МРІЄМО ТА ДІЄМО

Youth-Focused Vibrant Information Barometer (Y-VIBE)

Type of research: FGs, survey

Timeline: Sep 2021-Feb 2022

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IREX

Field work was conducted by Ipsos

About

Y-VIBE is an index for nuanced understanding of how Ukrainian youth aged 10-17 access, digest, and utilize information.

	Indicator
Information Consumption and Engagement	Ind 1: Youth and kids can safely use the internet due to child protection laws, content restrictions, privacy protections, and security tools.
	Ind 2: Youth and kids have the necessary skills and knowledge to be media literate.
	Ind 3: Youth and kids engage productively with the information that is available to them.
	Ind 4: Media and information producers engage with the youth and kids audience's needs.
Transformative Action: How Information Drives Behavior	Ind 5: Information producers and distribution channels enable or encourage youth to share information across regions, genders, ethnic groups, and mindsets/political perspectives.
	Ind 6: Youth and kids use quality information to inform their actions.
	Ind 7: Youth-serving civil society organizations (CSOs) integrate quality news and information when explaining their mission or objectives.
	Ind 8: Youth-serving arms of government use quality information to make public policy decisions.
	Ind 9: Information supports adequate services for youth and children and helps uphold their rights.

Methodology

Y-VIBE is a mixture of quantitative and qualitative feedback from youth, parents, teachers and media experts.

Groups feedback is quantified in index, with two integral parts based on quantitative and qualitative components of research.

Y-VIBE Index

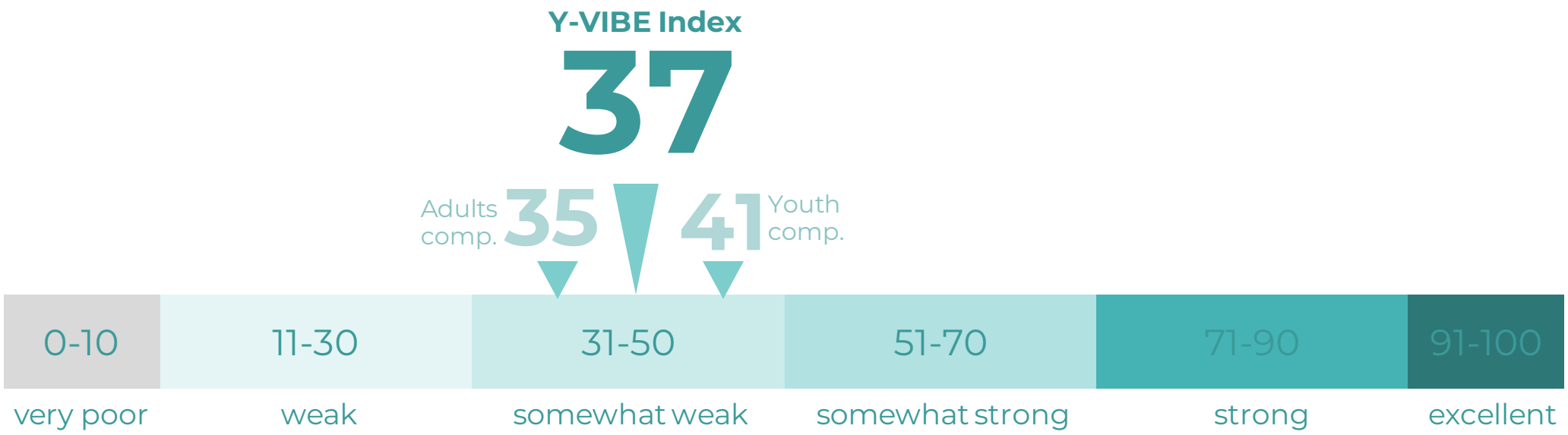
Youth component (survey)

Representative, 10-17 y.o.
CAWI
N=600

Adult component (FGDs)

Kyiv, Lviv and Kharkiv (urban + rural areas)
Youth, parents, teachers, experts
N=158

Total score

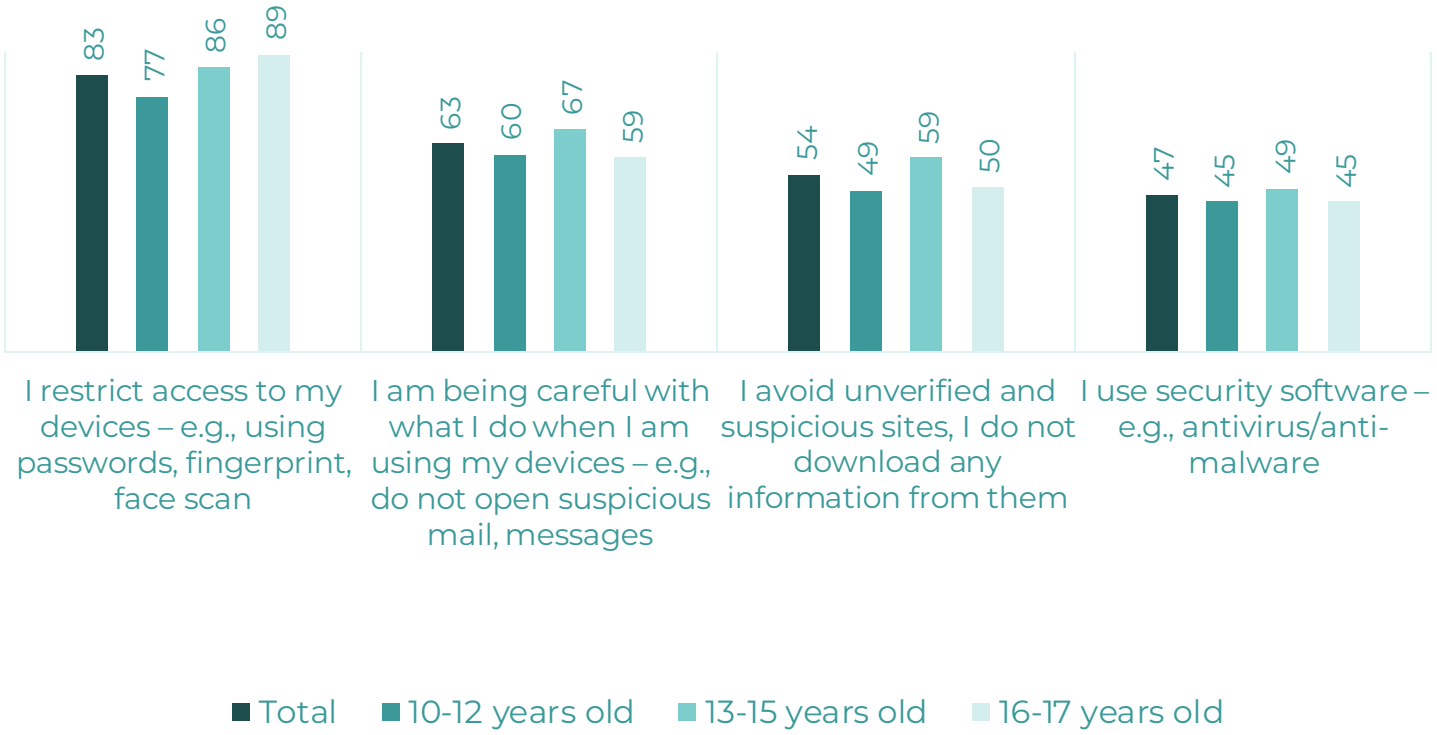

Y-VIBE Index
37
Adults comp.
35
41
Youth comp.
0-10
11-30
31-50
51-70
71-90
91-100
very poor
weak
somewhat weak
somewhat strong
strong
excellent

Key results

INTERNET PROTECTION AND SECURITY

- **68%** of youth reports protecting their security and privacy online
- parents and teachers believe that children use all the tools to protect their personal data
- however, children, like their parents themselves, **are little aware of social media algorithms**, advertising targeting mechanisms.
- experts noted that **the legislation on protection of personal data of children and youth does not work**.
- in experts' opinion, due to low media literacy, parents themselves often violate the rights of the child in the media space, e.g., posting their images, personal data, etc.

WAYS TO PROTECT PRIVACY AND SECURITY ON THE INTERNET, %



MEDIA LITERACY

30%

of respondents have

media literacy classes in the curriculum

10-12 y.o.

parents are the chief source of information
so if parents are under the influence of misinformation, then children are exposed to it.

- parents **do not know what media literacy is**. Media literacy is often understood as computer/information literacy, or general ability to use devices.
- some teachers took media literacy courses or searched for information on their own.
- computer science teachers address specific issues of media literacy in their classes, while homeroom teachers hold such thematic conversations.
- Expert noted that **there is no separate discipline in media literacy in secondary schools, which will be important for building media information resilience**. Noting that teaching of media literacy should start earlier, approximately from the 5th grade.

MEDIA LITERACY

During the FGs, the youth participated in the special task "Fake or Truth". The goal was to identify how each of the age groups act when faced with fake news – do they distinguish fakes easily, what logic do they apply when dealing with information.

10-12

Could not distinguish fakes. In most cases, they focus on the comments under the post / video and the number of articles in Google. But faced with ambiguity in opinions, **they are easily disoriented**. Also, this group greatly **rely on the opinions of their parents.**

13-15

Could distinguish fakes. To check information, they tried to debunk it with other resources, including Wikipedia, used key words ("scientific" terminology, various figures, dates, facts), applied logic and common sense.

16-17

Could distinguish fakes. The group cross-checked the information on official and other sources including anti-fake sites, applied common sense.

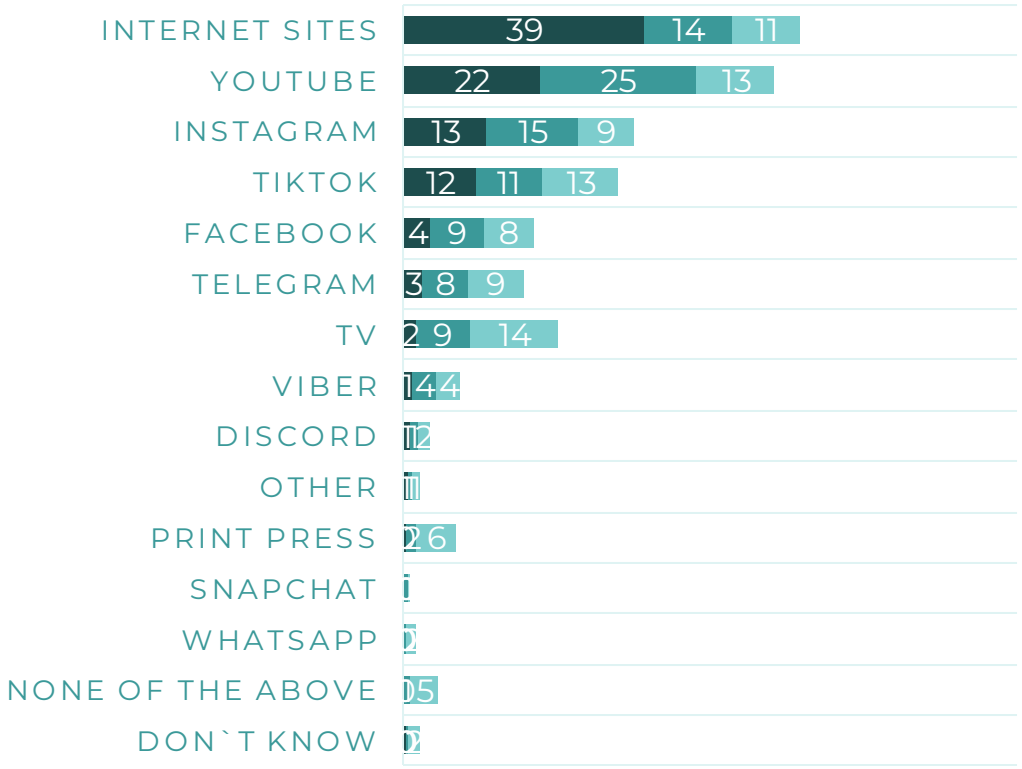
ENGAGEMENT WITH INFORMATION

50%
of respondents claim **not reading any news**

bloggers
are the most popular sources of information for children, according to parents

The choice of information source depends on age: TikTok is the most popular among children aged 10-12, while among young people aged 16-17 TikTok is losing its popularity, but they are more likely to use information from Google, YouTube, educational sites.

TOTAL



* the darker color corresponds to the primary source of information, lighter – second order and third order

INFORMATION-DRIVEN PERCEPTIONS AND ACTIONS

The level of tolerance **increases with age:** the older the youth is, the more tolerant they bec ome**.**

For example, youth aged 10-12 and to less extent 13-15, do not perceive jokes aimed at some ethnic minority groups as offensive and discriminating at all, e.g., jokes about their black peers.

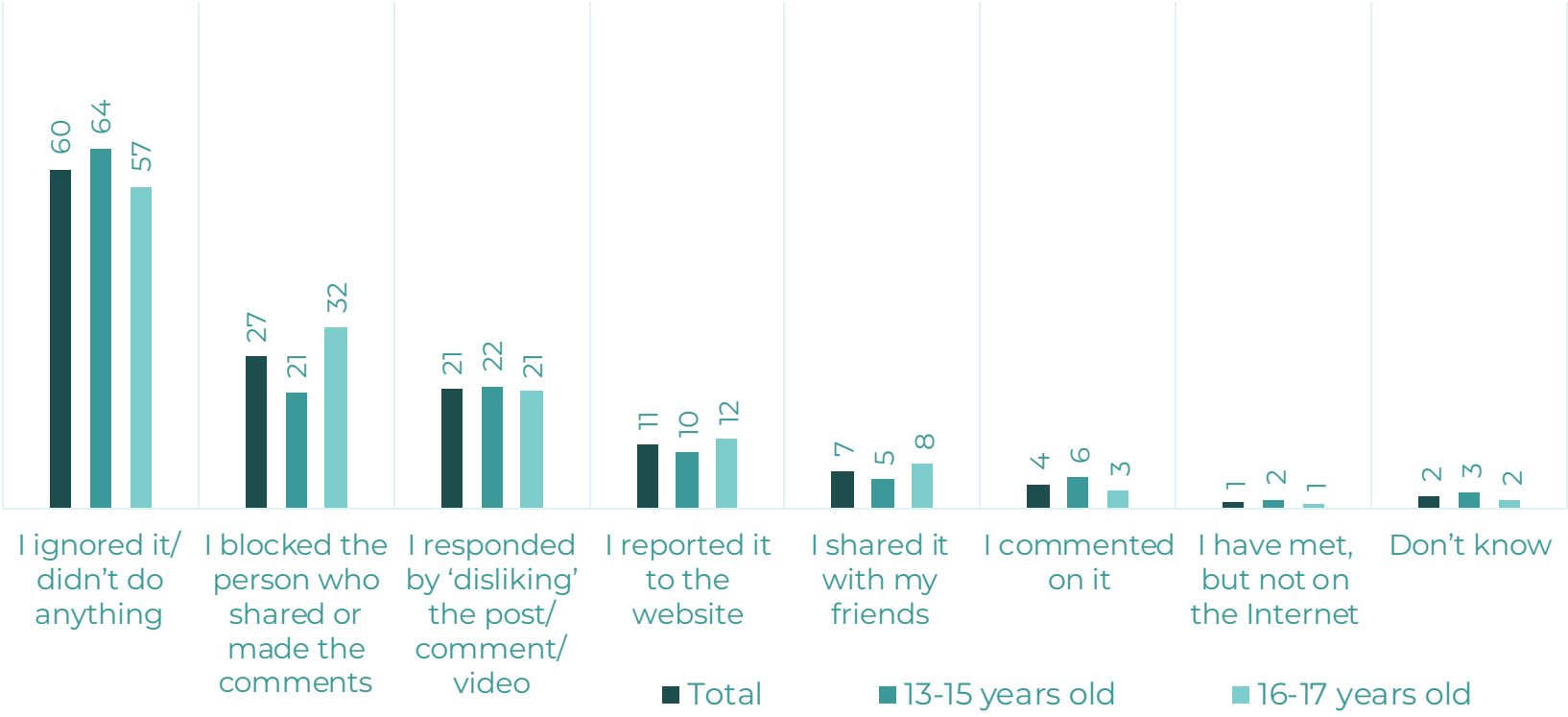
Reaction to the short video about Roma people from the news:

There is a tendency of boys to gener alize their perception of Roma peopl e in the video towards the whole eth nic group in a negative way.

While 16-17 y. o. girls are generally more tolerant and do not jump into generalizations.

INFORMATION-DRIVEN PERCEPTIONS AND ACTIONS

REACTION TO THE HATE SPEECH, %



When youth disagree with something written on the internet – the most common reaction is **ignoring**.

Adults confirmed that children comment on the message / photo of their acquaintances, but they will not typically comment and express their point of view on open platforms.

Prospects & Recommendations

Prospects and recommendations

- the **influence of creating your own content** is an interesting finding in the study. Opposed to passive consumption of information provided by traditional media, it enables youth to create their own media environment, an alternative to traditional media.

- video bloggers are a very influential source of information for the youth, **whose trust is not measured by the quality of information but by the number of subscribers**. In this context, children uncritically consume information. Therefore, the potential influence of bloggers can be dangerous.

- since younger children is the most vulnerable groups but tend to shape their beliefs trusting the parents' opinion (which may be under misinformation influence), it may be crucial **to educate parents as well**, given the findings that parents are low media literate themselves.

Prospects and experts' recommendations

- **creating media literacy communities** as means that will nurse critical thinking skills; identifying ambassadors that would popularize media literacy

- **educators should be a target audience in the media literacy training as well**, since they are the re-translators for the children and they also lack media literacy skills themselves

- there is still **lack of Ukrainian content** (especially video) in terms of quantity and quality which pushes young audience to the russian infospace with potential disinformation and propaganda messages

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