

USING YOUTUBE TO SEEK ANSWERS AND MAKE DECISIONS: IMPLICATIONS FOR ADULT MEDIA LITERACY

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INTRODUCTION



Media Literacy,

constituted in a range of ways: as formal classroom experiences, as part of after-school programs, as community-based programs, and as self-directed learning in online contexts.



YouTube,

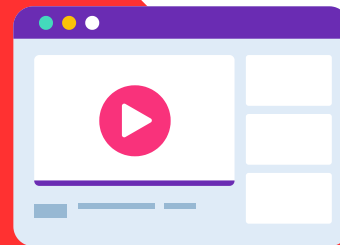
has also received significant academic attention as an information resource used by school or university students to supplement their education or to support them with their study or homework

OBJECT AND METHOD

Survey

The purpose of this analysis is to consider the need for specific media literacy initiatives for those who use YouTube to help them make decisions.

N= 3,510
Australian adult population



Q1: Who used YouTube to access information when they needed to make a decision?

Q2: Are adults who use YouTube to help them make a decision different in their critical disposition toward media engagement from people who don't use YouTube for this purpose?

Q3: For those adults who use YouTube to seek information, what level of media ability do they have when compared with other groups and are there deficiencies in particular areas?

CONCLUSIONS

One surprising and significant finding was that 45% of adults had used YouTube to help them access information to make a decision in the month prior to completing the survey.



We argue that media literacy efforts for adults need to be tailored to the specific needs, practices and interests of users in ways that are medium-specific. In addition, these efforts are more likely to be appealing if they are delivered on the social media platforms where people already spend the most time.

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