



Results of a Social Survey on Media Literacy of the Public

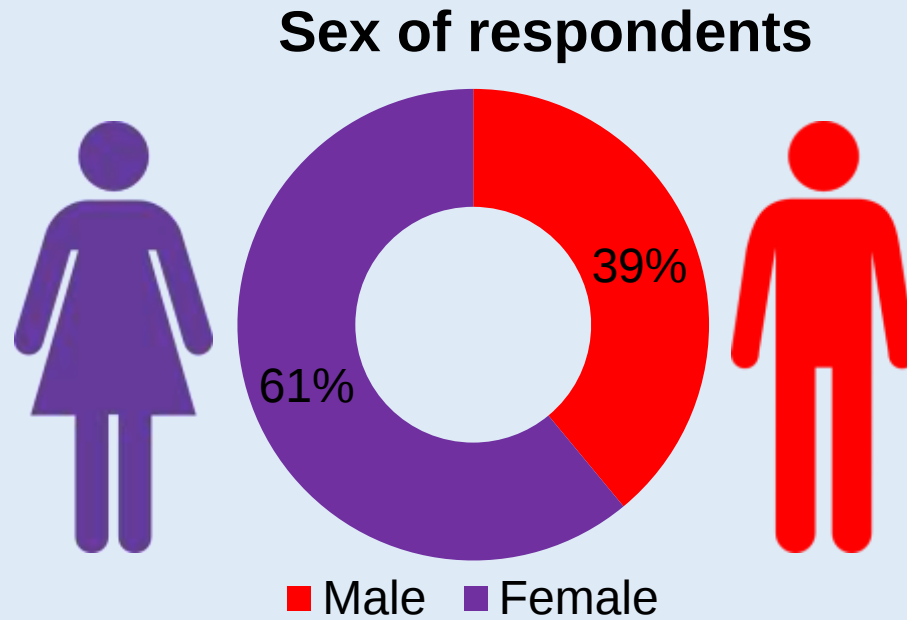
Comparative data from a replication study

2019, 2024

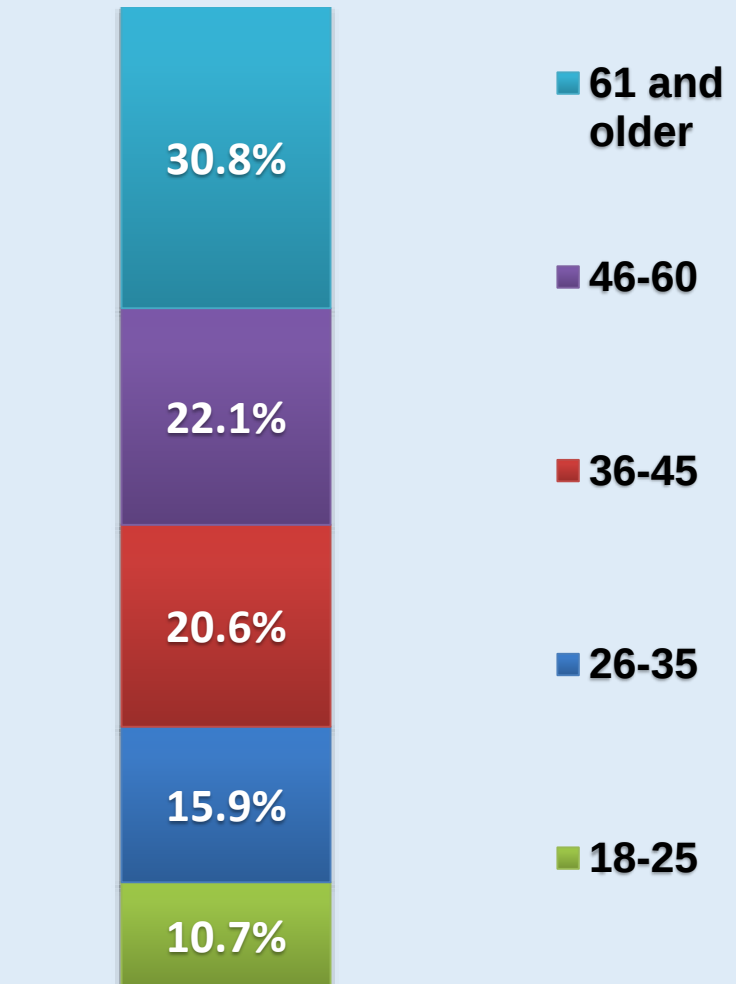
Methodology

Survey	First Survey	Second survey
Period	May 2019	February 2024
Type	Quantitative, sampling	
Method	Method of semi-structured interviews, CAPI (Computer-assisted personal interviewing*)	
Sample	1200 interviews	
Sample distribution in the Republic of Armenia	Proportionally distributed among all regions of Armenia (including Yerevan)	
Sample type	Stratified, cluster, random sampling	
Confidence interval, margin of error	95% confidence interval, $\pm 2.81\%$ margin of error	
Age of respondents	18 and older	

Distribution of respondents by sex and age



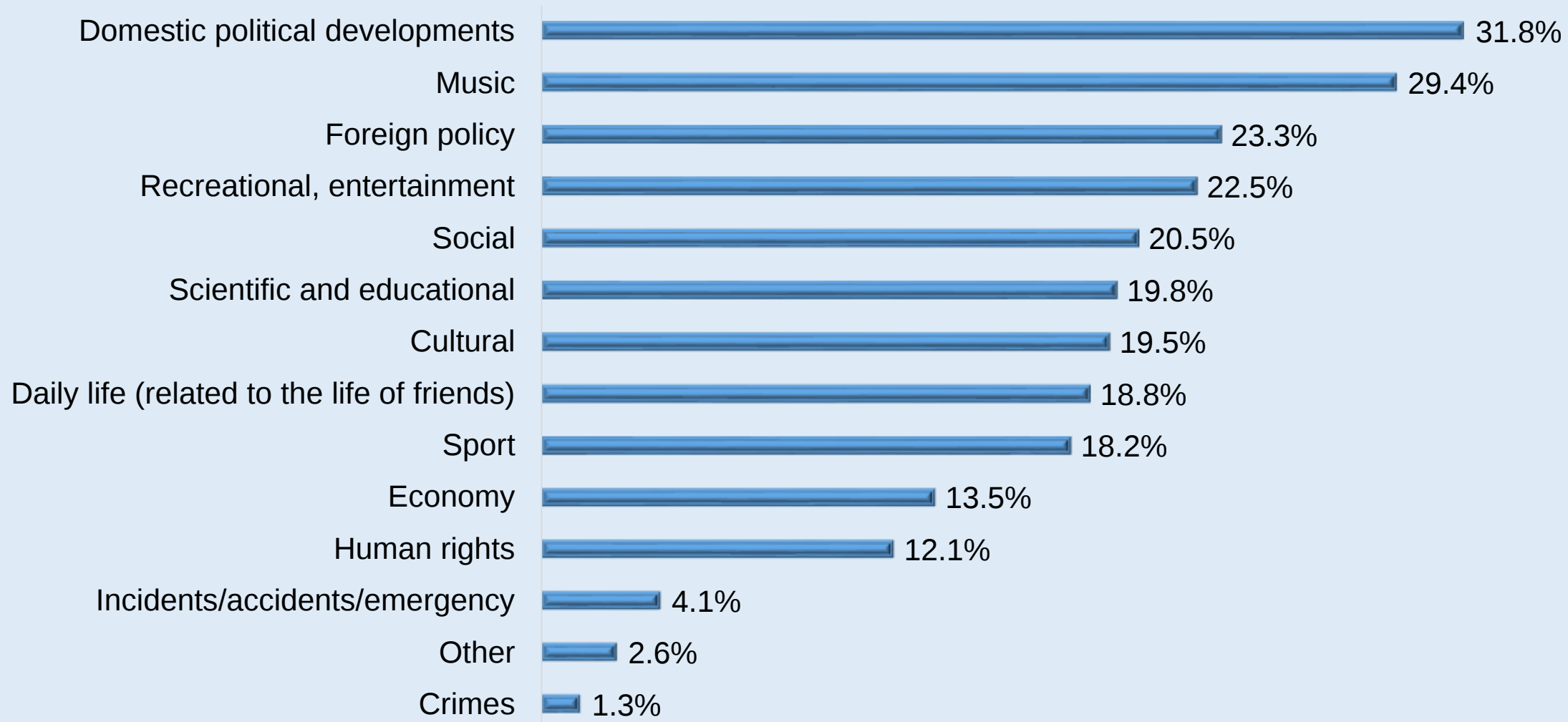
Age groups of respondents



A word cloud centered around the phrase "MEDIA COVERAGE" in large, bold, dark red capital letters. The words are arranged in a circular pattern around the center. The words include: JOURNALIST, INTERVIEW, BROADCAST, EVENT, JOURNALISM, VIDEO, TV, TECHNOLOGY, REPORTAGE, EDUCATION, PRESS, INTERNET, REPORTER, PUBLICATION, INFORMATION, HEADLINE, TELEVISION, PROFESSIONAL, MEDIUM, WEB, PAPER, BREAKING, DAILY, LIVE, NEWS, ACTION, NEWSPAPER, GLOBAL, READ, WORK, EQUIPMENT, CAMERAMAN, FOCUS, CAMERA, BUSINESS, CONNECTION, LENS, and CAMERAS. The words are in various colors including dark red, brown, and yellow.

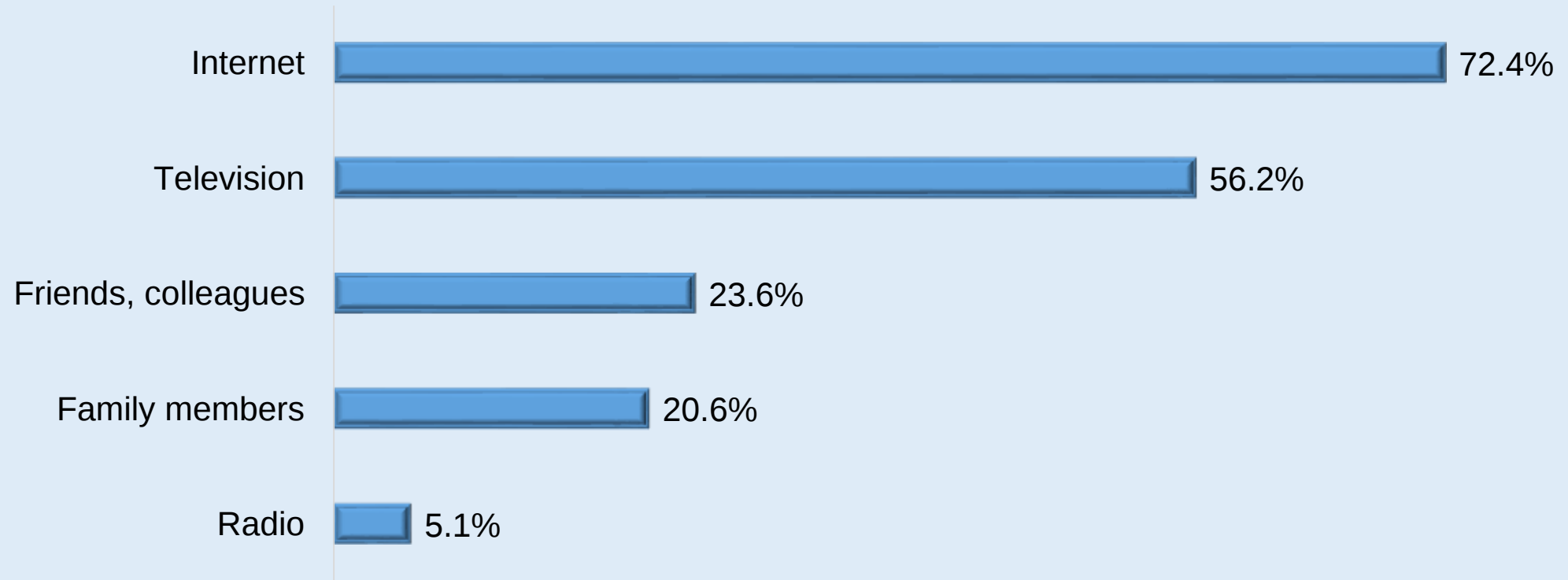
What type of information are you predominantly interested in? (n=2860)

(Multiple selection question)



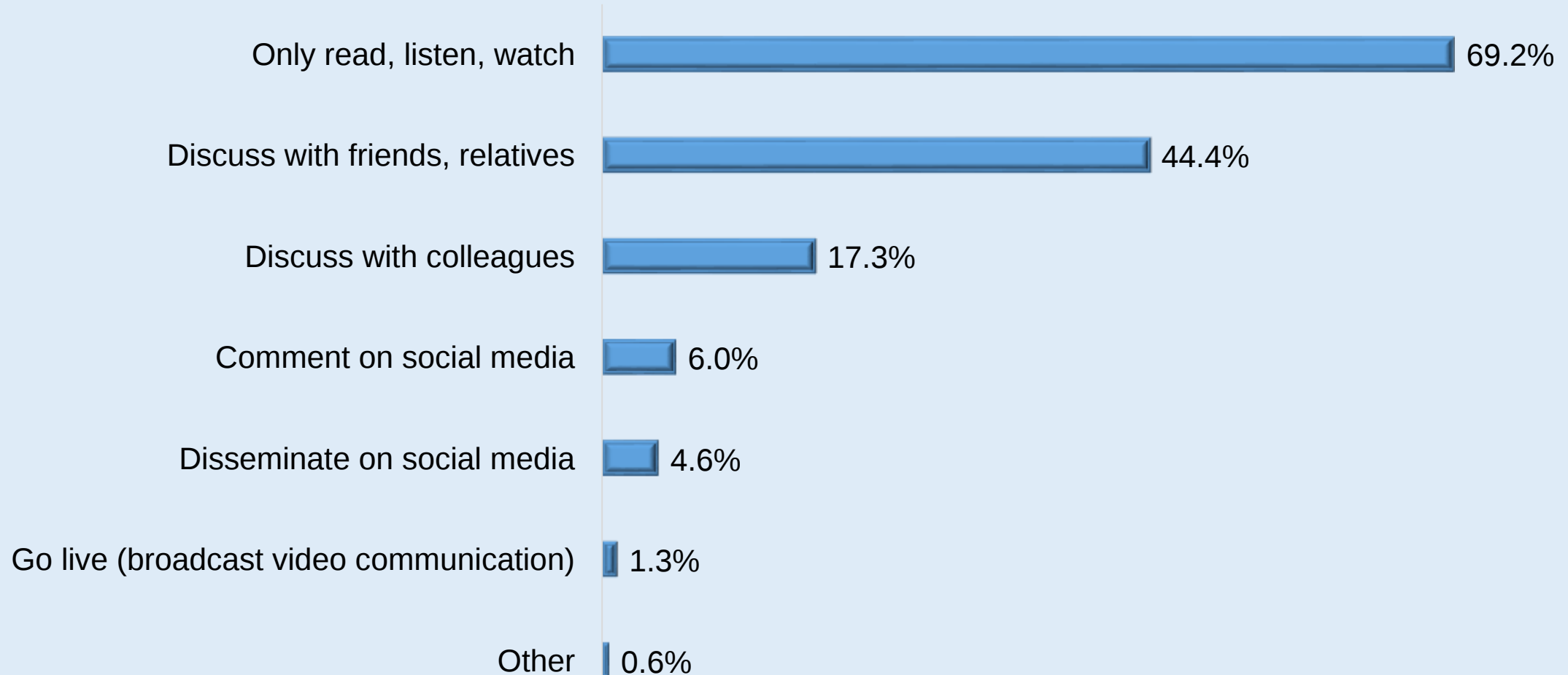
What are the main sources of information for you? (n=2143)

(Multiple selection question)

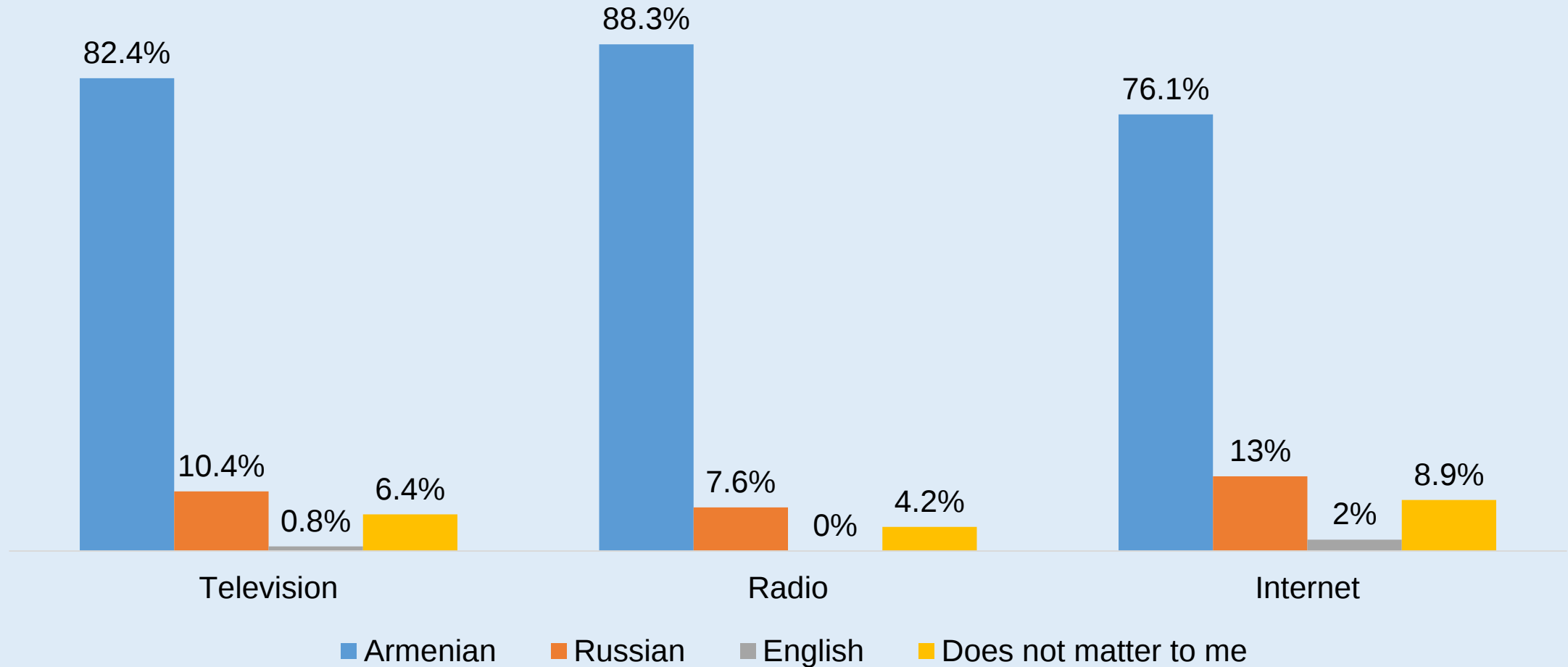


What do you mainly do with the information you get? (n=2143)

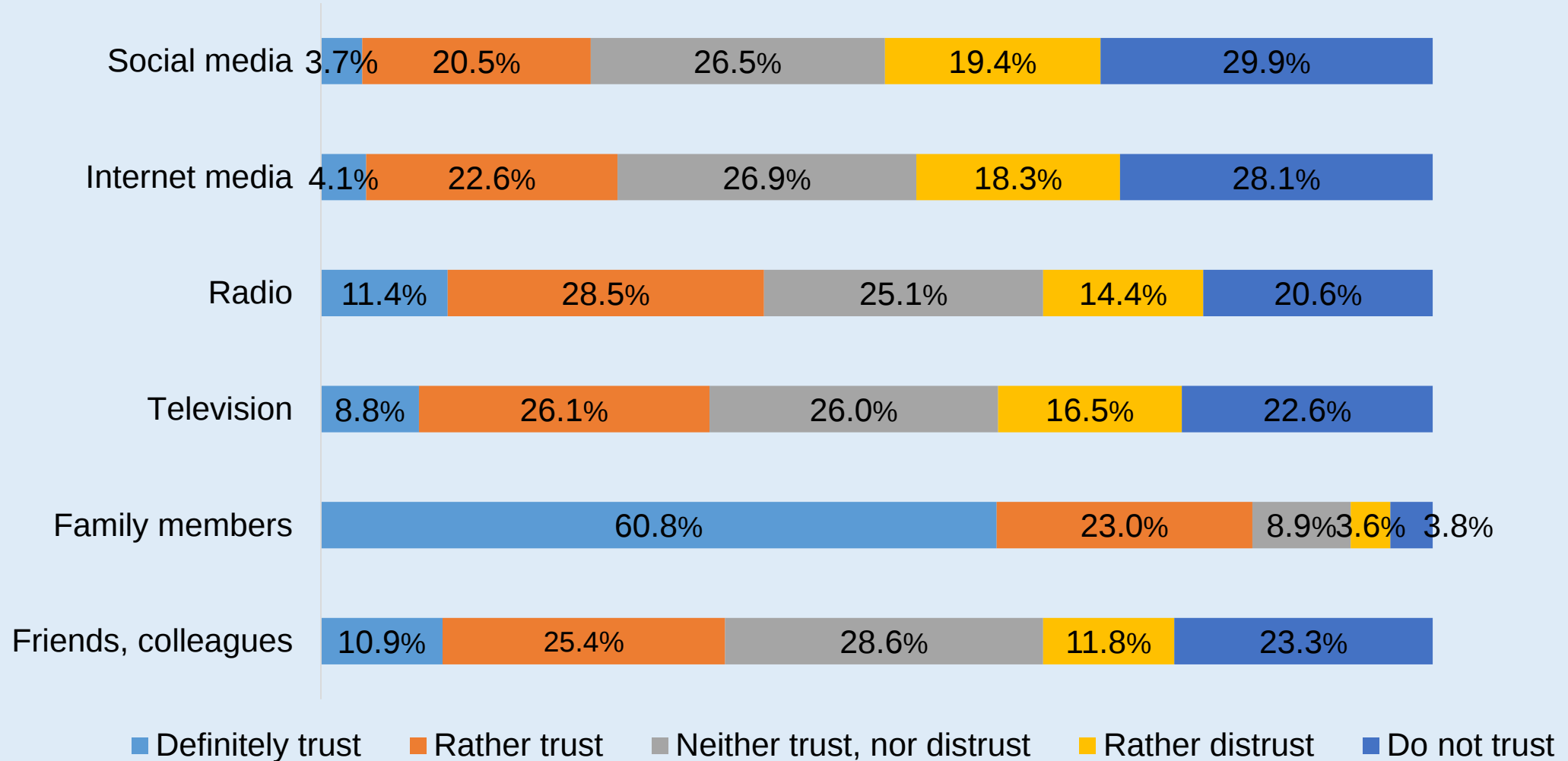
(Multiple selection question)



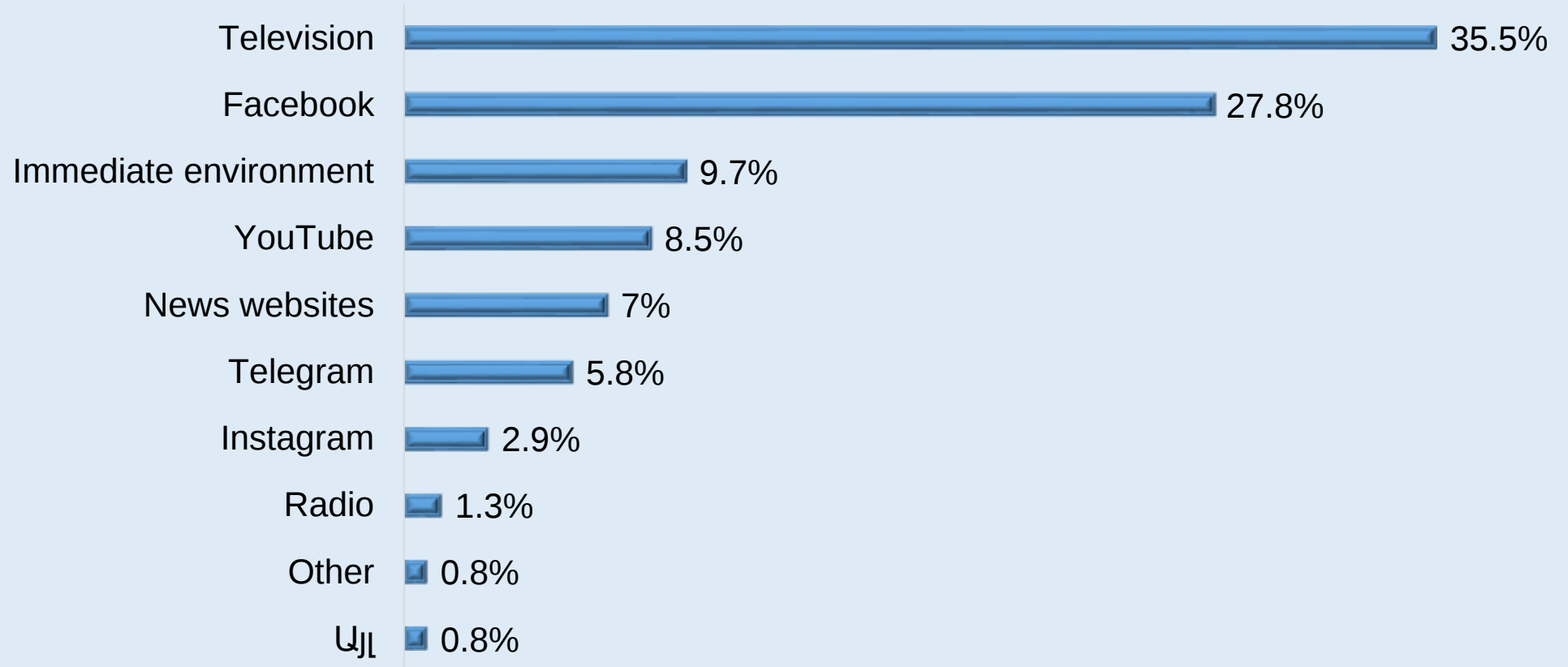
In which language do you usually prefer to receive information from the following sources?



How much do you trust the following sources of information?



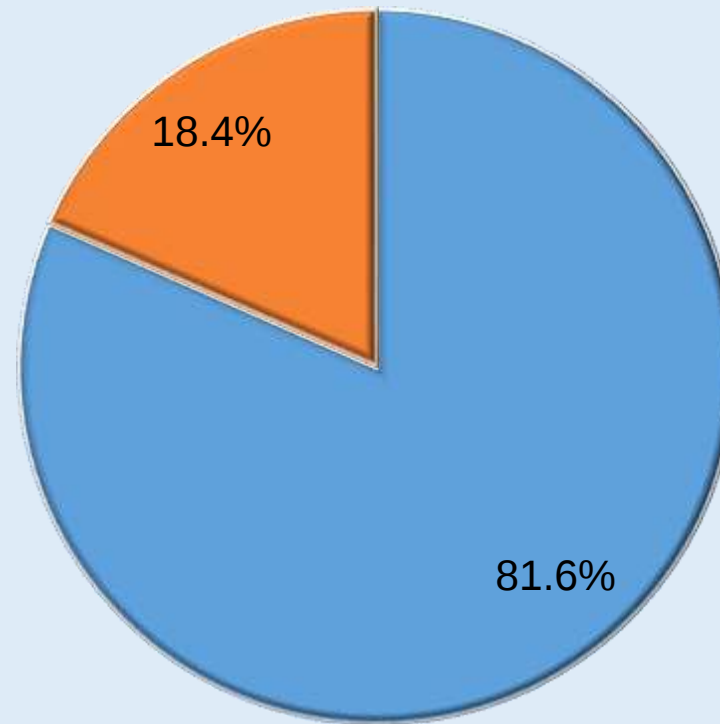
Where do you get information about events happening in the country?



Television and Radio



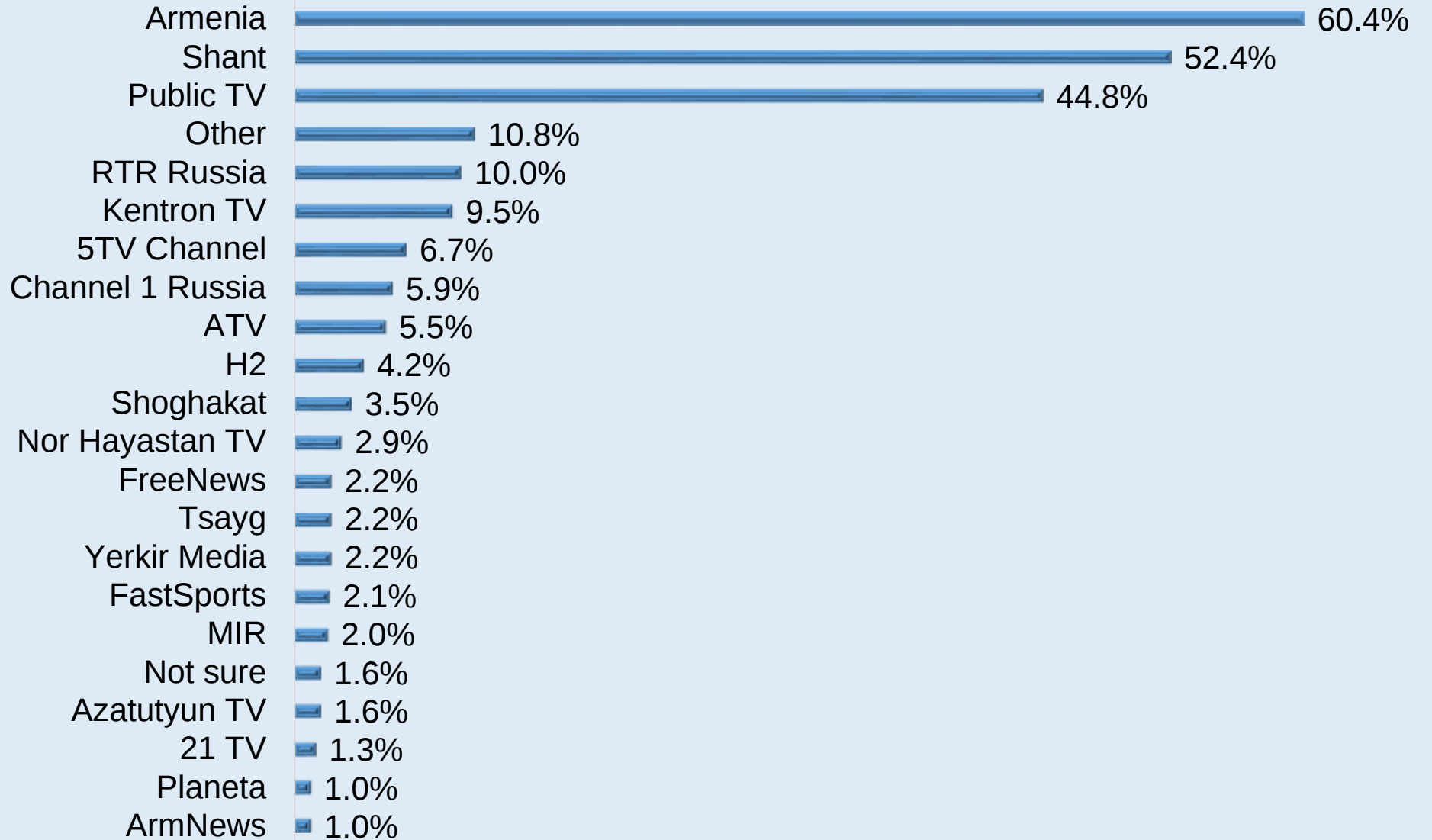
Do you watch TV at all?



■ Yes ■ No

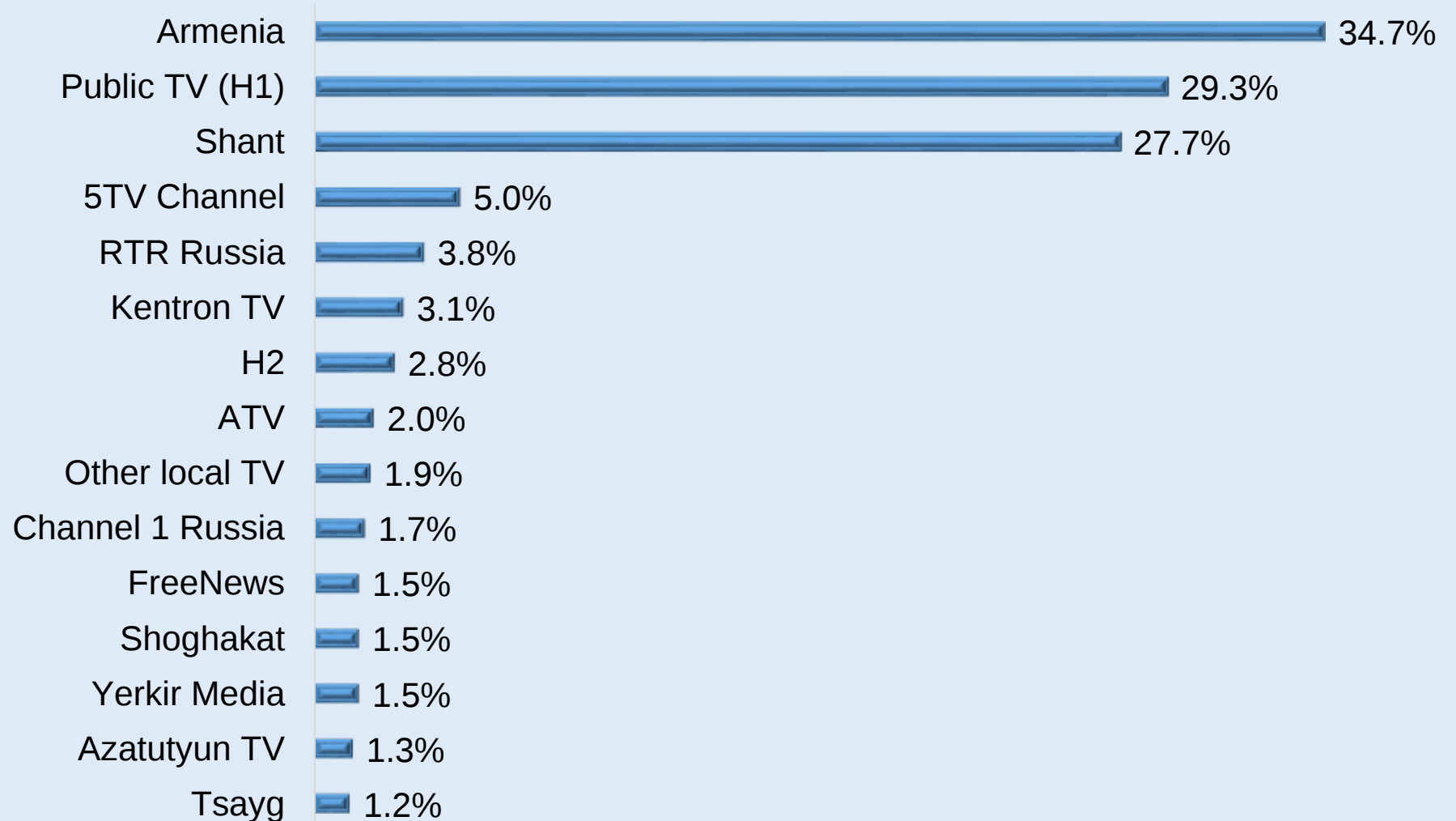
Which TV channels do you mostly prefer to watch? (n=2338)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



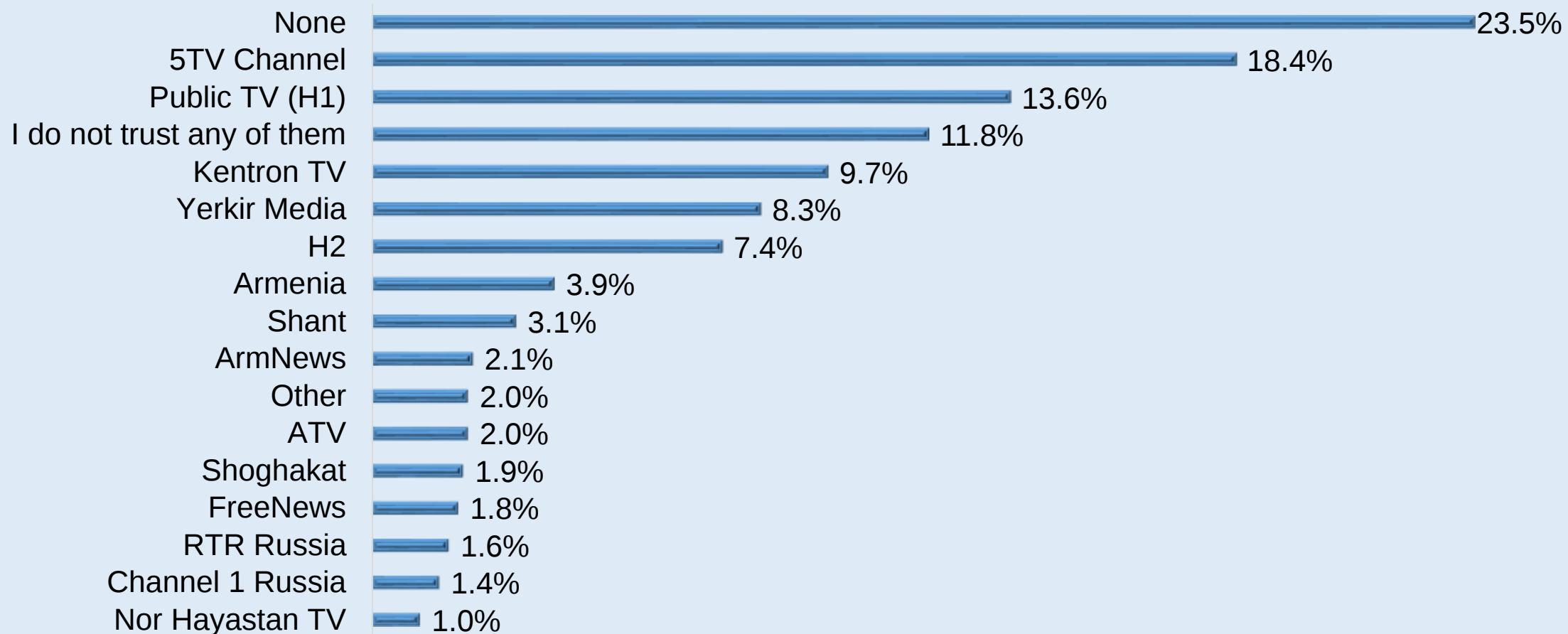
The most reliable TV channels (n=1496)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



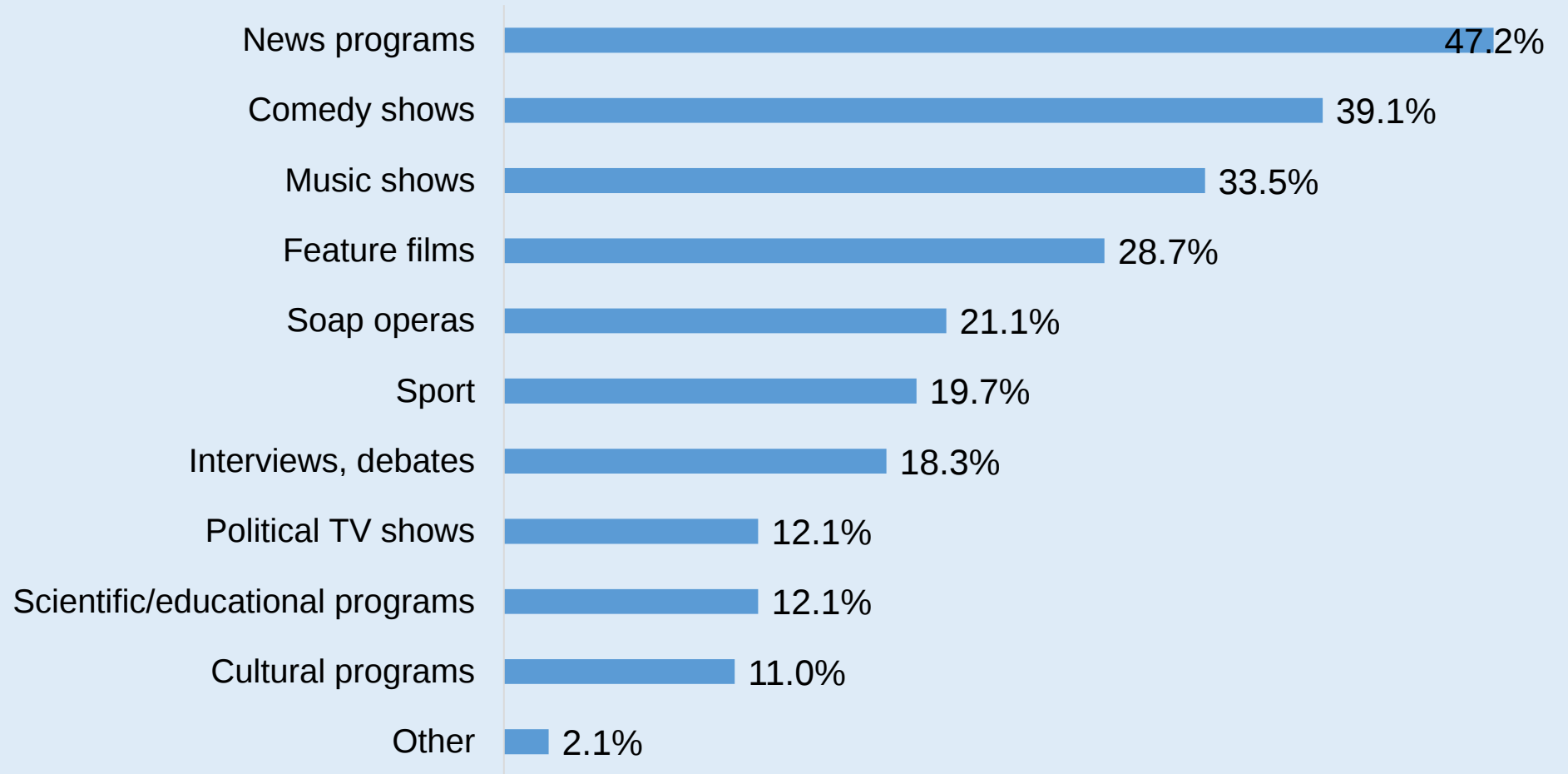
The most unreliable TV channels (n=1313)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)

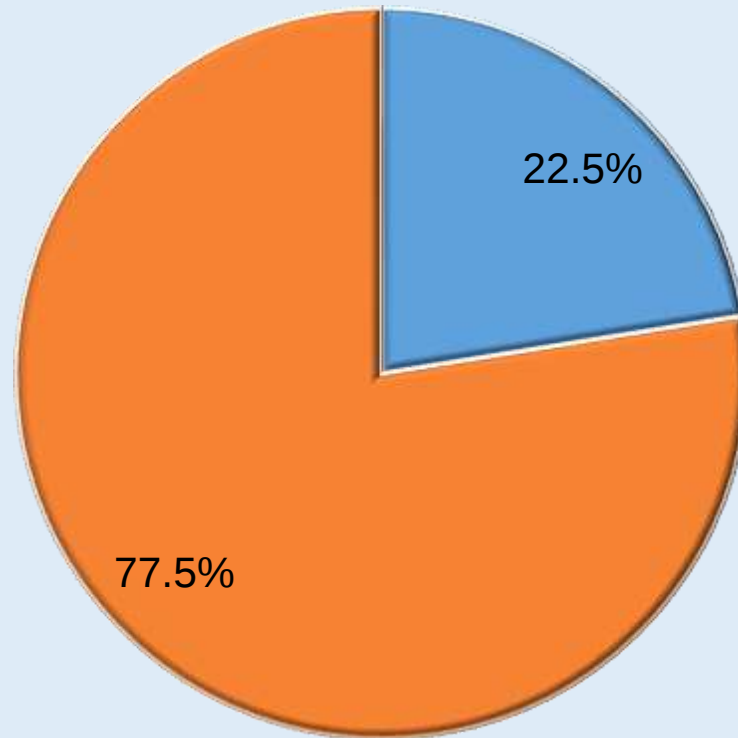


The most watched TV programs (n=2403)

(Multiple selection question)



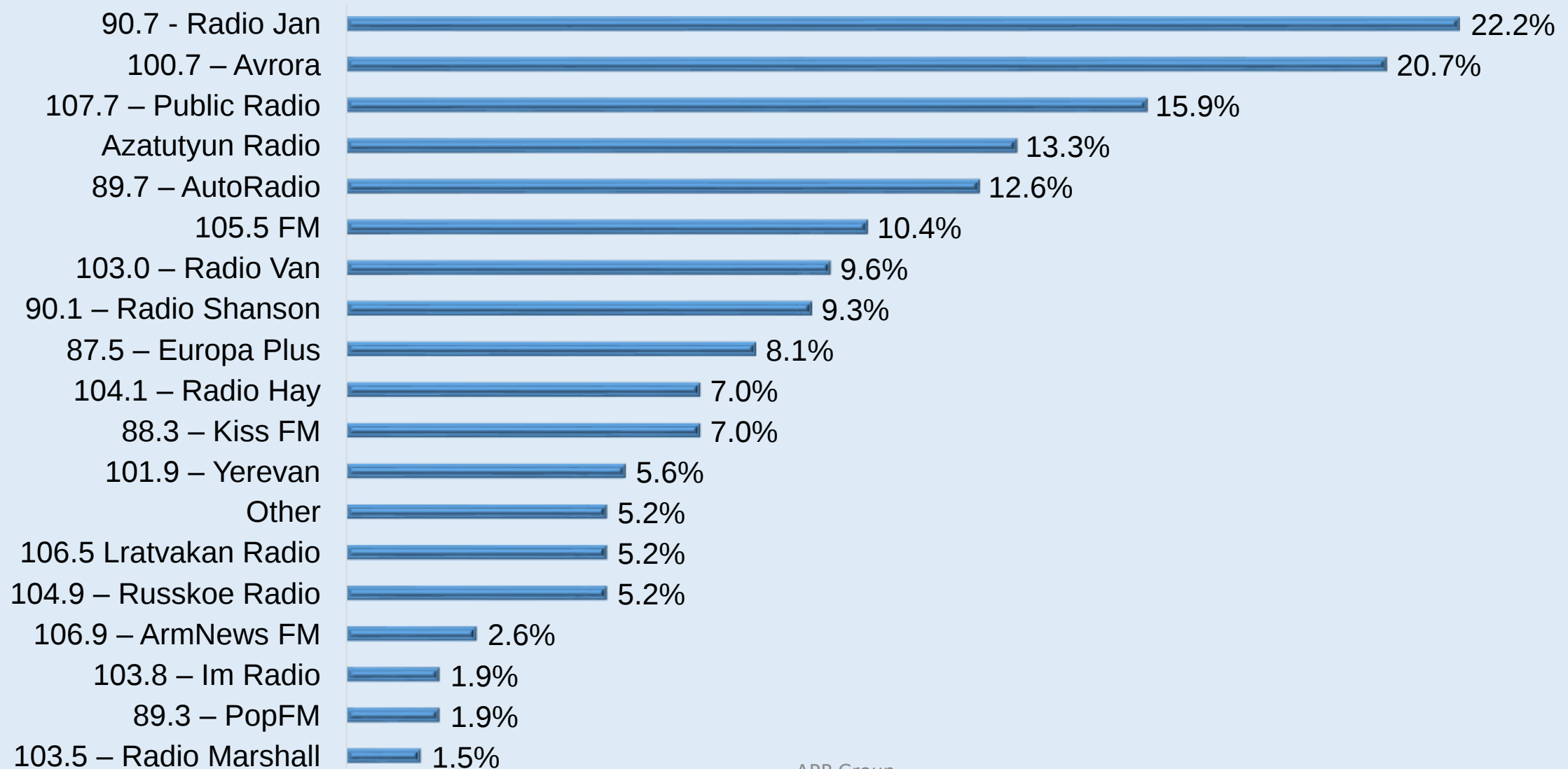
Do you listen to the radio at all?



■ Yes ■ No

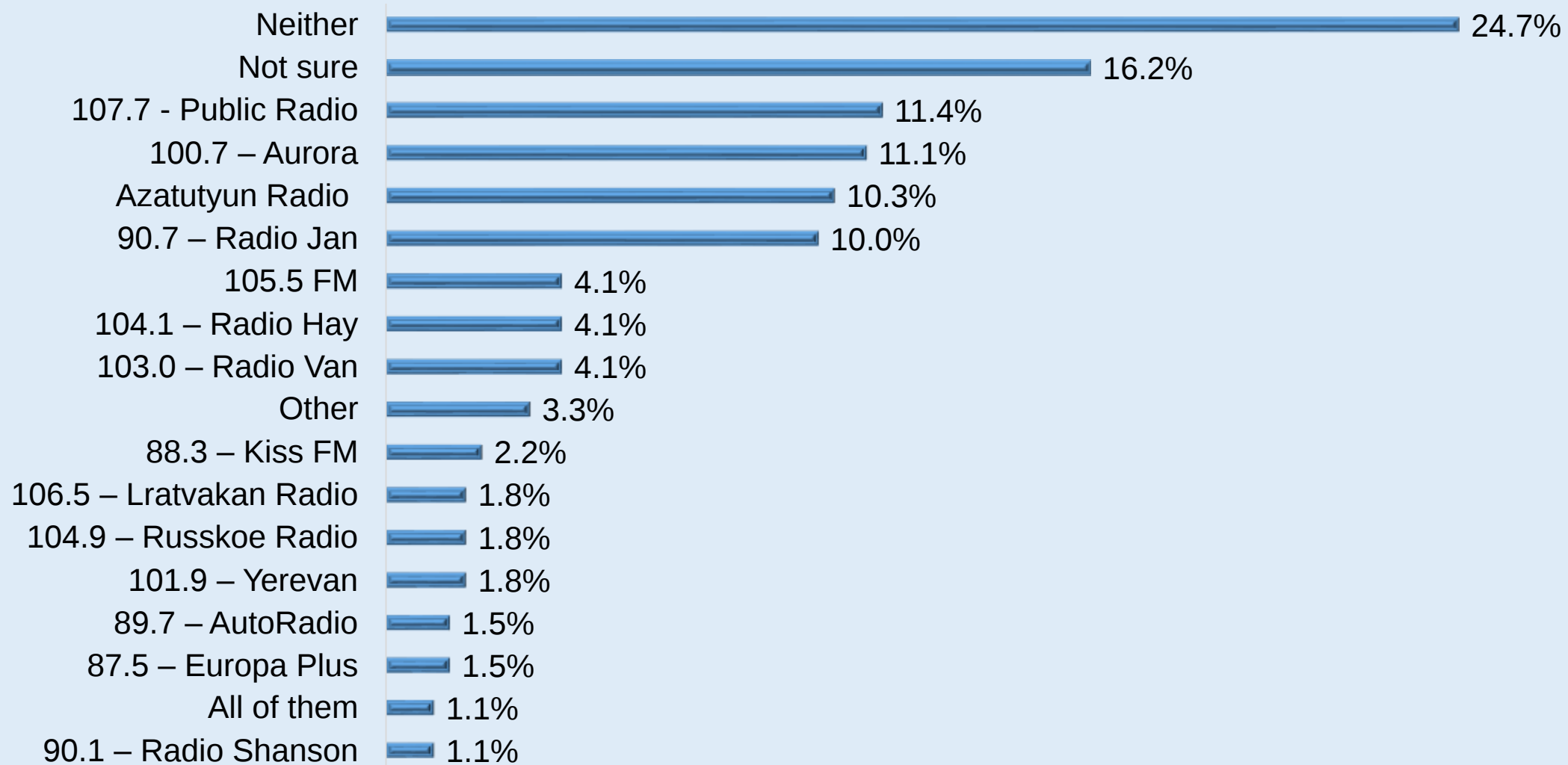
Which radio stations do you listen to mostly?(n=469)

(Multiple selection question)



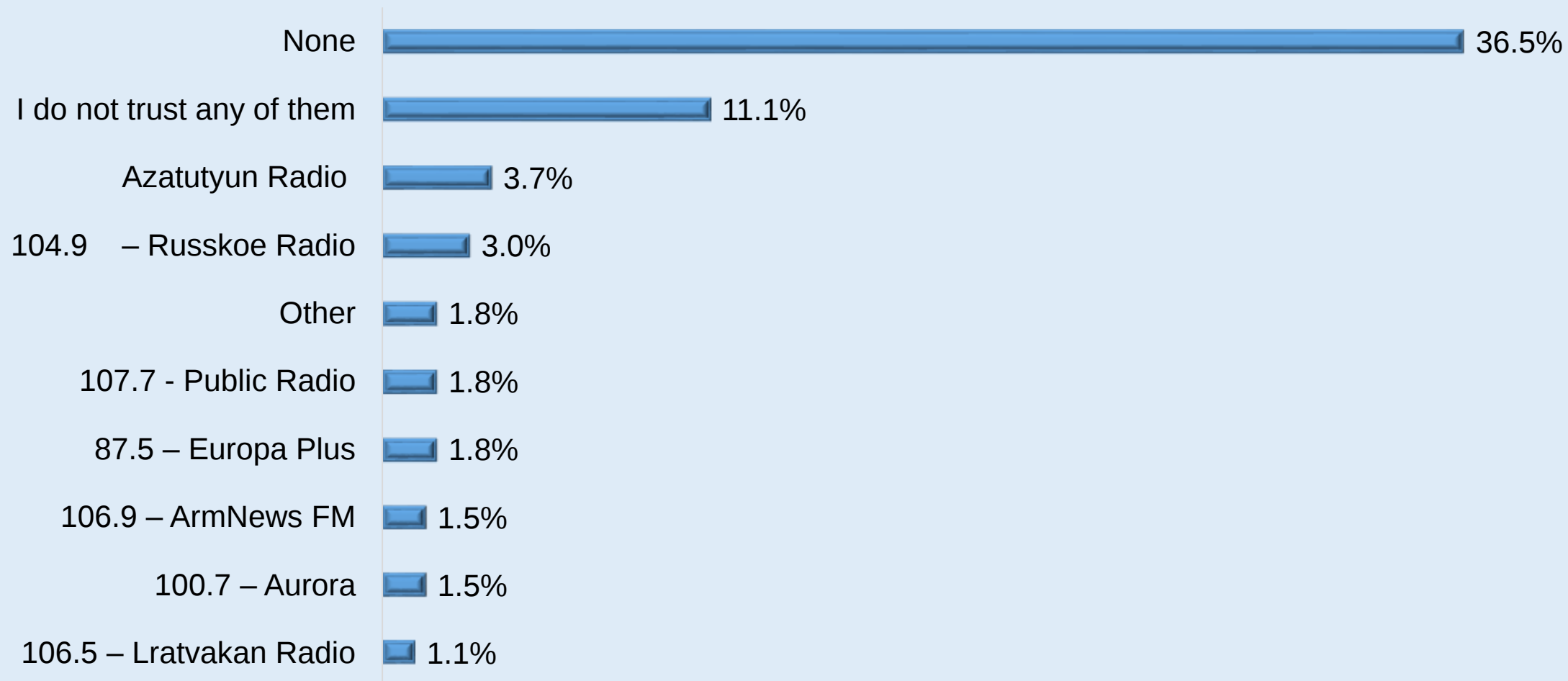
The most reliable radio stations (n=309)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



The most unreliable radio stations (n=283)

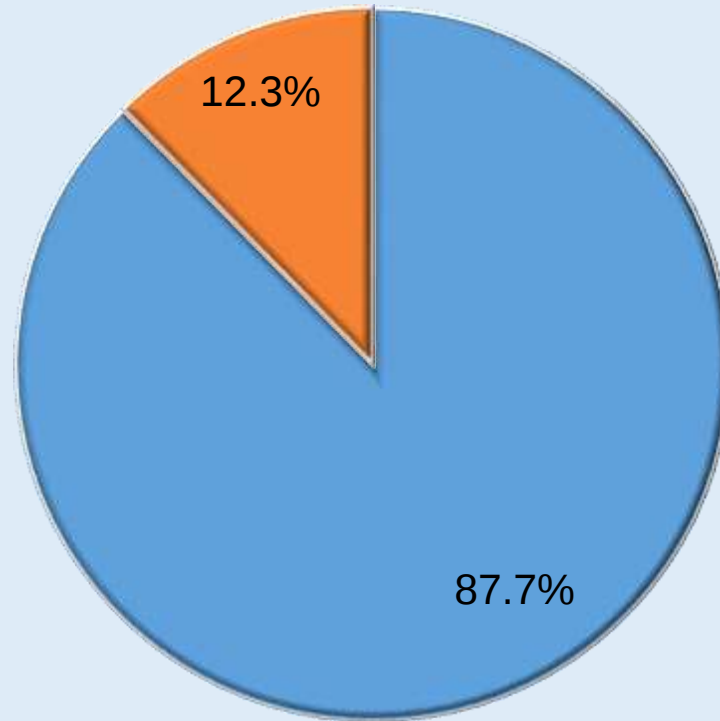
(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



Internet and Internet Media



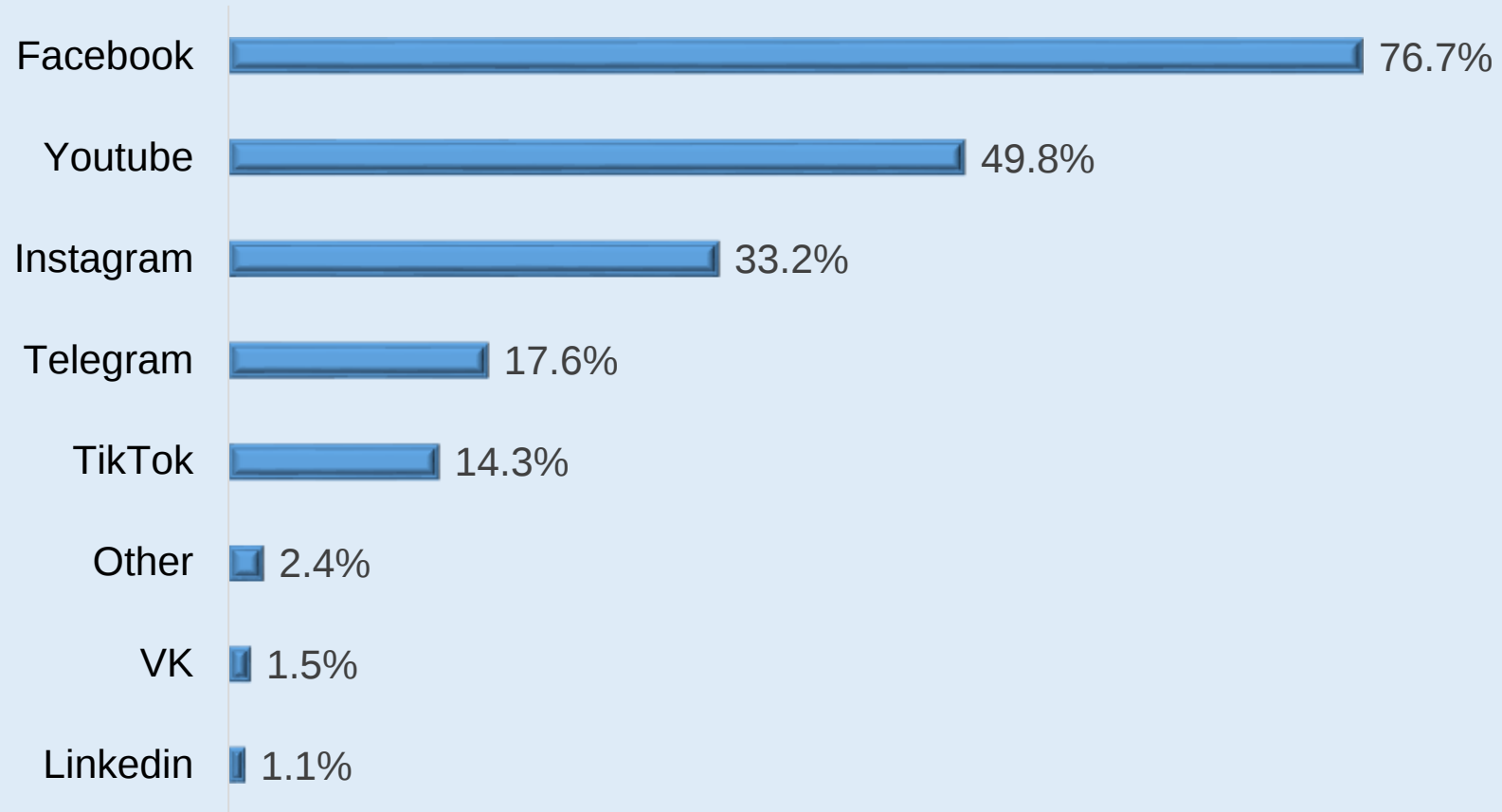
Do you use the Internet?



■ Yes ■ No

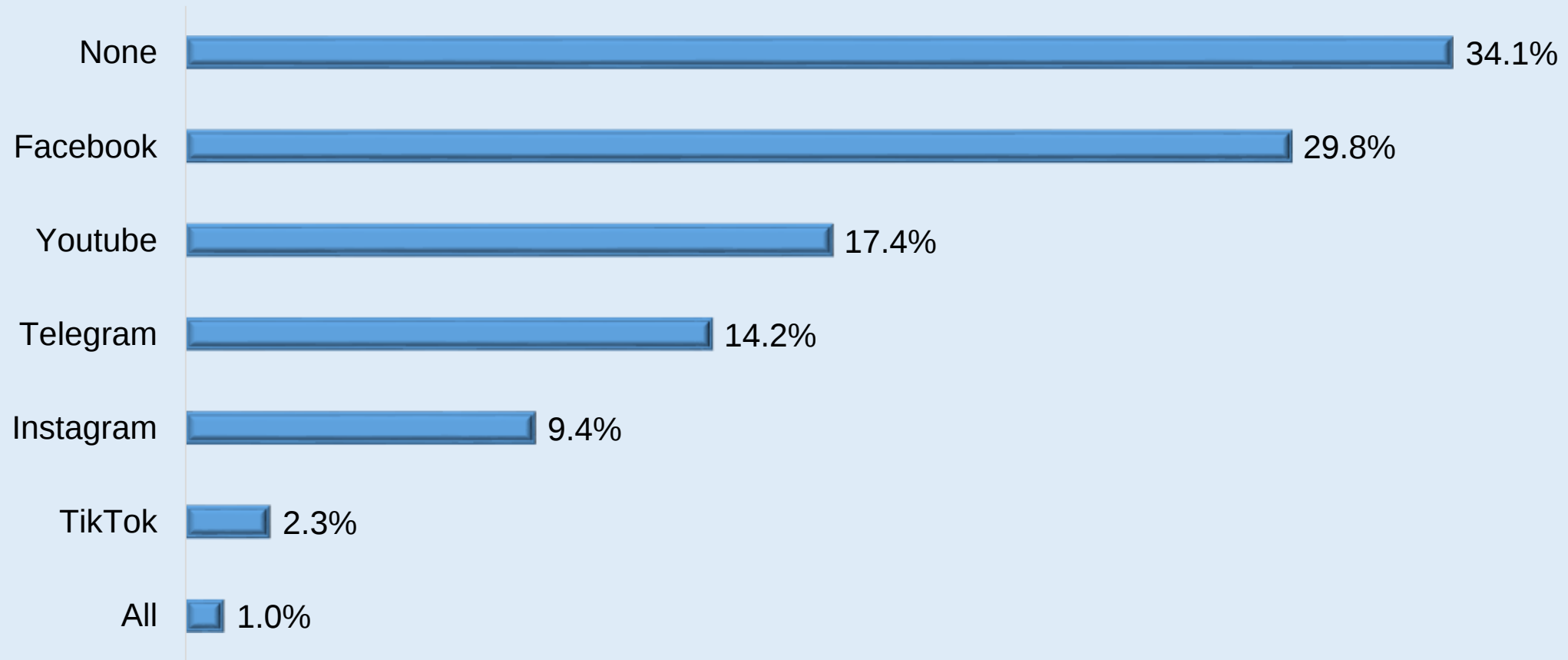
Which social media sites do you mostly use?(n=2086)

(Multiple selection question)



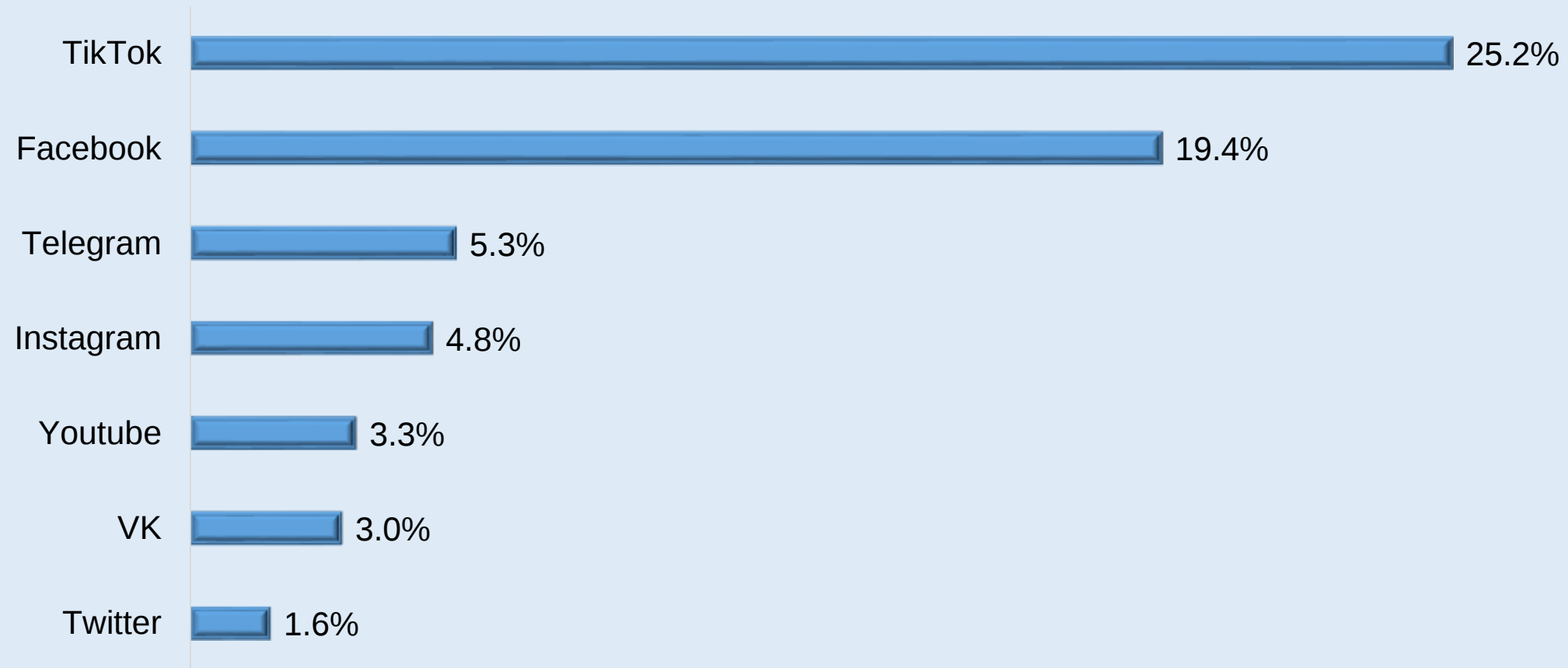
Which social media site do you generally trust the most? (n=1223)

(Multiple selection question)



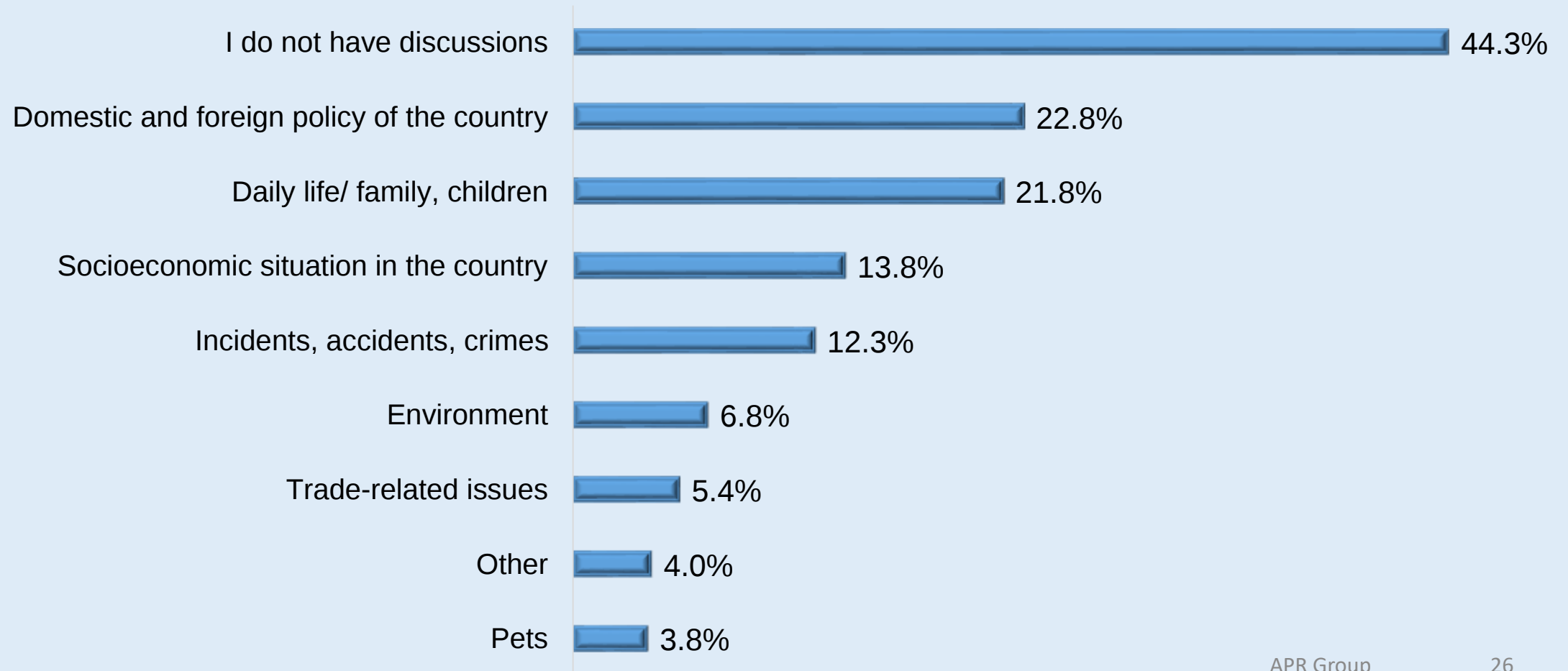
Which social media site do you generally distrust the most? (n=671)

(Multiple selection question)



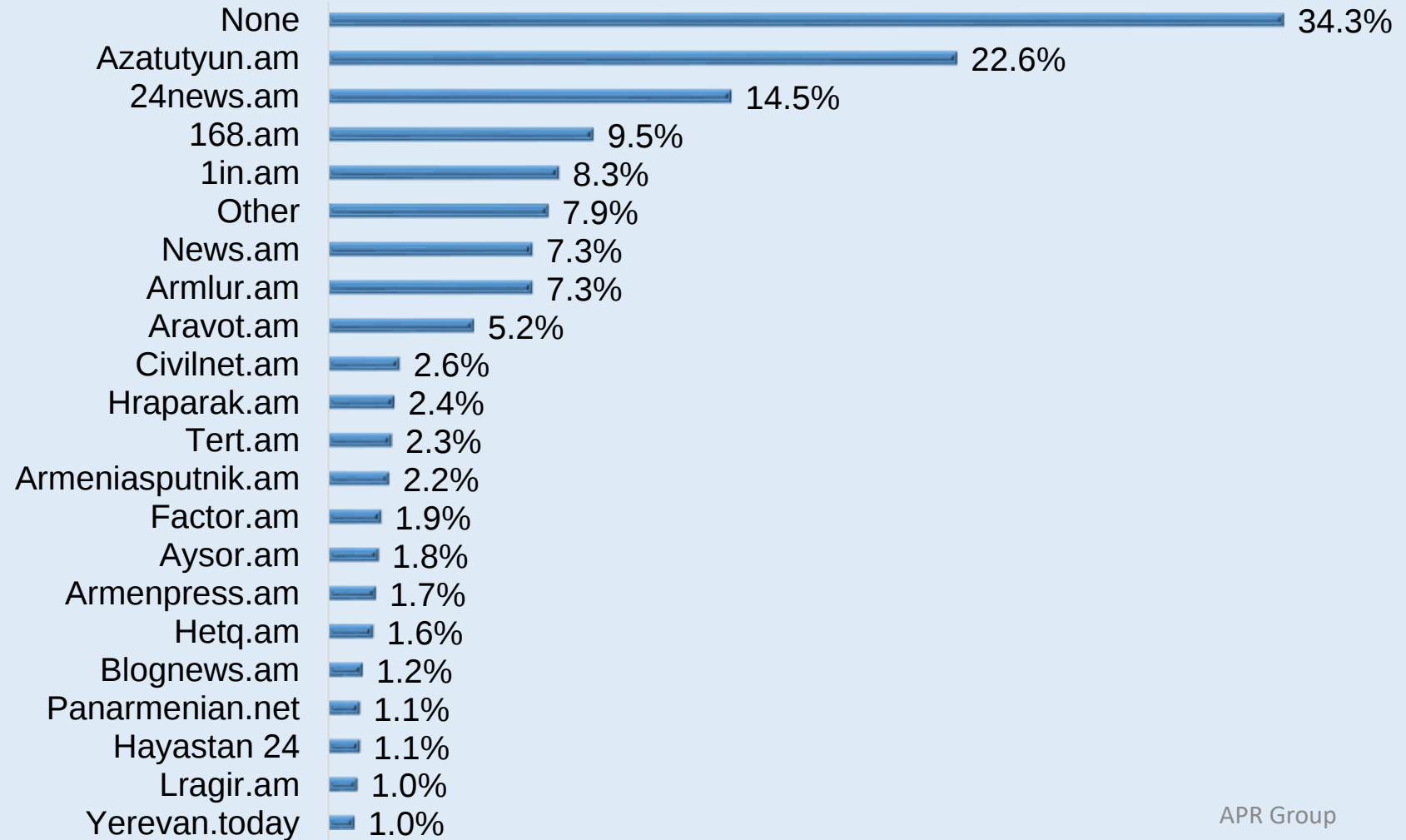
What are the main topics you discuss on social media sites? (n=1420)

(Multiple selection question)



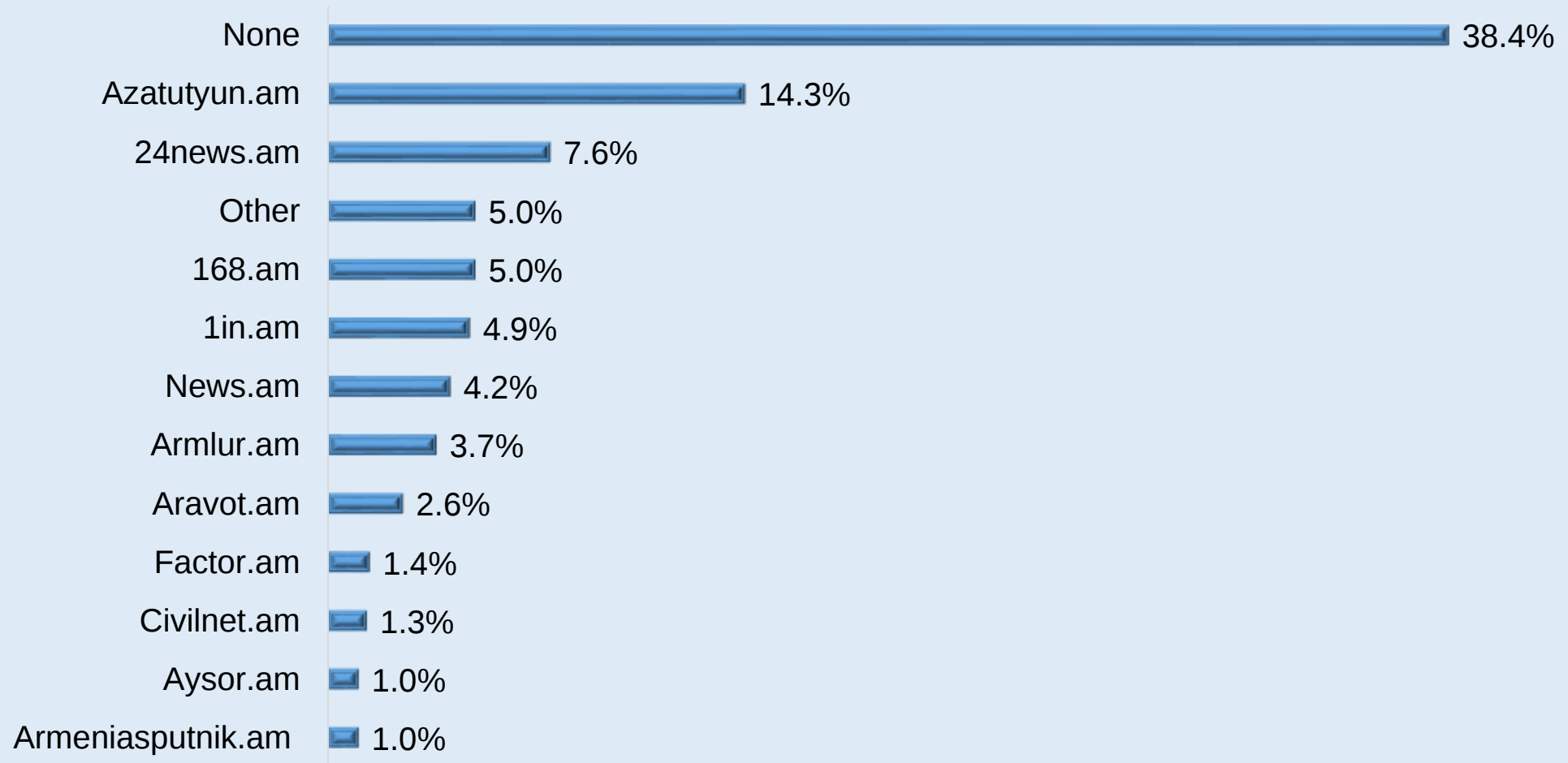
Which internet media do you mostly prefer? (n=1258)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



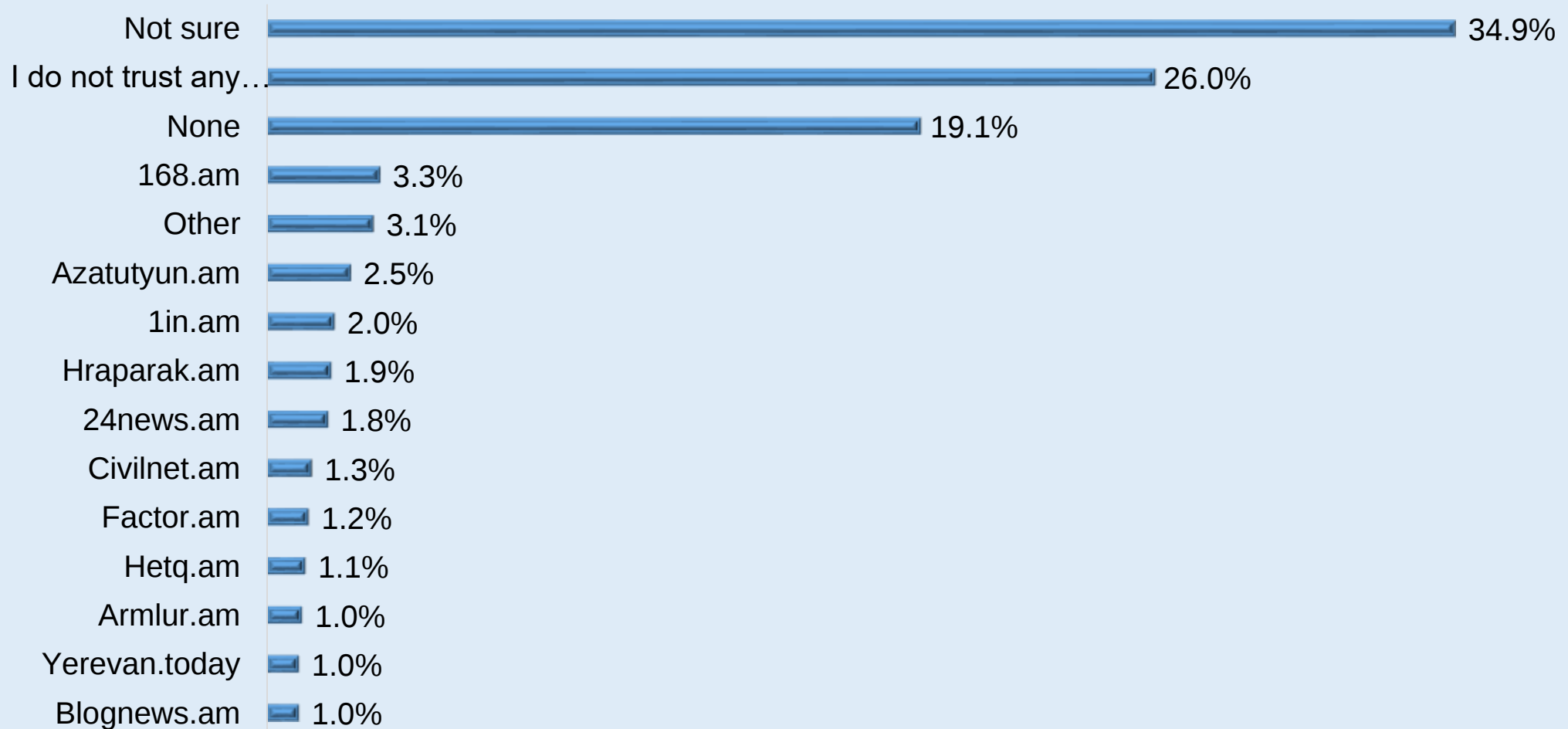
The most trusted Internet media (n=1049)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



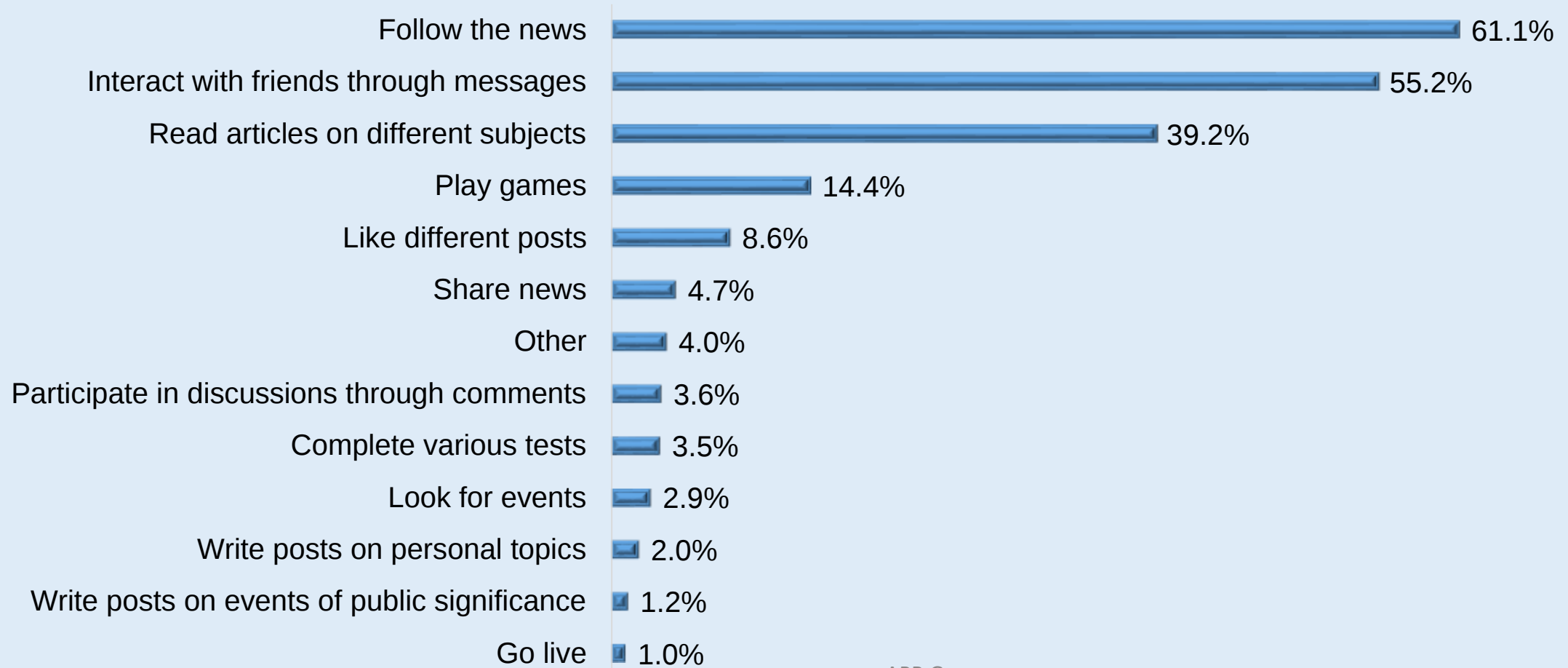
The most distrusted Internet media (n=1169)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)



List the main activities you usually do on the Internet (n=2136)

(Multiple selection question) (Options selected by less than 1% of respondents are not presented)

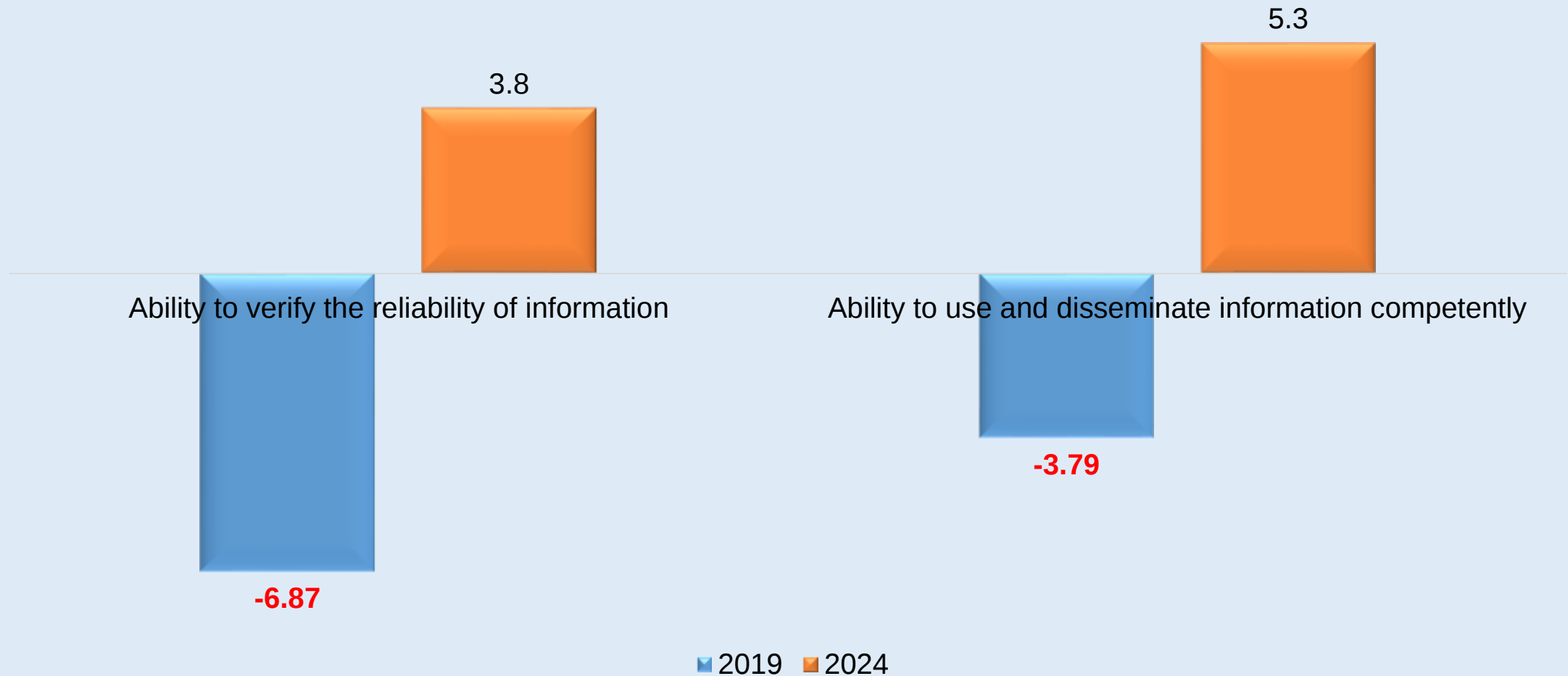


Indices characterizing media literacy



Values can vary between [-100;+100]; the closer the value is to "-100", the lower the media literacy, the closer to "+100", the higher. The indices were calculated by assigning a value to the responses of a number of question groups and analyzing them using formulas

Indices characterizing media literacy





ՀԱՍՏԱՐԱԿԱԿԱՆ
ՀԵՏԱԶՈՏՈՒԹՅՈՒՆՆԵՐԻ
ԱՌԱՋԱՏԱՐ ԽՈՒՄԲ



Thank you