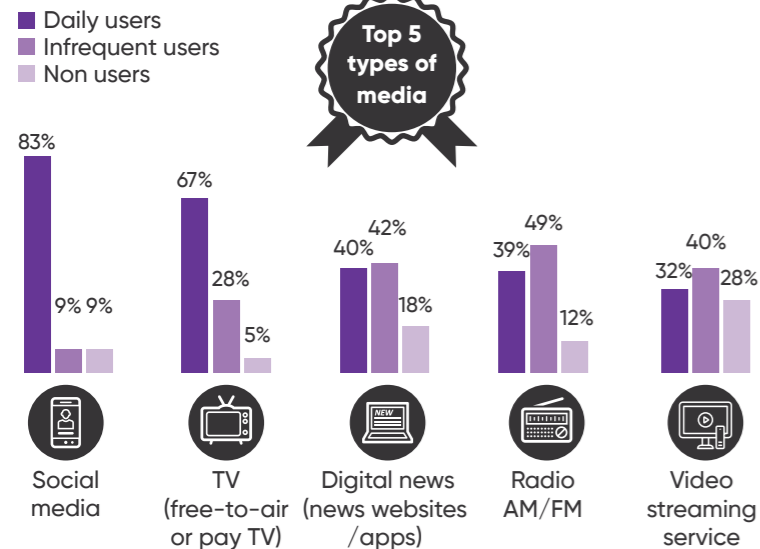


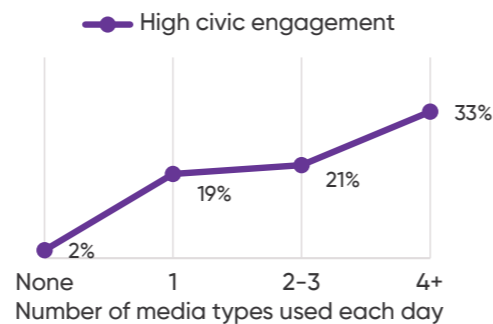
ADULT MEDIA LITERACY IN AUSTRALIA

DAILY MEDIA USE



MEDIA DIET ⇌ CIVIC ENGAGEMENT

The **more** types of media people use each day, the **higher** their levels of **civic engagement**.



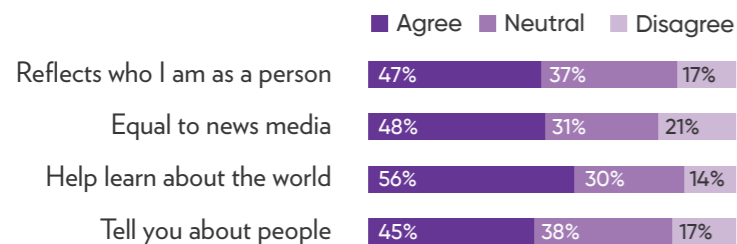
THE GAP IN MEDIA LITERACY

But there are **significant gaps** in people's media literacy



THE ROLE OF ENTERTAINMENT MEDIA

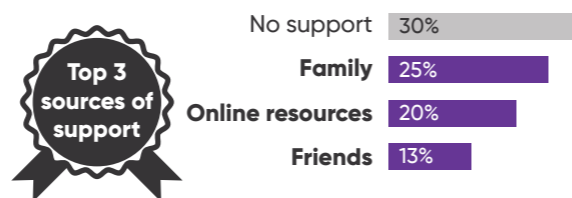
It's not only news and information that inform people. We asked people about the role entertainment media has in their lives...



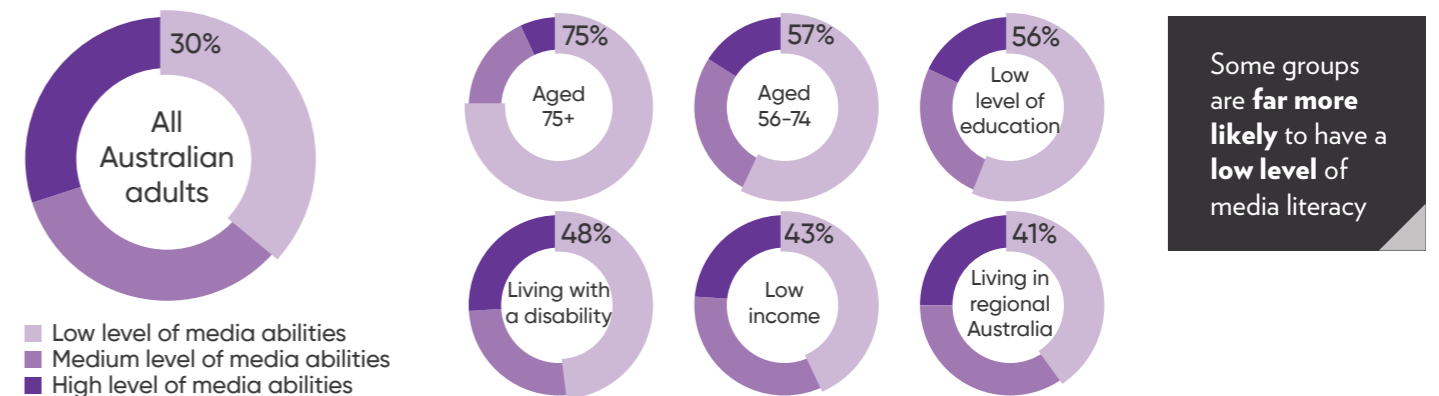
MEDIA LITERACY SUPPORT

Many adults have access to **no** media literacy support, or **very limited** support

We asked people about their level of access to eight sources of support to help them to access, use, understand and create media.



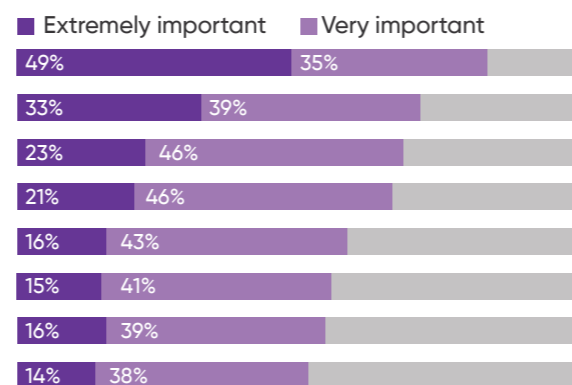
LEVEL OF MEDIA LITERACY



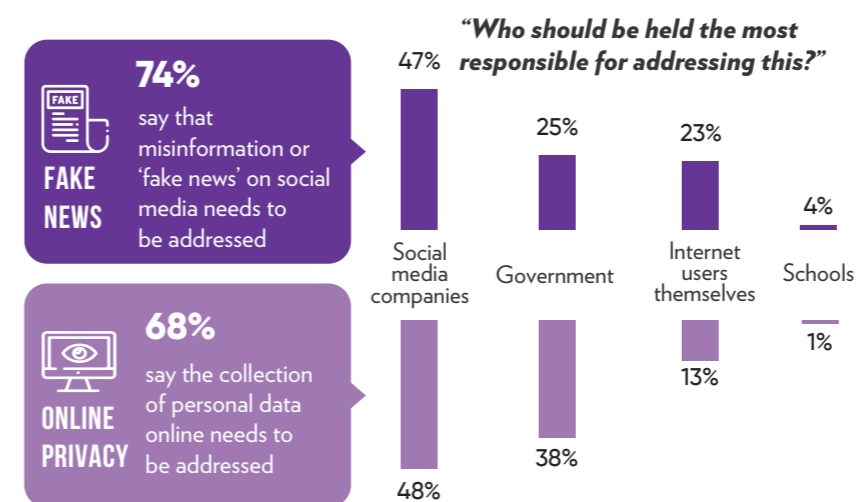
AUSTRALIANS BELIEVE THAT MEDIA LITERACY IS IMPORTANT

More than 50% of adults say the following media abilities are **important** in their life:

- Knowing how to protect myself from scams/predators online
- Using media to stay connected with my friends/family
- Knowing how to think critically about the media I consume
- Knowing how to recognise and prevent misinformation
- Understanding how media impacts and influences society
- Understanding relevant media laws/policies
- Thinking and reflecting on my own media use
- Knowing how to maximise my access to entertainment media



MEDIA ISSUES THAT NEED TO BE ADDRESSED



TAUGHT IN SCHOOLS?

"Do you agree or disagree that children should receive media literacy education at school?"

