

Public Assessment of Media and Information Literacy

Presentation of Survey Results

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List of Abbreviations

CAPI	Computer Assisted Personal Interview
EDUFI	Finnish National Agency for Education
GC&DA	Global Consulting & Development Associates
MIL	Media and Information Literacy
MESTI	Ministry of Education Science, Technology and Innovation
MoE	Ministry of Education
OSCE	Organization for Security and Co-operation in Europe
OSCE	OSCE Mission in Kosovo

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Executive Summary

This research on Public Assessment of Media and Information Literacy was conducted by the Global Consulting & Development Associates in all 38 municipalities in Kosovo with a sample size of 2,500 interviews. The sample frame of the research was a representative sample disaggregated by gender, age, sex, municipality, urban/rural distribution, and education level.

The survey was administered through Computer Assisted Personal Interview (CAPI), with a questionnaire prepared in close cooperation with Organisation for Security and Co-operation in Europe (OSCE) Mission in Kosovo. Data collection process lasted three weeks, where 15 data collectors and four supervisors were involved. After the data collection process, all data was displayed into tables and graphs which were presented under the results section of this report.

The results of the survey show that Kosovo residents have good skills in using mobile and computer devices and that are very active in different media channels, specifically on social media. The most common social media used among respondents are: Viber, Facebook, Instagram and WhatsApp. Respondents also consider themselves as aware about the term Media Literacy; as a matter of fact, in a large percentage they have declared that they have encountered false information on different social media, they have been exposed to fake news, misinformation, hatred language, conspiracy theories, etc. Regarding following media in other languages 61% of interviewees do follow media in other languages.

Data show that respondents believe that responsible institutions should be dealing immediately with these issues, and Media Literacy should be included in the formal education system. Moreover, respondents have declared that media channels should require permission before using personal content and they should comply with the Law on Personal Data Protection.

The data from the survey also show that 80% of the Kosovo population have access to internet and are in possession of a personal device from which they can access different information from different media channels. Based on the results from the survey, it is perceived that the content of the information residents are exposed to is not always properly described nor is it perceived as true. Thus, residents are required to further check the information through different channels, or confirming the news in more credible online channels.

The final part of the report, presents recommendations derived from the survey, which are listed under the last section of this report.

Introduction

The survey on Public Assessment of Media and Information Literacy was funded by OSCE Mission in Kosovo and implemented by Global Consulting & Development Associates LLC. The main purpose of this research was to assess a public opinion on media and information literacy, which would serve as a tool in identification of intervention areas that will feed into future OSCE engagement in the field of MIL.

The survey is being conducted as part of the OSCE Mission in Kosovo's most recent initiatives in the field of media literacy – organized within the project “Advancing Media and Information Literacy in Kosovo (2024)” - which include work with education institutions, awareness-raising activities and policy guidance. These efforts aim to promote media and information literacy in Kosovo by equipping students, teachers, parents and the wider community with essential skills to navigate the digital age responsibly and thereby make informed choices on how to interpret media and information. They constitute an organic continuation of the OSCE Mission in Kosovo's work in the field since 2017.

Therefore, the purpose of the survey was to conduct a public assessment on media and information literacy. The survey assessed public resilience against challenges of the digital media environment, including misinformation, online safety, conspiracy theories and fake news - identifying gains and gaps.

The survey results also produced practical policy recommendation for enhancing media literacy in the general public, with a particular emphasis on young people, and integrating media literacy into formal education. The recommendations provided will serve pertinent agencies and institutions in formulating policies to further integrate media literacy in formal education.

In this survey, we interviewed a representative sample of 2,500 people, among them 48% were women, and 52% were men. The survey was conducted in seven regions (Prishtinë/Priština, Prizren, Mitrovicë/Mitrovica, Pejë/Peć, Gjiilan/Gnjilane, Ferizaj/Uroševac and Gjakovë/Đakovica) with proportional distribution of the sample throughout Kosovo as per data presented by the Kosovo Agency of Statistics. The entire field work was finished over the course of two weeks and the results below present the real situation on the perception of Kosovo residents on media and information literacy in general.

Further on, a detailed explanation of the results is presented below.

Methodology of the Survey

The methodology of the survey included a random sample selection with a sample size of 2,500 interviews through representative distribution of the residents in Kosovo and their variables. The data were administered through Computer Assisted Personal Interview (CAPI) where interviews were conducted in person and data were entered simultaneously online in the software. This method was considered as the most appropriated for this type of survey, considering that the data are collected in person, yet everything was entered online, making it much easier to track, observe and produce quantitative data.

The fieldwork was completed in two weeks (starting on 25 November until 6 December 2024), and fifteen data collectors were appointed to conduct interviews throughout Kosovo. The exact distribution of the sample and all its variables are presented in the tables in Annex 1, following the questionnaire in Annex 2.

Design of the Sample

The sample of the survey has covered 38 municipalities in Kosovo with targeted population aged from 15 years old and above. The sample frame was a representative sample based on the demographic distribution data. The sample frame for this survey included a pool of 2,500 interviews. The sampling technique used during the survey was a multi-stage probability sampling with random selection of respondents, through a stratified sampling methodology administered through CAPI. The sample was distributed by municipality based on the representative percentage of key socio-demographic characteristics.

Data were disaggregated by the key demographic characteristics, including: age groups, gender, municipality, urban/rural, ethnicity, education and economic level. A more detailed distribution of the sample is presented under Annex 1 where all demographics are listed.

Questionnaire Development

The questionnaire has been prepared and finalized in close co-operation with the Media Section of the OSCE Mission in Kosovo. The questionnaire was based on the objectives of the “Advancing Media and Information Literacy in Kosovo (2024)” project, and has tackled matters that are of interest for the project. The questionnaire had seven demographic questions and 31 questions on the main topic of the survey. The questionnaire was administered through CAPI.

Data Collection

For the data collection process, 15 data collectors have been engaged for the period of three consecutive weeks for data collection in the field. During the data collection process, there have not been any challenges or issues.

The supervision on the field work has been conducted by four supervisors who were in the field every day in monitoring the data collection process.

Presentation of Results

The data below present the results from the survey conducted with 2,500 respondents, administered through a CAPI and a questionnaire designed in close co-operation with OSCE.

Section 1: Media Consumption, Usage and Frequency

The results below present the data on Media Consumption, Usage and Frequency.

Initially respondents were asked if they have access to internet, and the result show that 80% of respondents do have access to internet.

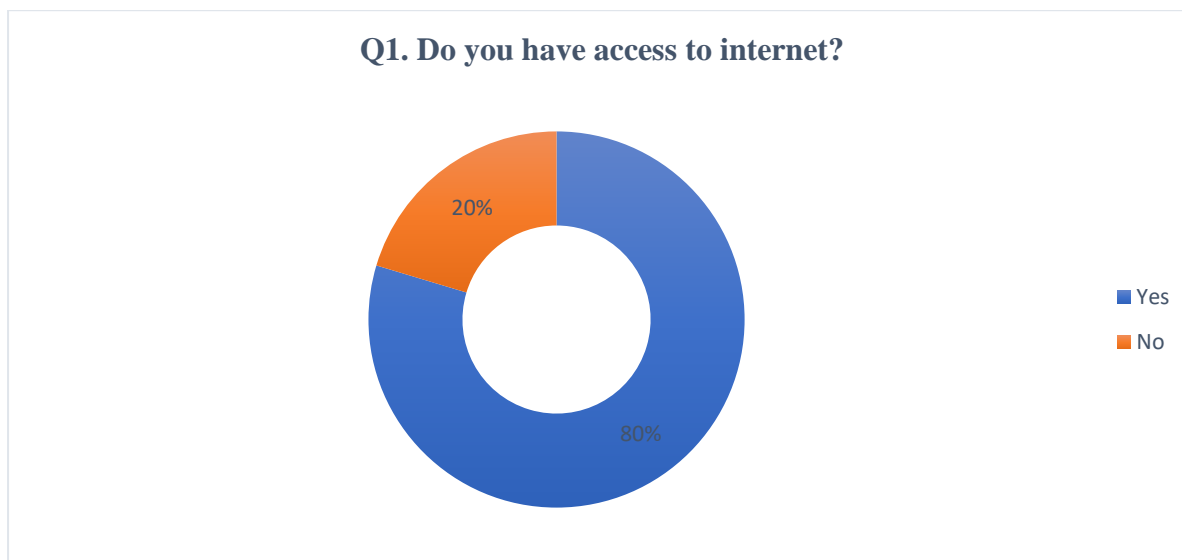


Figure 1 - Do you have access to internet?

Secondly, participants were asked if they have a personal device that allows them to connect to the internet, and of the 2,500 respondents interviewed, 94.1% stated they only have a mobile phone, while 1.5% said they have a mobile phone, a tablet, and a laptop that they use to connect to the internet. However, only 8 respondents (0.3%) claimed that they do not have a device that can connect to the internet. As such, the data show that most of respondents have a device they can use to search on internet and almost all of them have access to internet.

The table below present other devices that respondents possess, but they are at much lower percentage.

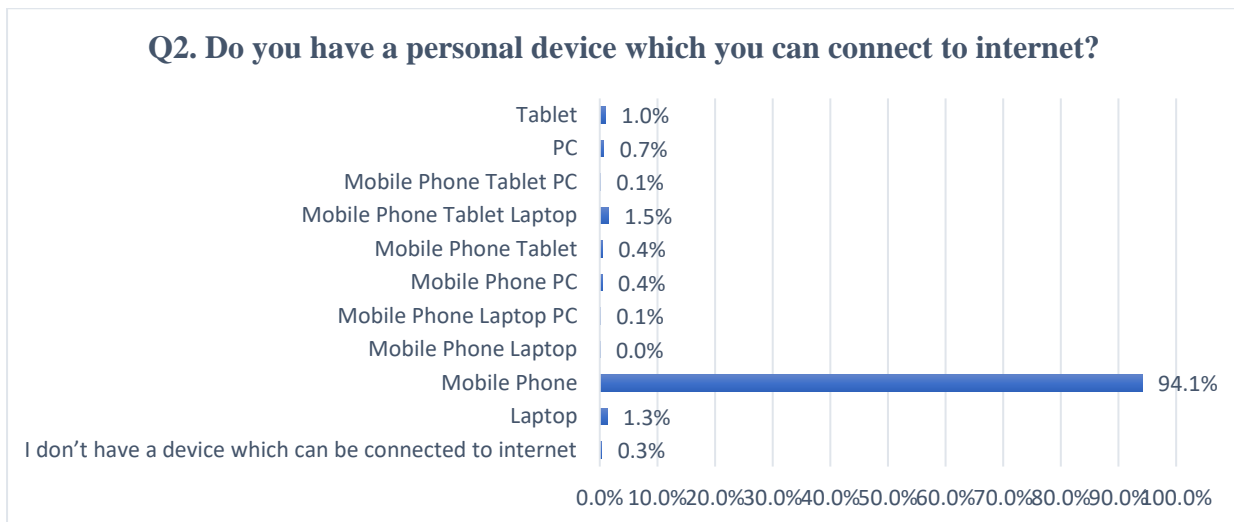


Figure 2 - Do you have a personal device which you can connect to internet?

Furthermore, a question was posed about the source of information they use and how frequently they use the source of information from which they are informed. The primary sources of information are radio, social media, television, and news portals. Printed newspapers are the last source of information that respondents use, and they use them rarely.

Highly frequent sources that respondents use are social media and news portals with a frequency of multiple times per day and a few times per day, followed by radio with a high usage frequency of multiple times per day.

Other sources are also used but at a much lower rate and the details of the results are presented below in the table.

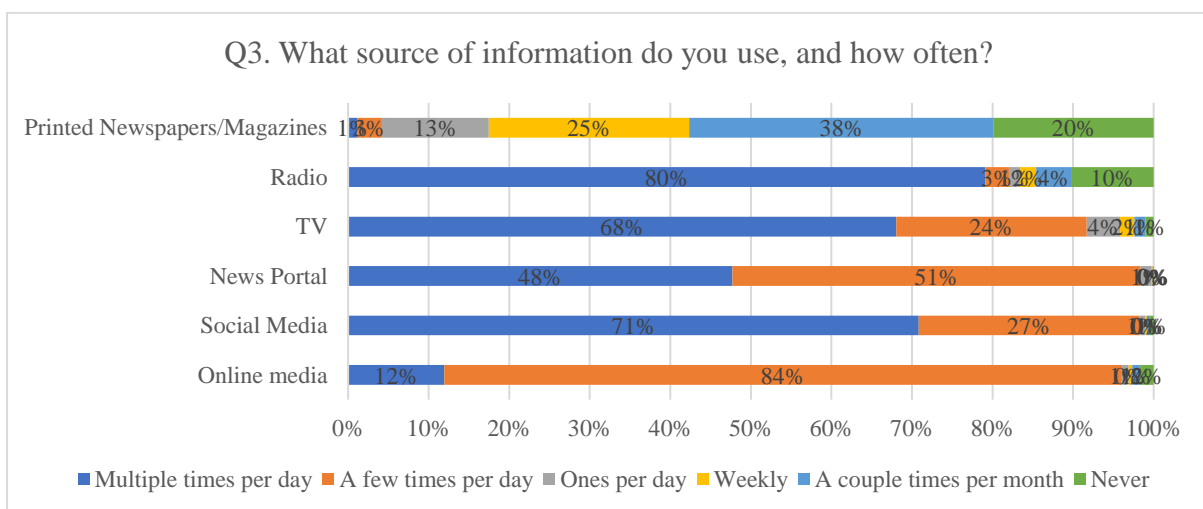


Figure 3 - What source of information do you use, and how often?

The results above show that a large portion of population use social media. As such, further analysis has been made on what social media apps they use mostly.

The results show that the most used network is Facebook, Instagram, Viber and WhatsApp. The frequency of use is also very high at all four networks, where the largest percentage of use remains at multiple time per day and a few times per day.

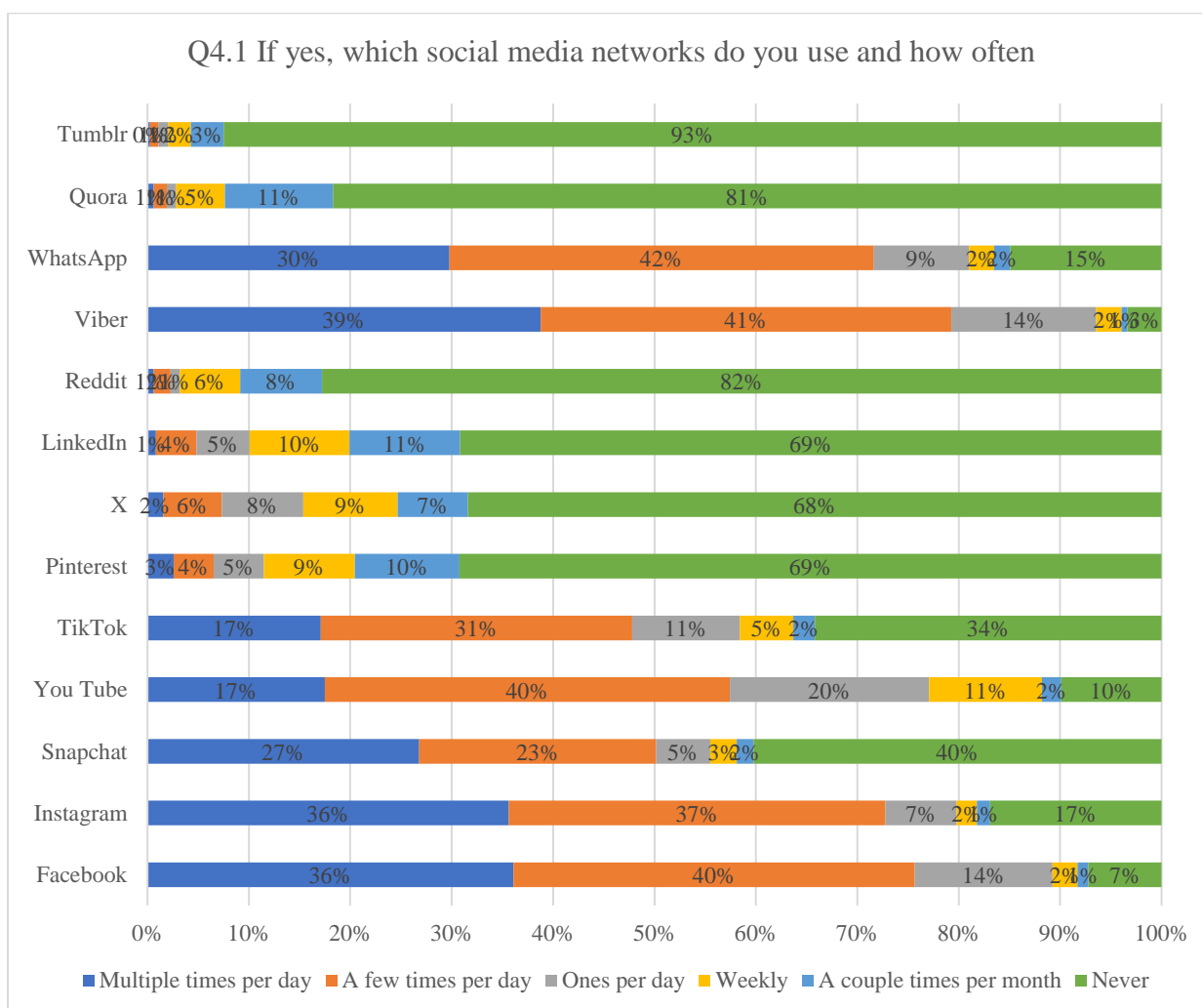


Figure 4 - Which social media networks do you use and how often

Social networks that are not so popular in Kosovo include, Tumblr, Quora, and Reddit. These networks have a “never use” percentage above 80%. Whereas LinkedIn, X, and Pinterest are the second largest group with no interest and never use application to these networks is above 65%.

The time of the day that is most preferred by Kosovo residents for using social media networks is considered to be the evening with 32% of respondents confirming this.

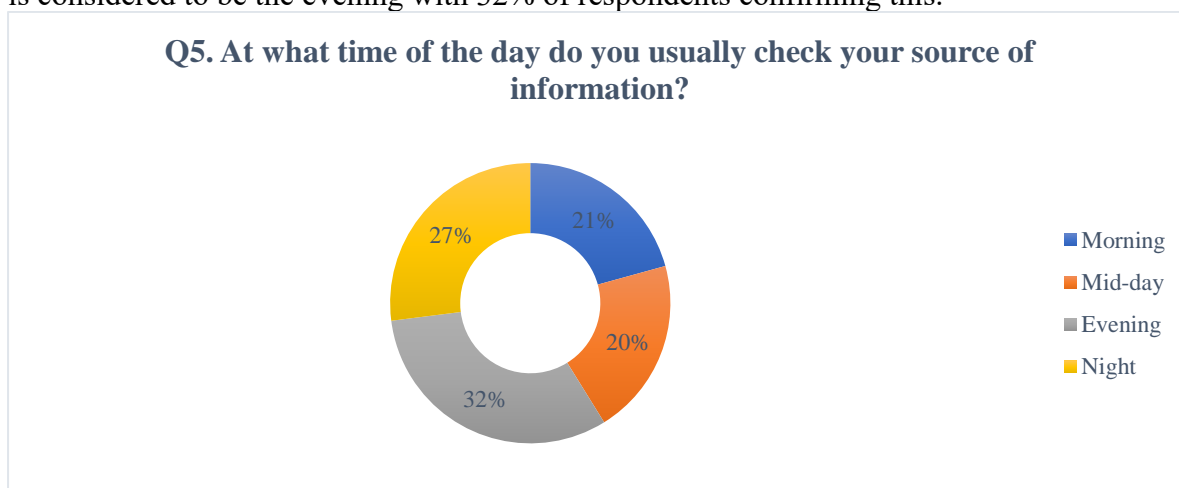


Figure 5 - At what time of the day do you usually check your source of information?

With regard to how capable do Kosovo residents consider themselves on navigating different online sources, 48% of them declared that they are somewhat capable and 37% capable, thus leaving only 15% of respondents who answered with “not so much” and “not at all capable” in navigation of online sources.

As such, we can conclude that the large majority of Kosovo residents are capable of using different devices for navigating online sources.

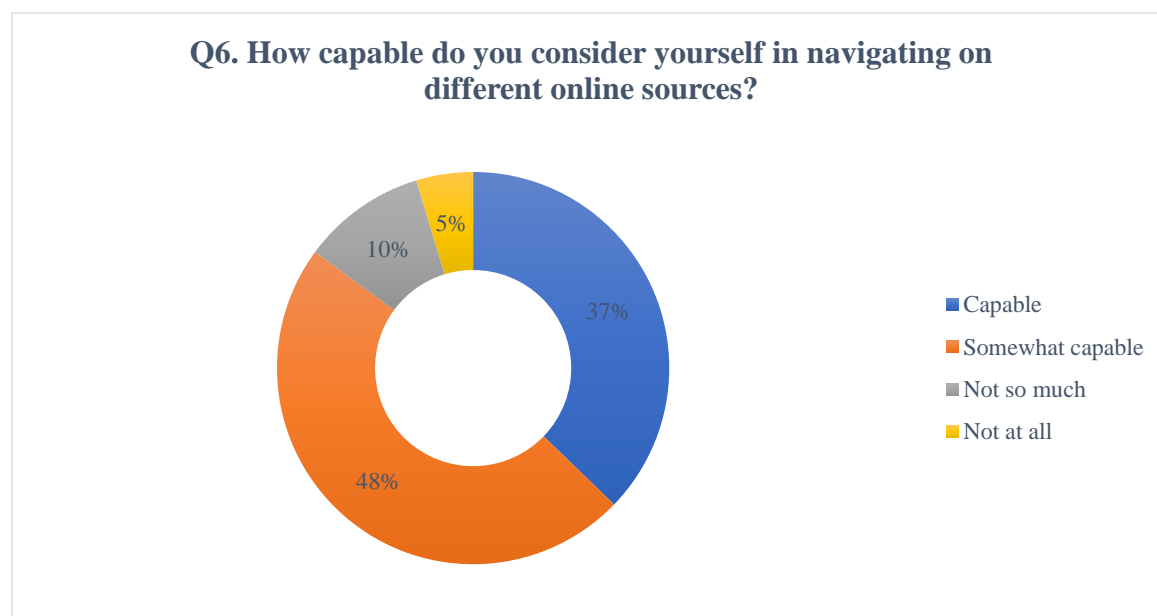


Figure 6 - How capable do you consider yourself in navigating on different online sources?

Section 2: Media Literacy

The second section of the survey analyses the media literacy aspect. The questions below present the level of media literacy among Kosovo residents. Additionally, it analyses the main challenges of the digital media environment, what respondents think about the information received through media channels, whether they believe such information, and should media literacy be part of educational curricula.

With regard to how familiar Kosovo residents are with the term “media literacy”, 28% stated to be familiar with the term and 47% somewhat familiar with media literacy. A lower number of respondents stated they are not familiar with the term and only 5% stated that they have never heard about this term. As a conclusion, Kosovo residents in general are familiar with what media literacy mean.

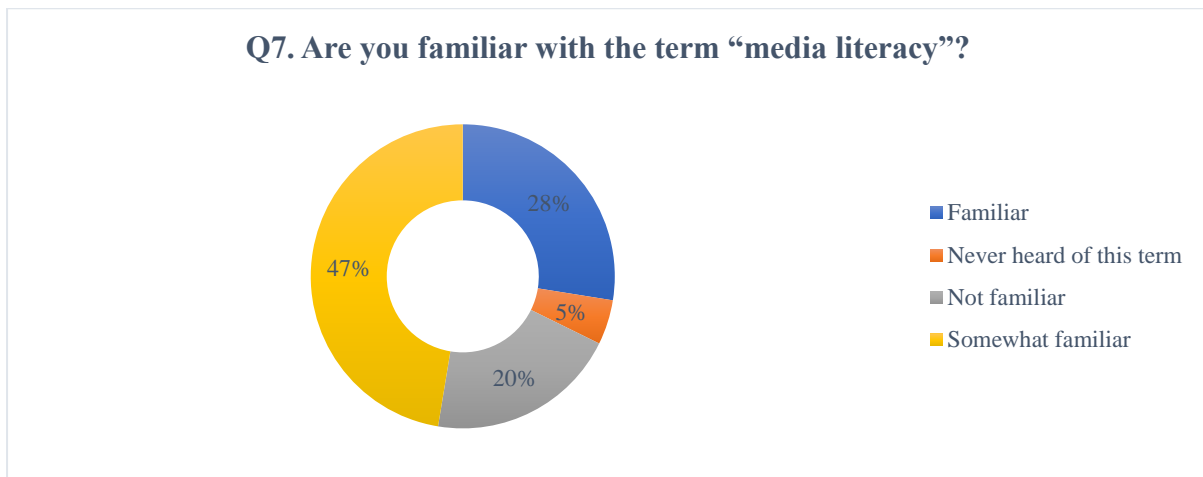


Figure 7 - Are you familiar with the term “media literacy”?

The digital media environment’s main challenges are considered to be misinformation, with 22% of respondents supporting this statement, and fake news as the second biggest challenge.

Other factors such as “hate speech” and “online safety” are also believed to be great challenges followed by “conspiracy theories”. Data scraping and targeted ads/news are much less believed to be a challenge, with a low percentage of respondents who believed these two factors to be a challenge (6% and 5%, respectively).

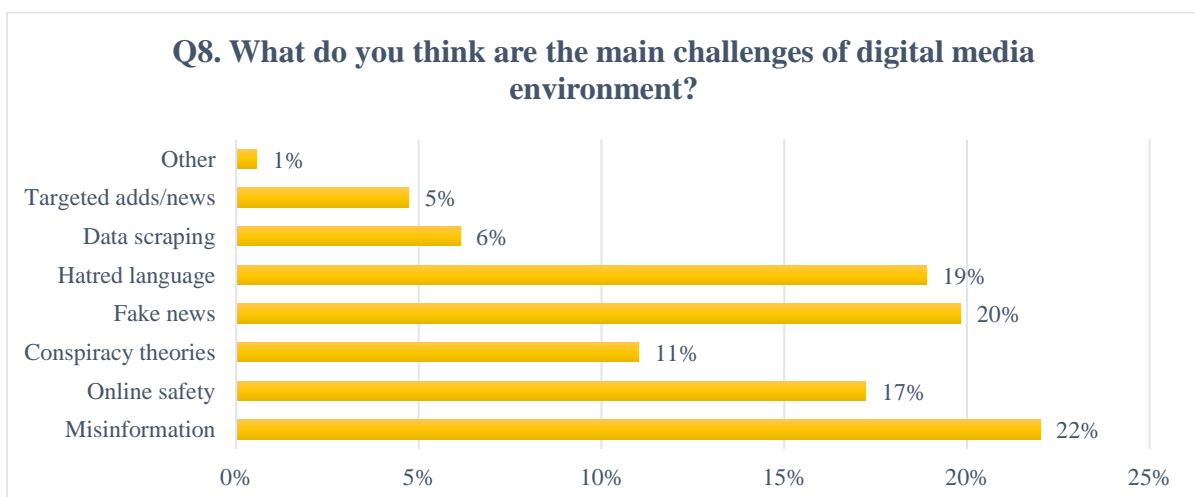


Figure 8 - What do you think are the main challenges of the digital media environment?

With regard to how many Kosovo residents have encountered news titles that do not reflect the content of the article, 70% of respondents believe that they have encountered such titles. 20% of them declared that they have not encountered such news and 10% do not know if they have ever encountered news titles which do not reflect the content of the article.

As such, media channels tend to highlight titles of articles only for the purpose of having a large number of views in the post, despite that the content is not as important as the title of the post.

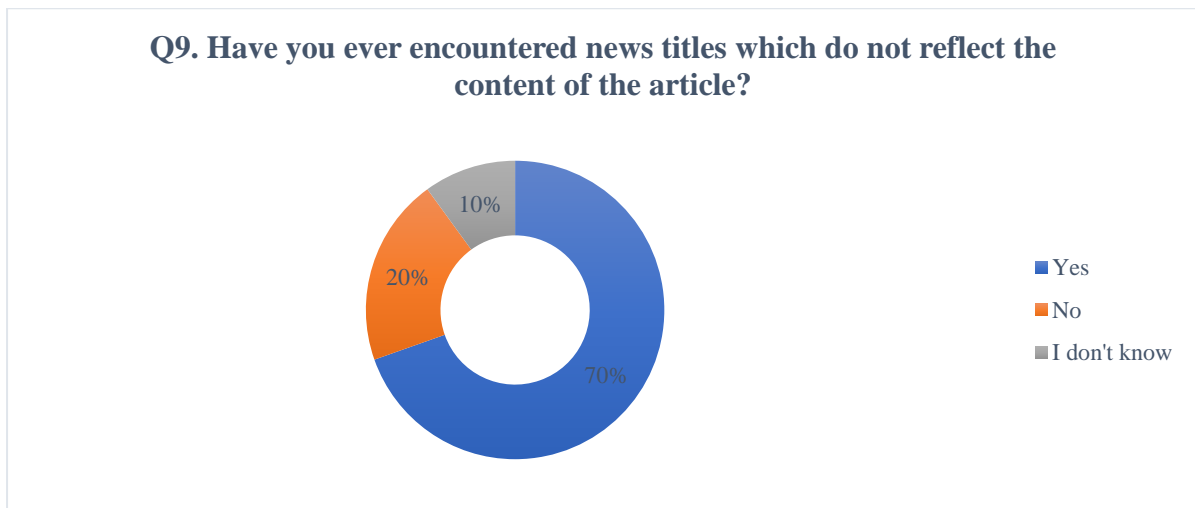


Figure 9 - Have you ever encountered news titles which do not reflect the content of the article?

The factor that is considered credible for information/news is stating the source of information; this factor is believed by 40% of respondents to be true. Similarly, backing up the information with data from credible sources is the second most important factor, as 25% of respondents believe it.

Double-checking the source of information is considered as the third factor, with 24% of respondents considering it an important factor. Co-operation with stakeholder responsible is the least factor considered credible.

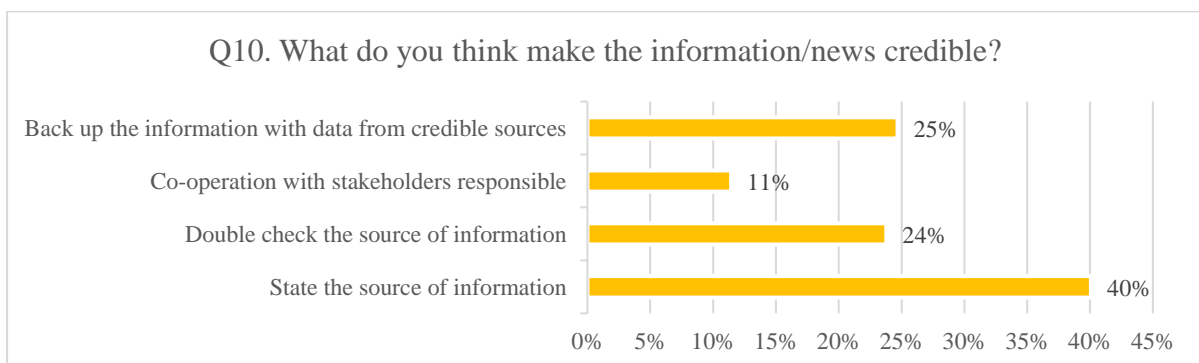


Figure 10 - What do you think make the information/news credible?

The data from the surveys state that 62% believe that media in Kosovo is being used for promotion of inadequate content. 19% of respondents do not believe that media is being used to promote inadequate content, and a similar percentage of people do not know about the issue. This means that many sources of information are being used to promote inadequate content.

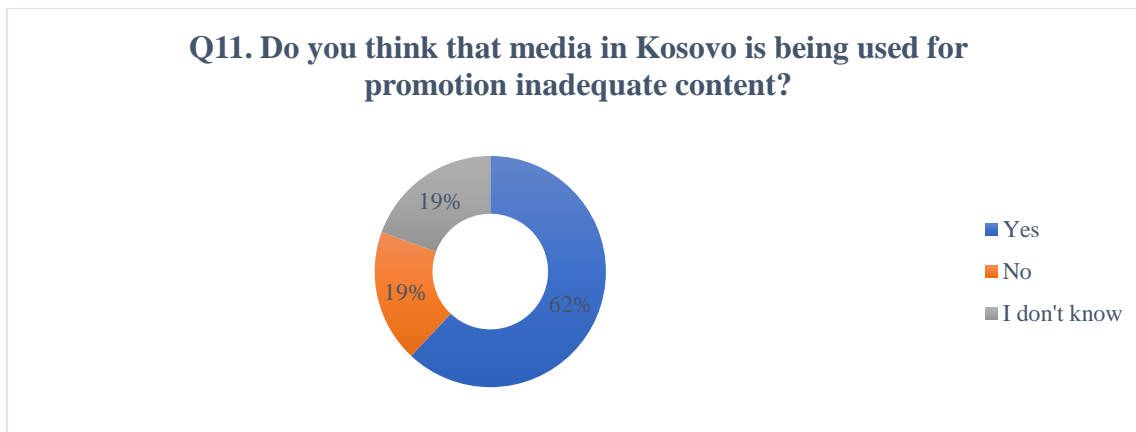


Figure 11 - Do you think that media in Kosovo is being used for promotion inadequate content?

The most vulnerable group on media channels has been considered to be children and women, with 40% and 28% respectively, of respondents declaring it as an issue.

Non-majority communities comprise the third group considered as vulnerable on media channels with 13% and people with disabilities with 9%

Other groups including elderly, and LGBTQI+ are much less believed to be a vulnerable group on media channels.

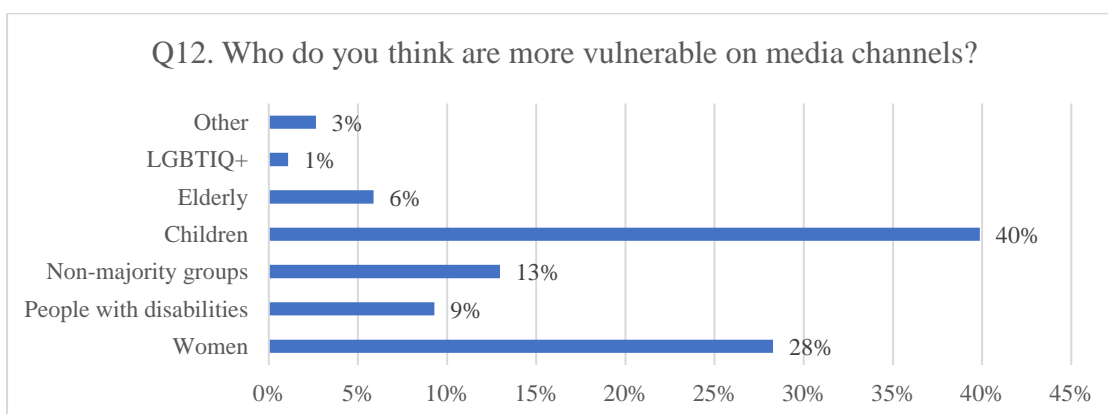


Figure 12 - Who do you think are more vulnerable on media channels?

The aspect of media literacy being part of formal education curricula was another aspect that has been analyzed in the survey. 77% of respondents believe that media literacy needs to be part of the formal education curricula and 15% do not know if it should be part of it. However, only 8% consider that media literacy should not be part of the curricula.

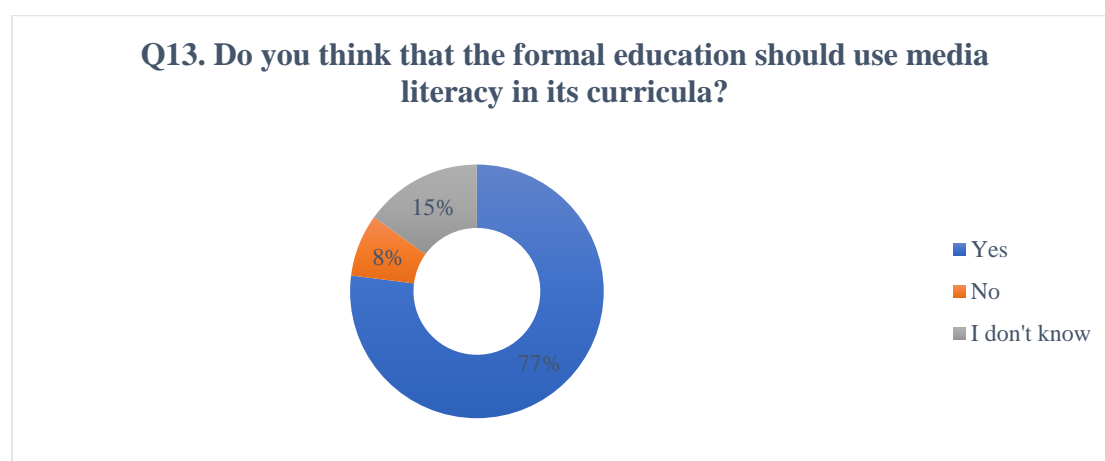


Figure 13 - Do you think that the formal education should use media literacy in its curricula?

In the question: “Should relevant ministries develop strategies related to media education?”, 77% of interviews answered with “yes they should” and 16% with “I don’t know” if relevant ministries should develop such education strategies. Only 7% are not of the opinion that ministries should develop education strategies related to media education.

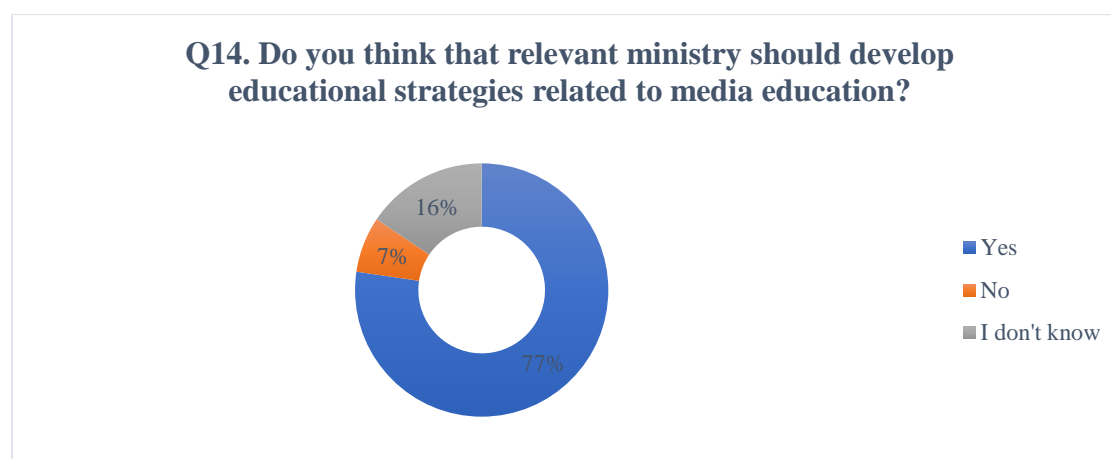


Figure 14 - Do you think that relevant ministry should develop educational strategies related to media education?

On whether respondents follow media in other languages, 61% of respondents answered with “yes” and 39% stated that they do not follow media in languages other than in their mother tongue.

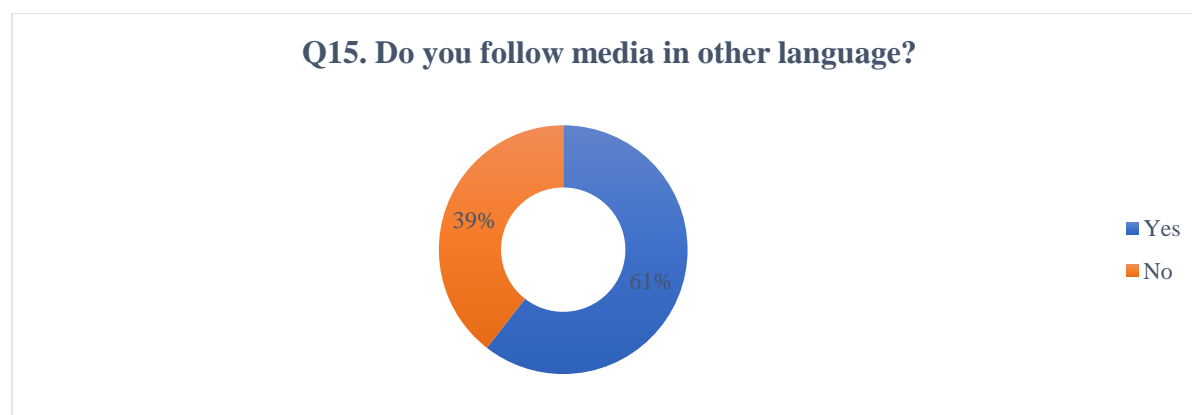


Figure 15 - Do you follow media in other languages?

The survey has analysed whether news is reported differently in Albanian-language and Serbian-language media, whereby it results that only 36% of respondents believe that they have witnessed media reporting news differently in Albanian and Serbian language.

However, 30% of interviewees confirm that they have not witness news that is being reported differently in Albanian and Serbian language; whereas the remaining 34% are not aware if such case exists.

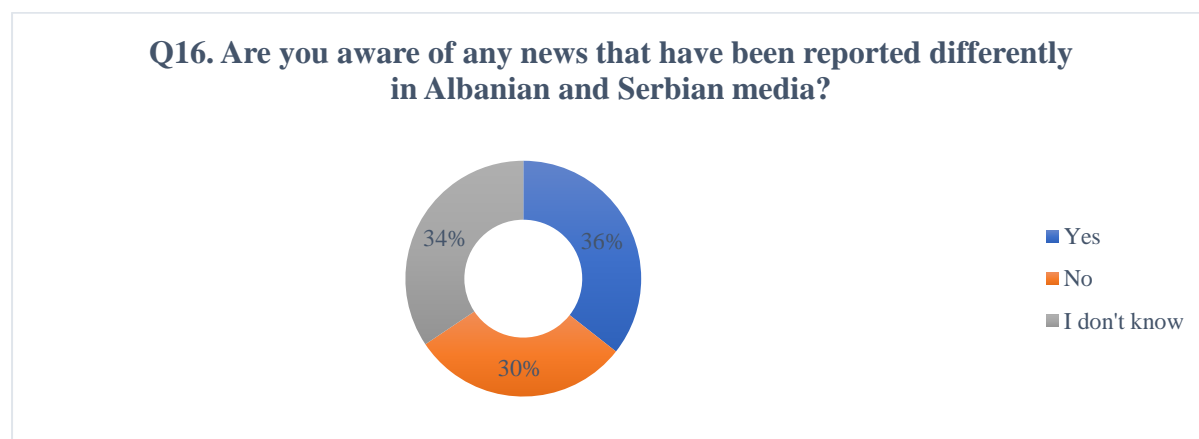


Figure 16 - Are you aware of any news that have been reported differently in Albanian and Serbian media?

Section 3: Security of Information

The survey has also analysed the security information aspect with regards to the information received through media: how often have citizens encountered information through media which was not true, who are the main victims of fake news, and which are the most trusted media channels. The results below represent the opinion of respondents.

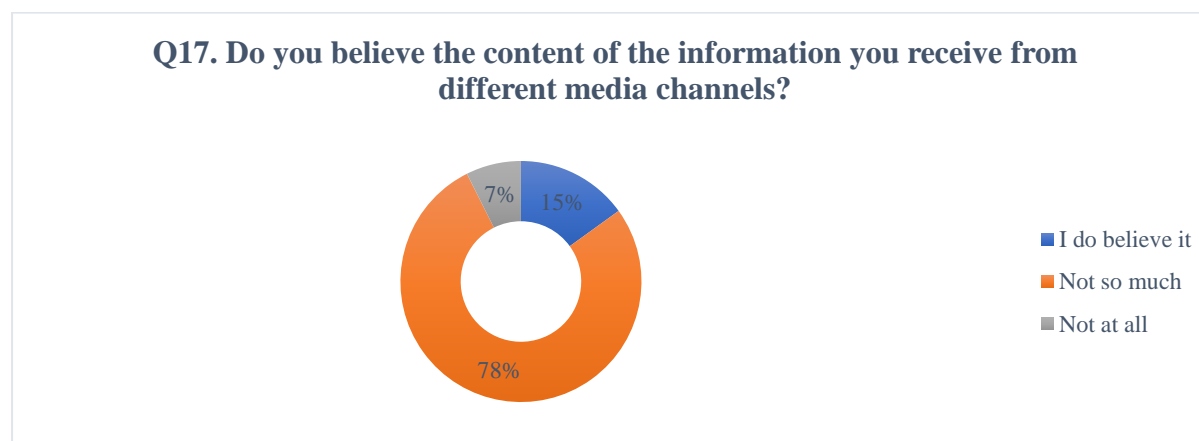


Figure 17 - Do you believe the content of the information you receive from different media channels?

Based on the responses of 2,500 respondents throughout Kosovo, 78% of them have responded with “not so much” on whether they believe the content of the information they receive from different media channels. So, majority of interviewees don’t really believe the content of the information received from media channels.

From the remaining 22%, 15% of them declared that they believe the content and 7% of the respondents declared they do not believe at all the content of the information they receive through different media channels.

Q18. How often have you encountered content in the media which was not true?



Figure 18 - How often have you encountered content in the media which was not true?

With regard to how often Kosovo residents have encountered media information that was not true, 28% of them stated that they have faced false information very often, and 62% of them responded they have encountered sometimes information that was not true. This related to the above questions where 78% of interviewees do not believe that much the content of the information received from different media channels.

Only 3% of respondents declared that they have never been faced with information that was not true and the remaining 7% declared that they have rarely been exposed to information in the media which was not true.

Q19. Have you ever reported a media or media channel for delivering false news?



Figure 19 - Have you ever reported a media or media channel for delivering false news?

Those exposed to fake information were asked if they have ever reported a media or media channel for delivering false news, 62% of them responded that they have reported them and 38% said that they have not reported a media or media channel for delivering false news.

Additionally, respondents were asked about where they reported such news, with the majority of them stating to have reported by “replying to their webpage” or by “commenting in the news” and only a few of them stating to have “reported news to the relevant institutions”.

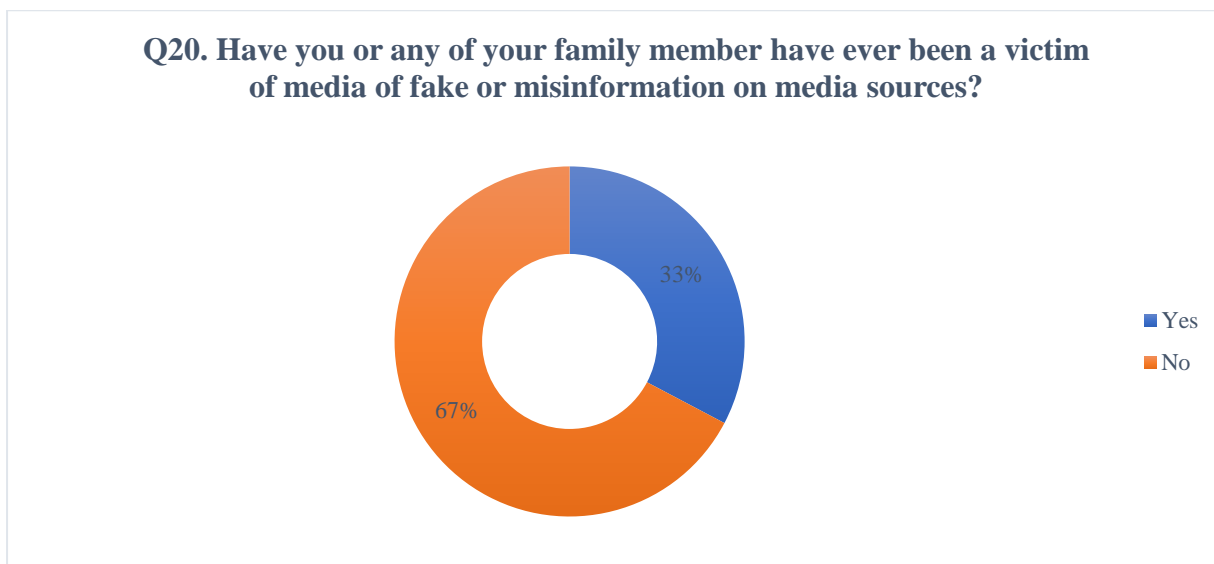


Figure 20 - Have you or any of your family members ever been a victim of fake news or misinformation on media sources?

In the question about whether they or any of their family members have been a victim of fake news in the media, or misinformation on media sources, 67% of respondents declared that they have not been a victim of fake news and misinformation. The other 33% declared that either they or a family member have been victims of fake news and misinformation.

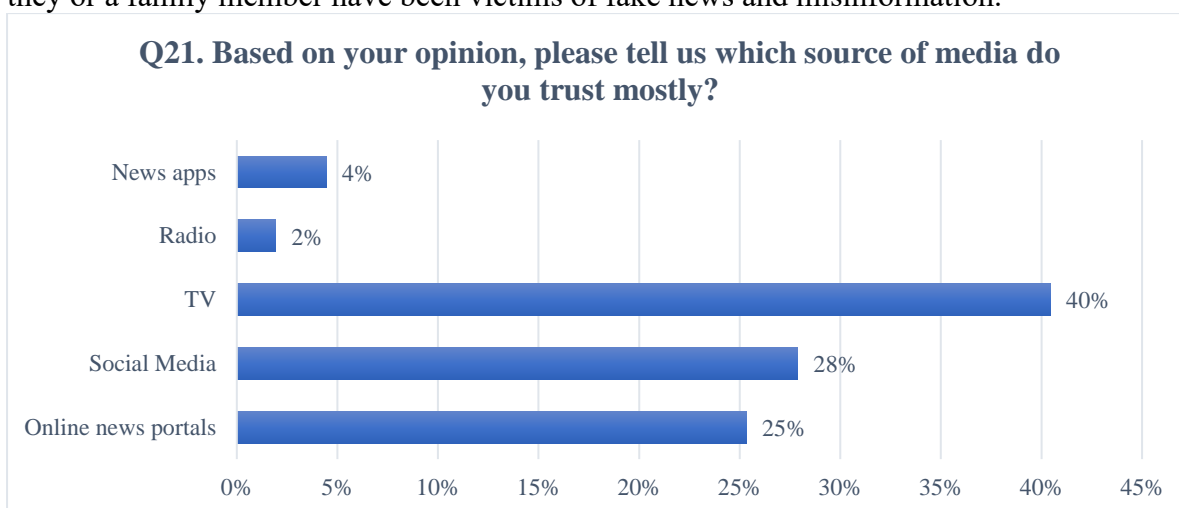


Figure 21 - Based on your opinion, please tell us which source of media do you trust mostly?

The most trustful source of information based on the results from the survey has been declared to be TV with 40% of respondents supporting this. Social media and online news portals are the next two other sources that respondents trust with 28% and 25% respectively.



Figure 22 - Please tell us what is your course of action when you see or read a piece of news or information?

The main course of action when respondents read a news or information is to try and confirm it through another medium, or they try to find the same information on the official website/profile or relevant institutions or political leaders. These two courses of action are the main ones which are undertaken for verifying the information they read, each of them with a representative percentage of 32% and 28% respectively.

Consulting a trusted person about whether the information is true or not is the third option considered by respondents with only 22% of them trying this form for confirming the news. Other actions are much less considered for confirming the information received from different media channels.

Section 4: Offensive content on media

The fourth section of the survey analyses the aspect of offensive content in media. This section will further present the opinion of respondents regarding the frequency of encountering offensive content, whether they have been threatened by such content, should it be banned and what needs to be addressed by institutions.

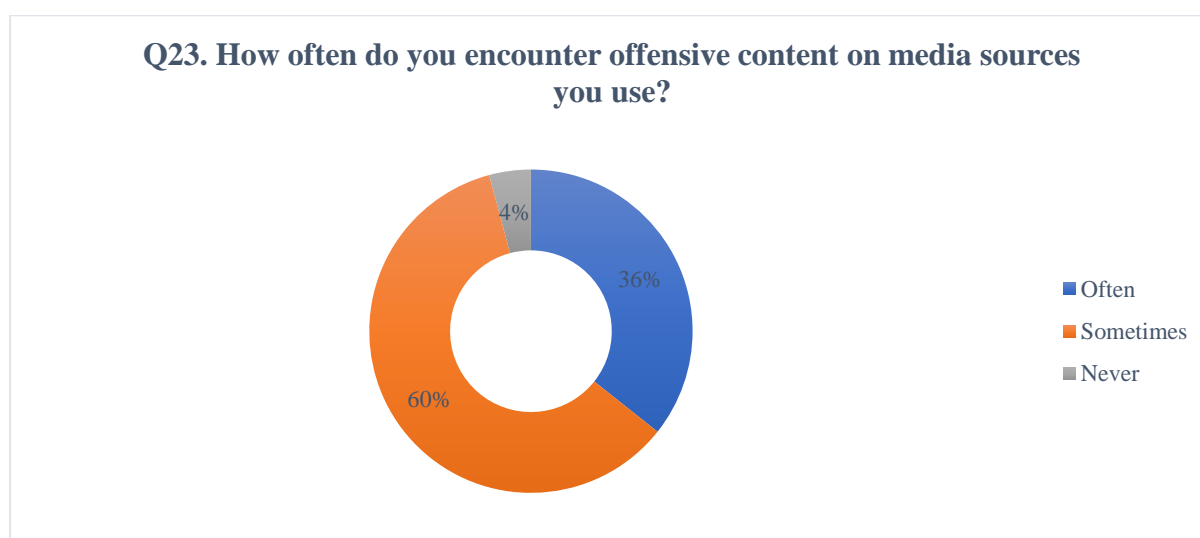


Figure 23 - How often do you encounter offensive content in media sources that you use?

In the question about how often respondents encounter offensive content in media sources that they use, 36% of respondents declared that they are faced with offensive information often, and the majority of them with 60% declared that they have sometimes encountered offensive pieces of information in the media sources they use. Only 4% of respondents declared that they have never been faced with offensive information in the media sources they usually use.

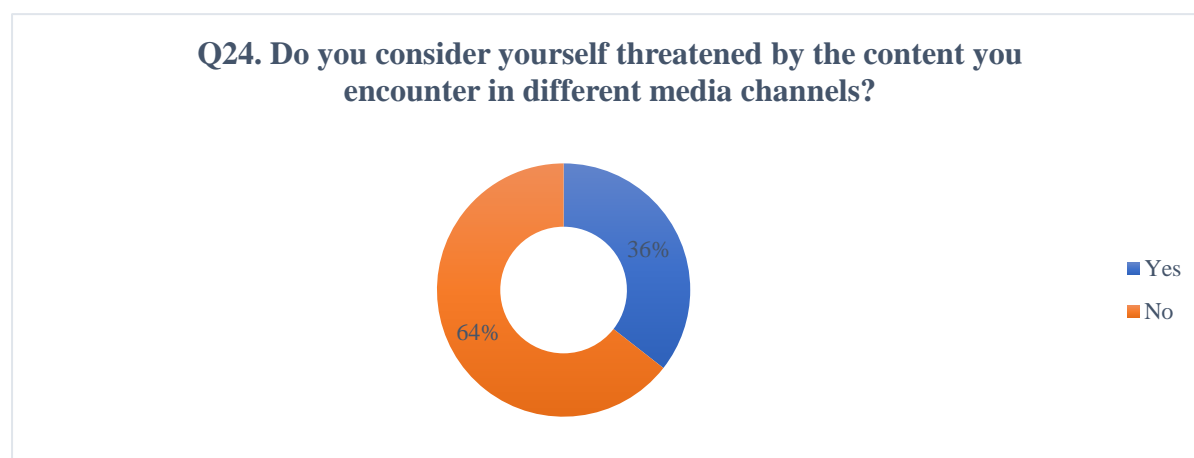


Figure 24 - Do you consider yourself threatened by the content you encounter in different media channels?

In the question about whether respondents consider themselves threatened by content of different media channels they are exposed to, 36% of said yes and 64% of said no they are not threatened by the content of different media channels.

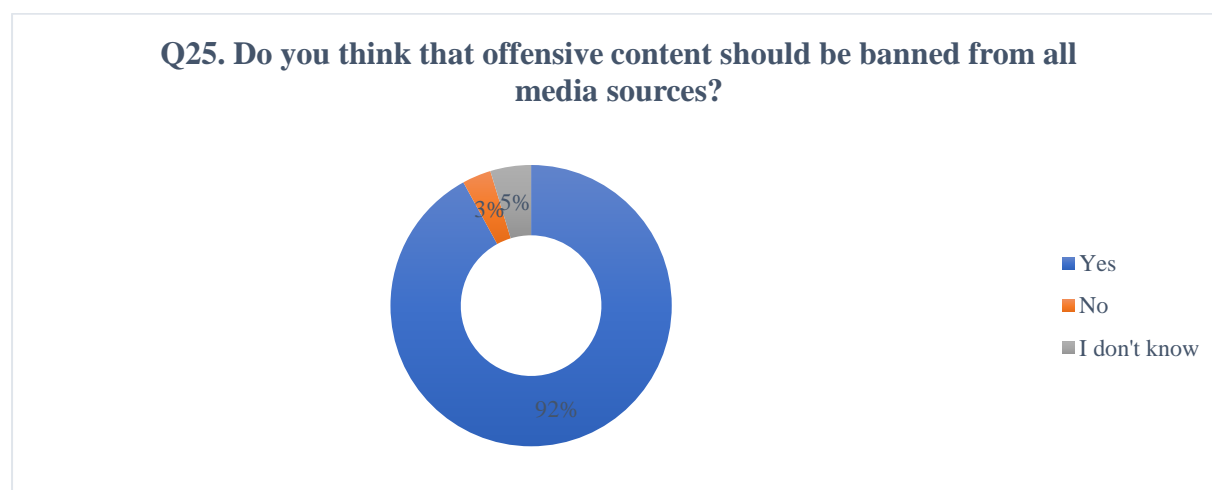


Figure 25 - Do you think that offensive content should be banned from all media sources?

In the question “Should the offensive content be banned from all media sources?”, 92% of respondents declared that “Yes”, it should be banned. A small percentage of only 5% are not sure if such information should be banned; whereas, 3% of respondents declared that offensive information should not be banned from all media sources.

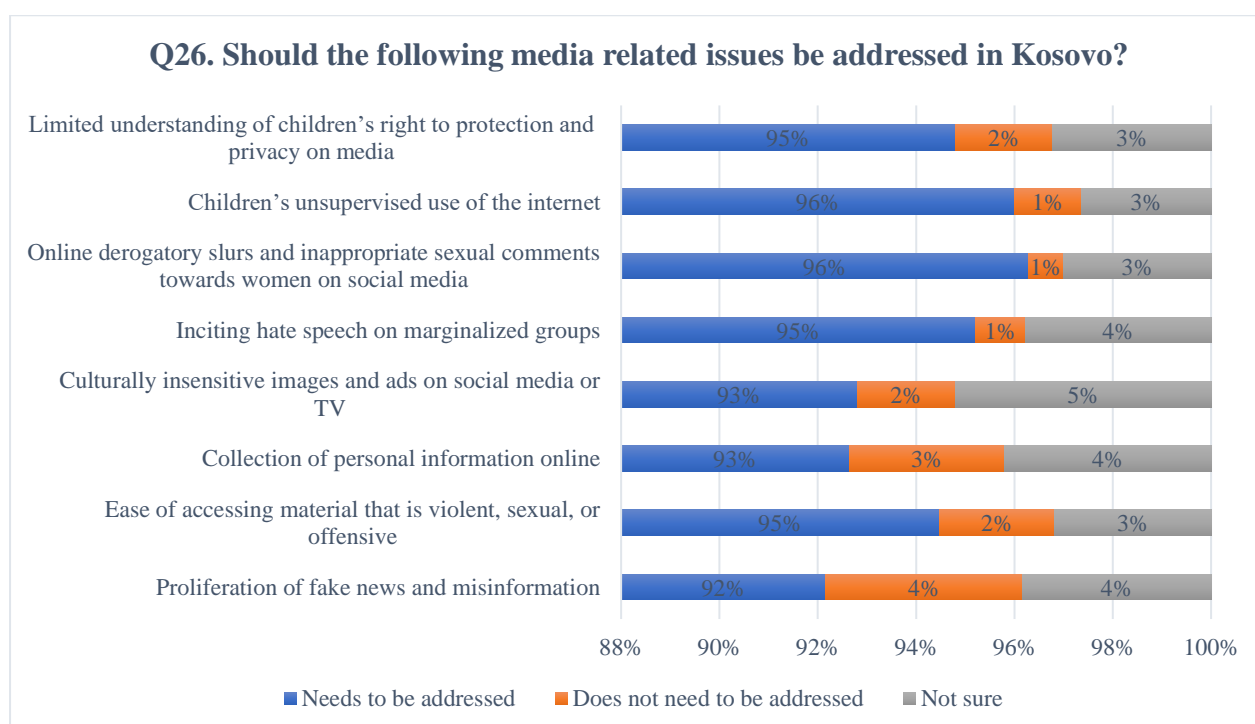


Figure 26 - Should the following media related issues be addressed in Kosovo?

When asked what media related issues need to be addressed, the majority of respondents representing more than 90% declared that all issues listed in the questionnaire need to be addressed. Thus, all issues listed above have been considered as very important with no exception.

As such, issues such as hate speech, children's unsupervised use of internet, sexual comments, sensitive imagery, and collection of personal data, violence, and fake news need to be addressed in Kosovo.

Section 5: Privacy and Online Safety

The final section of the survey has analysed the aspect of privacy and online safety. Below there is information on whether media channels require permission for using personal content, whether they should require permission before using it, as well as whether respondents have been informed about the privacy policy and whether they understand the content.

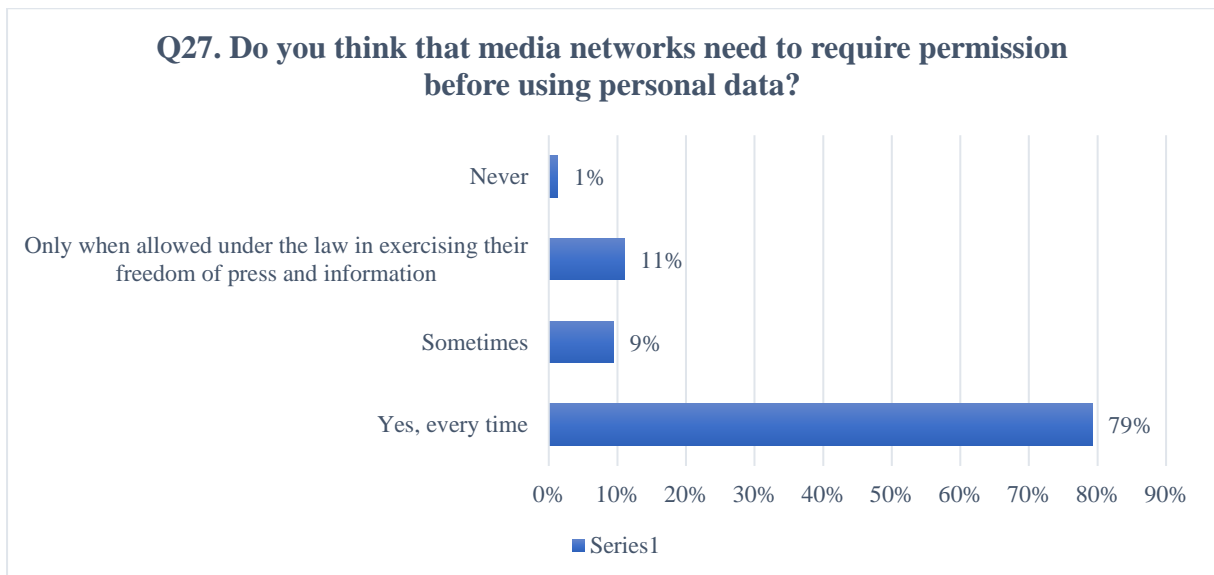


Figure 27 - Do you think that media networks need to require permission before using personal data?

On the question of whether media networks should require permission before using personal data, 79% of respondents declared that they should require permission every time, 9% of respondents believe that they should sometimes require permission, whereas 11% of them stated that media networks should require permission only when allowed under the law in exercising their freedom of press and information.

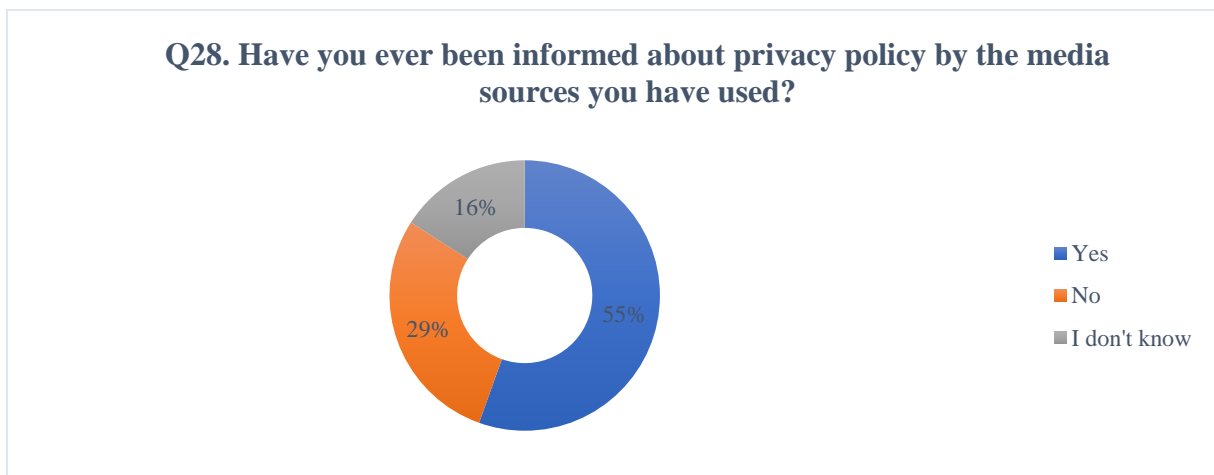


Figure 28 - Have you ever been informed about privacy policy by the media sources you have used?

Regarding the information about the privacy policy, 55% of respondents stated that they have been informed about privacy policy by the media sources they have used and 29% stated that they have not.

The remaining 16% declared that they don't know if they were informed or not about the privacy policy.

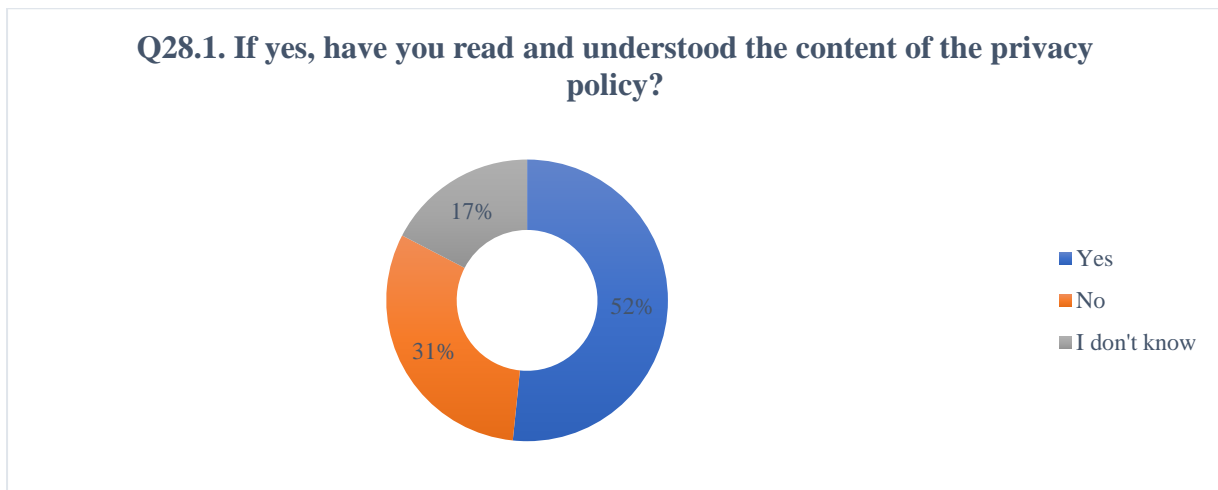


Figure 29 - If yes, have you read and understood the content of the privacy policy?

Respondents who declared that they have been informed about the privacy policy were then asked whether they have read and understood the content of the policy, and 52% declared that they have done so and 31% said they did not. 17% of the respondents declared that they don't know whether they have understood the content or not.

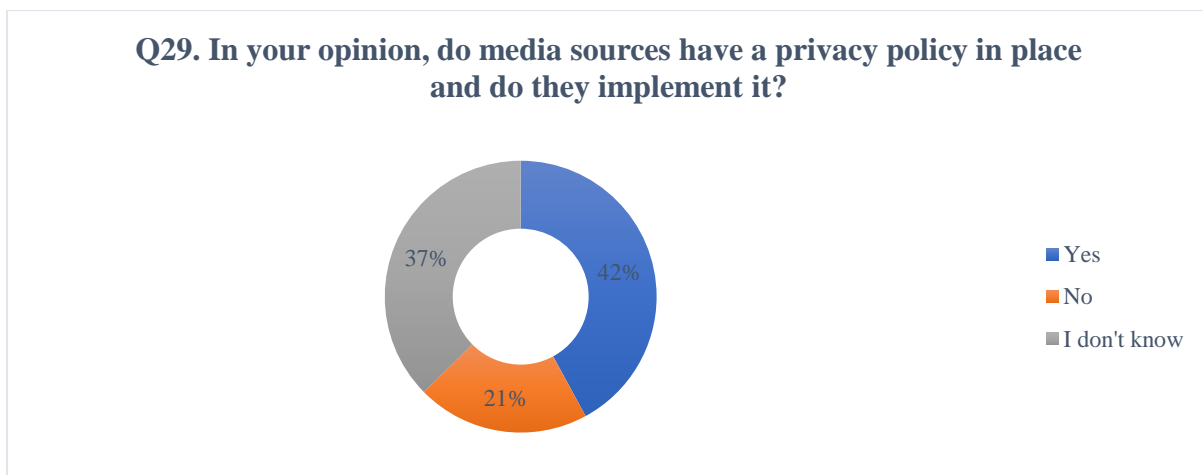


Figure 30 - In your opinion, do media sources have a privacy policy in place and do they implement it?

Respondents were also asked whether media sources have a privacy policy in place and whether they implement it, and 42% of respondents say that they think that media sources have a privacy policy in place, and 37% don't know about it. 21% of the remaining respondents stated that they don't think that media sources have a privacy policy in place.

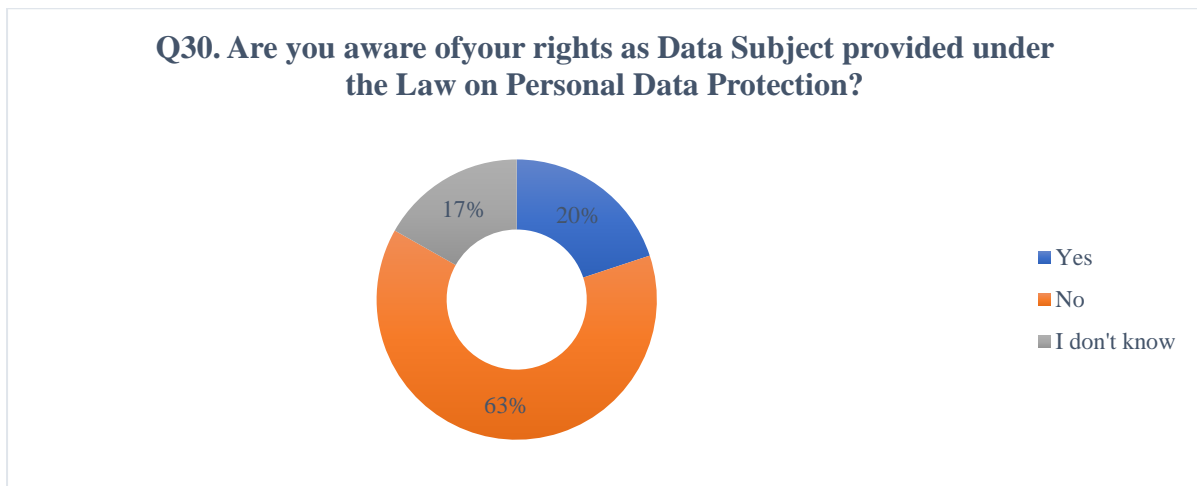


Figure 31 - Are you aware of your rights as Data Subject provided under the Law on Personal Data Protection?

Regarding the question related to the Law on Personal Data Protection and awareness of respondents about their rights as data subjects, 20% of respondents believe that they are aware of their rights as data subjects. However, the majority of them, or 63%, declare that they are not aware of their rights as data subjects and 17% are not sure about their rights as data subjects.

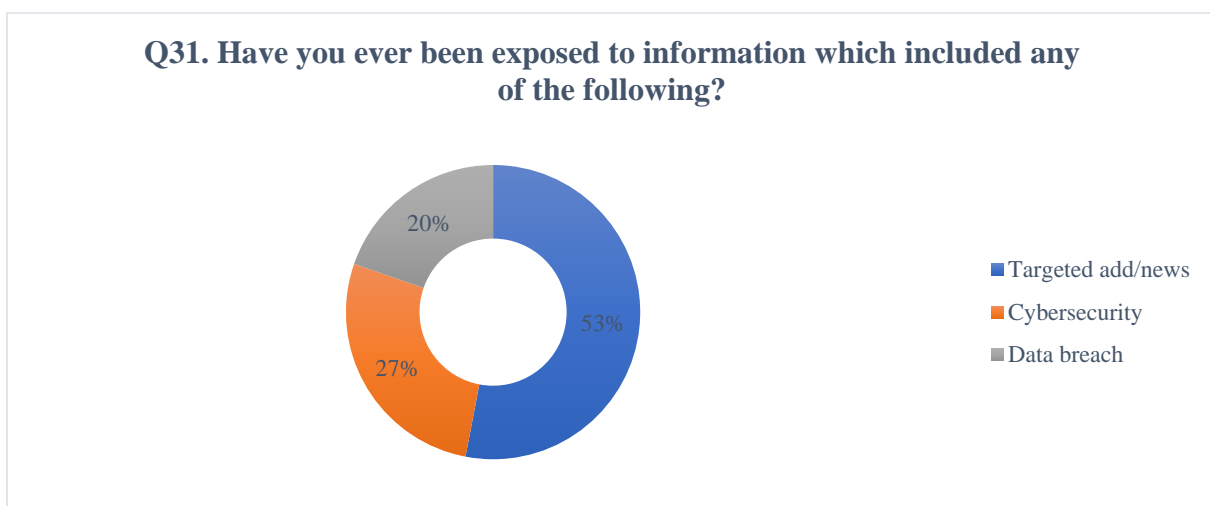


Figure 32 - Have you ever been exposed to information which included any of the following?

Regarding the question of whether they have ever been exposed to information which included either targeted ads/news, cyber security or data breach, the majority of respondents, or 53%, declared that they have been subject of targeted ads/news. Cyber security and data breach have also been considered as issues they have been exposed to but with a much lower percentage, 27% and 20% respectively.

Conclusions

In conclusion, 80% of respondents have access to internet and are in possession of a personal device from which they can access different information from different media channels. The content of the information they are exposed to, is not always adequately described nor is it perceived as true. In addition, respondents have declared that the media sources they mostly use are social media, and most of the respondents interviewed confirmed that they own a personal device they can explore in the internet.

The social media channels that are mostly used in Kosovo, include, Viber, Facebook, Instagram and WhatsApp. These four media channels are mostly fused by residents in Kosovo in general, followed by Snapchat, YouTube and TikTok. The time of the day that respondents usually check different sources of information and social media is evening.

The results from the data show that the respondents have an above average knowledge on navigating different devices, having access to multiple social medial channels, and being actively engaged in online sources of information. The data show that respondents are aware about the disinformation, fake news, and unreliable information, and majority of them (62%) have declared that they have reported media channels for delivering false news.

Regarding media literacy, the majority of respondents have declared that they are either familiar or somewhat familiar with the term; however, the main challenges of the digital media environment are still considered to be misinformation, fake news, hate speech and online safety. 70% of respondents have declared that they have been exposed to new titles that do not represent the content of the articles and more than 90% of them have declared that they have encountered, very often or sometimes, content in the media that was not true. In general, respondents perceive that media is being used to promote inadequate content and information which is not filtered. All groups, without exception, are exposed to such information, while those who are considered to be the most vulnerable from such information are children and women.

What respondents have considered to be credible information is when media channels state the source of information, back up the source of information with data from credible sources or double checks the information.

Additionally, respondents have supported the idea of having formal education system use medial literacy in its curricula. 77% of interviewees have supported this idea and the same percentage have declared that relevant ministries should develop education strategies related to media education.

In addition to fake news, an issue that is more and more prevalent is offensive content in media sources, as 96% of respondents stated that they are faced quite often and from time to time with offensive content in media channels. Regarding this issue, 92% of respondents declared that offensive content needs to be banned from all media sources. Other issues that need to be addressed in Kosovo are considered to be ease of accessing material that is violent, sexual or offensive, collection of personal information, initiating hate speech on marginalized groups, online derogatory slurs and inappropriate sexual comments towards women, children unsupervised use of internet, etc.

The most trusted source of information has been considered to be TV with 40% of interviewees supporting it followed by social media with 28% and online news portals with 25%. The main practices of respondents for confirming the information they receive through different media channels is confirming it with another medium or trying to find some information on the official

website/profiles of the relevant institutions. Consulting with a trusted person if the information is true is the third action of confirming the information.

Additionally, what needs to be addressed immediately is also the requirement of having the permission before using personal data and informing individuals who are being exposed about the privacy policy. 79% of interviewed state that media networks need to require permission every time they use personal data and 9% believe that they should sometimes require permission.

If they have been informed about the privacy policy by the media sources they have used. 55% declare that they have and from them only 52% have read and understood the content of the privacy policy. Whether media sources have the privacy policy in place and if they implement it 42% of interviewees believe they do, whereas, Respondents majority of them think that media sources do not have a privacy policy in place or they are not sure about it.

While more than 63% of respondents declared that they are not aware of their rights as data subjects provided under the Law on Personal Data Protection, the other 20% declare they are aware and 17% do not know about it. If they have ever been exposed to information which was targeted ads/news, cube security, or data breach, 53% of interviewees believed they have been exposed to targeted ads/news.

The practices from European countries, specifically Finland, show that they have established a media monitoring process that is independent of politics and formal education and are applying all restrictions regarding fake news, misinformation, exposure of individuals without their approval and other restrictions foreseen under the laws in place.

In Kosovo, there is no policy that requires media literacy in formal education curricula. As such, respondents believe that the relevant ministries should develop an educational strategy related to media education and that the process of addressing the issues above should start by educating respondents about their rights, the consequences of presenting fake news and misinformation.

In conclusion, based on the results of the survey, we can say that the issues related to media channels, the way they operate, the unfiltered content provided through social networks make individuals in Kosovo very much exposed and vulnerable to the malicious intentions of individuals who are able to present news/information that is not true and are not being punished about it.

Even through most residents are aware of such anomalies they are exposed to and they do not believe most of the content they read, laws and regulations should be amended in order to prevent such issues from happening, without interfering with the freedom of media.

Recommendations

Our recommendations with regards to Media and Information Literacy, based on the outcomes of the survey, are the following:

1. Implement Media Literacy program in the formal education program for students of high school. When you educate a child/teenager, you educate the whole family. The child who understands the concept of fake news and the effect it has in the society will be able to transmit it to their parents and relatives and ask them to confirm the news and report it when found to be fake.
2. Integrate media education in the high school curricula, and integrate gender issues into MIL education and non-formal learning.
3. Develop policies for media education, information and digital education.
4. Create information tools that will be delivered to the society as informative materials on the effects of fake news, and how they should treat it.
5. Create legislative regulatory mechanisms that ban or punish media channels that produce fake information or information without permission of the author or person(s) being exposed to such news.
6. Deliver a training program and seminars for journalists, public officials, CSOs, and residents on the Law on Personal Data Protection
7. Organize trainings with educators and youth on Media and Information Literacy and Media Education.
8. Develop a media policy within relevant institutions in media education and skills that will be delivered to students and educators.
9. Encourage cooperation between civil society organizations that are involved in media education and literacy and the media channels, enabling them to exchange perspectives.
10. Organize a seminar with media channels in Kosovo and provide information on Media and Information Literacy and Media Education.
11. Conduct training with educators on internet safety and harmful links.

Annex 1 – Sample Distribution per Municipality

Presentation of Demographic Data

Table 11 - Population distribution per municipality

Municipality	Residence	No. of interviews	Municipality	Residence	No. of interviews
Dečan/Dečane	Urban	5	Prishtinë/Priština	Urban	232
	Rural	52		Rural	53
Gjakovë/Dakovica	Urban	59	Prizren	Urban	136
	Rural	77		Rural	120
Glogoc/Glogovac	Urban	9	Skenderaj/Srbica	Urban	10
	Rural	75		Rural	64
Gjilan/Gnjilane	Urban	78	Shtime/Štimlje	Urban	10
	Rural	52		Rural	29
Dragash/Dragaš	Urban	2	Shtërpçë/Štrpce	Urban	2
	Rural	47		Rural	8
Istog/Istok	Urban	7	Suharekë/Suva Reka	Urban	15
	Rural	49		Rural	71
Kaçanik/Kaçanik	Urban	15	Ferizaj/Uroševac	Urban	61
	Rural	33		Rural	95
Klinë/Klina	Urban	8	Viti/Vitina	Urban	7
	Rural	47		Rural	60
Fushë Kosovë/Kosovo Polje	Urban	27	Vushtrri/Vučitrn	Urban	39
	Rural	23		Rural	61
Kamenicë/Kamenica	Urban	11	Malishevë/Mališevo	Urban	5
	Rural	41		Rural	74
Mitrovicë Jugore/ Južna Mitrovica	Urban	45	Junik	Urban	0
	Rural	5		Rural	9
Mitrovica Veriore/ Severna Mitrovica	Urban	20	Mamushë/Mamuša	Urban	0
	Rural	5		Rural	8
Lipjan/Lipljan	Urban	10	Hani i Elezit/Elez Han	Urban	0
	Rural	73		Rural	14
Novobërdë/Novo Brdo	Urban	0	Graçanicë/Gračanica	Urban	0
	Rural	10		Rural	15
Obiliq/Obilić	Urban	10	Ranillug/Ranilug	Urban	0
	Rural	21		Rural	6
Rahovec/Orahovac	Urban	23	Partesh/Parteš	Urban	0
	Rural	58		Rural	3
Pejë/Peć	Urban	70	Klllokot/Klokot	Urban	0
	Rural	68		Rural	4
Podujevë/Podujevo	Urban	34	Zubin Potok	Urban	0
	Rural	93		Rural	8
Leposavić/Leposaviq	Urban	0	Zvečan/Zvečan	Urban	0
	Rural	9		Rural	8

Table 2 - Gender and age distribution

Age distribution	Percentage		Numbers	
	Male	Female	Male	Female
15-19 years old	7%	7%	181	169
20-29 years old	13%	12%	313	291
30-39 years old	9%	11%	249	261
40-49 years old	7%	9%	198	208
50-59 years old	6%	6%	145	147
60-64 years old	2%	2%	51	55
65+ years old	4%	5%	108	124
Total	48%	52%	1245	1255

Table 2 - Ethnic distribution

Ethnicity	Percentage	Interviews
Kosovo Albanian	87%	2184
Kosovo Serb	5%	130
Kosovo Turkish	2%	50
Kosovo Bosniak	1%	25
Kosovo Roma	1%	25
Kosovo Ashkali	1%	25
Kosovo Egyptian	1%	25
Kosovo Gorani	0.5%	13
Other	0.5%	10
Prefer not to say	1%	13
Grand Total		2500

Table 4 - Civil Status

Civil Status		
Label	Value	Percentage
Married	1367	55%
Living with a partner	103	5%
Separated/Divorced	34	1%
Single	881	35%
Widowed	83	3%
Prefer not to say	32	1%
Grand Total	2500	100%

Table 5 - Employment Status

Employment Status		
Label	Value	Percentage
Working a full- or part-time paid job	1337	53%
Self-employed	298	12%
Unemployed	393	16%
In education or training	304	12%
Retired	166	7%
Other	2	0%
Grand Total	2500	100%

Table 6 - Education Level

Education Level		
Label	Value	Percentage
No education or just elementary education	251	10%
High school student	1099	44%
University student	990	40%
Master Degree and/or Doctorate	160	6%
Grand Total	2500	100%

Annex 2: Survey Questionnaire

Survey: Public Assessment of Media and Information Literacy

QUESTIONNAIRE

Section 1: Demographics

D1. What is your gender?

- Female
- Male
- Other gender identity
- Prefer not to disclose

D2. How old are you?

- 15-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65+

D3. What is your civil status?

- Married
- Living with a partner
- Separated/Divorced
- Single
- Widowed
- Prefer not to say

D4. Level of Education

- No education or just elementary education
- High school student
- University student
- Master Degree and/or Doctorate

D5. What is your employment status?

- Working a full- or part-time paid job
- Self-employed
- Unemployed
- In education or training
- Retired
- Other

D6. In which municipality do you live?

1. Deçan/Dečane
2. Dragaš/Dragash
3. Ferizaj/Uroševac
4. Fushë Kosovë/Kosovo Polje
5. Gjakovë/Đakovica
6. Gjiilan/Gnjilane
7. Glogoc/Glogovac
8. Gračanica/Gračanicë
9. Hani i Elezit/Elez Han
10. Istog/Istok
11. Junik

12. Kačanik/Kaçanik
13. Kamenicë/Kamenica
14. Klokot/Klllokot
15. Klinë/Klina
16. Leposavić/Leposaviq
17. Lipjan/Lipljan
18. Malishevë/Mališevo
19. Mamushë/Mamuša
20. Južna Mitrovica/Mitrovicë Jugore
21. Severna Mitrovica/Mitrovica Veriore
22. Novo Brdo/Novobërdë
23. Obiliq/Obilić
24. Parteš/Partesh
25. Pejë/Peć
26. Podujevë/Podujevo
27. Prishtinë/Priština
28. Prizren
29. Rahovec/Orahovac
30. Ranilug/Ranillug
31. Štrpce/Shtërpçë
32. Shtime/Štimlje
33. Skenderaj/Srbica
34. Suharekë/Suva Reka
35. Viti/Vitina
36. Vushtrri/Vučitrn
37. Zubin Potok
38. Zvečan/Zveçan

D7. What is your ethnic/cultural background?

Please choose the option that best describes your ethnic/cultural background

- Kosovo Albanian
- Kosovo Serb
- Kosovo Turkish
- Kosovo Bosniak
- Kosovo Roma
- Kosovo Ashkali
- Kosovo Egyptian
- Kosovo Gorani
- Other
- Prefer not to say

Section 1: Media Consumption, Usage and Frequency

Q1. Do you have access to internet?

- Yes
- No

Q2. Do you have a personal device which you can connect to internet?

- Mobile phone
- Tablet
- Laptop
- Desktop computer
- Other
- I don't have a device which can be connected to internet

Q3. What source of information do you use, and how often?

	Multiple times per day	A few times per day	Once a day	Weekly	A couple of times per month
Online Media					
Social Media					
News Portal					
TV					
Radio					
Printed Newspapers/Magazines					
Other					

Q4.1 If yes, which social media networks do you use and how often:

	Multiple times per day	A few times per day	Once a day	Weekly	A couple of times per month
Facebook					
Instagram					
Snapchat					
YouTube					
TikTok					
Pinterest					
X					
LinkedIn					
Reddit					
Viber					
WhatsApp					
Quora					
Tumblr					
Other					

Q5. At what time of the day do you usually check your source of information?

- Morning
- Mid-day
- Evening
- Night

Q6. How capable do you consider yourself in navigating on different online sources?

- Capable
- Somewhat capable
- Not so much
- Not at all

Section 2: Media Literacy

Q7. Are you familiar with the term “media literacy”?

- Familiar
- Somewhat familiar
- Not familiar
- Never heard of this term

**Q8. What do you think are the main challenges of digital media environment?
(Multiple answers allowed)**

- Misinformation
- Online safety
- Conspiracy theories
- Fake news
- Hate speech
- Data scraping
- Targeted adds/news
- Other

Q9. Have you ever encountered news titles which do not reflect the content of the article?

- Yes
- No
- I do not know

Q10. What do you think makes the information/news credible?

- Stating the source of information
- Double checking the source of information
- Co-operating with stakeholders responsible
- Backing up the information with data from credible sources

Q11. Do you think that media in Kosovo is being used for promoting inadequate content?

- Yes
- No
- I do not know

Q12. Who do you think are most vulnerable on media channels?

- Women
- People with disabilities
- Non-majority groups
- Children
- Elderly
- LGBTIQ+
- Other

Q13. Do you think that the formal education should include media literacy in its curricula?

- Yes
- No
- I do not know

Q14. Do you think that relevant ministry should develop educational strategies related to media education?

- Yes
- No
- I do not know

Q15. Do you follow media in other languages?

- Yes
- No

Q16. Are you aware of any news that have been reported differently in Albanian and Serbian media?

- Yes
- No
- I do not know

Section 3: Security of information

Q17. Do you believe the content of the information you receive from different media channels?

- I do believe it
- Not so much
- Not at all

Q18. How often have you encountered content in the media which was not true?

- Very often
- Sometimes
- Rarely
- Never

Q19. Have you ever reported a media or media channel for delivering false news?

- Yes
- No

Q20. Have you or any of your family members ever been a victim of media from fake news or misinformation on media sources?

- Yes
- No

Q21. Based on your opinion, please tell us which source of media do you trust mostly?

- Online news portals
- Social media
- TV
- Radio
- News apps

Q22. Please tell us what is your course of action when you see or read a piece of news or information?

- I try to confirm it through another media
- I consult with a trusted person on whether it is true
- I try to find the same information on the official website/profile of relevant institutions or political leader(s)

- I do not have a particular course of action because I take it to be true
- I do not know
- Refused to answer

Section 4: Offensive content on media

Q23. How often do you encounter offensive content on media sources you use?

- Often
- Sometimes
- Never

Q24. Do you consider yourself threatened by the content you encounter in different media channels?

- Yes
- No

Q25. Do you think that offensive content should be banned from all media sources?

- Yes
- No
- I do not know

Q26. Should the following media-related issues be addressed in Kosovo?

	Needs to be addressed	Does not need to be addressed	Not sure
Proliferation of fake news and misinformation			
Ease of accessing material that is violent, sexual, or offensive			
Collection of personal information online			
Culturally insensitive images and ads on social media or TV			
Inciting hate speech on marginalized groups			
Online derogatory slurs and inappropriate sexual comments towards women on social media			
Children's unsupervised use of the internet			
Limited understanding of children's right to protection and privacy on media			

Section 5: Privacy and Online Safety

Q27. Do you think that media networks need to require permission before using personal data?

- Yes, every time
- Sometimes
- Only when allowed under the law in exercising their freedom of press and information
- Never

Q28. Have you ever been informed about privacy policy by the media sources you have used?

- Yes
- No
- I do not know

Q28.1. If yes, have you read and understood the content of the privacy policy?

- Yes
- No
- I do not know

Q29. In your opinion, do media sources have a privacy policy in place and do they implement it?

- Yes
- No
- I do not know

Q30. Are you aware of your rights as Data Subject provided under the Law on Personal Data Protection?

- Yes
- No
- I do not know

Q31. Have you ever been exposed to information which included any of the following (multiple answers are allowed)?

- Targeted add/news,
- Cybersecurity,
- Data breach

