



# Media Literacy Index 2022

## Main Findings and Possible Implications

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# What is the index?

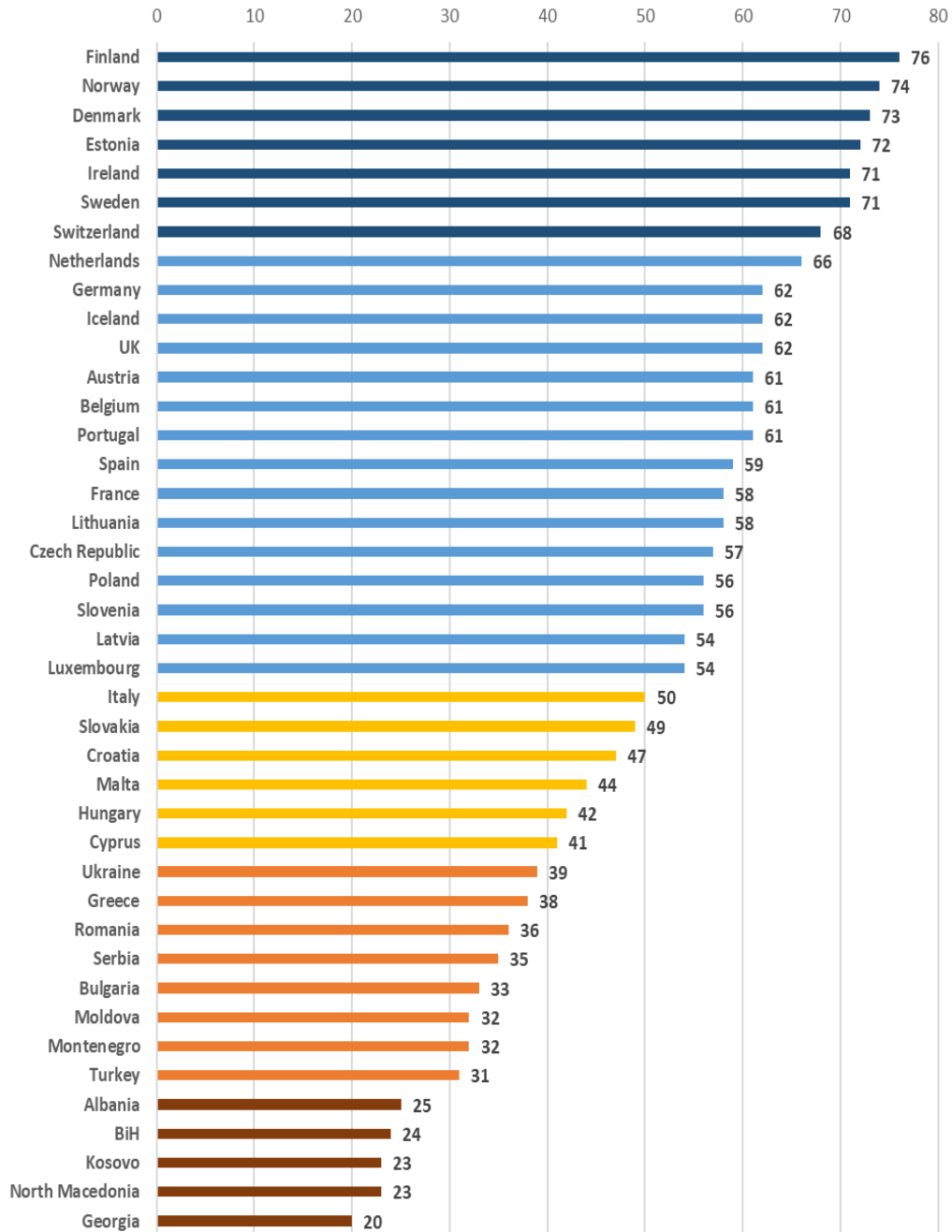
- The index is assessing **the resilience potential** of a number of European countries to the impact of “**fake news**” and the **post-truth** phenomenon by employing media freedom, education and interpersonal trust indicators.
- Number of countries
  - 35 countries (2017 – 2021)
  - 41 countries (2022)

# The “Ingredients” of Media Literacy

Methodology of the Media Literacy Index	
Indicators	Weight
<b>Media Freedom indicators</b>	
Freedom of the Press score by Freedom House	20%
Press Freedom Index by Reporters without Borders	20%
<b>Education indicators</b>	
PISA score in reading literacy (OECD)	30%
PISA score in scientific literacy (OECD)	5%
PISA score mathematical literacy (OECD)	5%
Share of population (%) with university degree (Eurostat)	5%
<b>Trust</b>	
Trust in others (Eurostat)	10%
<b>New forms of participation</b>	
E-participation Index (UN)	5%

*Table 1. The table shows the methodology of the media literacy index with the groups of indicators, sources and their respective weight (importance). The data are converted into standardized scores (z-scores) from 100 to 0, highest to lowest.*

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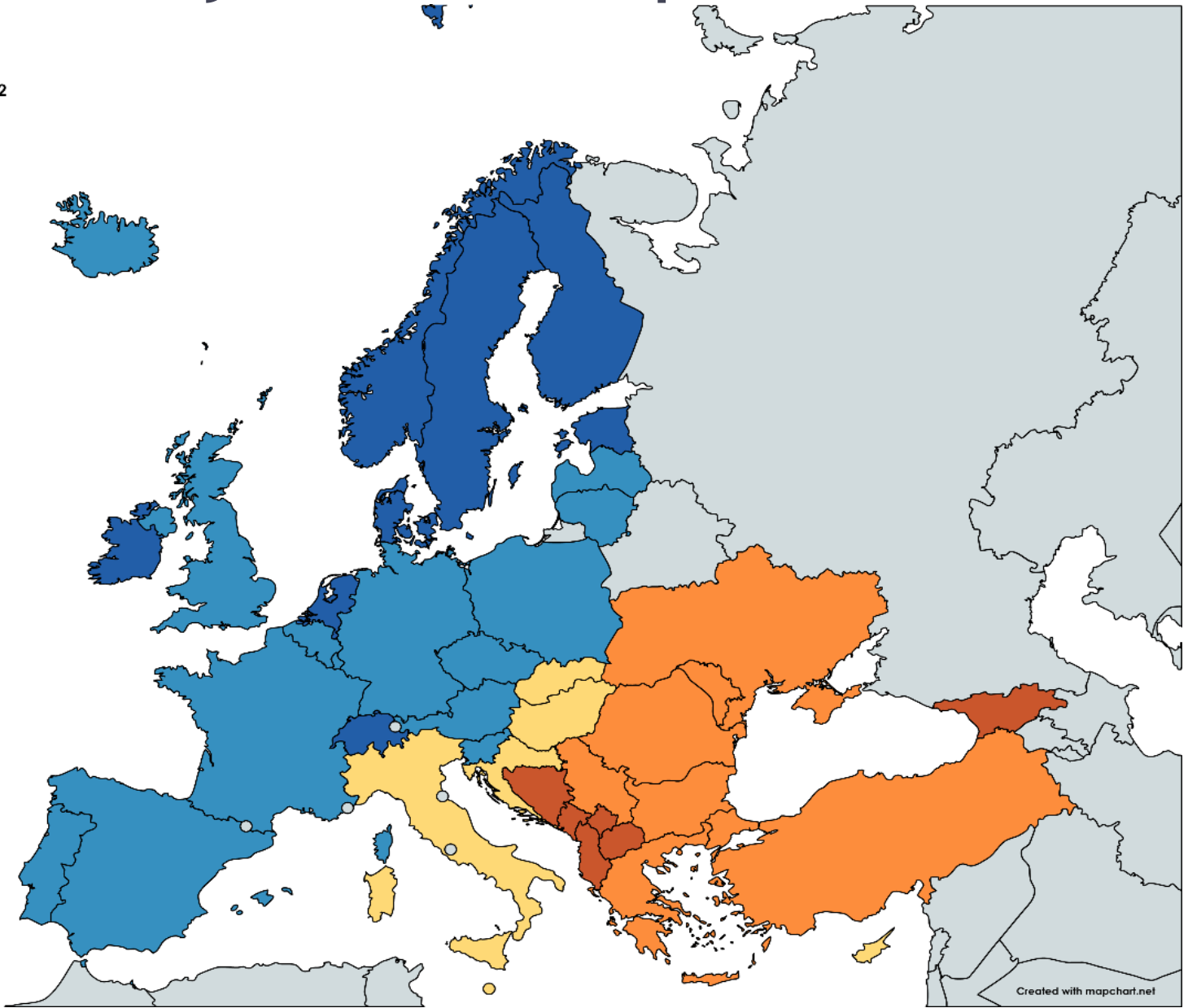
Rank (1-35)	Country	Score (100-0)	Cluster
1	Finland	76	1
2	Norway	74	
3	Denmark	73	
4	Estonia	72	
5	Ireland	71	
6	Sweden	71	
7	Switzerland	68	
8	Netherlands	66	
9	Germany	62	2
10	Iceland	62	
11	UK	62	
12	Austria	61	
13	Belgium	61	
14	Portugal	61	
15	Spain	59	
16	France	58	
17	Lithuania	58	
18	Czech Republic	57	
19	Poland	56	
20	Slovenia	56	
21	Latvia	54	
22	Luxembourg	54	
23	Italy	50	3
24	Slovakia	49	
25	Croatia	47	
26	Malta	44	
27	Hungary	42	
28	Cyprus	41	
29	Ukraine	39	4
30	Greece	38	
31	Romania	36	
32	Serbia	35	
33	Bulgaria	33	
34	Moldova	32	
35	Montenegro	32	
36	Turkey	31	
37	Albania	25	5
38	BiH	24	
39	Kosovo	23	
40	North Macedonia	23	
41	Georgia	20	

# Ranking and clusters

# Media Literacy on the Map

Media Literacy Index 2022  
Clusters

- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4
- Cluster 5

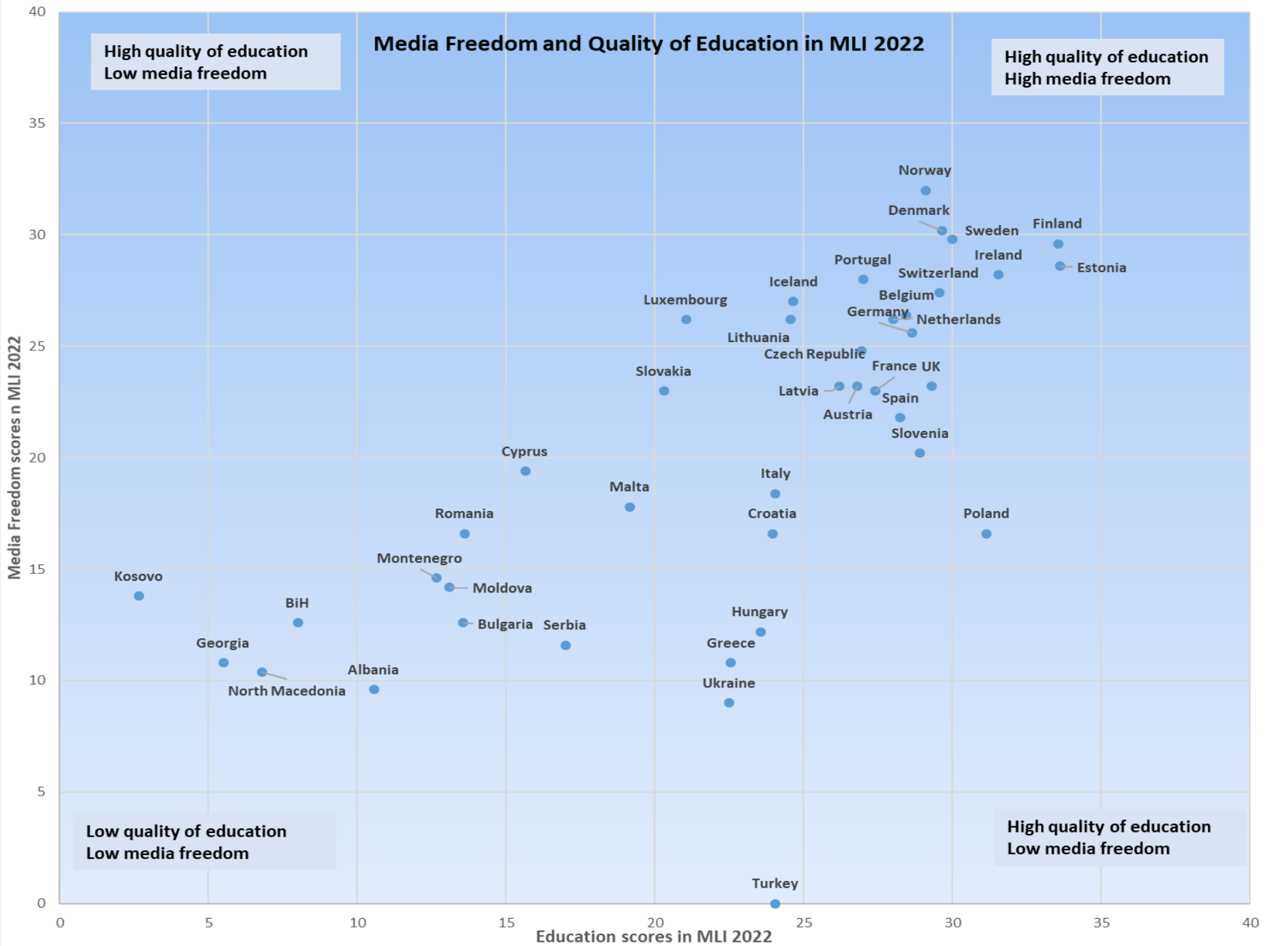


Media Freedom Score and Ranking Compared to Media Literacy Index 2022 Ranking and Clusters

Media Freedom Rank (1-41)	Media Freedom Score (100-0)	Country	MLI Rank (1-41)	MLI Score (100-0)	MLI Cluster (1-5)
1	32	Norway	2	74	1
2	30	Denmark	3	73	1
3	30	Sweden	6	71	1
4	30	Finland	1	76	1
5	29	Estonia	4	72	1
6	28	Ireland	5	71	1
7	28	Portugal	14	61	2
8	27	Switzerland	7	68	1
9	27	Iceland	10	62	2
10	26	Belgium	13	61	2
11	26	Netherlands	8	66	1
12	26	Lithuania	17	58	2
13	26	Luxembourg	22	54	2
14	26	Germany	9	62	2
15	25	Czech Republic	18	57	2
16	23	UK	11	62	2
17	23	Austria	12	61	2
18	23	Latvia	21	54	2
19	23	France	16	58	2
20	23	Slovakia	24	49	3
21	22	Spain	15	59	2
22	20	Slovenia	20	56	2
23	19	Cyprus	28	41	3
24	18	Italy	23	50	3
25	18	Malta	26	44	3
26	17	Poland	19	56	2
27	17	Croatia	25	47	3
28	17	Romania	31	36	4
29	15	Montenegro	35	32	4
30	14	Moldova	34	32	4
31	14	Kosovo	39	23	5
32	13	Bulgaria	33	33	4
33	13	BiH	38	24	5
34	12	Hungary	27	42	3
35	12	Serbia	32	35	4
36	11	Greece	30	38	4
37	11	Georgia	41	20	5
38	10	North Macedon	40	23	5
39	10	Albania	37	25	5
40	9	Ukraine	29	39	4
41	0	Turkey	36	31	4

# Media Freedom Ranking in MLI 2022

# Media Freedom and Quality of Education in MLI 2022



High quality of education  
Low media freedom

High quality of education  
High media freedom

Low quality of education  
Low media freedom

High quality of education  
Low media freedom



# “Who is afraid of fake news?” Global Survey

- risk perception often doesn't reflect the actual risk of encountering misinformation
- “...surprisingly low levels of concern about misinformation in some regions, such as parts of Central Asia and Eastern Europe, where the freedom of the press is in part curtailed.”
- Eastern Europe- 42.7%
- Central Asia- 38.1%
- Northern/Western Europe - 61.4%

# EU “News & Media Survey 2022”

Most used media to access news:

75% - TV

43% - online news platforms

39% - radio

26% - social media platforms

21% - print press

- In Finland, 73% of respondents trust public TV and radio stations, while this is true only for 22% of respondents in Hungary and 23% in Poland.
- In Luxembourg, 63% of respondents trust the written press, but only 18% of those in Bulgaria and Poland trust the written press.

# Implications and recommendations

- **Education and regulation**
  - Education before regulation
  - But education is the long road
  - Regulation – tough choices
  - **Dilemma:** disinformation is eroding democracy but regulations can stifle freedom of expression
- **Three sides with roles and responsibilities**
  - Traditional Media
  - Online social networks
  - Institutions
- **Consider country and regional differences**
  - In some cases the disinformation and misinformation comes from traditional media and/or institutions and online social networks are free outlets
- **Debating the role of CSOs**
  - CSOs as media?
  - Or watch dog and advocacy role (e.g. making institutions do their job)
  - CSOs and active citizens
  - Upholding values - democratic values, civic education
  - Partnering with traditional media for teaching media literacy



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