

Y-VIBE

**YOUTH-FOCUSED VIBRANT
INFORMATION BAROMETER**

THE GOAL OF THE RESEARCH IS TO LEARN ABOUT MOTIVATIONS, TRIGGERS, BARRIERS, AND THE OVERALL STRUCTURE OF THINKING REGARDING INFORMATION CONSUMPTION OF UKRAINIAN YOUTH AGED 10-17 Y.O.

INTERNET SECURITY

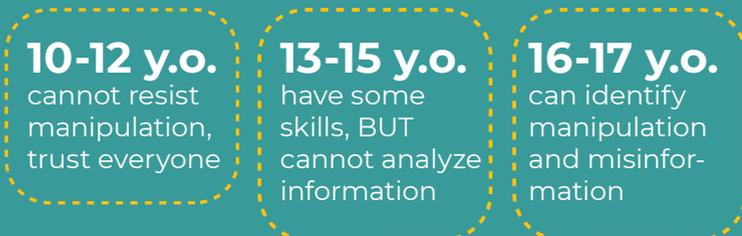
68% of youth said they protect themselves on the internet



MEDIA LITERACY

30% of youth said they have media literacy classes at school

ABILITY TO IDENTIFY MANIPULATION STRENGTHENS WITH AGE:

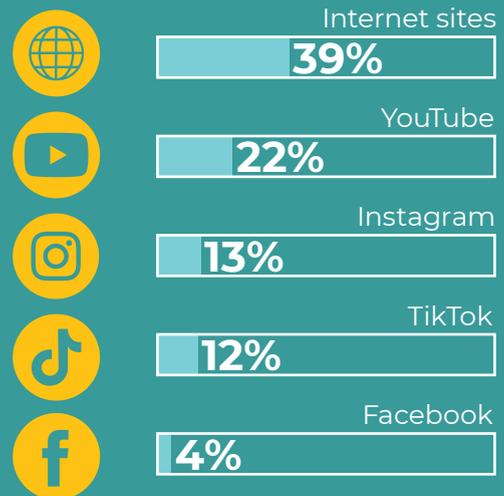


The fieldwork for the study took place from December 2021 till February 2022 (before the Russian full-scale invasion of Ukraine).

The fieldwork for the research was conducted by Ipsos Ukraine on behalf of the International Research & Exchanges Board (IREX) under the UNITY (Mriemo ta diemo) program.

SOURCES OF INFORMATION

WHERE THE YOUTH LOOKS FOR INFORMATION:



TikTok is the most popular platform among children aged **10-12**

Among youth **16-17** TikTok is losing its popularity. Instead they like to use information from Google, YouTube etc.

30% do not follow the news

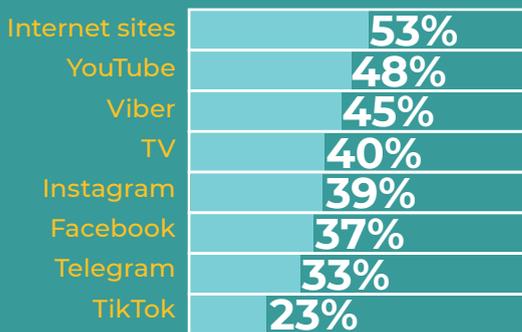
The Y-VIBE study design is based on two stages:

1. qualitative - focus group discussions and post FGD questionnaire with youth (age groups of 10-12, 13-15 and 16-17), parents of the youth, teachers and media experts
2. quantitative - nation-wide representative youth poll for youth aged 10-17 y.o. (N=600)

ENGAGING WITH INFORMATION

The youth understands that information on social media platforms is not always truthful.

% OF PARTICIPANTS SAYING THAT INFORMATION IS ALL OR MOST TRUE ON:



DIFFERENCES AMONG AGE GROUPS:

10-12 y.o.

Trust TikTok, Instagram and Telegram the most.

In verifying information rely on parents opinion; cannot identify what reliable and unreliable information is

13-15 y.o.

Trust Instagram and YouTube.

In verifying information start to use other sources of information, apply common sense

16-17 y.o.

Instagram, Telegram, YouTube and educational sites Google and Wikipedia.

Can distinguish fakes, cross-check information

INFORMATION-DRIVEN ACTIONS

20% of youth often disagree with information on the internet

disagree sometimes **61%**

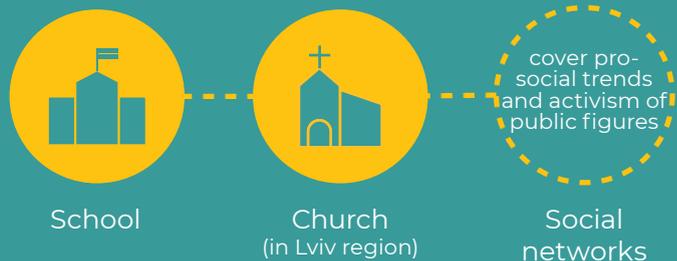
WHAT IS THE REACTION WHEN YOUTH DISAGREES:



PROSOCIAL ACTIONS

61% of youth admitted that they participated in prosocial activities like charitable / volunteer activities

MAIN DRIVERS FOR PROSOCIAL ACTIVITIES:



Young people aged 16-17 y.o. express the interest in being prosocially active, but, at the same time, find it difficult to find relevant information.