

# MEDIA LITERACY IN AUSTRALIA

## CULTURALLY AND LINGUISTICALLY DIVERSE (CALD) PEOPLE

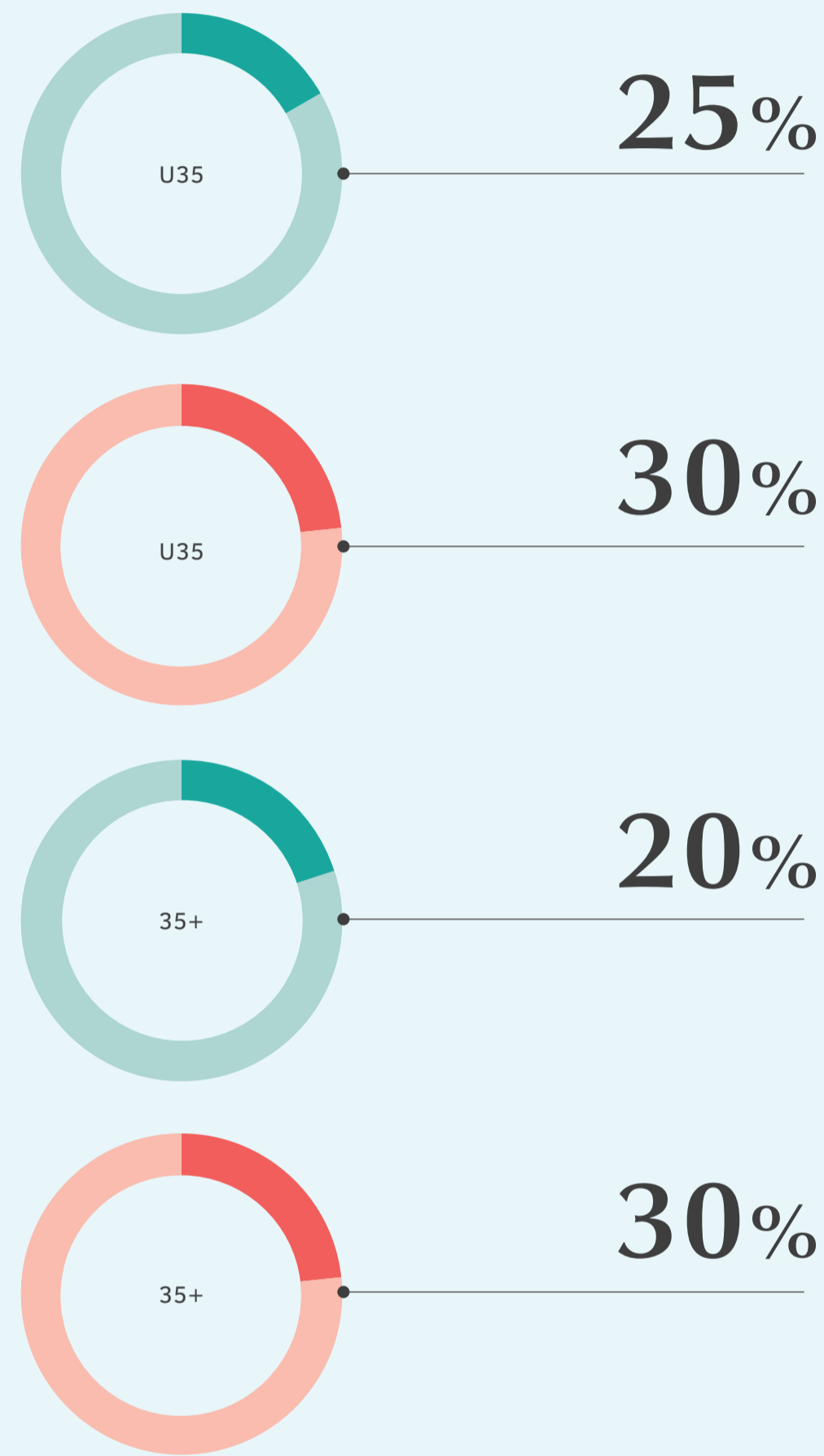
■ NON-CALD  
■ CALD  
**U35** AGES 18-34  
**35+** AGES 35 OR ABOVE

**A NOTE ON METHODOLOGY**

The data was collected from an online survey of N=3,150 adult Australians (18+) conducted between November 2 and December 6, 2020. In the sample, we included an additional booster sample of N=207 of people who are from culturally and linguistically diverse communities. For this additional CALD sample, we included eight groups (Arabic, Cantonese, Mandarin, Filipino/Tagalog, Hindi, Punjabi, Korean and Vietnamese speakers) from the most widely spoken languages after English in Australia. In addition to the English language survey, the questionnaire was offered in Chinese, Vietnamese, Korean and Arabic. In this snapshot, we included respondents from the booster sample and those who identified themselves as CALD in the main survey (N=847). Of this, 847 are CALD respondents, N=374 were between the ages of 18-34 (U35) and N=473 were 35 years or older (35+).

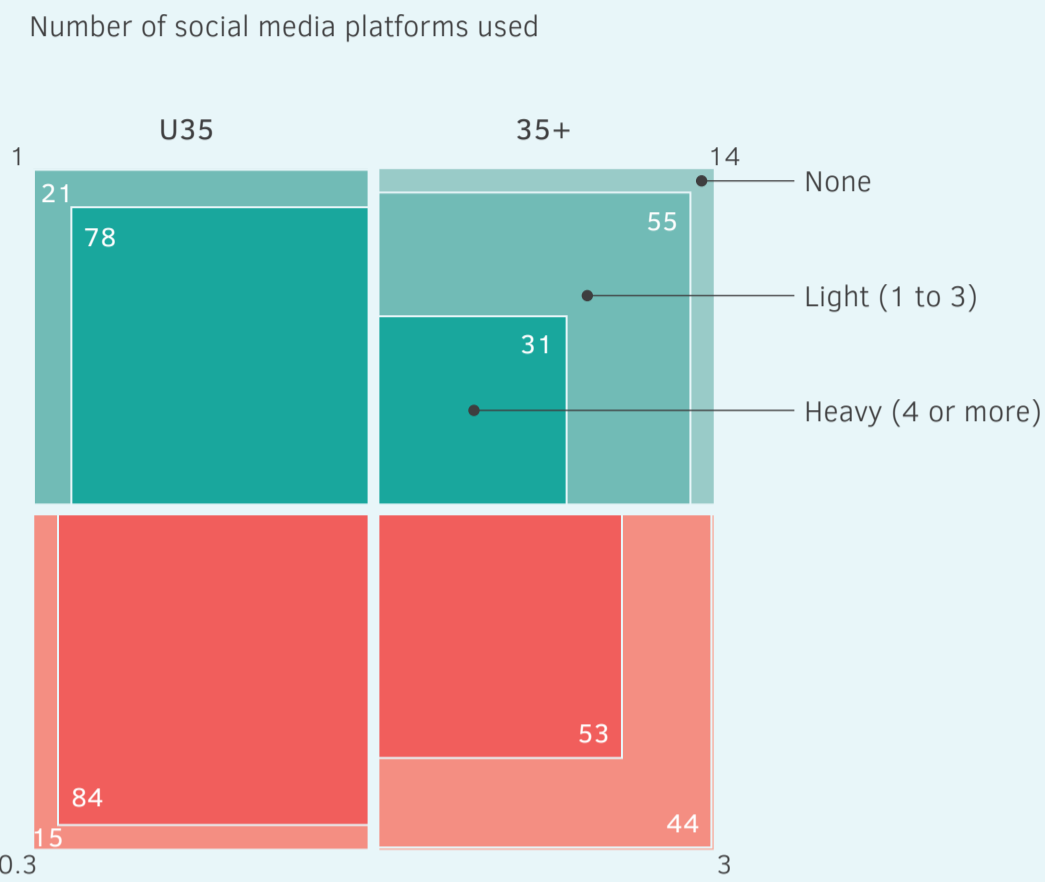
This data is part of the Adult Media Literacy in Australia study.

### FAMILIARITY WITH THE TERM 'MEDIA LITERACY'



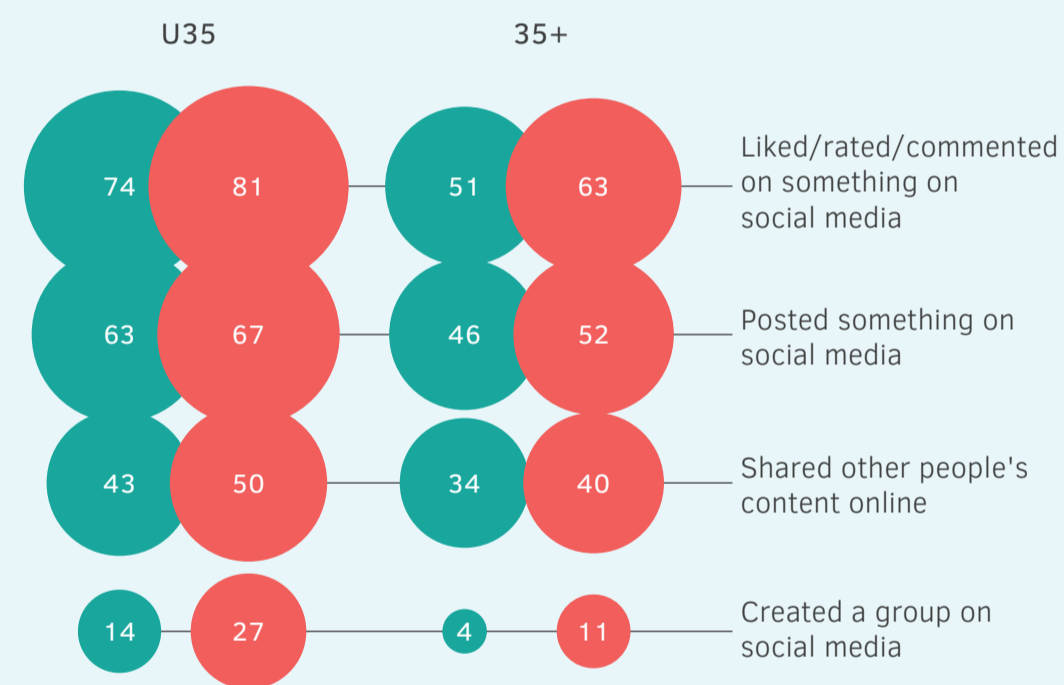
CALD people are more familiar with the term 'media literacy'.

### SOCIAL MEDIA PLATFORMS USE



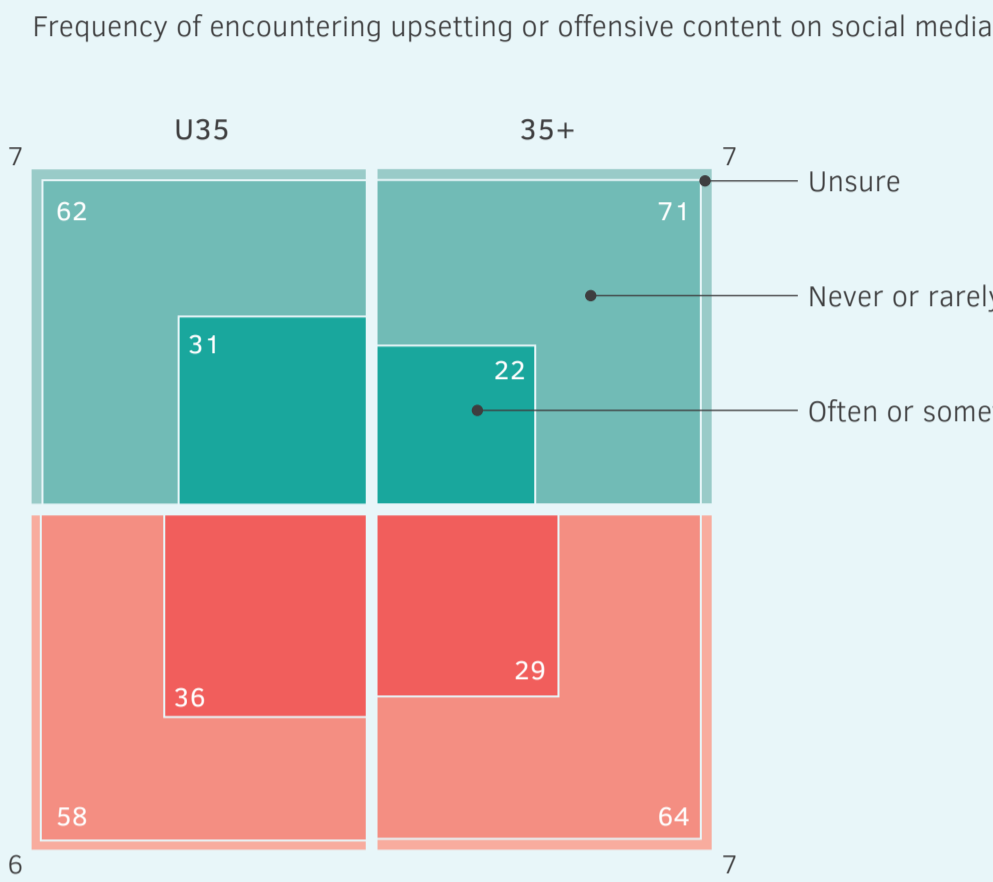
CALD people are heavier users of social media.

### INTERACTION ACTIVITIES ON SOCIAL MEDIA

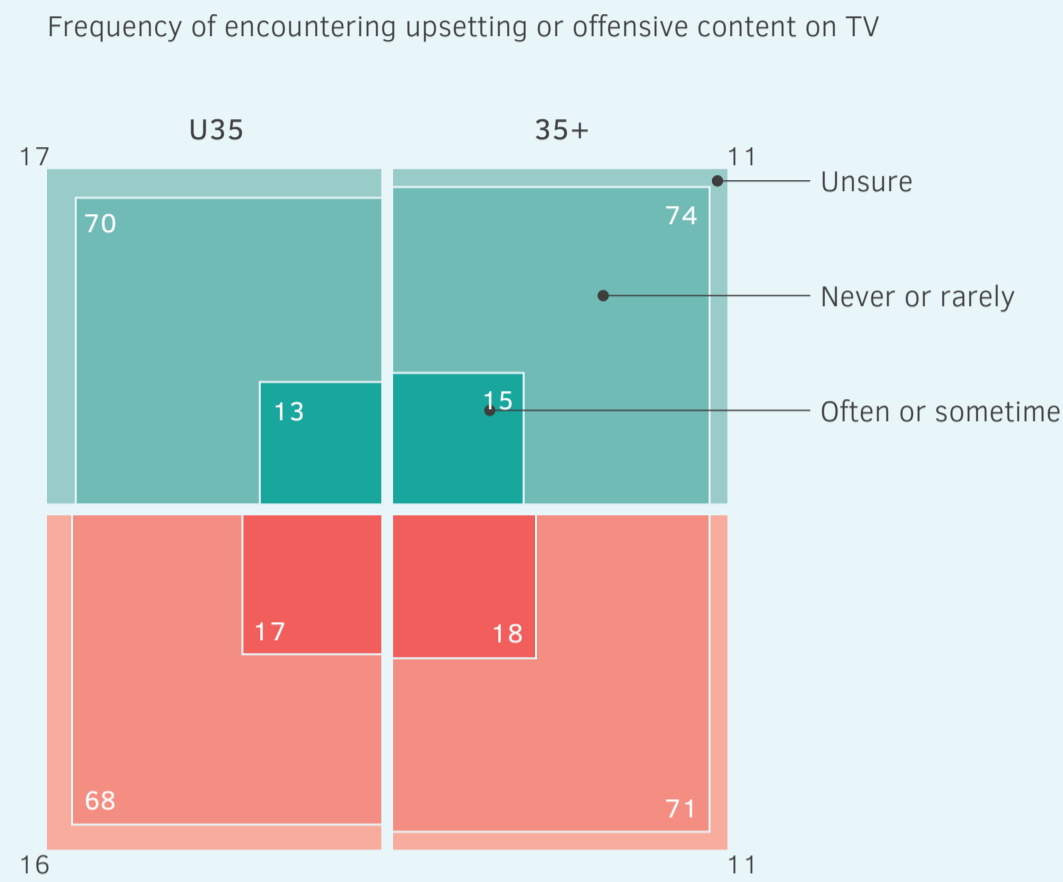


CALD people are more likely to engage in sharing activities on social media.

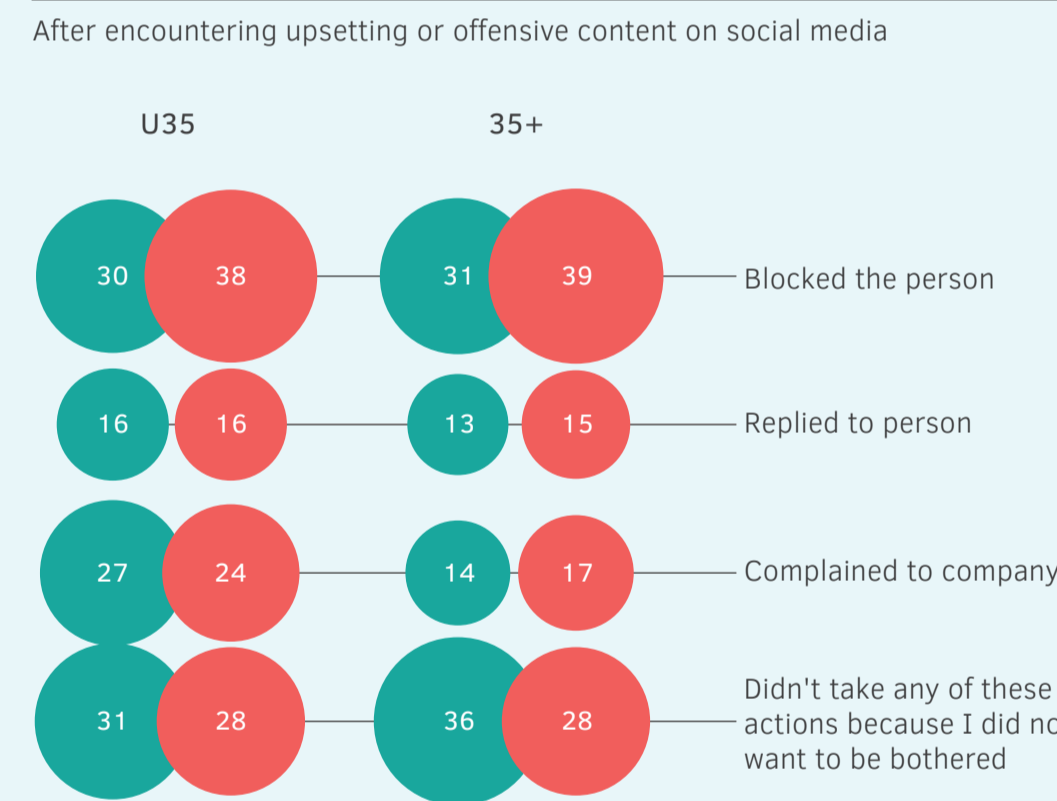
### ENCOUNTERING OFFENSIVE CONTENT



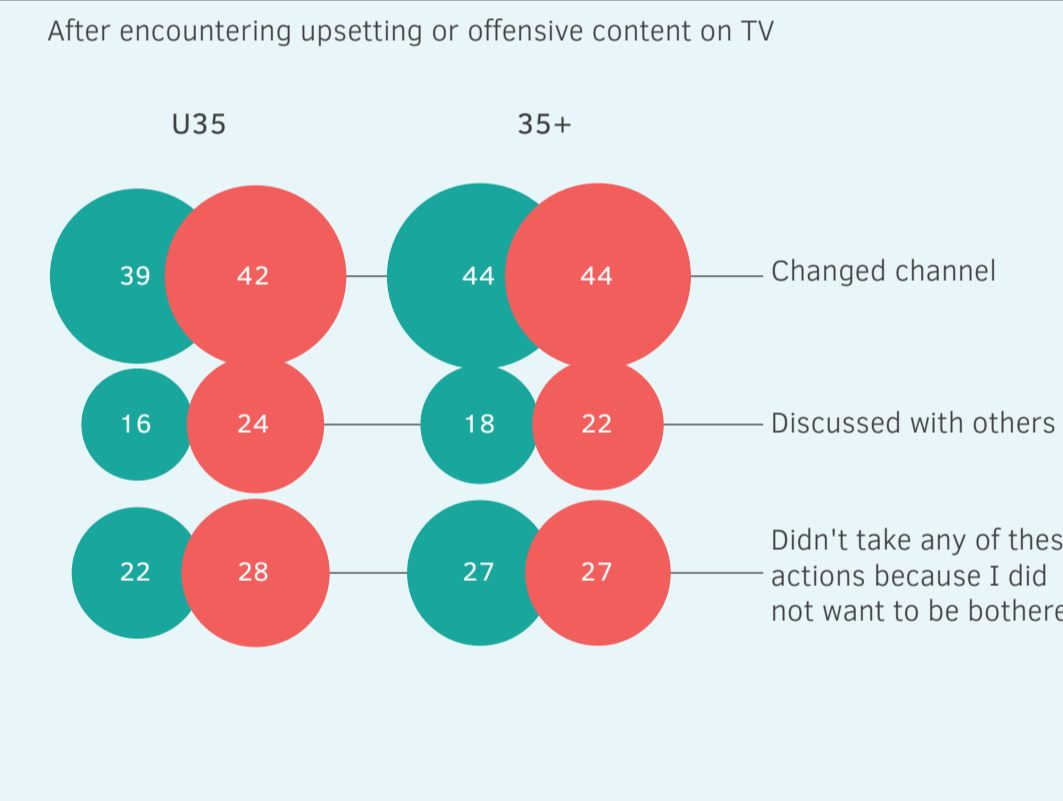
CALD people are more likely to encounter offensive content on social media, and more so on social media than TV.



### RESPONDING TO OFFENSIVE CONTENT

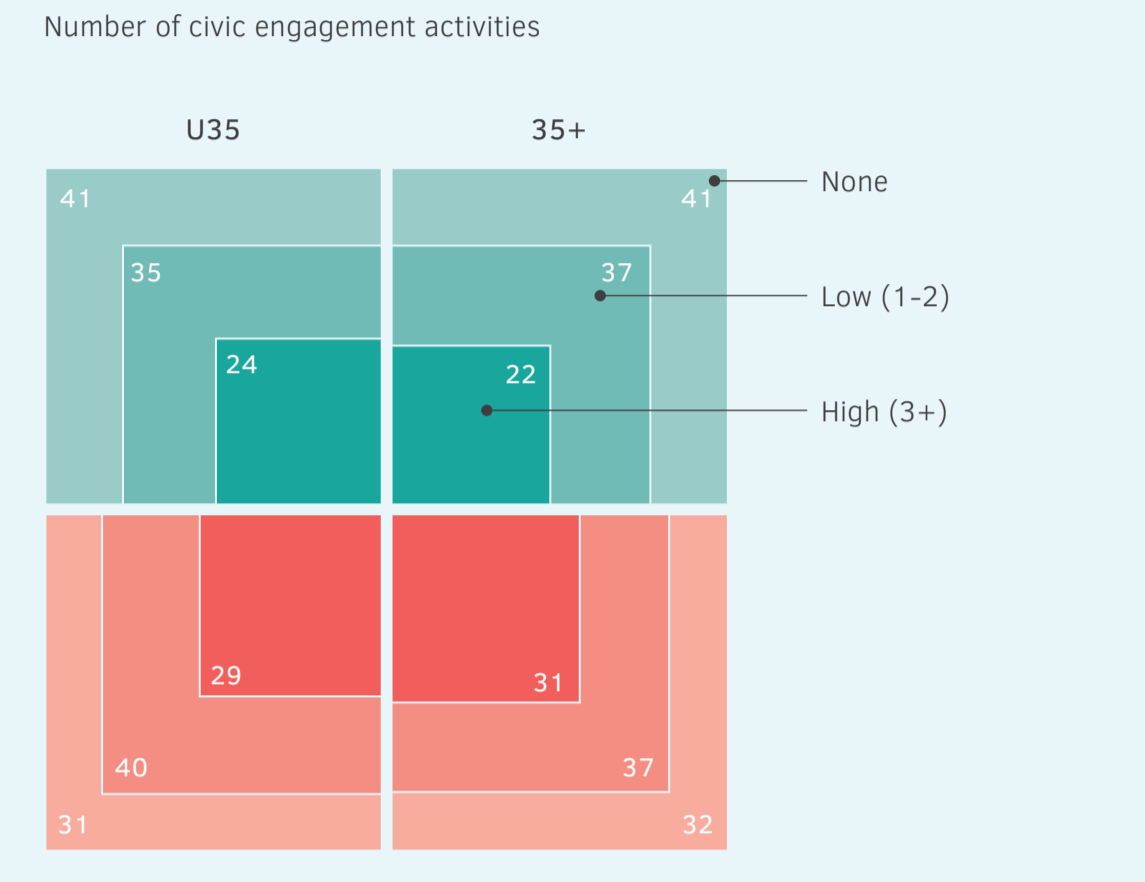


CALD people are more likely to take action in response to offensive content compared to non-CALD on social media.



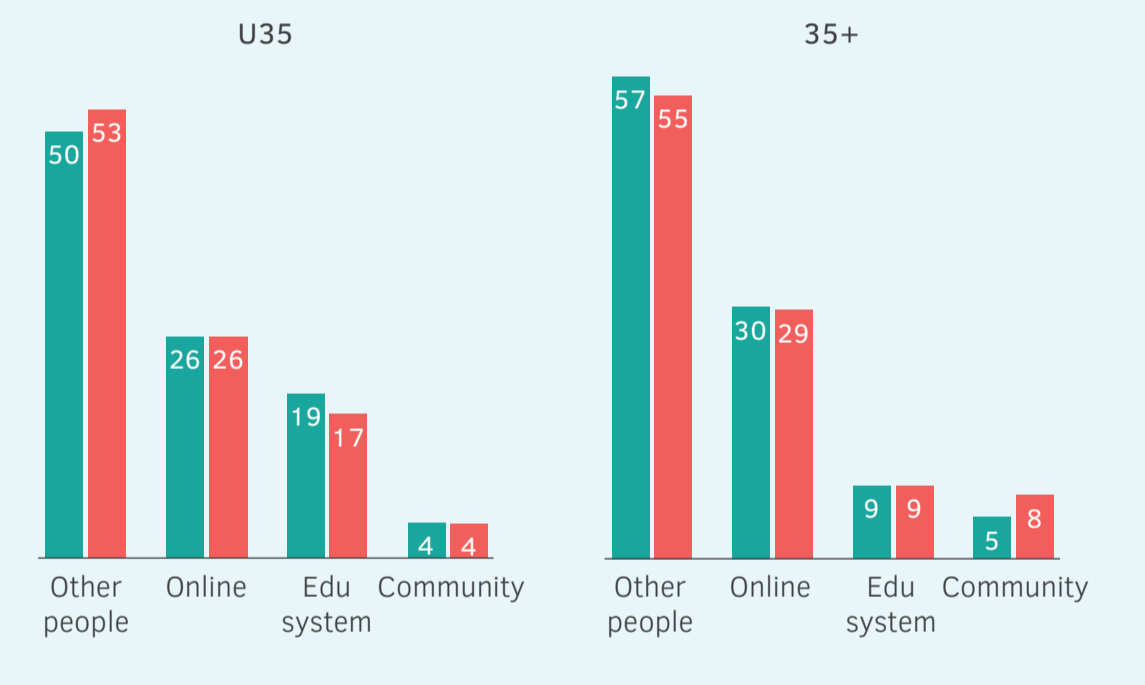
CALD people are more likely to discuss it to highlight the issue with others.

### CIVIC ENGAGEMENT



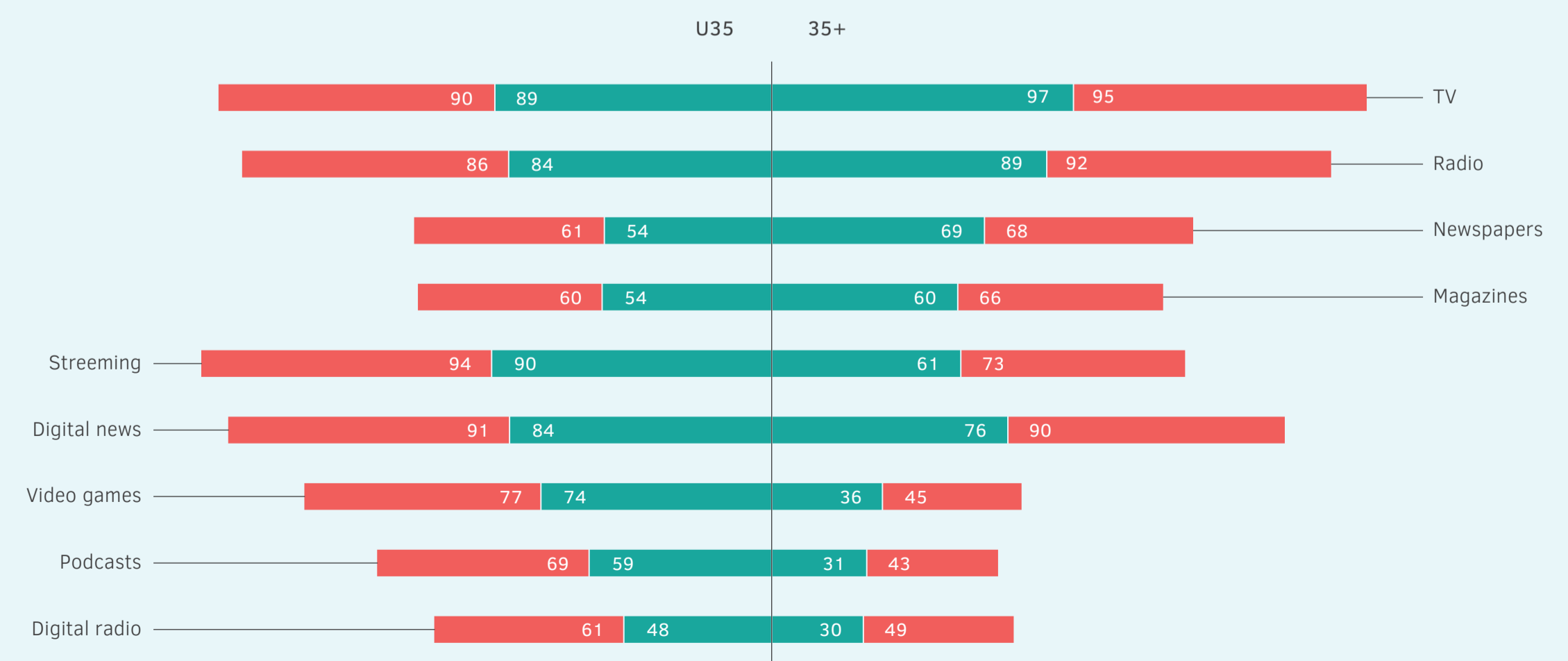
CALD people are more active in civic engagement.

### MEDIA LITERACY SUPPORT



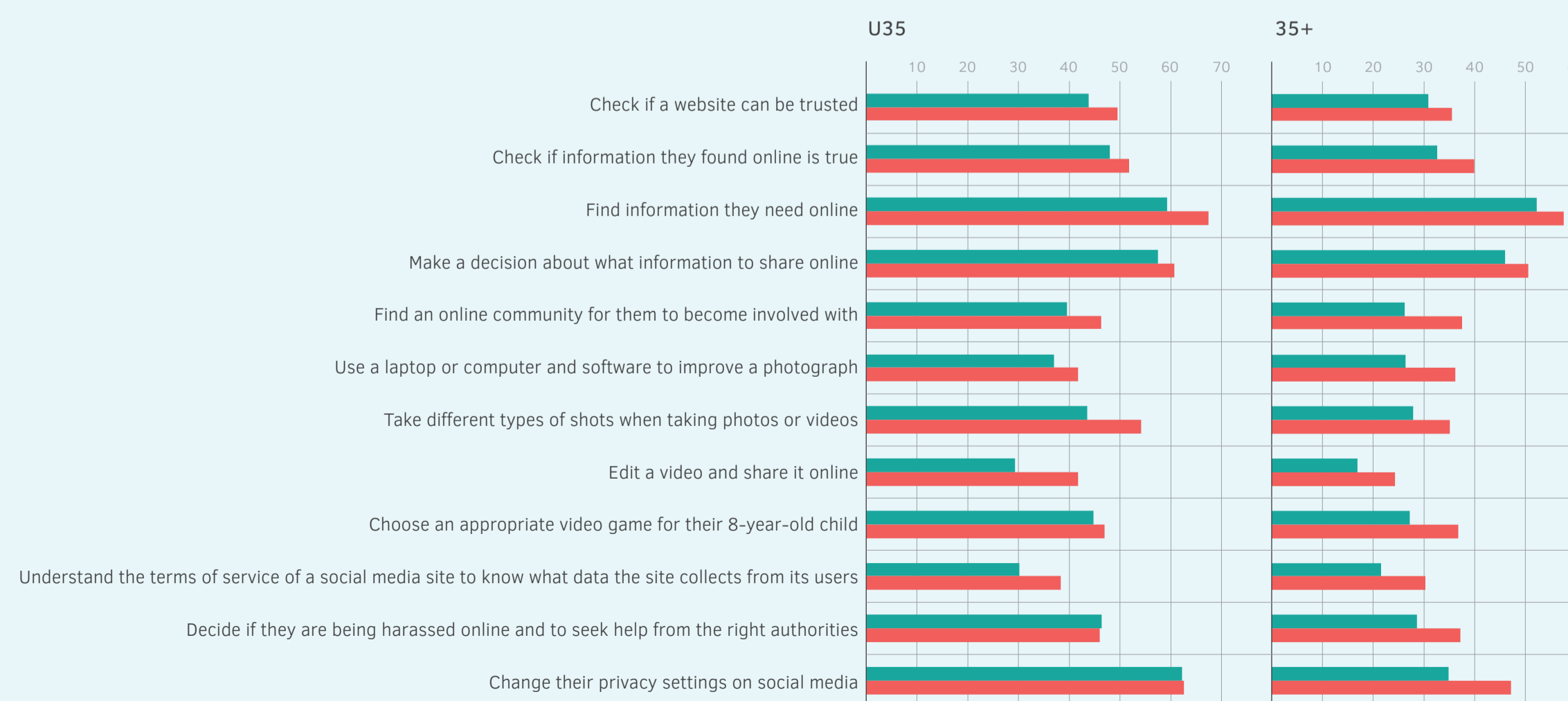
CALD U35 are more likely to rely upon other people compared to non-CALD U35. CALD people 35+ are more likely to have the support of the community organisations compared to non-CALD 35+.

### MEDIA USE

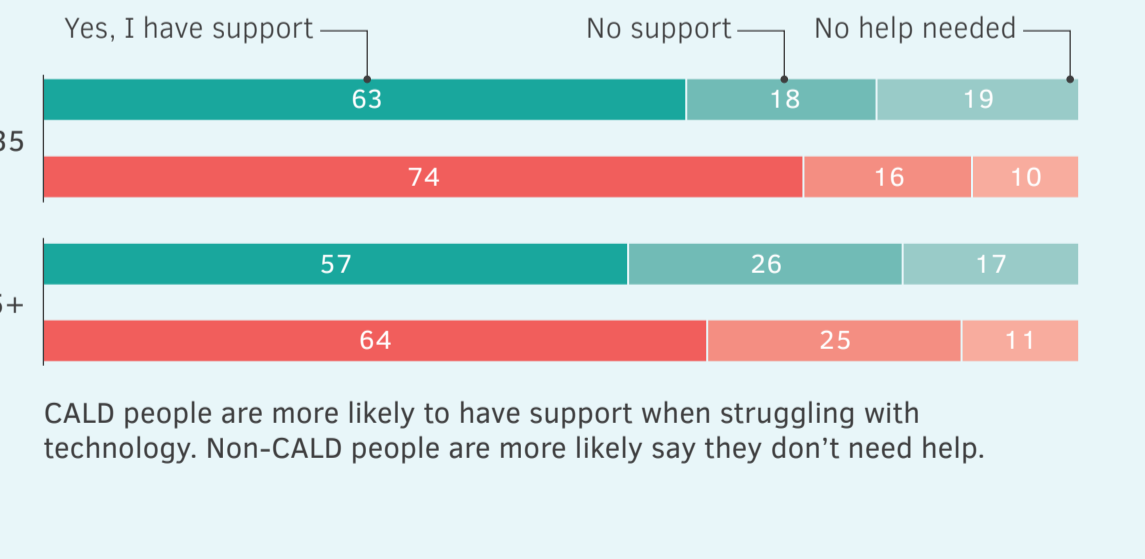


U35 CALD people are more likely to read newspapers and magazines compared to non-CALD U35. CALD people are much more likely to access digital news, podcasts and digital radio.

### MEDIA LITERACY

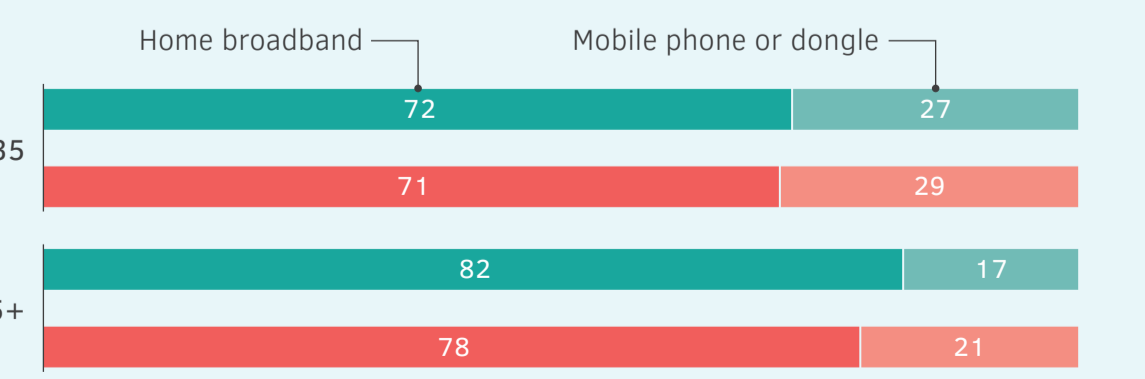


CALD people are more likely to have higher levels of media literacy. In particular, CALD 35+ have much higher levels of media literacy compared to non-CALD 35+.



CALD people are more likely to have support when struggling with technology. Non-CALD people are more likely say they don't need help.

### BROADBAND ACCESS



CALD people are less likely to use broadband and more likely to use mobile internet services.