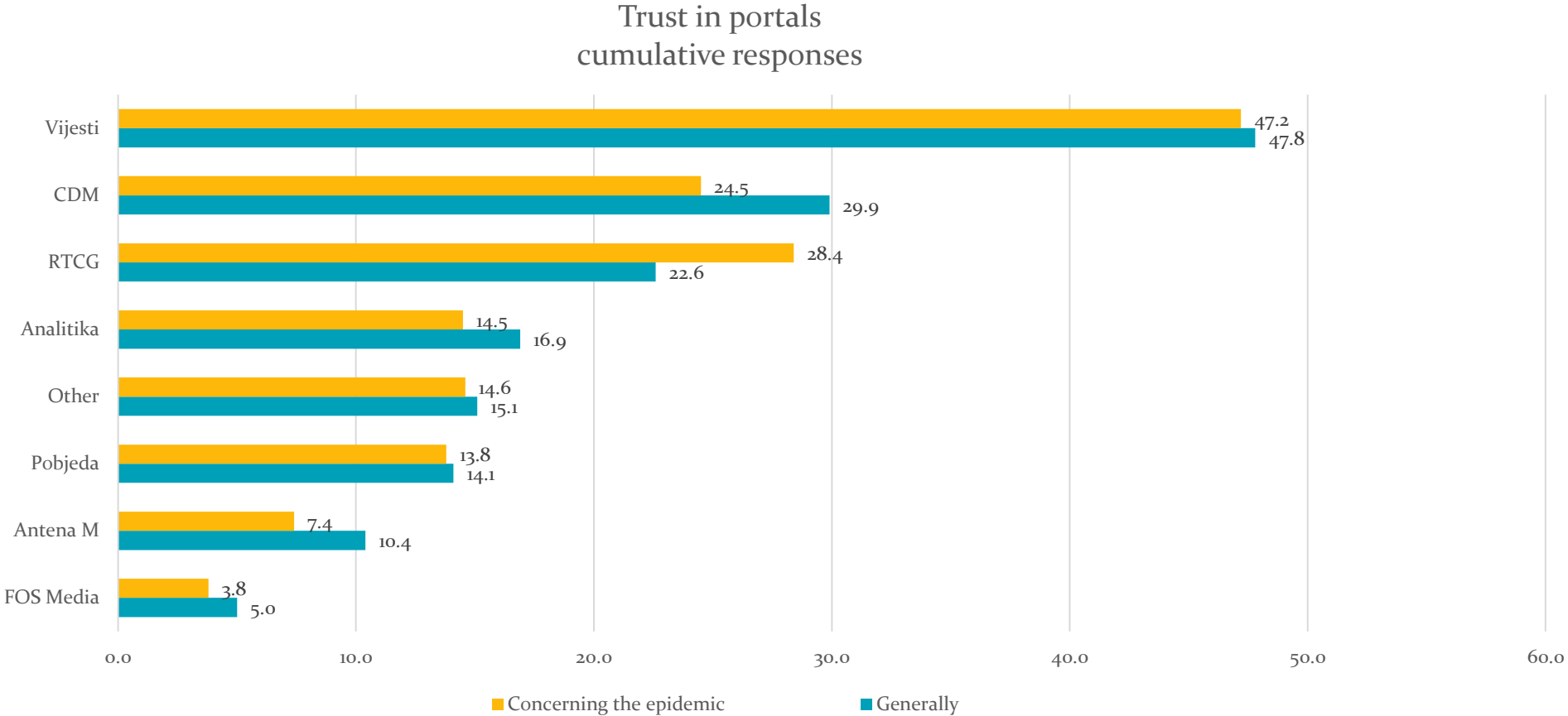
Verifying veracity of the information on coronavirus
Cumulative responses



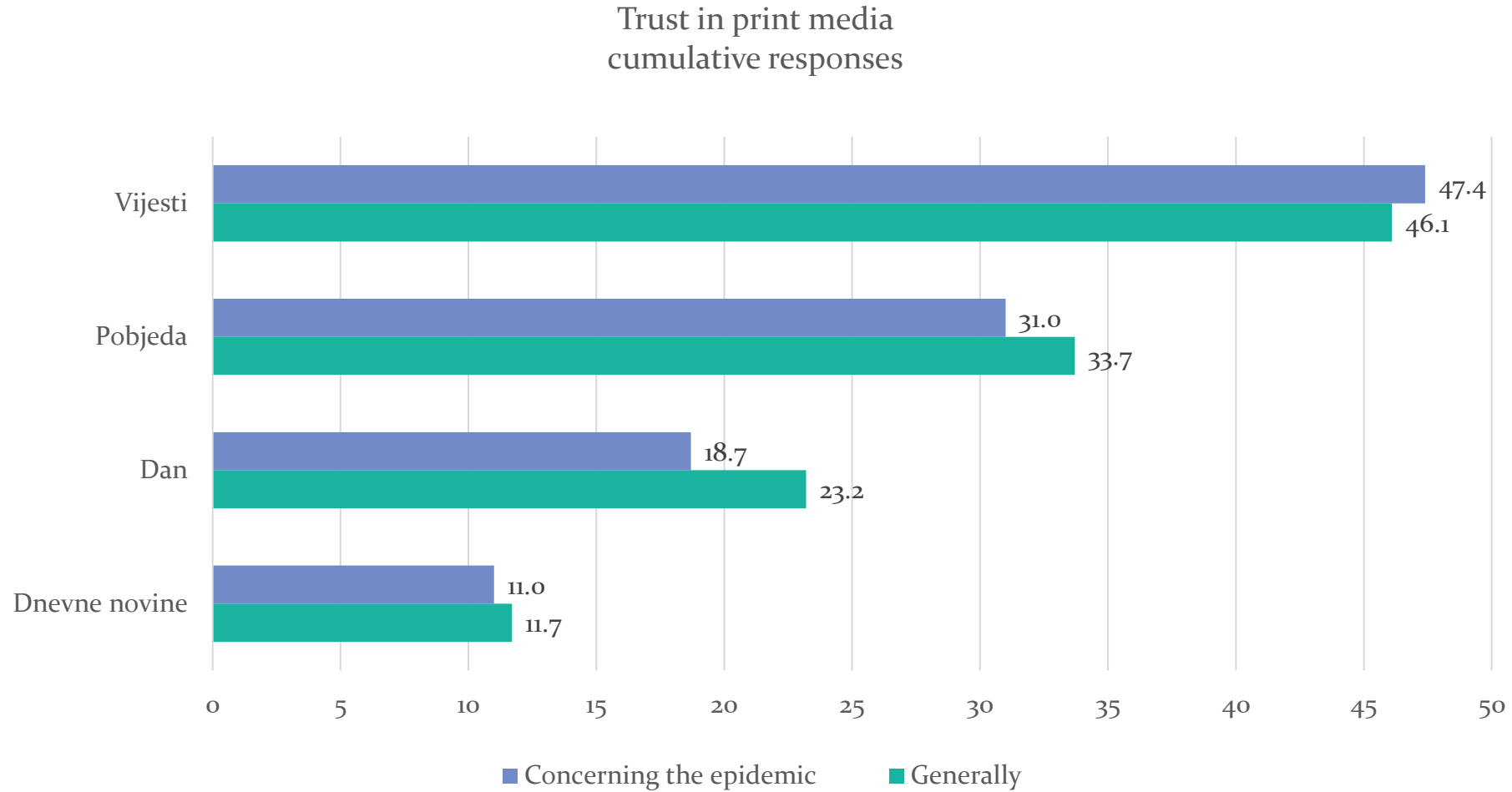
Which of the following televisions do you trust most when it comes to informing about coronavirus?



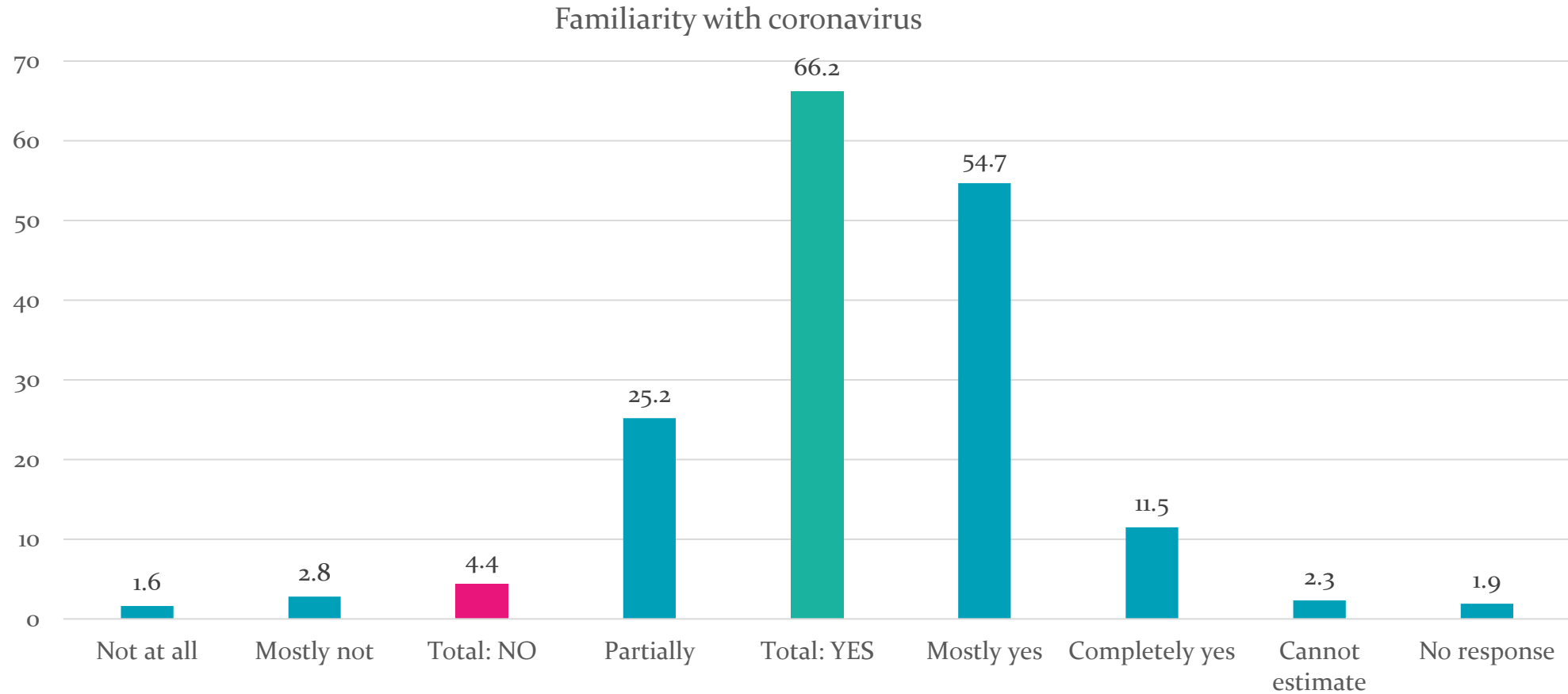
Which of the following portals do you trust most when it comes to informing about coronavirus?



Which of the following print media do you trust most when it comes to informing about coronavirus?



To what extent you consider yourself informed on the coronavirus epidemic?



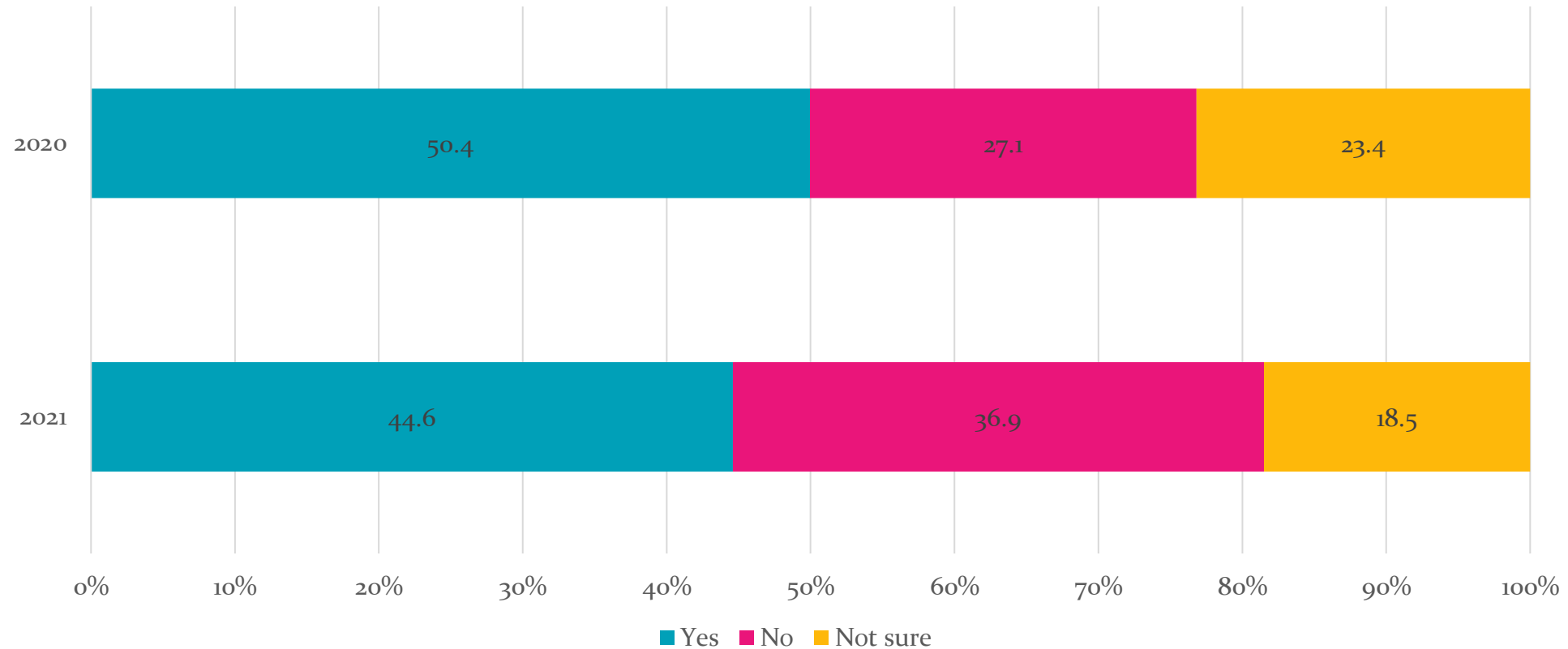
RESPONSIBILITY AND INFORMATION CONTROL

RESPONSIBILITY AND INFORMATION CONTROL

- More than one third of respondents (36.9%) are unaware of the existence of regulatory bodies.
- As much as 88.1% state that they have never filed a complaint regarding certain media content, 18.9% state that they did not do that because they think it would not be effective, while 19.9% say that they do not know how and to whom they can appeal.
- Half of the respondents (54.7%) believe that it is necessary for the state to monitor and control media content on the Internet, in order to stop disinformation and fake news.

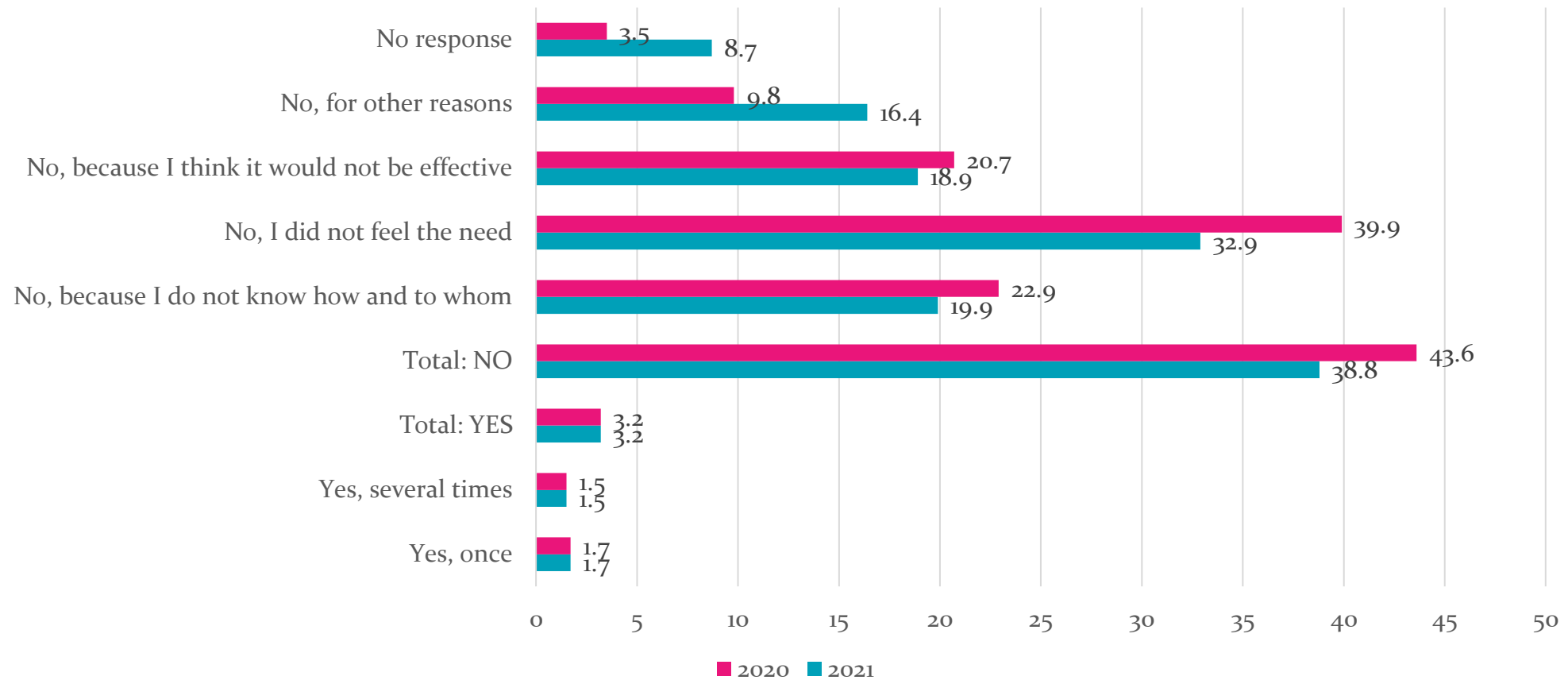
Are you aware of the existence of regulatory bodies to which you can report the media if you think that their content violates professional and ethical rules, or is not appropriate for some other reason, including fake news?

Familiarity with regulatory bodies

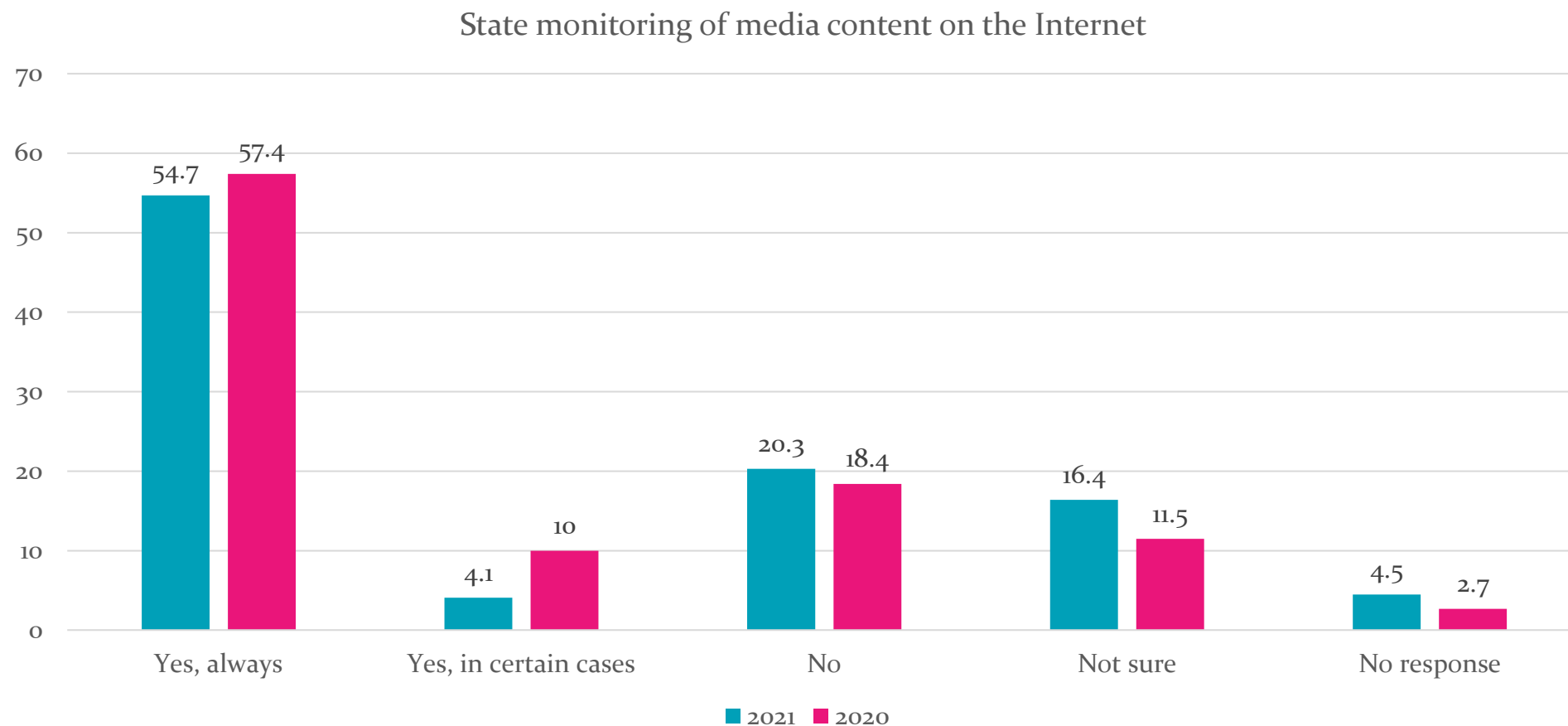


Have you ever filed a complaint with the regulatory bodies regarding the media content?

Filing a complaint about the work of the media



Do you think that the state should monitor and control media content on the Internet in order to stop disinformation and fake news?



Who has the greatest responsibility when it comes to educating citizens on media literacy?

Education on media literacy
Cumulative responses

