

# WEBINAR ON MEDIA LITERACY IN EUROPE:





OFFICIAL NAME: REPUBLIC OF CROATIA  
CAPITAL: ZAGREB  
POPULATION: 4.065.253 (2019. estimation)  
TOTAL AREA (SQ KM): 56.594  
BDP PER CAPITA: 13.344 €  
LANGUAGE: CROATIAN  
CURRENCY: KUNA  
RELIGIONS: Catholicism 86%, Atheism 4%,  
Orthodoxy 4%, Islam 1 %,  
Others 4%

# MEDIA LANDSCAPE



## TELEVISION

- 31 channels
- 11 national
- 55 targeting Croatia from EU countries
- 16 VOD

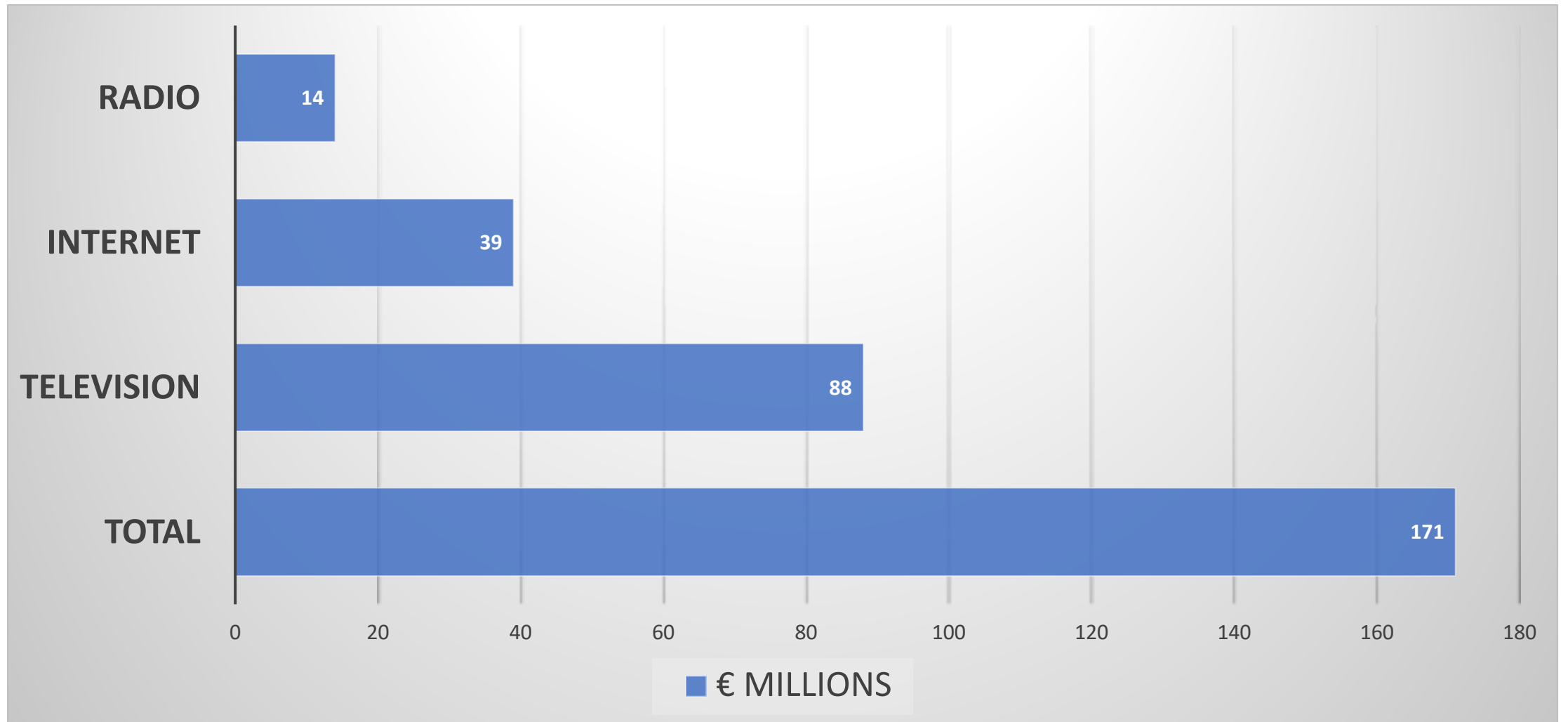
## RADIO

- 151 channels
- 6 national

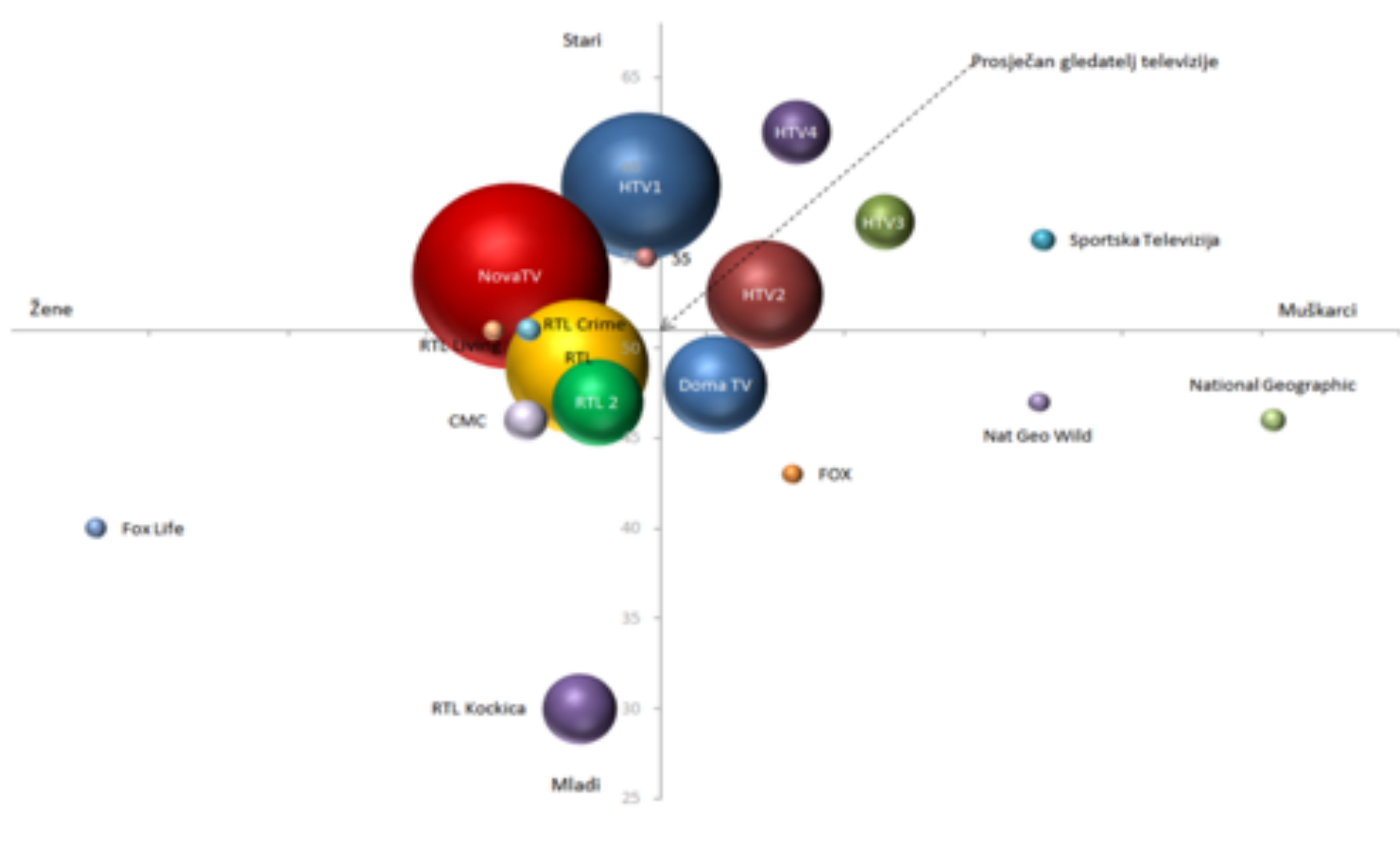
## WEB PORTAL

- 381
- 127 nonprofit

# MEDIA MARKET SIZE



# tv stations by ratings, age and gender



# SOURCES OF NEWS & TRUST

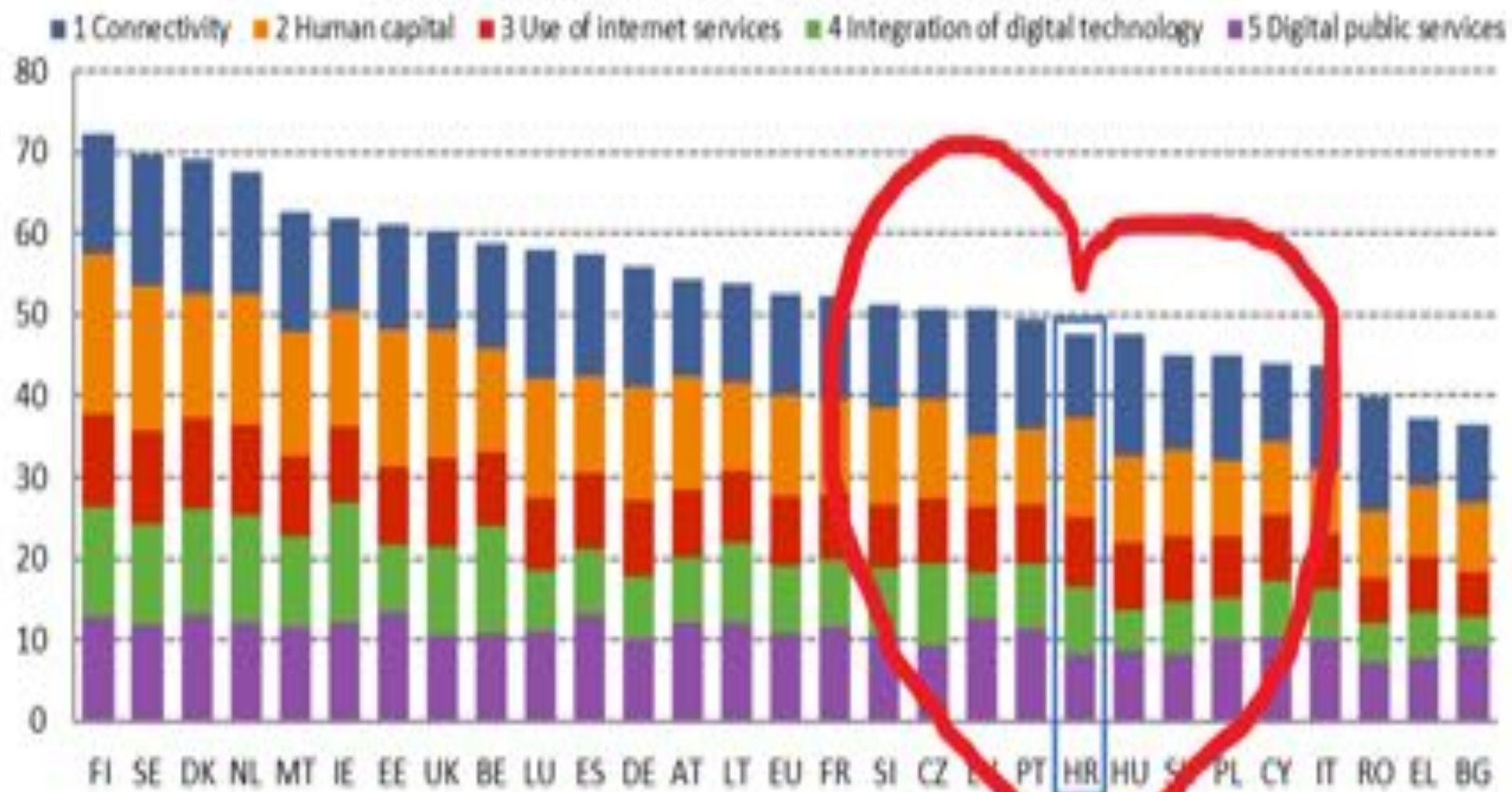
## SOURCES OF NEWS

- ONLINE (incl. social media) 88 %
- TELEVISION 76 %
- SOCIAL MEDIA 55 %
- PRINT 36 %

## TRUST

- TRUST IN NEWS 39 %
- TRUST IN NEWS ON SOCIAL MEDIA 29 %

## Digital Economy and Society Index (DESI) 2020 ranking



# MEDIA LITERACY IN CROATIA

- Croatia has no official media literacy policy or strategy
- majority of students do not have an opportunity to learn how to analyse and evaluate media content
- there is no institutional body for media literacy



# CORE CONCEPT OF MEDIA LITERACY

- media literacy and its significance is stipulated in the Electronic Media Act,
- it is responsibility of Agency for Electronic Media, to promote activities in relation to media literacy
- other laws, bylaws and national strategies do not address media literacy.
- the term media literacy is widely accepted in public space. However, there is a slight confusion when it comes to use of term in the education system where a number of other terms are used as well, such as media literacy, media culture, digital literacy, Information Communication Technology....

# MEDIA LITERACY IN CROATIA

# 5

**2.8 (out of 5)** IS THE AVERAGE RATING CROATIAN CITIZENS GIVE THEIR **MEDIA LITERACY**

Young people, women, people with higher education and those with children rate their media literacy higher than the population mean.

ONLY **11%** OF CROATIAN CITIZENS HAVE THE OPPORTUNITY TO LEARN HOW TO CRITICALLY EVALUATE MEDIA CONTENT.

Most of them are members of the **young generation** (aged 15 to 30) and **highly educated people**



**Dani**  
MEDIJSKE  
pismenosti

medijskapismenost.hr



**81 per cent** OF CROATIANS BELIEVE THAT CHILDREN ARE INSUFFICIENTLY EDUCATED ABOUT THE INFLUENCE OF MEDIA ON THEM

- » They believe that **parents and the extended family** (57%) and **the education system** (33%) are most responsible for educating children about media literacy
- » The youth believe that **parents and the education system** are equally responsible
- » Only **7%** of citizens believe **the media** are responsible for educating people about media literacy

THE MOST COMMON REASONS FOR CONCERN ABOUT THE INFLUENCE OF THE MEDIA ON CHILDREN ARE:

1. **Violence in the media**
2. **Internet safety**



REASONS FOR CONCERN ABOUT THE INFLUENCE OF MEDIA ON CHILDREN



The research was conducted by the IPSOS Pula Agency for the Agency for Electronic Media and UNICEF by using the method of face-to-face interview on a nationally representative sample of the Croatian population aged over 15, N=1000, in March 2018.



# MEDIA LITERACY IN CROATIA

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MEDIJSKE  
pismenosti

ONLY **8%**

OF RESPONDENTS HAD THE OPPORTUNITY TO LEARN HOW TO CRITICALLY THINK ABOUT MEDIA CONTENT

The majority are younger respondents (aged 15 to 30) and those with a higher level of education.



ALMOST EVERY **FOURTH CHILD AND YOUNG PERSON**

HAS EXPERIENCED VIOLENCE AND HATE SPEECH ON SOCIAL MEDIA

This includes respondents aged 15 to 30.



ACCORDING TO CITIZENS, THE MOST IMPORTANT ASPECTS OF

**MEDIA LITERACY** ARE:

1. protecting privacy and personal data on the internet **45%**
2. recognising fake news and misinformation and verifying the source of information **42%**
3. appreciating and respecting other people, their opinions and beliefs **40%**

A LITTLE LESS THAN A

**1/3**

PARENTS NEVER SPEAK OR RARELY SPEAK TO THEIR CHILDREN ABOUT MEDIA

Mothers speak to their children about media more often than fathers.



**43,6%**

OF PARENTS ARE CONCERNED ABOUT THEIR CHILDREN USING YOUTUBE, AND THEY ARE MOST WORRIED ABOUT:

1. easily available violent and child-inappropriate content **73%**
2. unedited age-inappropriate content **40%**
3. using Youtube for spreading hate speech **30%**



Research was conducted by the IPIS Public Agency for the Agency for Children, Media and UNESCO by using the method of focus group interviews on a nationally representative sample of the population aged 15 and over, N= 1000, March 2018.

# ML IN SCHOOLS

- 
- media literacy is partly incorporated within curricula
  - main problem is that media literacy has not been defined, nor goals have been set
  - this has not been systematically and comprehensively linked into a single whole
  - as a result it has been difficult for teachers to implement systematic media education in schools
  - heavily depends on teachers willingness and readiness to tackle it



- over the past four years, the Croatian Agency for Electronic Media has systematically worked on raising awareness of the importance and strengthening of media literacy, organize and financing projects...
- the Agency has maintained constant strategic cooperation with UNICEF, very important for the projects' success and reach
- the Agency has implemented numerous projects, like web portal for media literacy ([www.medijskapismenost.hr](http://www.medijskapismenost.hr)) and project Media Literacy Days



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