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Project: Free Media for Free Society
Research and Survey topic: Capacities of non – government organisations and civil societies in terms of media literacy (2020–2021)

Introductory remarks

There are many reasons why Bosnia and Herzegovina require necessary policies regarding media literacy. They are not necessary to citizens of BiH only, but also to governing officials, in order to justify their meaning and purpose during the digital era. Media literacy in BiH is almost omitted in formal studies, although there are positive and affirmative steps taken (project "Building of trust in media in South East Europe and Turkey - stage 2", which deals with the introduction of subjects in primary and secondary schools). On the other hand, civil sector seems rather fertile regarding the promotion of media literacy field, but the number of organizations that deal with these issues is rather limited (which was perhaps best seen during the research and survey conducted in 2020). Also, civil society organizations have direct contacts with citizens on the ground, so their contribution and effort in developing media literacy with their target groups is unquestionable.

Media literacy is usually studied at universities that are bound and related to journalism, including communication studies, while it is not part of other studying programs. Citizens, most of all, parents, are notably unaware of media literacy significance, so it would be impossible to expect public pressure imposed on all educational levels. Under such circumstances, non – government organisations have double tasks: on one hand, they have to have a sufficient level of competence and knowledge from the field of media literacy, and on the other hand, they must demonstrate the ability to educate citizens and their target groups in most appropriate way.

Bearing in mind that media literacy term (ML) is interpreted in various ways, this research and survey shall use the UNESCO definition, because it, in most balanced way, absorbs sufficient amount of knowledge, skills and attitudes from media and information fields. The ML term does not necessarily mean the ability of critical reading, approach, evaluation, but also includes creating peculiar media content. Additionally, there are rules and effects from different areas in modern time that include cyber ethics, internet privacy, internet use child safety, cyber bullying, new media technologies Etc. However, ML does not necessary comprehend knowledge from the field of technology (digital literacy), regarding the use of applications, although it is required as well.

Subject and goal of research and survey

Despite the increasment in the development of new technologies and more crucial media role in societies, there have not been adequate and appropriate actions or public discussions, regarding media literacy issues and questions in Bosnia and Herzegovina. Citizens of Bosnia and Herzegovina have not been sufficiently equipped to demand free access to information, via independent and miscellaneous media, since chaotic media landscape provides an opportunity for expanding and widening various shapes and forms of mislead and false news and inaccurate information in Bosnia and Herzegovina. Also, civil society in Bosnia and Herzegovina are to some extent limited in capacities, in regard with advocacy and promotion of media literacy, and are also limited, in terms of educating the public, concerning the identifying manipulation about information, including political censure and false news. Therefore, the purpose of research and survey is to determine and define media literacy level in civil society organizations and whether they have adequate knowledge and mechanisms, required for education of local communities about media, including the possibilities of manipulating with provided information released on daily basis. Study should determine whether these organizations have capacities to organize and provide ML trainings after participating in strengthening and reinforcing ML capacities within certain project.

Research and survey problems

Low level of media literacy among citizens of Bosnia and Herzegovina is the consequence of absence and lack of quality – tailored trainings in this particular field, which again resulted in decreased quality in terms of getting informed, so they accordingly become subjects of manipulations, disinformation and false and incorrect news provided.

Scientific and social goals of research and informing

General goal of research and survey represents the level of media literacy within civil society organizations in Bosnia and Herzegovina. Also, the aim is to determine and define personal and organizational level of media literacy, because civil society organizations are mostly focused towards particular target groups.

Scientific goal of research and survey, in regard with qualitative and quantitative method is to attain objective indicators, concerning the level of media literacy of civil society organizations in Bosnia and Herzegovina, and also to outline specific cause and consequences of organizations' functioning within local communities (in sense of media literacy).

Social goal of research and survey includes the outlining the level of media literacy within organizations, and also to appeal on upgrading the professionalism and quality of journalists' reporting within local communities, and to provide recommendations for organisations, civil society and citizens in local communities, regarding the way by which they could make an impact in regard with upgrading the level of professionalism, media diversity and pluralism.

Specific aim of research and survey is also to point out the significance related to personal advancement, regarding media literacy within members of organizations, because it seems to be the only way to attain this, in order to expect positive steps forward within their target groups.

Research and Survey questions

1. Do non - government organisations and societies (associations) (*hereinafter* organizations) have sufficient knowledge and resources at their disposal, in terms of media and information technology literacy (*hereinafter* MITL), and have they, until now, held trainings in the field of MITL?
2. Do employees in organizations have developed skills, as far as critical expression (opinion) is concerned, that would additionally enable them to select adequate media houses?
3. Do organizations work with local population and their target groups, in regard with trainings concerning MITL field and do they organize and hold workshops covering this particular issue?
4. Do citizens receive adequate quality based, objective and various information, regarding the events and affairs in local communities?

Research and Survey Methods

Research and Survey is conducted on **long – term** basis, bearing in mind that research and survey conducted during 2020 and 2021, with the purpose of determining whether it would be possible, along with quality – based trainings, covering media literacy field, including the set of recommendations and educational programs required for organisations again in order to increase the level of media and information technology literacy for all citizens in Bosnia and Herzegovina.

Research and survey comprise of 63 organizations in total (48 during first and 15 during second stage). Causing method is based on joining the societies (associations), including Ministry of Civil Affairs organizations in BiH, according to key words and functionalities. Namely, taking into considerations that the MITL comprehend organisations that primarily deal with civil activism, democracy, human rights issues, and also social issues, key words shall mostly be used from the base. Also, the special questionnaire aimed for individuals and employees within organizations was filled in by 78 members.

The method of corpus selecting within the process of research and survey is appropriate selecting process with semi – accidental outcome (Sarajevo, Banja Luka, Mostar and Brčko must also be represented). This includes three circles of selecting.

After the downloading of Excel bases of appropriate organizations founded on random number generating method, three versions on samples are being selected. In the end, final sample is selected based on better schedule and representations of different organizations.

Collecting method of information is poll questionnaire for members (online Google Forms) and interview with association presidents (Zoom meetings).

This way enables and provides quantitative and qualitative research and survey. Analysis types display a descriptive statistic, regarding poll questionnaire and thematic interviews analysis.

First and third research and survey questions are elaborated on the basis of the interview with organizational presidents, while second and fourth questions are based on quantitative approach, that is, poll questionnaire. SELFIE tool developed by the European Commission for ML evaluation in primary and secondary schools, used as the basis required for creating the interview scenario and poll questionnaire forms.

Variables

Variables that are subject to research and survey were based on first research and survey of media literacy assessment on personal and organizational level. Accordingly, this research and survey analyses seven ML competences (according to UNESCO guidelines for instructors' trainings):

1. Cognition of media role and information in democracy
2. Cognition of media contents and their presenting ways
3. Effective information approach
4. Critical information reading, including information sources
5. Using new and classical media formats
6. Media contents contextualisation
7. Promoting ML pursuant to local community

According to results, organizations shall be divided into four categories:

1. **Low level of ML**: Organizations do not conduct trainings regarding ML, so their members obtain no knowledge and skills from that field. Also, organizations have no capacities for the implementation of ML into their action plans and projects.

2. **Middle level of ML:** Organisations usually do not conduct trainings on ML, but their members have knowledge and skills from that field. Also, organizations do not include ML in their projects, but show interest in implementing them in future.

3. **Standard level of ML:** Organizations have sufficient experience in conducting trainings on ML, but engage external experts for that. Employees possess certain skills from the ML field, but without inclusion of new media and information technologies. They are interested in ML future projects.

4. **Advanced ML level**: Organisations regularly conduct trainings in ML field using their own human resources. Employees possess knowledge and skills from the ML field that are upgraded on new media and information technology trends basis. They implement projects that may have common ground with ML field.

Risk Assessment

Risk for this particular type of research and survey is on a low level, because both quality – based and quantitative research and survey are implemented without contacts by researches and surveyors. Due to COVID – 19 pandemics, it is possible that certain activities may be delayed, even though there should be no problems in their completion.
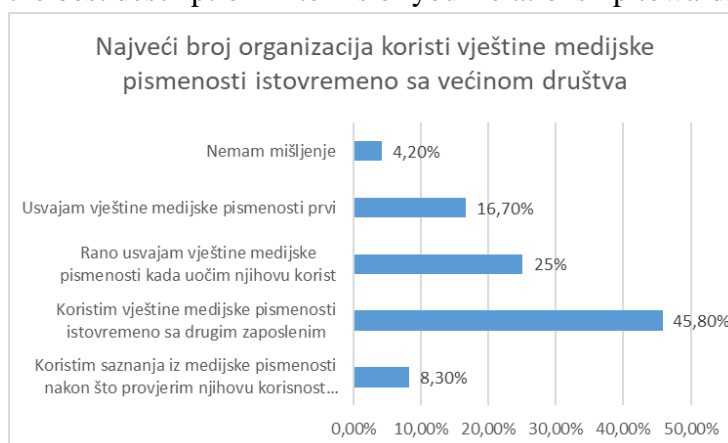
I. Results view and analysis of research and survey of media literacy within civil society organizations (2020)

As previously outlined in the introductory remarks chapter, research and survey comprised of 48 civil society organisations in Bosnia and Herzegovina. The attached poll questionnaires were filled in by civil presidents of organisations/societies with the assistance of their acquaintances. These results were valued at organizational level, while the information regarding the employees within the organizations was examined in the second part of views and analysis.

Common relationship between organisational president and media literacy

Gender structure by organisation president or director is as per following: 54.20 percent are female and 45.80 percent are male. As far as the number of employees / engaged persons within organizations is concerned, 50 percent of examined have less than 5 percent; 25 percent have five to ten employees and 25 percent have 10 employees and more.

Graph 1: What is the best description in terms of your relationship towards media literacy?

Najveći broj organizacija koristi vještine medijske pismenosti istovremeno sa većinom društva

- Nemam mišljenje — 4,20%
- Usvajam vještine medijske pismenosti prvi — 16,70%
- Rano usvajam vještine medijske pismenosti kada uočim njihovu korist — 25%
- Koristim vještine medijske pismenosti istovremeno sa drugim zaposlenim — 45,80%
- Koristim saznanja iz medijske pismenosti nakon što provjerim njihovu korisnost... — 8,30%
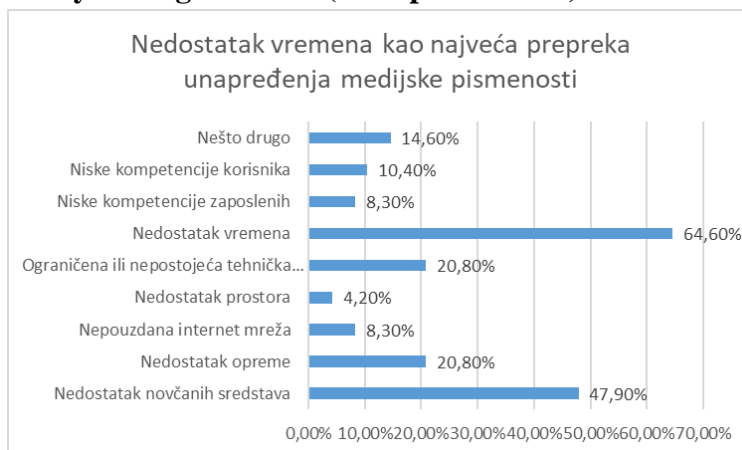
Most managing positions in non – government organizations are not so - called acquirers of new skills of media literacy, since only 16.70 percent acquires new skills before anyone else. Most of them (45.80 percent) acquire media literacy skills parallel with most society members, while one fourth believes that they acquired them first.

Graph 2: **What do you consider the largest obstacles regarding the advancement of media literacy within your organization (multiple answers)**

Nedostatak vremena kao najveća prepreka unapređenja medijske pismenosti

Nešto drugo	14,60%
Niske kompetencije korisnika	10,40%
Niske kompetencije zaposlenih	8,30%
Nedostatak vremena	64,60%
Ograničena ili nepostojeća tehnička…	20,80%
Nedostatak prostora	4,20%
Nepouzdana internet mreža	8,30%
Nedostatak opreme	20,80%
Nedostatak novčanih sredstava	47,90%

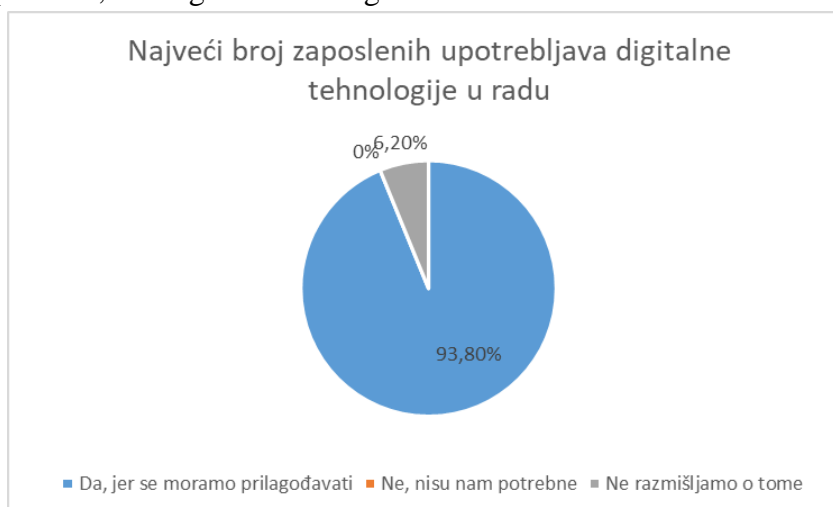0,00% 10,00% 20,00% 30,00% 40,00% 50,00% 60,00% 70,00%

Largest number of examinees in this particular segment believes that the time shortage is the largest problem that makes the level of acquiring media literacy skills within the organization is on a low level (64, 60 percent). On the other hand, money problems are on the second place (47, 90 percent). Technical problems, in terms of lack of equipment, unreliable internet network connections and technical support, are on the third place (45.3 percent).

Leadership in organizations comparing to media literacy
In this specific segment, there are results regarding the work environment within organizations, as far as the position of media literacy is concerned, that is, results on to what extent media literacy within organization is represented.

Graph 3: In our organization we do encourage employees and members, so they could, as much as it is possible, use digital technologies in their work
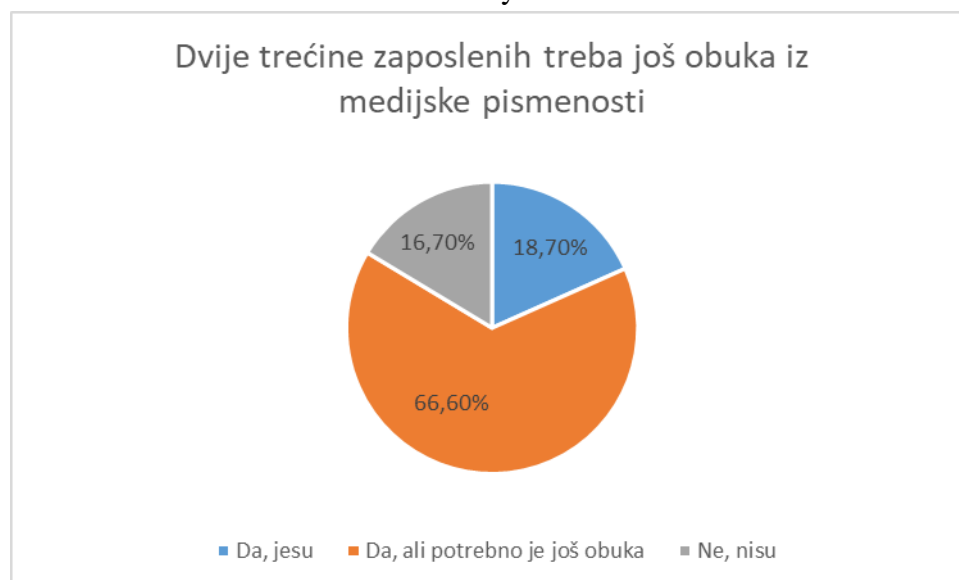

Najveći broj zaposlenih upotrebljava digitalne tehnologije u radu

0% 6,20%

93,80%

■ Da, jer se moramo prilagođavati ■ Ne, nisu nam potrebne ■ Ne razmišljamo o tome

Graph 4: Employees in our organization are trained in adequate and appropriate way, so they may be able to identify and recognise false and incorrect information from disinformation in media they follow

Other significant results within leadership:

- More than 95 percent of organizations discuss about media freedoms in country and region with 4.10 percent that do not discus about this issue
- Over 83 percent of organizations believe that employees possess skills required to identify and recognize censures and self - censures (auto – censures), while 16,70 percent of them believe that employees' skills are not sufficiently developed
- All organizations allow their employees to recommend the advancements that are based on trainings regarding media literacy field
- Only 12.50 percent of organizations have strategies required for advancement of media literacy, while 25 percent are currently working on it

Infrastructure and organisation

Most organisations (over 70% of them) have fast internet connections, available to their employees, while 4.20 percent use their own internet. There aren't organisations that do not use internet. Also, 75 percent of organizations have computer equipment, while 2.10 percent employees use their own personal computers (PC's).
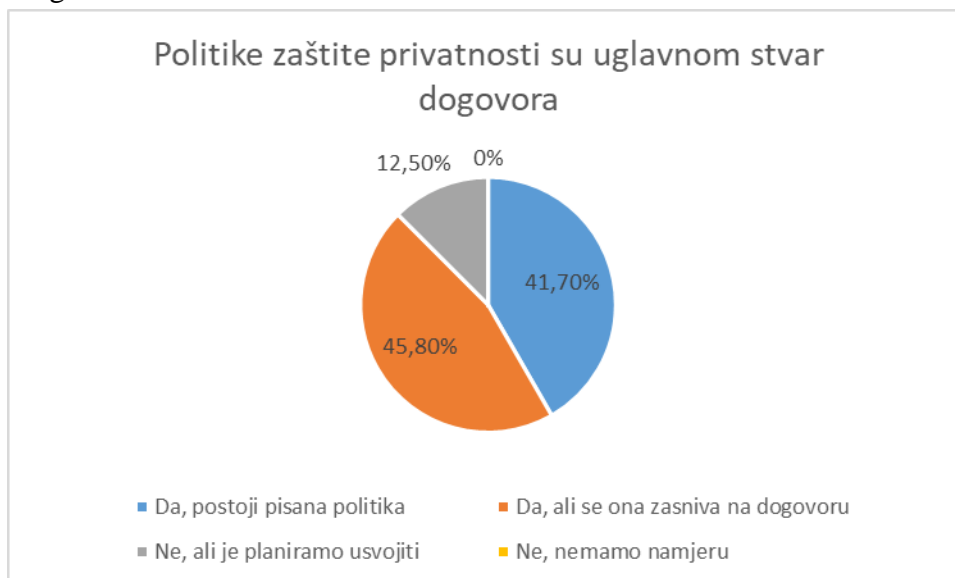
As far as technical support use is concerned, in over 70% of organisations there is a person who is in charge with technical support, while in 43.80 percent of cases, the same person is in charge with other work tasks too. In one o third of organizations, employees solve technical problems by themselves.

Graph 5: There is private information protection policy and employees' privacy protection within our organization

Politike zaštite privatnosti su uglavnom stvar dogovora

- 12,50%
- 0%
- 41,70%
- 45,80%

■ Da, postoji pisana politika ■ Da, ali se ona zasniva na dogovoru
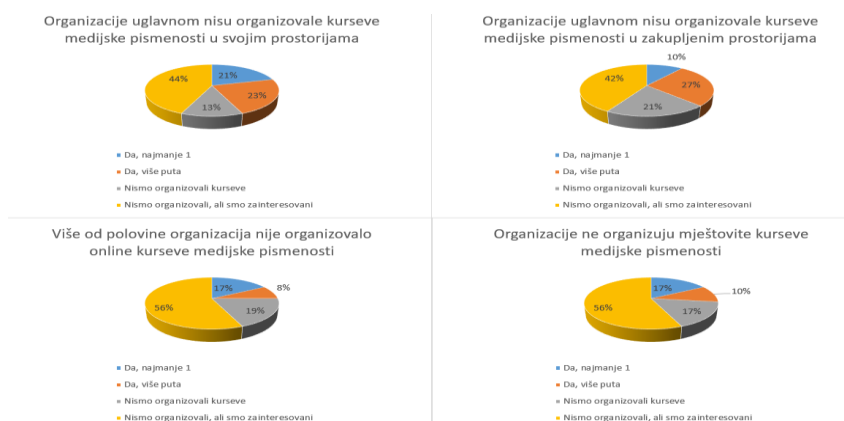■ Ne, ali je planiramo usvojiti ■ Ne, nemamo namjeru

The policy of privacy protection, particularly in facilities where there is a common use of technology, is one of the top priorities related to digital development area. 41.70 percent (in total) of organizations have some form of written policies, while there is no organization that does not want to have privacy protection policy.

Training from media literacy field

Trainings from media literacy field are important aspects in terms of raising the level of critical expression, whether it concerns the employees within organisations or their users. According to results obtained, organizations do not have notably outlined media literacy trainings, but, at the same time, they are interested in organising trainings in future.

Graph 6: Our organization organized the following training sessions from media literacy field
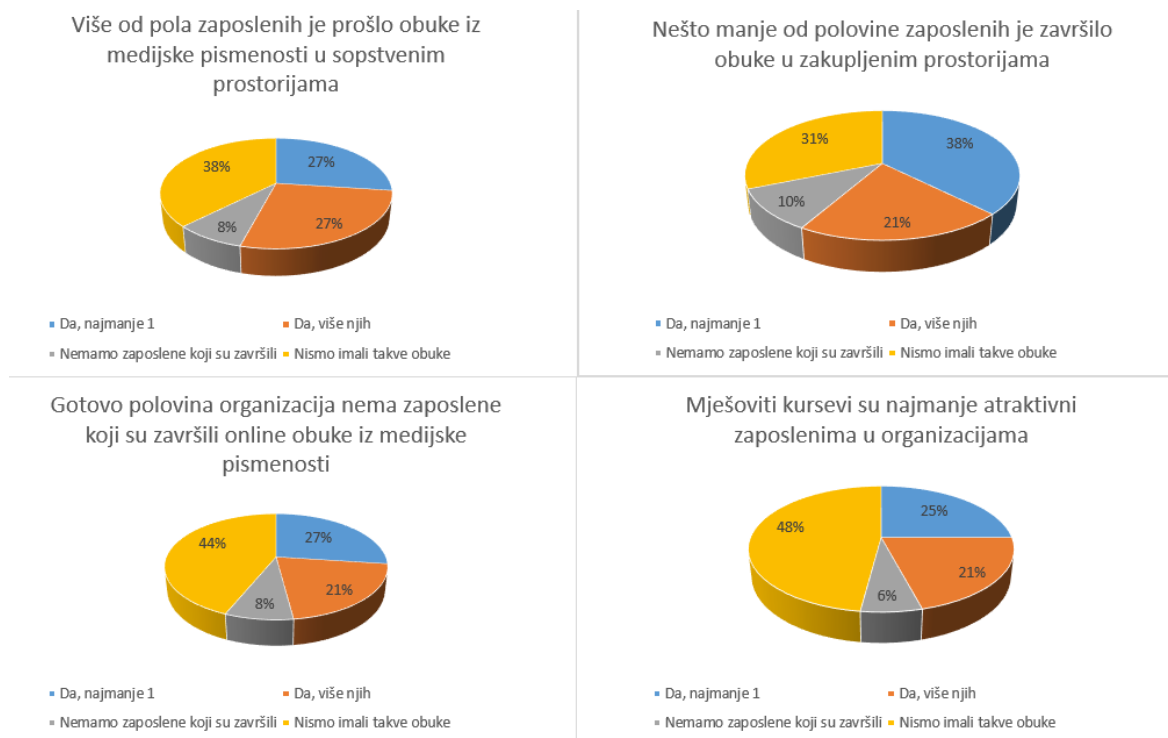

Organizacije uglavnom nisu organizovale kurseve medijske pismenosti u svojim prostorijama
- 21%
- 23%
- 13%
- 44%

■ Da, najmanje 1
■ Da, više puta
■ Nismo organizovali kurseve
■ Nismo organizovali, ali smo zainteresovani

Organizacije uglavnom nisu organizovale kurseve medijske pismenosti u zakupljenim prostorijama
- 10%
- 27%
- 21%
- 42%

■ Da, najmanje 1
■ Da, više puta
■ Nismo organizovali kurseve
■ Nismo organizovali, ali smo zainteresovani

Više od polovine organizacija nije organizovalo online kurseve medijske pismenosti
- 17%
- 8%
- 19%
- 56%

■ Da, najmanje 1
■ Da, više puta
■ Nismo organizovali kurseve
■ Nismo organizovali, ali smo zainteresovani

Organizacije ne organizuju mještovite kurseve medijske pismenosti
- 17%
- 10%
- 17%
- 56%

■ Da, najmanje 1
■ Da, više puta
■ Nismo organizovali kurseve
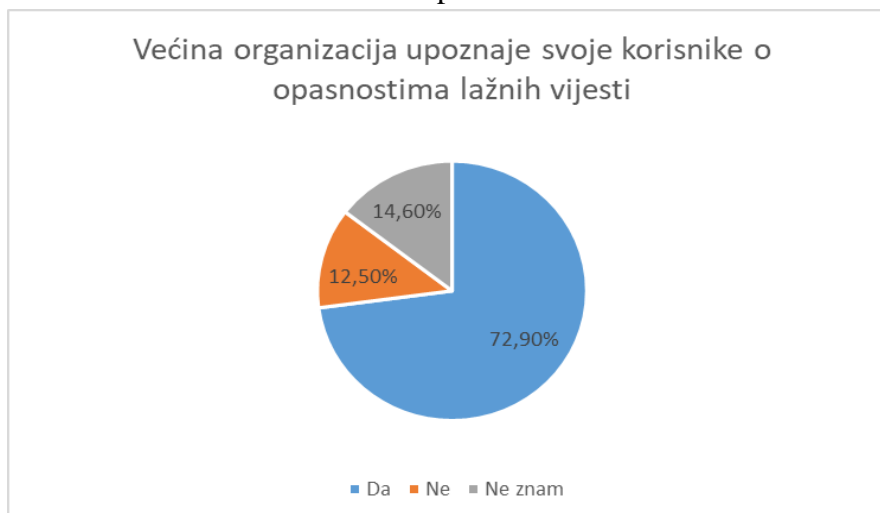■ Nismo organizovali, ali smo zainteresovani

As far as trainings for employees are concerned, in most cases, one employee had completed training from media literacy field in rented facilities and most of them completed trainings in their own arrangements

Graph 7: Employees in our organization completed courses or studies from media literacy field

Više od pola zaposlenih je prošlo obuke iz medijske pismenosti u sopstvenim prostorijama

27% 27% 38% 8%

- Da, najmanje 1
- Da, više njih
- Nemamo zaposlene koji su završili
- Nismo imali takve obuke

Nešto manje od polovine zaposlenih je završilo obuke u zakupljenim prostorijama

38% 21% 10% 31%

- Da, najmanje 1
- Da, više njih
- Nemamo zaposlene koji su završili
- Nismo imali takve obuke

Gotovo polovina organizacija nema zaposlene koji su završili online obuke iz medijske pismenosti

27% 21% 8% 44%

- Da, najmanje 1
- Da, više njih
- Nemamo zaposlene koji su završili
- Nismo imali takve obuke

Mješoviti kursevi su najmanje atraktivni zaposlenima u organizacijama

25% 21% 6% 48%

- Da, najmanje 1
- Da, više njih
- Nemamo zaposlene koji su završili
- Nismo imali takve obuke

Field work and users

Graph 8: Employees in our organization in contact with local community have the opportunity to talk about false news risks and peril

Većina organizacija upoznaje svoje korisnike o opasnostima lažnih vijesti

14,60% 12,50% 72,90%

- Da
- Ne
- Ne znam

Almost three quarters of organizations (72.90 percent), in direct contact with users, have the possibility of alarming about potential risks of false news and disinformation. Also, almost 70 percent of conversation is related to users, regarding the censure and self – censure risks.

Other important results of the field work:

- More than 85 percent of organisations direct users to use digital technologies for their own purposes
- Most organizations (47,90 percent), react to violation of media freedoms and liberties, while 20.80 percent failed to react but intend to respond to this issue in future
- Eight out of ten organisations are familiar with the situation of media freedoms and liberties in the country and region

Media literacy and target non – government organizations public

Non – government organizations have a unique opportunity during their work with interested parties, directly or indirectly; to make them aware of this issue, regarding important questions about media literacy. Views on most important results, as far as relationship of organizations towards target group is concerned, include the following:

- Almost 96 percent of organizations, almost always or occasionally encourage users to use digital technologies
- Third organisations always train their users about internet safety, while only two percent fail to do this
- Over 81 percent of organizations almost always or occasionally teach their users to act responsibly while using internet
- Over 81 percent of organisations almost always or occasionally teach their users how to act responsibly on internet
- Almost 73 percent almost always or occasionally teach their users how to check the credibility of information and it is the same with copy rights teaching
- Almost half the organizations occasionally teach their users how to create content and 27.08 percent almost always practice this in reality
- Three quarters of organisations almost always or occasionally teach their users about the applications

As far as the competences of media literacy are concerned, most non – government organisations believe that **ethics in journalism is most important (75 percent are convinced that it is very important)** and is followed by the following:

- Critical expression (opinion) (72 percent)
- Disclosure of false news (70 percent)
- Effective information approach (69 percent)

- Content creating (61 percent)
- Work ways and logic of new media (56 percent)
- Understanding media public (52 percent)
- Deconstruction of media messages (42 percent)
- Work way of classic media (25 percent)

Two key conclusions from previous provided information include the following: non – government organizations mostly value ethics components and critical expression (opinion) as roof competence of media literacy and secondly, classical media are no longer in focus of non - government organizations.

II. Result views of research and survey of media literacy with individuals employed in non – government organisations (2020)

As stated in introduction, research and survey comprised 48 civil society organizations in Bosnia and Herzegovina. The attached poll questionaries were filled in by the employees of civil organizations / associations. The overall sample of employees is 81.

Common relationship between the employees towards media literacy
Gender structure of organisation presidents or directors is as per following: 54.30 percent are female and 45.70 percent are male. As far as the number of employees / engaged persons within organizations is concerned, 43.20 percent of examined have been employed from one to five years, 40.70 percent have been employed over five years and 16 percent have been employed for less than a year.

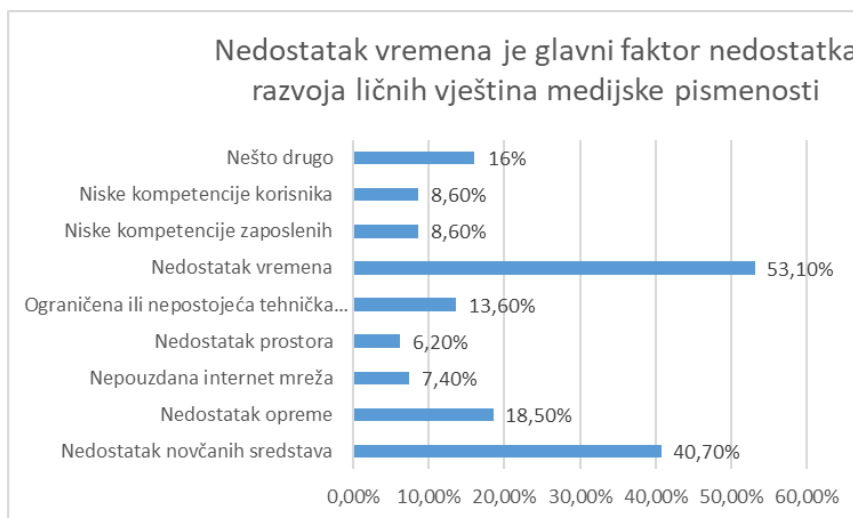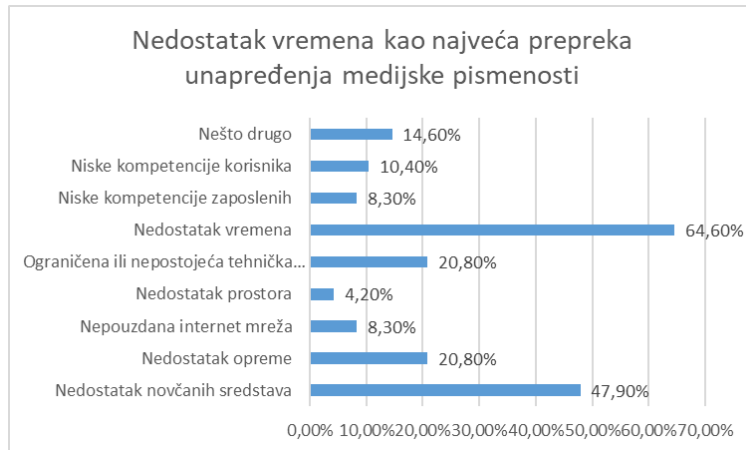**Graph 9**: What is the best description in terms of your relationship and media literacy?
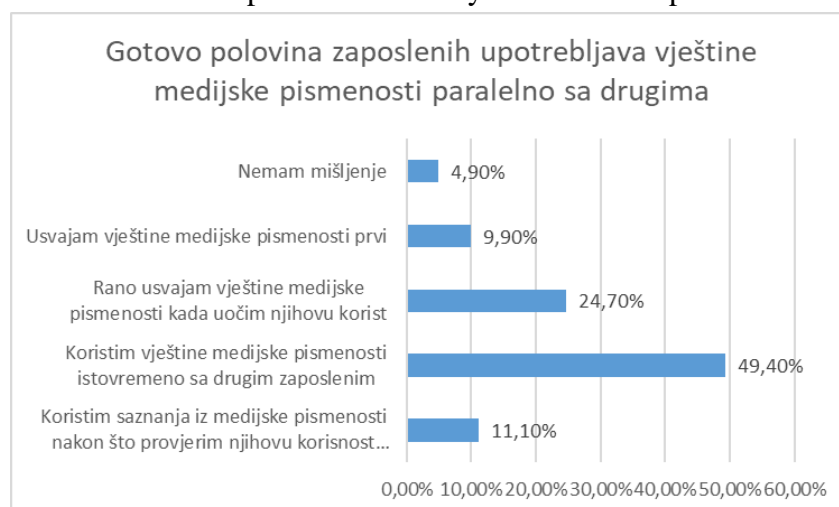
Gotovo polovina zaposlenih upotrebljava vještine medijske pismenosti paralelno sa drugima

Nemam mišljenje	4,90%
Usvajam vještine medijske pismenosti prvi	9,90%
Rano usvajam vještine medijske pismenosti kada uočim njihovu korist	24,70%
Koristim vještine medijske pismenosti istovremeno sa drugim zaposlenim	49,40%
Koristim saznanja iz medijske pismenosti nakon što provjerim njihovu korisnost…	11,10%

0,00% 10,00% 20,00% 30,00% 40,00% 50,00% 60,00%

Most managing positions in non – government organizations are not so-called early acquirers of new media literacy skills, since only 9.90 percent acquire new skills before anyone else. Most of them (49.40 percent) acquire media literacy skills parallel with most society members, while one fourth believes that they acquire them first.

Graph 10: What do you consider the largest obstacle regarding the advancement of media literacy within your organization (multiple answers)

Nedostatak vremena kao najveća prepreka unapređenja medijske pismenosti

- Nešto drugo — 14,60%
- Niske kompetencije korisnika — 10,40%
- Niske kompetencije zaposlenih — 8,30%
- Nedostatak vremena — 64,60%
- Ograničena ili nepostojeća tehnička… — 20,80%
- Nedostatak prostora — 4,20%
- Nepouzdana internet mreža — 8,30%
- Nedostatak opreme — 20,80%
- Nedostatak novčanih sredstava — 47,90%

Nedostatak vremena je glavni faktor nedostatka razvoja ličnih vještina medijske pismenosti

- Nešto drugo — 16%
- Niske kompetencije korisnika — 8,60%
- Niske kompetencije zaposlenih — 8,60%
- Nedostatak vremena — 53,10%
- Ograničena ili nepostojeća tehnička… — 13,60%
- Nedostatak prostora — 6,20%
- Nepouzdana internet mreža — 7,40%
- Nedostatak opreme — 18,50%
- Nedostatak novčanih sredstava — 40,70%

Largest number of examinees in this particular segment believes that the time shortage is the largest problem that makes the level of acquiring media literacy skills within the organization to be on a low level (53, 10 percent). On the other hand, money problems are on the second place (40, 70 percent). Technical problems, in terms of lack of equipment, unreliable internet network connections and technical support are on the third place (27.3 percent).
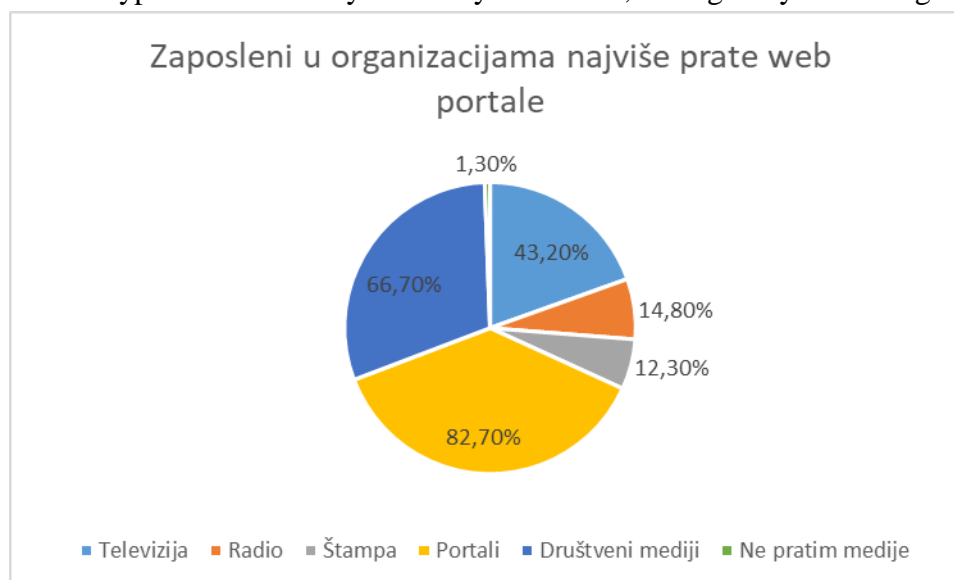
Leadership by the employees and media literacy

Graph 11: What types of media do you mostly follow-on, during daily informing?

Largest number of employees in organizations (over 80 percent of them); believe that internet portals (web sites) are primary ways of informing. Social media are on the second place with two thirds of examinees, while television is on third place with 43.20 percent. Radio and printed press are least followed (one third of examinees in total). These results confirm that new media are most influential, regardless to the fact that great number of examinees uses a variety of media sources.

As far as the level of media freedoms and liberties is concerned, largest number of examinees (72.80 percent of them) believe that Bosnia and Herzegovina is a country with limited media freedoms and liberties.

Other significant results within leadership:
- Over 56 percent of employees believe that they possess skills required to identify censure and auto – censure, while 40.70 percent of them believe that their skills are undeveloped and that they should have additional trainings
- Almost 94 percent of employees discuss media freedoms and liberties in the country and region (within their organizations)
- Over 55 percent of examinees believe that they are capable of identifying censure and auto – censure, while 42 percent believe that they should have additional trainings
- Over 97% percent of employees believe that they have enough freedom within their organisations to recommend advanced training from media literacy field
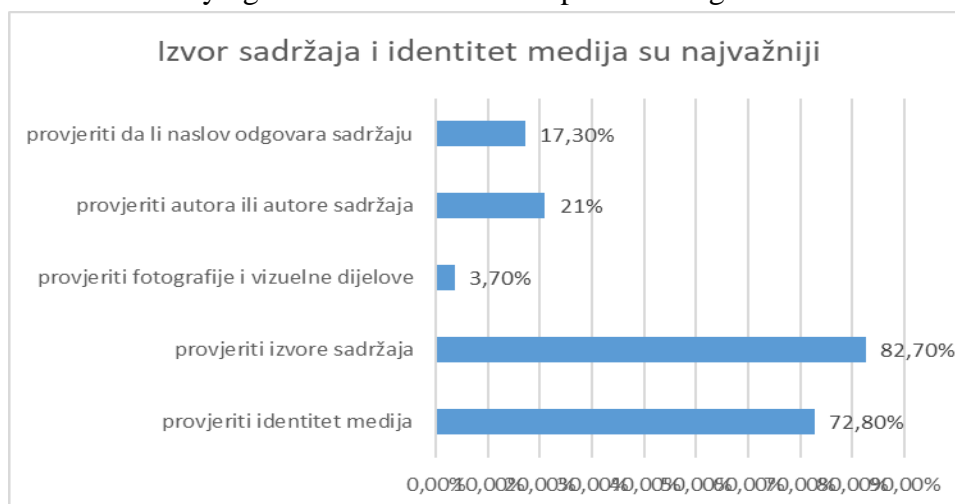
Employees' views towards media literacy

Graph 12: While identifying false news the most important thing include:

Izvor sadržaja i identitet medija su najvažniji

provjeriti da li naslov odgovara sadržaju	17,30%
provjeriti autora ili autore sadržaja	21%
provjeriti fotografije i vizuelne dijelove	3,70%
provjeriti izvore sadržaja	82,70%
provjeriti identitet medija	72,80%

Graph 12 indicates that the employees within organisations believe that false news is mostly hidden by manipulating the sources and hiding the identities (*impressum*) of media houses. Least number of them believes that most important thing would be to check visual parts of media text (article).
Over 95 percent of examinees believe that it is possible to identify censure (in certain way) and auto – censure in media houses that examinees follow, and only 4.90 percent believe that it is impossible.

Over half the examinees (50.60 percent) believe that the organisation they work for provided vast help in developing their competences regarding media literacy. Nevertheless, 40.70 percent believe that the organisation made its contribution, but individual work provided most help: 8.70 percent of examinees believe that organisation has nothing in common with creating their personal capacities, regarding media literacy.

Graph 13: Political propaganda in media I follow mostly occur in the following form


Favorizovanje političkih subjekata je najčešća metoda propagande

- 2,50%
- 37%
- 37%
- 77,80%

- ■ Favorizovanja određenih političkih subjekata
- ■ Plaćenog reklamiranja određenog političkog subjekta
- ■ Prikrivenog oglašavanja određenog političkog subjekta
- ■ Nema političke propagande u medijima koje pratim

Over 77 percent of examinees believe that political propaganda is present in media houses that they follow, in terms of favouring certain political parties or individual political figures. Only 2.50 percent of examinees believe that there is no political propaganda in media that they follow.

Training from media literacy and employees

Graph 14: I organized courses or trainings from media literacy within our organization
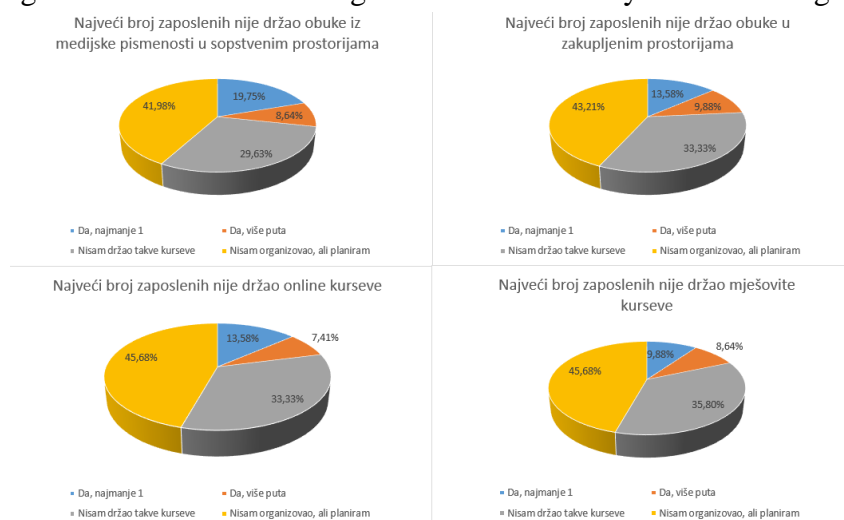
Although precents indicate that largest number of employees has never held trainings from media literacy, there are still those that have organised at least one training (from 9.88 to 19.75 percent). In all groups, there are almost one third of those that have never held courses and do not plan to do so.

Graph 15: I completed some of the following courses from media literacy field
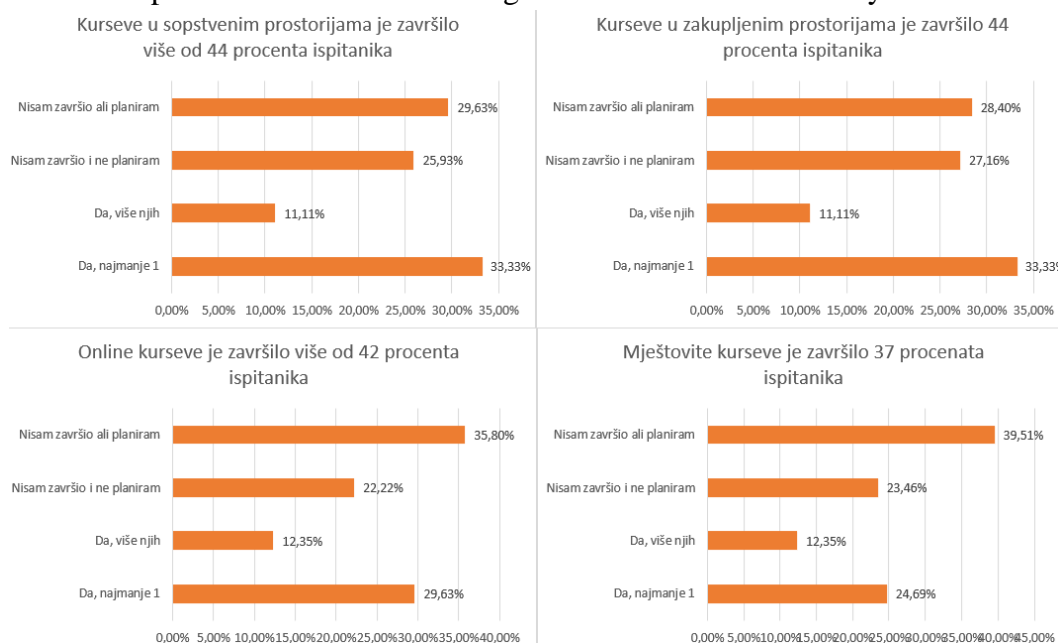
Filed work and employees

Over 70 percent of employees believe that they have an opportunity to meet target groups on field work related to harmful false news, and 22.20 percent believe that they could not do that. Similar results occurred when it comes to censure issues> 65.40 percent of examinees believe that they could discuss with interested parties, and 27.20 percent claimed that they could not do this.

Almost 80 percent believe that digital technologies may assist users in problem solving.

While working with interested parties, the employees in non – government have a unique opportunity to make them aware, directly or indirectly, regarding important issues about media literacy. Views on most important results when it comes to a relationship towards target group public include the following>

- Almost 90 percent of employees almost always or occasionally encourage users to use digital technologies
- Almost half the examinees (43.21 percent) almost always teach users regarding the safety on internet, while only two percent do not practice this
- More than 80 percent of organizations almost always or occasionally teach users how to act responsibly while using internet
- Almost 79 percent almost always or occasionally teach users how to check the credibility of information, and the situation is the same in as far as instructing of copy rights is concerned
- More than half the individuals almost always teach users how to create contents, and 27.16 percent practice this occasionally
- Three quarters of employees almost always or occasionally teach users about applications

As far as competences of media literacy by their users are concerned, largest number of employees believe that most important issue here is **critical opinion and views (81 percent believe it is very important)**, and followed by the following:

- Ethic journalism (75 percent)
- Disclosure of false news (70 percent)
- Content creating (70 percent)
- Understanding media public (54 percent)
- Work ways and logic of new media houses (48 percent)
- Deconstruction of media messages (48 percent)
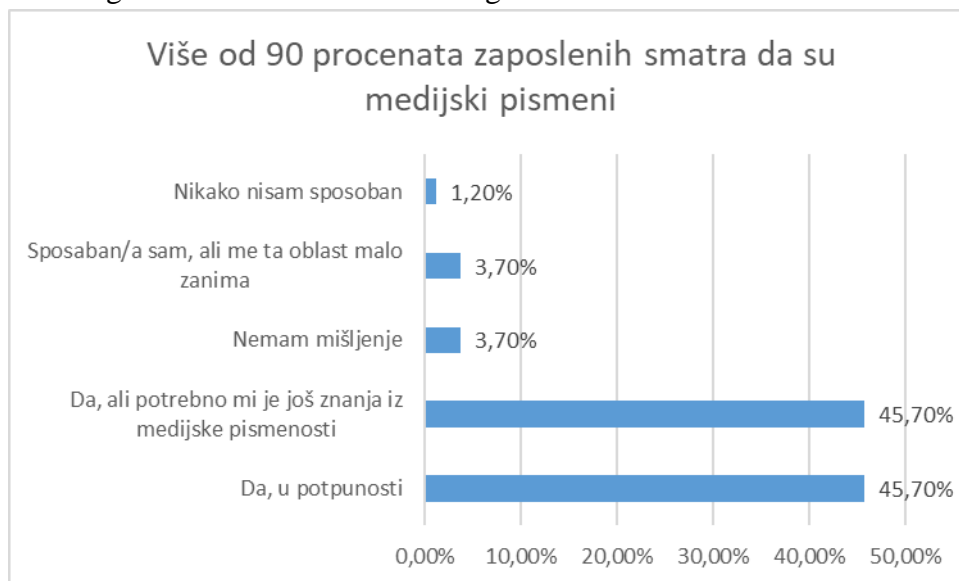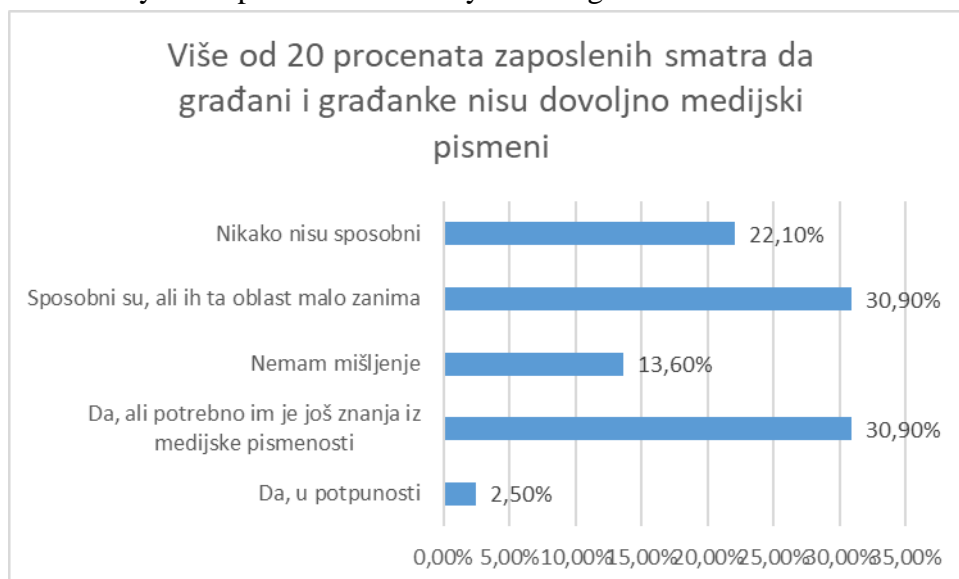- Work way of classic media (33 percent)

Two key conclusions from previous provided information include the following: employees in non – government organizations mostly value ethics components and critical expression (opinion) as roof competences of media literacy and secondly, classical media are no longer in focus of non - government organizations.

Graph 16: According to your opinion, do you consider yourself capable of efficiently selecting credible media for informing?

Graph: *Više od 90 procenata zaposlenih smatra da su medijski pismeni*

- Nikako nisam sposoban — 1,20%
- Sposaban/a sam, ali me ta oblast malo zanima — 3,70%
- Nemam mišljenje — 3,70%
- Da, ali potrebno mi je još znanja iz medijske pismenosti — 45,70%
- Da, u potpunosti — 45,70%

Graph 17: According to your opinion, do you believe that citizens from your local community are capable of efficiently selecting credible media for informing?

Graph: *Više od 20 procenata zaposlenih smatra da građani i građanke nisu dovoljno medijski pismeni*

- Nikako nisu sposobni — 22,10%
- Sposobni su, ali ih ta oblast malo zanima — 30,90%
- Nemam mišljenje — 13,60%
- Da, ali potrebno im je još znanja iz medijske pismenosti — 30,90%
- Da, u potpunosti — 2,50%

III.   Analysis of research and survey results (2020)

Common information regarding research and survey indicates that there are no differences at organisational and individual levels, as far as the relationship towards media literacy is concerned; namely, organisations and employees use new technologies as used by most community members, so there is no exceptional leadership in acquiring this particular aspect. Also, organisations and employees share same views towards largest obstacles, including the improvement of media literacy skills and these do display the lack of time and shortage of money.

Organizations and individuals are synchronised when it comes to encouraging, positive and affirmative environment required for using new media technologies, as in the relationship towards media freedoms and liberties. However, there is a significant difference in other operational items:

- Only 18.70 percent of organisations believe that their employees are capable of identifying false news, while the same view is shared by 56.80 individuals
- Almost 23 percent of organisations believe that their employees are capable of identifying censure, while the same view is shared by 55.60 individuals
- Over 80 percent of organisations believe that they favour openness as far as recommending of advancement of media literacy trainings is concerned, while the same view is shared by 65.40 employees

This notable difference does not include a discrepancy in views towards media literacy; instead, it is about having self – assessment; organisations observe the entire situation, while the individuals observe their personal experience only, so these results present no surprise in the first place.

As far as the first research and survey question is concerned (Do non – government organisations and associations have sufficient knowledge and resources in terms of media literacy, and, whether they had (until present) trainings from the ML field; it becomes rather than obvious and clear that the largest number of organisations lacked in training, but with the purpose of making an advancement in this specific field. At the same time, organisations believe that around 50% of their employees did go through certain trainings from media literacy field, which was confirmed by the employees themselves. This was actually a reflection on how the answer to first research and survey question emerged: yes, they have sufficient knowledge that requires additional trainings in order to have media literacy systematically analysed and incorporated within activities on daily basis.

Second research and survey question (Do employees in organisations have developed the skills regarding critical opinion that would enable them to select adequate media houses), confirmed that the employees in organisations may have adequately selected media because their approach was based on pluralism. They also talk about media freedoms (they take active part and participate in submitting complaints) and additionally make clear distinctions between censure, false news and other forms of manipulations.

The answer to third research and survey question (Do organisations work with local people and their target groups during training sessions in the field of MLIT and do they accordingly organize workshops covering this particular area?), seems negative because the work with local population is directed to "sometimes" category, and workshops are usually placed within the "we plan to execute this in future" zone.

We shall analyse the categories regarding the level of media literacy in non – government organisations.

Low level of ML: Organizations do not conduct trainings regarding ML, so their members obtain no knowledge and skills from that field. Also, organizations have no capacities for the implementation of ML into their action plans and projects. Percentage of these organisations in our research and survey is zero because they do not exist.

Middle level of ML: Organisations usually do nod conduct trainings on ML, but their members have knowledge and skills from that field. Also, organizations do not include ML in their projects but show interest in implementing them in future. Most organisations are on this level (around 60 percent).

Standard level of ML: Organizations have sufficient experience in conducting trainings on ML, but still, they engage external experts for that. Employees possess certain skills in ML field, but without inclusion of new media and information technologies. They are interested in future ML projects. Second and most outlined and notable type of organizations (35 percent of them) belong to this category.

Advanced ML level: Organisations regularly conduct trainings in the ML field using their own human resources. Employees possess knowledge and skills in ML field that are upgraded on new media and information technology trends basis. They implement projects that may have common ground with ML field. Although only five percent of examinees belong to this group, it could be considered as important one, since it represents the leaders in this particular field and sets an example to others.

IV.   Results view and analysis of research and survey of media literacy within non - government organizations (2020)

As previously outlined in the introductory remarks chapter, research and survey comprised of 48 civil society organisations in Bosnia and Herzegovina. The attached poll questionnaires were filled in by employees in civil societies / associations. The total sample of employees is 81.
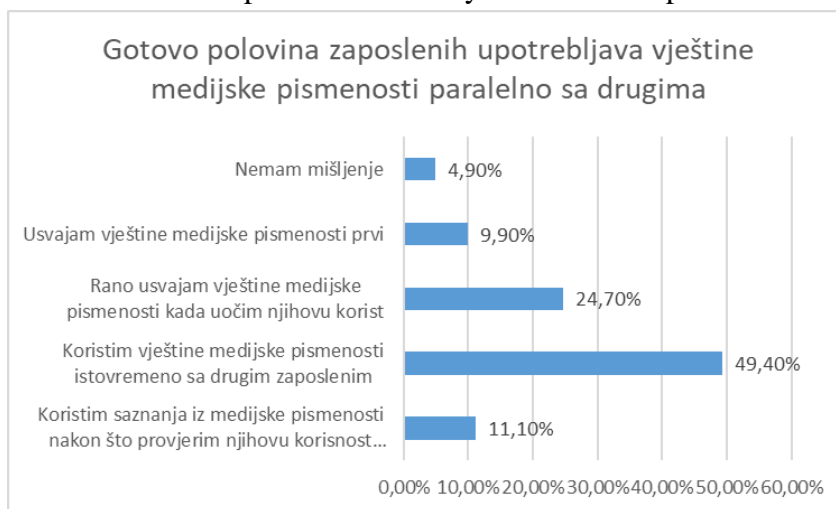
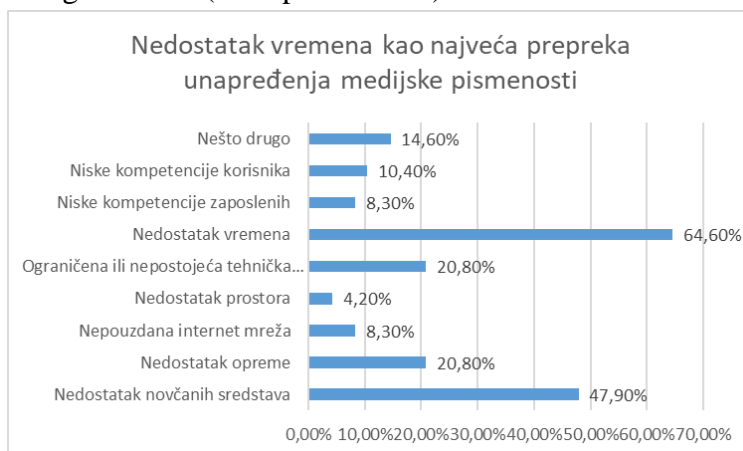## Common relationship of employees towards media literacy

Gender structure of organisation presidents or directors is as per following: 54.30 percent are female and 45.70 percent are male. As far as the years of service within the organization are concerned, 43.20 percent of examinees have worked from one to five years, while 40.70 percent have worked for over five years and finally, 16 percent have worked for less than a year.

Graph 9: What is the best description in terms of your relationship towards media literacy?

Gotovo polovina zaposlenih upotrebljava vještine medijske pismenosti paralelno sa drugima

Nemam mišljenje	4,90%
Usvajam vještine medijske pismenosti prvi	9,90%
Rano usvajam vještine medijske pismenosti kada uočim njihovu korist	24,70%
Koristim vještine medijske pismenosti istovremeno sa drugim zaposlenim	49,40%
Koristim saznanja iz medijske pismenosti nakon što provjerim njihovu korisnost…	11,10%

Most employees in non – government organizations are not early acquirers of new skills of media literacy, since only 9.90 percent of them acquire new skills before anyone else. Most of them (49.40 percent) acquire media literacy skills parallel with most society members, while one fourth acquire them once they identify, recognise and realise their benefits.

Graph 10: What do you consider the largest obstacle regarding the advancement of media literacy within your organization (multiple answers)
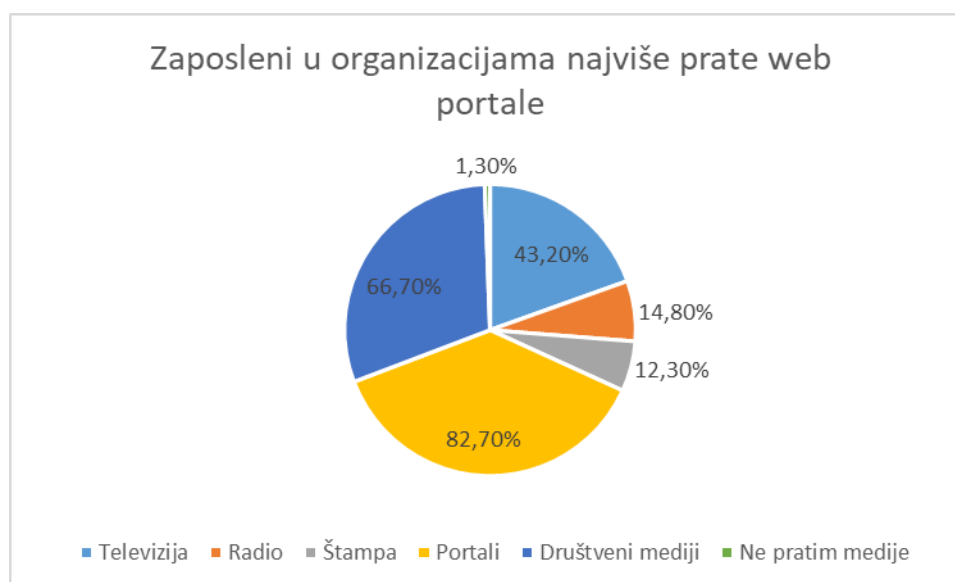

Nedostatak vremena kao najveća prepreka unapređenja medijske pismenosti

Nešto drugo	14,60%
Niske kompetencije korisnika	10,40%
Niske kompetencije zaposlenih	8,30%
Nedostatak vremena	64,60%
Ograničena ili nepostojeća tehnička…	20,80%
Nedostatak prostora	4,20%
Nepouzdana internet mreža	8,30%
Nedostatak opreme	20,80%
Nedostatak novčanih sredstava	47,90%

Nedostatak vremena je glavni faktor nedostatka razvoja ličnih vještina medijske pismenosti

- Nešto drugo: 16%
- Niske kompetencije korisnika: 8,60%
- Niske kompetencije zaposlenih: 8,60%
- Nedostatak vremena: 53,10%
- Ograničena ili nepostojeća tehnička…: 13,60%
- Nedostatak prostora: 6,20%
- Nepouzdana internet mreža: 7,40%
- Nedostatak opreme: 18,50%
- Nedostatak novčanih sredstava: 40,70%
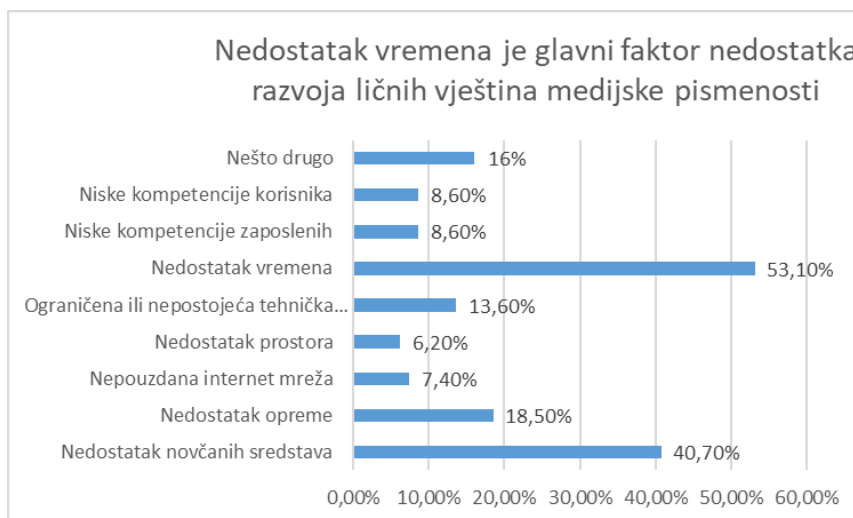
Largest number of examinees in this particular segment believes that the time shortage is the largest problem that makes the level of acquiring of media literacy skills within the organization is on a low level (53, 10 percent). On the other hand, money problems are on the second place (40, 70 percent). Technical problems, in terms of lack of equipment, unreliable internet network connections and technical support are on the third place (27.3 percent).

Leadership of employees and media literacy

Graph 11: What type of media you mostly follow in terms of getting informed on daily basis?

Zaposleni u organizacijama najviše prate web portale

- 1,30%
- 43,20%
- 14,80%
- 12,30%
- 82,70%
- 66,70%

Televizija · Radio · Štampa · Portali · Društveni mediji · Ne pratim medije

Largest number of employees within organisations, over 80 percent of them, believes that internet web sites are primary information sources. Social media are on the second place, with two thirds of examinees, while television is on the third place with 43.20 percent. Radio and printed press are least followed (around one fourth of examinees in total). These results confirm that most recent and new media sources are most influential, regardless to the fact that the largest numbers of examinees use various media sources.

As far as the level of media freedoms and liberties is concerned, largest number of examinees, 72.80 percent of them, believe that Bosnia and Herzegovina is a country with limited media freedoms and liberties. Other significant results within leadership include the following:

- Over 56 percent of employees believe that they do possess skills required for identifying censure and auto – censure, while 40.70 percent believe that they do not have sufficient skills developed and that they require additional trainings
- Almost 94 percent of employees discuss about media freedoms and liberties in the country and region (within their organisations)
- Over 55 percent of examinees believe that they are capable of identifying censure and auto – censure, and 42 percent believe that they require additional training
- Over 97 percent of employees believe that they have freedom to recommend training advancements in media literacy field within their organisations

Employees' views towards media literacy

Graph 12: While identifying false news the most important thing include:

Izvor sadržaja i identitet medija su najvažniji

provjeriti da li naslov odgovara sadržaju	17,30%
provjeriti autora ili autore sadržaja	21%
provjeriti fotografije i vizuelne dijelove	3,70%
provjeriti izvore sadržaja	82,70%
provjeriti identitet medija	72,80%

0,00% 10,00% 20,00% 30,00% 40,00% 50,00% 60,00% 70,00% 80,00% 90,00%

Graph 12 indicates that the employees within organisations believe that false news is mostly hidden by manipulating the sources and hiding the identities (*impressum*) of media houses. Least number of them believes that most important thing would be to check visual parts of media text (article).

Over 95 percent of examinees believe that it is possible to identify censure (in certain way) and auto – censure in media houses that examinees follow, and only 4.90 percent believe that it is impossible.

Over half the examinees (50.60 percent) believe that the organisation they work for provided vast help in developing their competences regarding media literacy. Nevertheless, 40.70 percent believe that the organisation made its contribution, but individual work provided most help: 8.70 percent of examinees believe that organisation has nothing in common with creating their capacities regarding media literacy.

Graph 13: Political propaganda in media I follow mostly occur in the following form

Over 77 percent of examinees believe that political propaganda is present in media houses that they follow in terms of favouring certain political parties or individual political figures. Only 2.50 percent of examinees believe that there is no political propaganda in media that they follow.

Training from media literacy and employees

Graph 14: I organized courses or trainings from media literacy within our organization

Although precents indicate that largest number of employees has never held training regarding media literacy, there are still those that have organised at least one training (from 9.88 to 19.75 percent). In all groups, there are almost one third of those that have never held courses and do not plan to do so.

Graph 15: I completed some of the following courses from media literacy field

Kurseve u sopstvenim prostorijama je završilo više od 44 procenta ispitanika

Nisam završio ali planiram	29,63%
Nisam završio i ne planiram	25,93%
Da, više njih	11,11%
Da, najmanje 1	33,33%

Kurseve u zakupljenim prostorijama je završilo 44 procenta ispitanika

Nisam završio ali planiram	28,40%
Nisam završio i ne planiram	27,16%
Da, više njih	11,11%
Da, najmanje 1	33,33%

Online kurseve je završilo više od 42 procenta ispitanika

Nisam završio ali planiram	35,80%
Nisam završio i ne planiram	22,22%
Da, više njih	12,35%
Da, najmanje 1	29,63%

Mještovite kurseve je završilo 37 procenata ispitanika

Nisam završio ali planiram	39,51%
Nisam završio i ne planiram	23,46%
Da, više njih	12,35%
Da, najmanje 1	24,69%

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Field work and employees

Over 70 percent of employees believe that they have an opportunity to meet target groups on field work related to risky false news, and 22.20 percent believe that they could not do that. Similar results occurred when it comes to censure issues; 65.40 percent of examinees believe that they could discuss with interested parties, and 27.20 percent claimed that they could not do this. Almost 80 percent believe that digital technologies may assist users in problem solving.

While working with interested parties, the employees in non – government have a unique opportunity to make them aware, directly or indirectly, regarding important issues about media literacy. Views on most important results, when it comes to a relationship towards target group public, include the following:

- Almost 90 percent of employees almost always or occasionally encourage users to use digital technologies
- Almost half the examinees (43.21 percent) almost always teach users regarding the safety on internet, while only two percent do not practice this
- More than 80 percent of organizations almost always or occasionally teach users how to act responsibly whilst using internet
- Almost 79 percent almost always or occasionally teach users how to check the information credibility and the situation is the same in as far as instructing of copy rights is concerned
- More than half the individuals almost always teach users how to create contents, and 27.16 percent practice this occasionally
- Three quarters of employees almost always or occasionally teach users about applications

As far as competences of media literacy by their users are concerned, largest number of employees believe that most important issue here is **critical expression (opinion) and views (81 percent believe it is very important)**, and followed by the following:

- Ethic journalism (75 percent)
- Disclosure of false news (70 percent)
- Content creating (70 percent)
- Understanding media public (54 percent)
- Work ways and logic of new media houses (48 percent)
- Deconstruction of media messages (48 percent)
- Work way of classic media (33 percent)

Two key conclusions from previous provided information: employees in non – government organizations mostly value ethics component and critical opinion and expression as roof competences of media literacy and other, classical media are no longer in focus of non / government organizations.

Graph 16: According to your opinion, do you consider yourself capable of efficiently selecting credible media for informing?

Graph 17: According to your opinion, do you believe that citizens from your local community are capable of efficiently selecting credible media for informing?
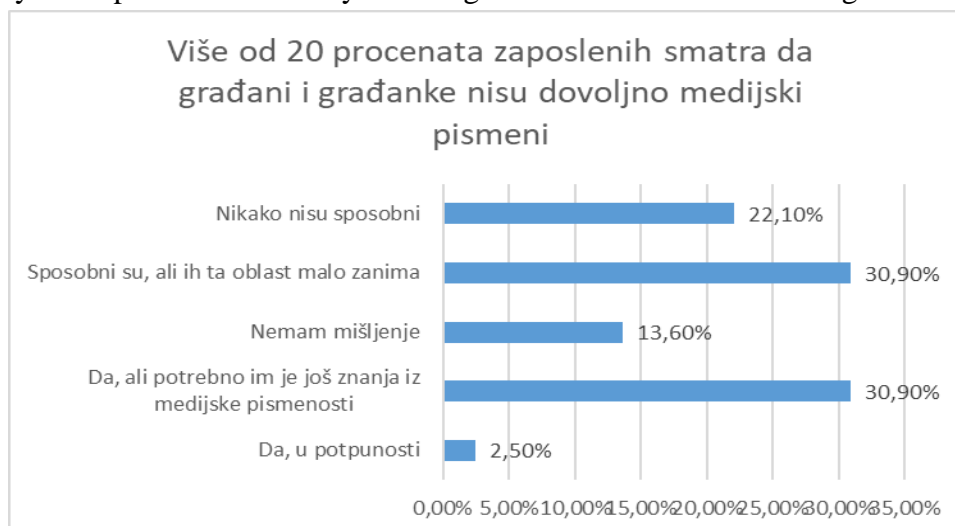
V. Analysis of research and survey results (2020)

Common information regarding research and survey indicates that there is no difference in organisational and individual levels, as far as the relationship towards media literacy is concerned. Namely, organisations and employees use new technologies as used by most society members, so therefore, there is no leadership outlined in terms of acquiring this particular aspect. Also, organizations and employees share same views based on largest obstacles, in terms of raising media literacy skills and these include lack of time and insufficient money.

Organisations and individuals are synchronised when it comes encouraging and creating positive environment require using new media technologies, as well as in relations regarding media freedoms and liberties. However, there is a great difference in other operational items:

- Only 18.70 percent of organisations believe that employees are capable of identifying false news, while the same view is shared by 56.80 percent of the individuals
- Almost 23 percent of organisations believe that employees are capable of identifying censure, while the same view is shared by 55.60 percent of the employees
- Over 80 percent of organisations believe that they favour openness regarding the recommendation advancement of media literacy training, while the same view is shared by 65.40 percent of the employees

This notable difference does not include a discrepancy in views towards media literacy; instead, it is about having self – assessment; organisations observe the entire situation, while the individuals observe their personal experience only, so these results present no surprise in the first place.

As far as the first research and survey question is concerned (Do non – government organisations and associations have sufficient knowledge and resources in terms of media literacy, and, whether they had (until present) trainings in ML field, it becomes rather than obvious and clear that the largest number of organisations lacked in training, but with the purpose of making an advancement in this specific field. At the same time, organisations believe that around 50% of their employees did go through certain trainings in media literacy field, which was confirmed by the employees themselves. This was actually a reflection on how the answer to first research and survey question which had emerged: yes, they have sufficient knowledge that requires additional trainings in order to have media literacy systematically analgised and incorporate within activities in daily basis.

Second research and survey question (Do employees in organisations have developed the skills regarding critical opinion that would enable them to select adequate media houses), confirmed that the employees in organisations may adequately select media because their approach is based on pluralism. They also talk about media freedoms (they take active part and participate in submitting complaints) and additionally make clear distinction between censure, false news and other forms of manipulation.

The answer to third research and survey question (Do organisations work with local people and their target groups during training sessions from the MLIT field and do they accordingly organize workshops covering this particular area?), seems negative, because the work with local population is directed to "sometimes" category, and workshops are usually within the "we plan to execute this in future" zone.

We shall analyse the categories regarding the level of media literacy in non – government organisations.

Low level of ML: Organizations do not conduct trainings regarding ML, so their members obtain no knowledge and skills from that field. Also, organizations have no capacities for the implementation of ML into their action plans and projects. Percentage of these organisations in our research and survey is zero because they do not exist.

Middle level of ML: Organisations usually do not conduct trainings on ML, but their members have knowledge and skills from that field. Also, organizations do not include ML in their projects but show interest in implementing them in future. Most organisations are on this level (around 60 percent).

Standard level of ML: Organizations have sufficient experience in conducting trainings on ML, but still, they engage external experts for that. Employees possess certain skills in ML field, but without inclusion of new media and information technologies. They are interested in future ML projects. Second and most outlined and notable type of organizations (35 percent of them) belong to this category.

Advanced ML level: Organisations regularly conduct trainings in the ML field using their own human resources. Employees possess knowledge and skills from the ML field that are upgraded on new media and information technology trends basis. They implement projects that may have common ground with ML field. Although only five percent of examinees belong to this group, it could be considered as important one, since it represents the leaders in this particular field and set an example to others.

VI.   Results view and analysis of research and survey of media literacy within civil societies (2021)

As previously outlined in the introductory remarks chapter, research and survey comprised of 15 civil society organisations in Bosnia and Herzegovina. The attached poll questionnaires were filled in by employees in civil societies / associations with the help by their acquaintances. These results are valid at the organisational level, while the other part of results contains results about employees within organisations.

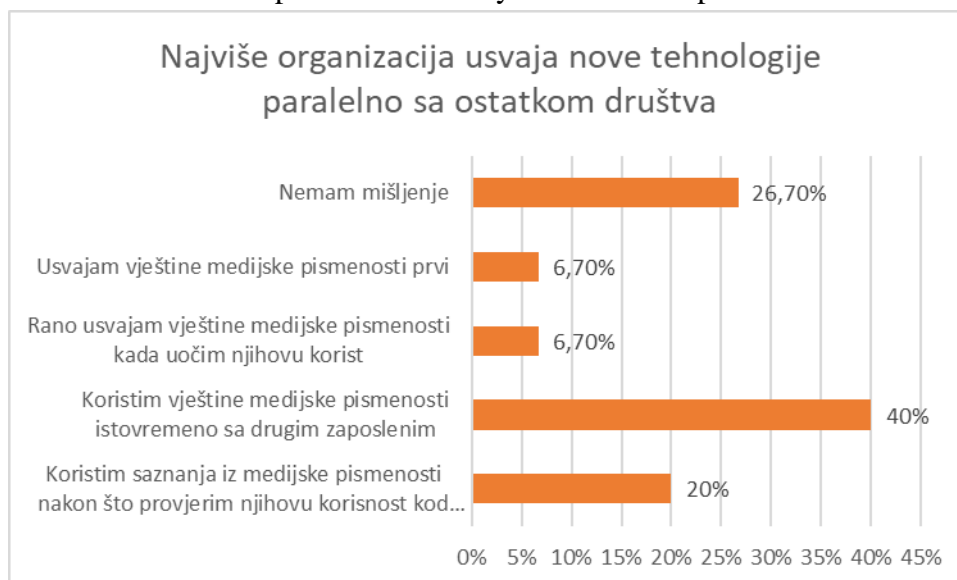**Common relationship of employees towards media literacy**

Gender structure of organisation presidents or directors is as per following: 66.70 percent are female and 33.30 percent are male. As far as the years of service within the organization are concerned, 50 percent of examinees had less than five employees, while 25 percent have five to ten employees, 25 percent have ten or more employees.

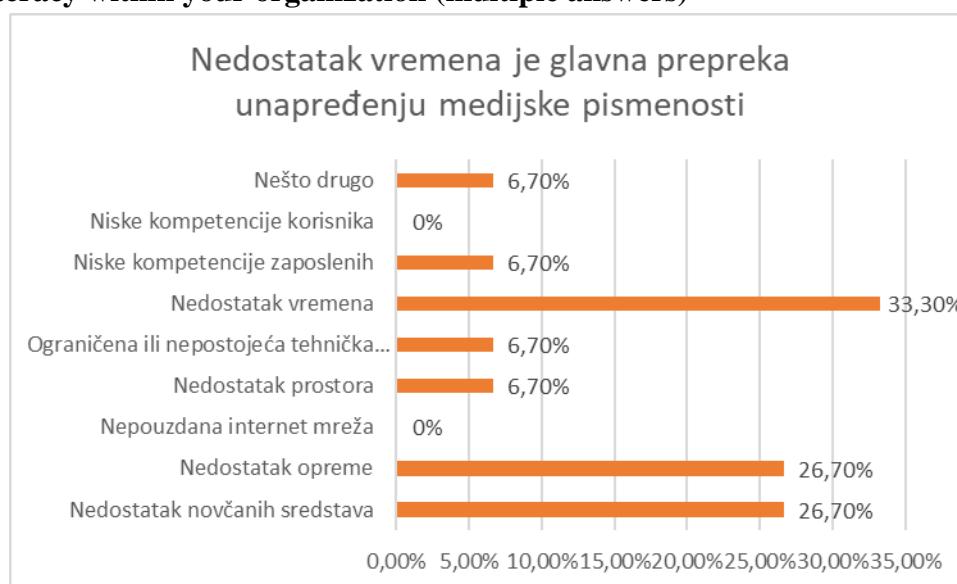**Graph 18**: What is best description in terms of your relationship towards media literacy?

Najviše organizacija usvaja nove tehnologije paralelno sa ostatkom društva

- Nemam mišljenje — 26,70%
- Usvajam vještine medijske pismenosti prvi — 6,70%
- Rano usvajam vještine medijske pismenosti kada uočim njihovu korist — 6,70%
- Koristim vještine medijske pismenosti istovremeno sa drugim zaposlenim — 40%
- Koristim saznanja iz medijske pismenosti nakon što provjerim njihovu korisnost kod… — 20%

Most managing positions in non – government organizations are not so - called acquirers of new skills of media literacy, since only 6.70 percent acquires new skills before anyone else. Most of them (40.00 percent) acquire media literacy skills parallel with most society members, while one fifth believes that they first acquire them. Comparing to previous research and survey, it is obvious that the number of those that refuse to express their own opinion has increased. General conclusion remains intact; most organisations are not leaders in the implementation media literacy skills.

Graph 19: **What do you consider as largest obstacles regarding the advancement of media literacy within your organization (multiple answers)**

Nedostatak vremena je glavna prepreka unapređenju medijske pismenosti

- Nešto drugo — 6,70%
- Niske kompetencije korisnika — 0%
- Niske kompetencije zaposlenih — 6,70%
- Nedostatak vremena — 33,30%
- Ograničena ili nepostojeća tehnička… — 6,70%
- Nedostatak prostora — 6,70%
- Nepouzdana internet mreža — 0%
- Nedostatak opreme — 26,70%
- Nedostatak novčanih sredstava — 26,70%

Largest number of examinees in this particular segment believes that the time shortage is the largest problems that make the level of acquiring of media literacy skills within the organization is on a low level (33, 30 percent). On the other hand, money problems are on the second place (24, 70 percent). Technical problems, in terms of lack of equipment, unreliable internet network connections and technical support are on the third place (33.4 percent). The situation here is intact comparing to 2020.

Leadership in organizations comparing to media literacy
In this specific segment, there are results regarding the work environment within organizations, as far as the position of media literacy is concerned, that is, results on to what extent media literacy within organization is represented.

Graph 20: In our organization we do encourage employees and members so they could, as much as it is possible, use digital technologies in their work

Najveći broj zaposlenih upotrebljava digitalne tehnologije
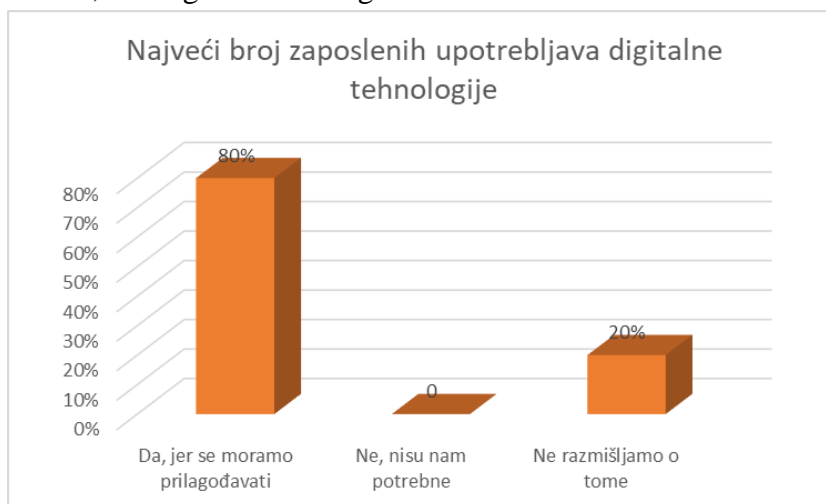
Graph 21: Employees in our organization are trained in adequate and appropriate way so they may be able to identify and recognise false and incorrect information from disinformation in media they follow

Najveći broj zaposlenih treba još obuka

- Da, jesu
- Da, ali potrebno je još obuka
- Ne, nisu
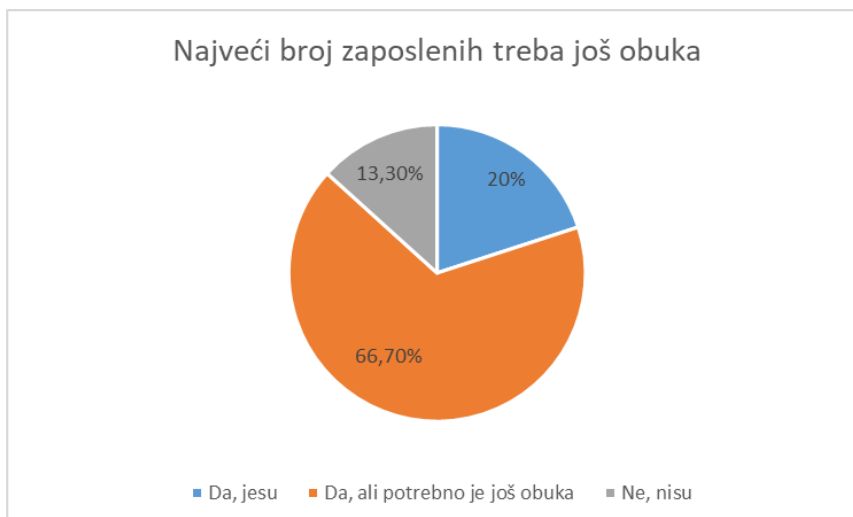
Other significant within leadership:

- More than 80 percent of organizations discuss about media freedoms in the country and region, with 20 percent that do not discus about this issue. Comparing to research and survey, we noted that the percentage fall, regarding those that launch discussions, which has to be considered in context of COVID – 19 pandemic and work conditions for the period of last 12 months
- Over 78 percent of organizations believe that employees possess skills required to identify and recognize censures and self - censures (auto – censures), while 22 percent of them believe that employees' skills are not sufficiently developed
- All organizations allow their employees to recommend the advancements that are based on trainings from media literacy field
- There are no organisations with developed strategies required for media literacy, as oppose to last year research and survey where 12,50 percent of these emerged; however after having media literacy training completed, we assume that they managed to realise what strategy actually meant, so one quarter of organisations begin to work on it.

Infrastructure and organisation

Most organisations (over 46, 70% of them) have fast internet connection which is available to their employees, while 26.70 percent use their own internet. There aren't organisations that do not use internet. Also, 80 percent of organizations have computer equipment, while in 20 percent of cases, employees work from home.

As far as technical support use is concerned, there is not a single person in charge with technical support, while in 40 percent of cases the same person is in charge with other work and tasks too. In 50 percent of organizations, employees solve technical problems by themselves. In this period, the fall of organisation with organisations that has special technical support.

Graph 22: There is private information protection policy and employees' privacy protection within our organization

Gotovo polovina organizacija planira usvojiti politiku zaštite privatnosti
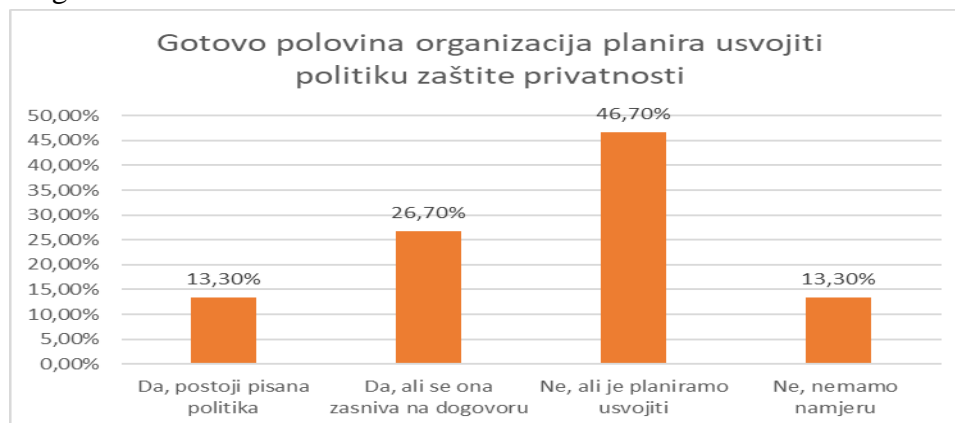
The policy of privacy protection, particularly in facilities where there is a common use of technology is one of the top priorities of digital development area. 41.70 percent (in total) of organizations has some form of written policy, while there is no organization that does not want to have privacy protection policy developed in that direction. Largest number of organizations, almost half of them, plan to obtain such document. The number of organisations with informal agreements on privacy is on high level (26.70 percent).

Training from media literacy field
Trainings from media literacy field are important aspect in terms of raising the level of critical expression, whether it concerns the employees within organisations or their users. According to results obtained, organizations do not have notably outlined media literacy trainings, but, at the same time, they are interested in organising trainings in future.

Graph 23: Our organization organized the following training sessions from media literacy field
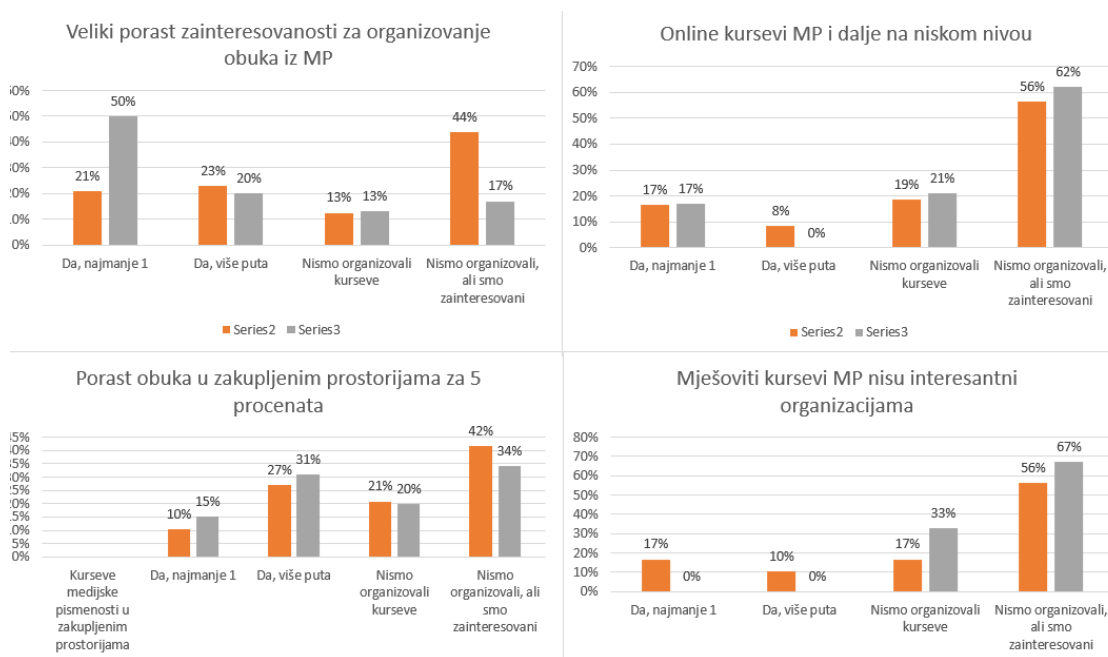
As far as trainings for employees are concerned, in most cases, one employee had completed training from media literacy field in rented facilities and most of them completed trainings in their own arrangements

Graph 24: Employees in our organization completed courses or studies in media literacy field

Najmanje jedan kurs MP je završilo procenata više nego 2020. godine

Online kursevi bilježe blagi pad

Kurseve u zakupljenim prostorijama završilo gotovo isto zaposlenih kao prošle godine

Mješoviti kursevi su i dalje nepoznanica za većinu
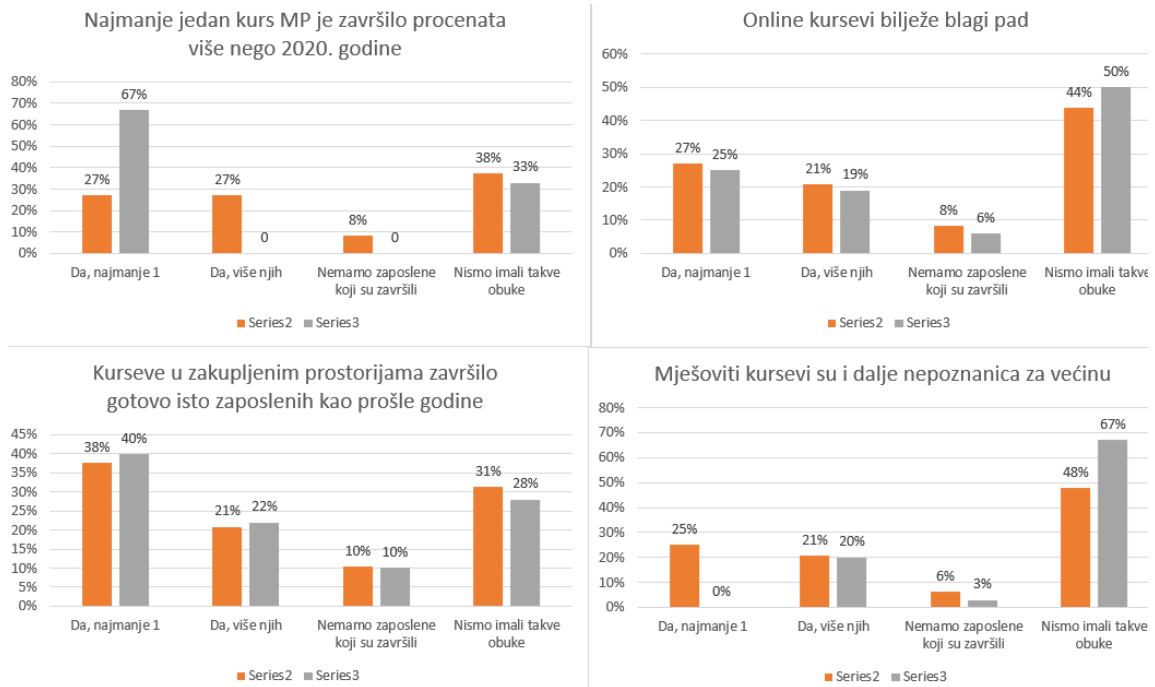
Field work and users

Graph 25: Employees in our organization in contact with local community have the opportunity to talk about false news risks and peril
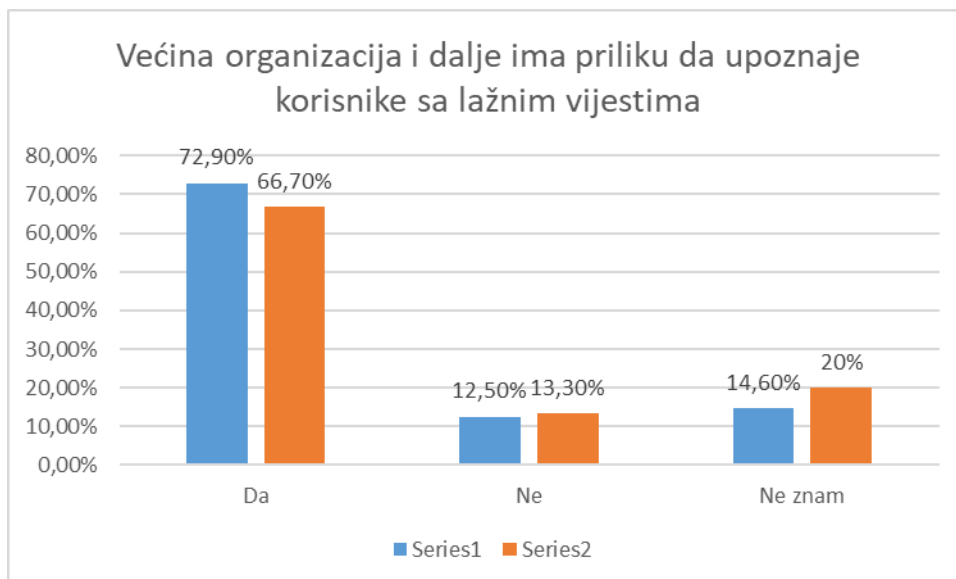
Većina organizacija i dalje ima priliku da upoznaje korisnike sa lažnim vijestima

Almost three quarters of organizations (66.70 percent) in direct contact with users have the possibility to alarm on risks of false news and disinformation. Also, almost 47 percent of conversation is related to users, regarding the censure and auto – censure risks.

Other important results of the field work:

● More than 60 percent of organisations direct users to use digital technologies for their own purposes

● Most organizations (51 percent), reacted to violation of media freedoms and liberties, while 26 percent failed to react but intend to respond to this in future (five percent increase comparing to last year figures)

● Nine out of ten organisations are familiar with the situation of media freedoms and liberties in the country and region, which is also an increasment comparing to 2020

Media literacy and target non – government organizations public

Non – government organizations have a unique opportunity, during the work with interested parties, to, directly or indirectly; make them aware regarding important questions and issues regarding media literacy. Views on most important results, as far as relationship of organizations towards target group is concerned, include the following:

• Almost 96 percent of organizations, almost always or occasionally encourage users to use digital technologies

• Third organisations always train their users in regard with internet safety, while only two percent fail to do this

• Over 66 percent of organizations almost always or occasionally teach their users to be responsible while using the internet

• Over 76 percent of organisations almost always or occasionally teach their users how to act responsibly on the internet

• Almost half the organizations occasionally teach users how to create content and 20 percent almost always practices this in reality

• Over three quarters of organisations almost always or occasionally teach their users about the applications

As far as the competences of media literacy are concerned, most non – government organisations believe that **critical expression in journalism is most important (75 percent are convinced that it is very important) and is followed by the following:**

• Disclosure of false news (72 percent)

• Effective information approach (71 percent)

• Work ways and logic of new media houses (56 percent)

• Ethic based journalism (45 percent)

• Understanding media public (44 percent)

• Deconstruction of media messages (33 percent)

• Content creating (32 percent)

• Work way of classic media (30 percent)

Two key conclusions from previous provided information: firstly, non – government organizations mostly value disclosure of false news as roof competences of media literacy and secondly, classic media are no longer in focus as far as non – government organisations are concerned. When we compare this with last year's results, it is clear that media literacy trainings managed to change organisations' priorities, because critical expression, by definition, is indeed a roof media literacy competence.
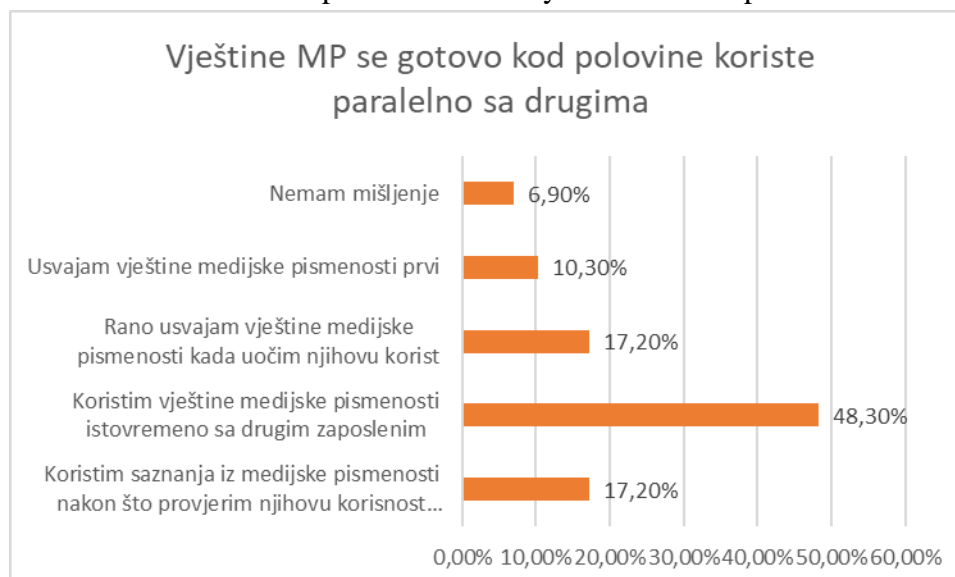
VII. Results view and analysis of research and survey of media literacy within non – government organisations (2021)

As previously outlined in the introductory remarks chapter, research and survey comprised of 15 civil society organisations in Bosnia and Herzegovina. The attached poll questionnaires were filled in by employees in civil societies / associations. The total number of employees is 29.

Common relationship of employees by media literacy
Gender structure of organisation presidents or directors is as per following: 51.70 percent are female and 48.30 percent are male. As far as the years of service within the organization are concerned, 51.70 percent of examinees worked from one to five years, while 27.60 percent worked more than five years and 20.70 percent worked less than one year.

Graph 26: What is the best description in terms of your relationship towards media literacy?

Vještine MP se gotovo kod polovine koriste paralelno sa drugima

- Nemam mišljenje — 6,90%
- Usvajam vještine medijske pismenosti prvi — 10,30%
- Rano usvajam vještine medijske pismenosti kada uočim njihovu korist — 17,20%
- Koristim vještine medijske pismenosti istovremeno sa drugim zaposlenim — 48,30%
- Koristim saznanja iz medijske pismenosti nakon što provjerim njihovu korisnost... — 17,20%

Most employees in non – government organizations are not early acquirers of new skills of media literacy, since only 10.30 percent of them acquire new skills before anyone else. Most of them (48.30 percent) acquire media literacy skills parallel with most society members, while 17.20 percentages of them acquire them once they identify, recognise and realise their benefits.

Graph 27: What do you consider as largest obstacles regarding the advancement of media literacy within your organization (multiple answers)?
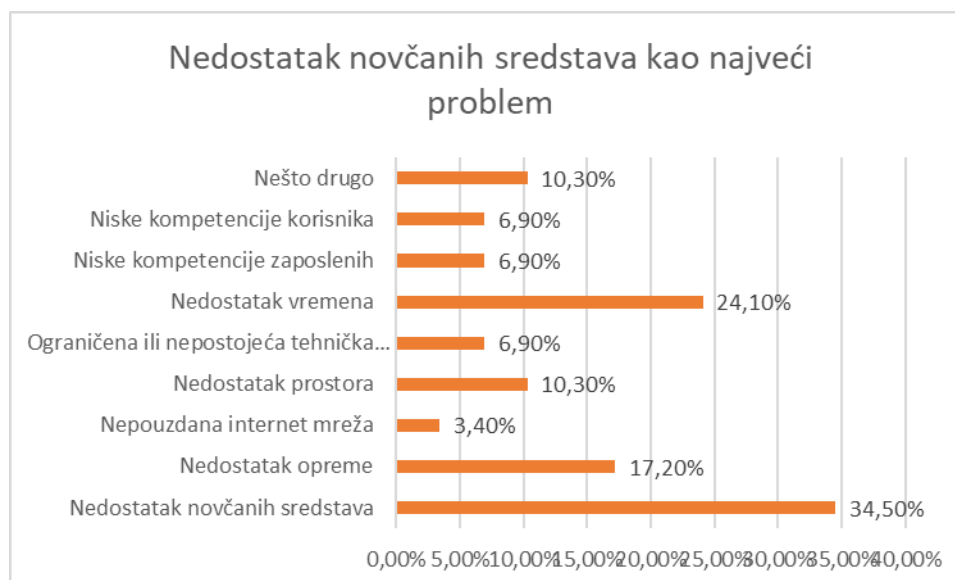
Largest number of examinees in this particular segment believes that the time shortage is the largest problem that makes the level of acquiring of media literacy skills within the organization is on a low level (34, 50 percent). On the other hand, money problems are on the second place (24.10 percent). Comparing to last year results, organisations attach significant importance to resources rather than lack of time.

Leadership of employees and media literacy

Graph 28: What type of media you mostly follow in terms of getting informed on daily basis?
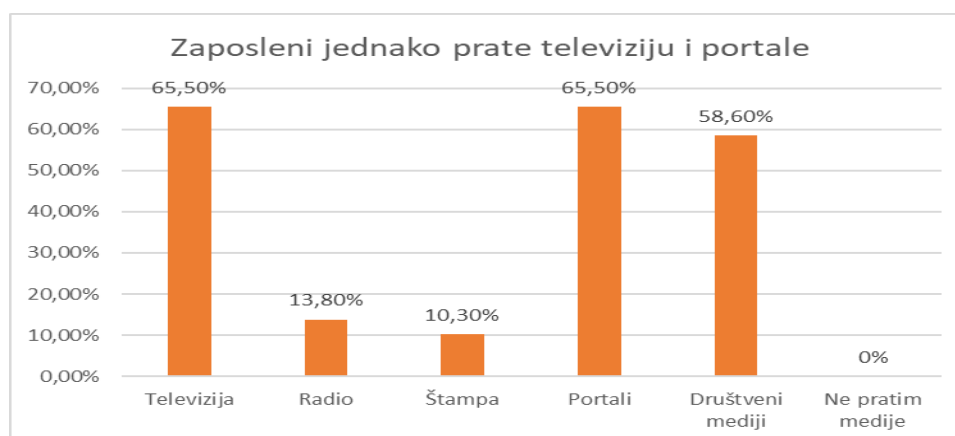
Largest number of employees within organisations, over 65.50 percent of them, believes that internet web sites are primary information sources. Social media are on the second place, with 58. 60 percent, while radio is on the third place with 13.80 percent. Printed press are least followed (around one in ten examinees). These results confirm that most recent and new media sources are most influential, regardless to the fact that the largest numbers of examinees use various media sources.

As far as the level of media freedoms and liberties is concerned, largest number of examinees, 62.10 percent of them, believe that Bosnia and Herzegovina is a country with limited media freedoms and liberties (in previous research and survey largest number of examinees believed that media freedoms and liberties were limited). Other significant results within leadership include the following:

- Over 31 percent of employees believe that they do possess skills required for identifying censure and auto – censure, while 58.60 percent believe that they do not have sufficient skills developed and that they require additional trainings
- Almost 83 percent of employees discuss about media freedoms and liberties in the country and region (within their organisations)
- Over 93 percent of employees believe that they have freedom to recommend training advancements from media literacy field within their organisations

Employees' views by media literacy

Graph 29: While identifying false news the most important thing include

Tri četvrtine ispitanika smatra da je najvažnije provjeriti izvore

34,50%	75,90%	2,60%	31%	27,60%
provjeriti identitet medija	provjeriti izvore sadržaja	provjeriti fotografije i vizuelne dijelove	provjeriti autora ili autore sadržaja	provjeriti da li naslov odgovara sadržaju
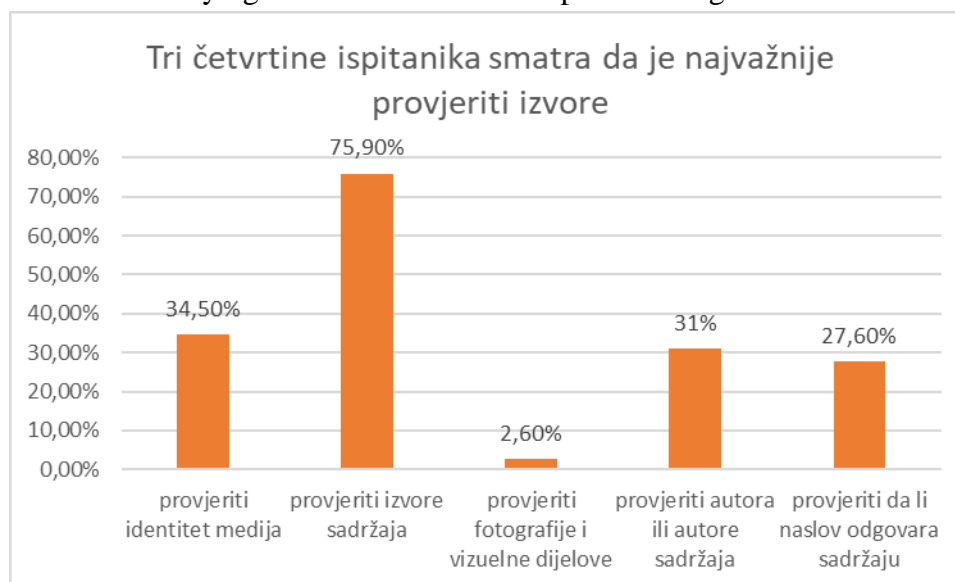
Graph 29 indicates that the employees within organisations believe that false news is mostly hidden by manipulating the sources and hiding the identities (*impressum*) of media houses. Least number of them believes that most important thing would be to check visual parts of media text (article).

Over 82 percent of examinees believe that it is possible to identify censure (in certain way) and auto – censure in media houses that examinees follow, and only 17.20 percent believe that it is impossible. This is where we see an increasment oh those that believe that it is impossible to discover censure in media (from five to 17 percent).

Over one third of examinees (34.60 percent) believe that the organisation they work for provided vast help in developing their competences regarding media literacy. Nevertheless, 55.20 percent believe that the organisation made its contribution, but individual work provided most help: 10.30 percent of examinees believe that organisation has nothing in common with creating their capacities regarding media literacy. As oppose to last year, it is notable that examinees understand that the work on ML is a life – time learning process, rather than exceptional task or assignment.

Graph 30: Political propaganda in media I follow mostly occur in the following form
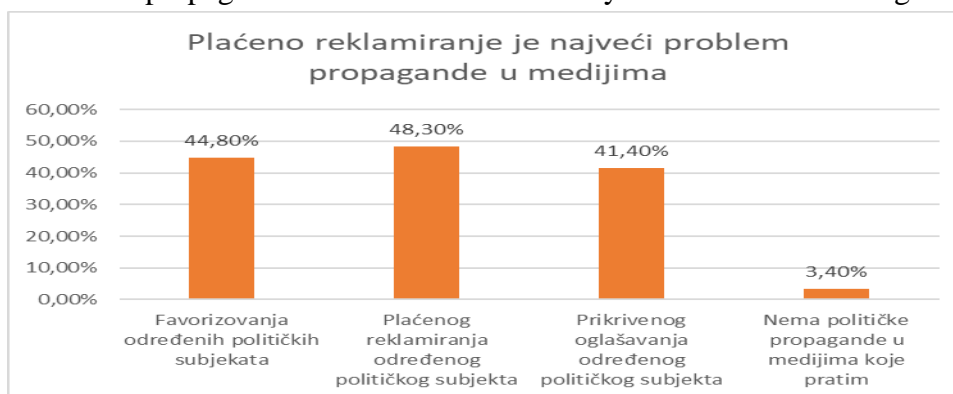
Only 3.40 percent of examinees believe that there is no political propaganda in media that they follow. Unlike last year, we could see an increasment in terms of paid commercial advertisement and slight decrease if favouring certain political subjects.

Media literacy training and employees

Graph 14: I organized courses or trainings from media literacy within our organization
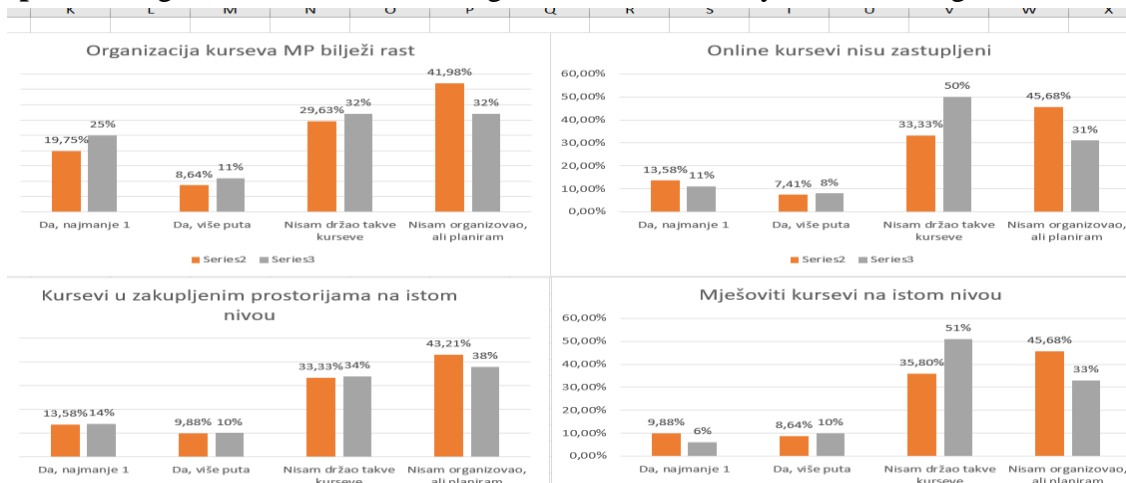
Although precents indicate that largest number of employees has never held training from media literacy field, there are still those that have organised a single training at least (In comparison with last year, an increasment in terms of organising the courses in their own facilities is noted.

Graph 32: I completed some of the following courses from media literacy field:
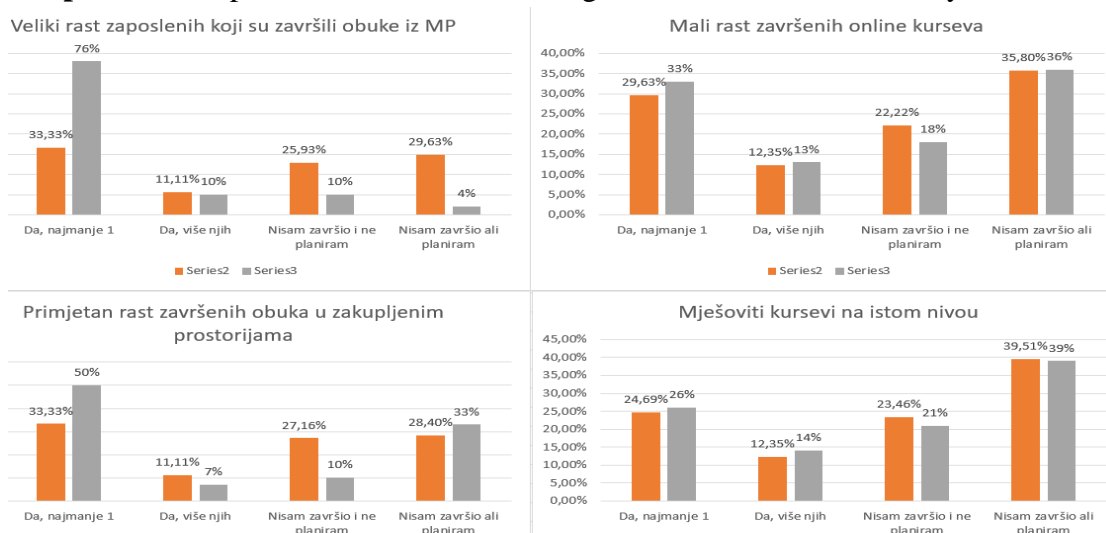
Field work and employees

Over 82 percent of employees believe that they have an opportunity to meet target groups on field work related to risky false news, and 3.40 percent believe that they could not do that (12 percent increase comparing to last year). Significant results occurred when it came to censure issues; 55.20 percent of examinees believe that they could discuss with interested parties, and 6.90 percent claimed that they could not do this.

Almost 52 percent believe that digital technologies may assist users in problem solving, which displays nearly 30 percent decline comparing to last year's results.

While working with interested parties, the employees in non – government have a unique opportunity to make them aware, directly or indirectly, regarding important issues about media literacy. Views on most important results when it comes to a relationship towards target group public include the following:

- Almost 90 percent of employees almost always or occasionally encourage users to use digital technologies
- Almost all examinees (97 percent) almost always teach users regarding the safety on internet, while only two percent do not practice this
- More than 87 percent of organizations almost always or occasionally teach users how to act responsibly whilst using internet
- Almost 87 percent almost always or occasionally teach users how to check the credibility of information, and the situation is the same in as far as instructing of copy rights is concerned
- More than 89 percent of the individuals almost always teach users how to create contents
- Three quarters of employees almost always or occasionally teach users about applications

As far as competences of media literacy by their users are concerned, largest number of employees believe that most important issue here is **critical opinion and views (86 percent believe it is very important)**, and followed by the following:

- Disclosure of false news (81 percent)
- Disclosure of false news (73 percent)
- Understanding media public (44 percent)
- Effective access to information (35 percent)
- Understanding media public (54 percent)
- Work ways and logic of new media houses (29 percent)
- Deconstruction of media messages (29 percent)
- Work ways of classic media (21 percent)

Two key conclusions from previous provided information: employees in non – government organizations mostly value ethics component and critical opinion and expression as roof competences of media literacy and secondly, classical media is no longer in focus of non - government organizations.

Graph 33: According to your opinion, do you consider yourself capable of efficiently selecting credible media for informing?
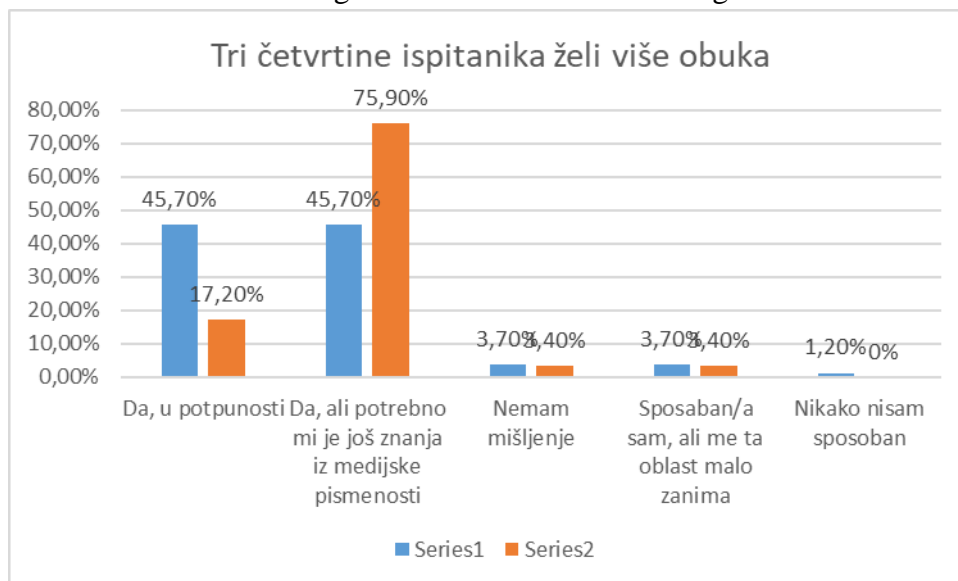
Graph 34: According to your opinion, do you believe that citizens from your local community are capable of efficiently selecting credible media for informing?
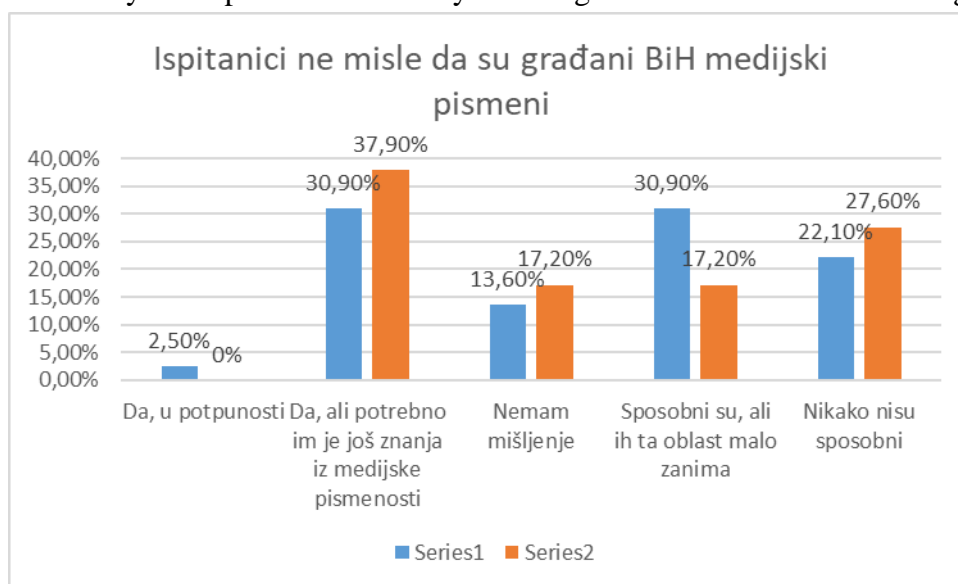
VII.   Analysis of research and survey results (2021)

General information regarding research and survey indicates that there is no difference in organisational and individual levels, as far as the relationship towards media literacy is concerned. Namely, organisations and employees use new technologies as used by most society members, so therefore, there is no leadership outlined in terms of acquiring this particular aspect. Also, organizations and employees share same views, based on largest obstacles in terms of raising media literacy skills and these include lack of time and insufficient money.

When we make a comparison between 2020 and 2021, we notice that COVID – 19 pandemics made an impact in a way that media literacy gained on its value in general.

Organisations and individuals are synchronised when it comes encouraging and creating positive environment require using new media technologies, as well as in relations regarding media freedoms and liberties. However, there is a great difference in other operational items:

- Only 20 percent of organisations believe that employees are capable of identifying false news, while the same view is shared by 17.20 percent of the individuals. There is a vast percentage here with those that believe that they need additional training
- Almost 46.70 percent of organisations believe that employees are capable of identifying censure, while the same view is shared by 55.20 percent of the employees
- Over 82 percent of organisations believe that they favour openness regarding the recommendation advancement of media literacy training, while the same view is shared by 48.30 percent of the employees

This notable difference does not include a discrepancy in views towards media literacy; instead, it is about having self – assessment; organisations observe the entire situation, while the individuals observe their personal experience only, so these results present no surprise in the first place.

As far as the first research and survey question is concerned (Do non – government organisations and associations have sufficient knowledge and resources in terms of media literacy, and, whether they had (until present) trainings in ML field, it becomes rather than obvious and clear that the largest number of organisations lacked in training, but with the purpose of making an advancement in this specific field. At the same time, organisations believe that around 50% of their employees did go through certain trainings from media literacy field, which was confirmed by the employees themselves. This was actually a reflection on how the answer to first research and survey question emerged: yes, they have sufficient knowledge that requires additional trainings in order to have media literacy systematically analgised and incorporate within activities in daily basis.

Second research and survey question (Do employees in organisations have developed the skills regarding critical opinion that would enable them to select adequate media houses), confirmed that the employees in organisations may adequately select media because their approach is based on pluralism.

They also talk about media freedoms (they take active part and participate in submitting complaints) and additionally make clear distinction between censure, false news and other forms of manipulation.

The answer to third research and survey question (Do organisations work with local people and their target groups during training sessions from the MLIT field and do they accordingly organize workshops covering this particular area?), seems negative, because the work with local population is directed to "sometimes" category, and workshops are usually within the "we plan to execute this in future" zone.

We shall analyse the categories regarding the level of media literacy in non – government organisations.

Low level of ML: Organizations do not conduct trainings regarding ML, so their members obtain no knowledge and skills from that field. Also, organizations have no capacities for the implementation of ML into their action plans and projects. Percentage of these organisations in our research and survey is zero because they do not exist.

Middle level of ML: Organisations usually do not conduct trainings on ML, but their members have knowledge and skills from that field. Also, organizations do not include ML in their projects but show interest in implementing them in future. Most organisations are on this level (around 60 percent).

Standard level of ML: Organizations have sufficient experience in conducting trainings on ML, but still, they engage external experts for that. Employees possess certain skills in ML field, but without inclusion of new media and information technologies. They are interested in future ML projects. Second and most outlined and notable type of organizations (50 percent of them) belong to this category. Improvement is also notable, middle level decreased by 15 percent, and this group improved by 15 percent as well.

Advanced ML level: Organisations regularly conduct trainings in the ML field using their own human resources. Employees possess knowledge and skills in ML field that are upgraded on new media and information technology trends basis. They implement projects that may have common ground with ML field. Although only five percent of examinees belong to this group, it could be considered as important one, since it represent the leaders in this particular field and set as an example to others.

IX.   Summary of analysis of in – depth interviews

Most results of thematic analysis are in the correspondence with results that came out of poll questionnaires. Organisations' supervisors claim that COVID – 19 pandemics indicated the level of media literacy importance concerning organisations, employees and users.

Examinee 23T:
 "Before, I used to think that I had sufficient knowledge about media field, but the pandemics proved that I had absolutely no clue what ML actually meant. This only encouraged me to initiate more serious approach within my organisation in regard with this issue".

ML trainings used to be considered as personal thing practiced by employees and users, but taking part in ML projects showed all possibilities it actually had.

Examinee 37A:

"ML field seemed rather mysterious, since I had no idea how much it could mean to me and my organisation. For instance, the vaccination issue displayed how ML had helped us learn how to observe relevant information covering this specific issue, rather than falling into the trap of false and inaccurate news".

Work from home released many possibilities, as far as personal advancement was concerned, but at the same time, it made work with users more difficult.

Examinee 68C:

"Users are difficult to train online, because they have not used to such environment and consequently, they get off the track while trying to do it. However, we still try to do our best and share as many possible skills from the ML field"

I.   Recommendations for organisations

- Implementation of written strategies regarding media literacy development, including privacy policies concerning employees and other target groups
- Conducting researches and surveys, regarding employees within their media literacy competences, particularly midst pandemics
- Highlight openness to employees and target groups, in regard with training advancements in media literacy field
- Enable more efficient technical support or provide trainings for employees
- Increase number of trainings regarding media literacy with the focus on online and multiple courses
- Allow large number of employees to take part and participate at sophisticated media literacy trainings
- React and respond to unusual and obvious violation of media freedoms and liberties through official written notices and replies
- Involve more interested parties into daily activities including the promotion of media literacy skills
- Active promotion of deconstruction of false news and critical expression as roof competences
- Apply to more projects from media literacy field and establish section/department for media literacy within the organisation

II.   Recommendations for employees within organisations

- Effective communication regarding personal needs related to media literacy and direct these to superiors within your organisation, take active part in research and survey because the pandemic had produced new ways of work
- Take part in advancement regarding recommendations in media literacy field
- Share the acquired knowledge regarding media literacy and direct it towards target group in order to balance the gap between knowledge obtained and ignorance
- Launch active promotion of ethic informing and critical expression as roof competences
- Take individual initiative regarding perfection of media literacy, but share accomplished knowledge on organisational levels and target groups accordingly
- Practice public speaking about media misuses and manipulations, because they represent the initial step in their prevention

Annex 1: Poll questionnaire for organisations

Leadership and media literacy

How many employees does your organisation have?
- Less than five
- Between six and ten
- Ten or more

Our organisation has a strategy require for media literacy advancement, regarding the employees and/or users (document where guidelines and steps of the media literacy implementation are clearly defined)
- Yes, there is
- No, there isn't
- No, but we are working on it

Our organisation encourages its employees and members with the purpose of making them to use digital technologies during their work
- Yes, because we must adapt to new circumstances
- No, because we don't need digital technologies in our work
- We don't think about it

The employees within our organisation are adequately trained and aimed to identify false information and disinformation in media they follow
- Yes, they are
- Yes, but they need more trainings in this field
- No, they are not

In our organisation, we discuss about media freedoms and liberties in the country and region
- Yes, we always do
- Yes, but occasionally
- No, never

In our organisation employees are trained to identify auto censure and political propaganda in media they follow
- Yes completely
- Yes, but they need more trainings in this field
- No, they don't

In our organisation, all employees may suggest and recommend the advancements based on trainings regarding media literacy for employees and users
- Yes, they always can
- Yes, but occasionally
- No, never

Infrastructure and equipment

Our organisation disposes of fast internet connection in all parts of our working facilities
- Yes, internet speed is the same in all working facilities
- Yes, but internet speed varies in terms of position taken
- No, all employees use their own internet
- No, we don't need internet at all
- Our employees work from home

Our organisation has PC's or similar equipment (laptop, tablets, and smart phones)
- Yes, it has PC's
- Yes, but their number is limited
- No, all employees use their own equipment
- No, we don't use digital technologies at all
- Our employees work from home

Our organisation has the employee who is in charge with technical support in digital technologies (IT specialist, administrator)
- Yes, there is a person like this who works on full time basis
- Yes, but this person is in charge with other work as well
- No, all employees solve problems by themselves
- No, we don't use digital technologies at all
- Our employees work from home

There is policy of privacy protection for all employees and/or users in our organisation
- Yes, there is policy in written form
- Yes, but it is based on agreed principles
- No, but the plan is to adopt it
- No, they have no intention to implement the policy of privacy protection

Training from media literacy field

Our organisation organised the following trainings regarding media literacy field
- Media literacy courses in our facilities
- Media literacy courses in rented facilities
- Online media literacy courses
- Multiple media literacy courses (offline and online)

Scale of answers:
- Yes, at least one
- Yes, more than one
- We have not organised courses of this type and we do not plan to do so
- We have not organised courses but we are interested to organize media literacy courses

Employees within our organisation completed courses or studies regarding media literacy field
- Media literacy courses within our facilities
- Media literacy courses within rented facilities
- Online media literacy courses
- Multiple media literacy courses (offline and online)

Scale of answers:
- Yes, at least one employee
- Yes, more than one
- We have no employees that went through such training courses and we do not plan a development in this direction
- We have not had such training courses, but we are interested in having our employees to complete such training courses

Field work

Employees within our organisation that are in contact with local community have the opportunity to discuss about false news risks
- Yes
- No
- I do not know

Employees within our organisation that are in contact with local community have the opportunity to discuss about auto censure and political propaganda risks
- Yes
- No
- I do not know

Employees within our organisation use digital technologies in order to improve their and knowledge of their users regarding media literacy (for instance, directing to online media literacy course).
- Yes
- No
- I do not know

Competence development with users
While working with interested parties, we
- encourage users to use digital skills
- teach users how to act safely on the internet
- teach users how to be responsible on the internet
- teach users how to check information credibility
- teach users how to correctly use authors' works they find on the internet
- teach users how to create internet content on the internet
- teach users how to communicate through applications
Scale of answers:
- Yes, always
- Yes, but occasionally
- We have no view about this
- Rarely
- No, never

What type of media literacy competences do you consider most important regarding your interested parties?
- Critical expression (opinion)
- Work ways of classic media
- Work ways and new media logic
- Ethic journalism
- Deconstruction of media messages
- Understanding media public
- Content creating
- Effective information approach
- Disclosure of false news

Scale of answers:
- Very important
- Limited importance
- I do not have opinion about this
- No great importance
- It has importance

Few words about you

Your gender
- Woman
- Man

How long have you been working in your organisation?
- Less than one year
- From one to five years
- Five years and more

What best describes your relationship towards media literacy?
- I use knowledge from media literacy after I check their usage with other employees
- I use media literacy skills simultaneously with other employees
- I acquire media literacy skills when I realise their usage
- I acquire media literacy skills first
- I have no opinion about this

What do you consider your largest obstacle regarding media literacy advancement within your organisation?
- Insufficient money funds
- Lack of equipment
- Unreliable internet network
- Limited space
- Limited technical support or no technical support at all
- Time shortage
- Low level of employees' competences
- Low level of users' competences
- Something else

Annex 2: Poll questionnaire for employees within organisations

Leadership and media literacy

What type of media do you follow the most regarding informing on daily basis?
- Television
- Radio
- Printed press
- Internet web sites (portals)
- Social media
- I do not follow media

As far as the degree (level) of media literacy in Bosnia and Herzegovina is concerned, I believe that
- It is country with exceptional free media
- It is country with limited free media
- It is country with neglected media freedoms
- I have no opinion about this particular issue

Our organisation encourages employees and members to use digital technologies in their work as much as possible
- Yes, because we must adapt to new circumstances
- No, because we do not need required digital technologies in our work
- No, I do not think about this

As the employee in the organisation, I reckon that I have been adequately trained in order to identify false information and disinformation in media that I follow
- Yes, I am
- Yes, but I need additional training
- No, I am not

We discuss the issue of media liberties in our country and region within our organisation
- Yes, always
- Yes, but occasionally
- No, never

As the employee in the organisation, I reckon that I have been capable of identifying auto censure and political propaganda in media that I follow
- Yes, completely
- Yes, but I require more trainings
- No, I haven't

All our employees may suggest and recommend advancements within our organisation that are based on media literacy trainings for employees and users

- Yes, always
- Yes, but occasionally
- No, never
-

Media literacy and employees

With false news disclosure, the most important thing is (please circle NOT more than two answers)

- Check media identity background (*impressum*, contacts)
- Check content sources
- Check photos, pictures, illustrations and visual parts
- Check authors and genuine content authors
- Check whether the title matches up the content

Censure and auto censure is impossible to check in media that I follow

- It is not possible, because censure is internal issue within media house
- It is partially possible, because there is a procedure regarding the analysis of editing policy within certain media
- It is completely possible since media literacy allows us that

Political propaganda in media that I follow mostly appears in the shape of:

- Favouring certain political subjects
- Paying commercial advertising for certain political subjects
- Covertly commercial advertising of particular political subjects
- No political propaganda in media that I follow

Do you consider that your employment within organisation has made contribution in developing a higher degree of media literacy with you?

- Yes, completely
- Yes, but I have been working on it by myself
- No, the organisation does not provide any help with this

Trainings from media literacy field

I held/organised courses from media literacy field within our organisation

- Media literacy courses within our facilities
- Media literacy courses in rented facilities
- Media literacy online courses
- Multiple media literacy courses (offline and online)

Scale of answers:
- Yes, at least one
- Yes, more times
- We have not organised courses of this particular type and we do not plan to
- We have not organised, but we plan to organise media literacy courses

I completed some of the following courses from media literacy field
- Media literacy courses in our facilities
- Media literacy courses in rented facilities
- Online media literacy courses
- Multiple media literacy courses (offline and online)

Scale of answers:
- Yes, at least one
- Yes, more than one
- I have not completed trainings and do not plan to
- I have completed trainings, but I do plan trainings in this field

Field work

As the employee within the organisation having contact with local community, I had the opportunity to talk about false news risks
- Yes
- No
- I do not know

As the employee within the organisation having contact with local community, I had the opportunity to talk about auto censure, censure and political propaganda risks
- Yes
- No
- I do not know

As the employee in our organisation, I have been using digital technologies in order to improve users' personal knowledge regarding media literacy (for instance, directing to online media literacy course).
- Yes
- No
- I do not know

Developing of competences with users

While working with the interested parties, I
- Encourage users to use digital skills
- Teach users how to act safely on the internet
- Teach users how to be responsible on the internet
- Teach users how to check information credibility
- Teach users how to correctly use authors' work they find on the internet
- Teach users how to create content on the internet
- Teach users how to communicate through applications

Scale of answers:
- Yes, always
- Yes, but occasionally
- We do not have opinion about his
- Rarely
- No, never

What type of media literacy competences do you consider most important?
- Critical expression
- Work ways of classic media
- Work ways and new media logic
- Ethic journalism
- Deconstruction of media messages
- Understanding media public
- Content creating
- Effective information approach
- Disclosure of false news

Scale of answers:
- Very important
- Limited importance
- I do not have opinion about this
- No great importance
- It has no importance at all

Few words about you

Your gender
- Woman
- Man

How long have you been working in your organisation?
- Less than one year
- From one to five years
- Five years and more

What best describes your relationship towards media literacy?
- I use knowledge from media literacy after I check their usage with other employees
- I use media literacy skills simultaneously with other employees
- I acquire media literacy skills when I realise their usage
- I acquire media literacy skills first
- I have no opinion about this

What do you consider your largest obstacle regarding media literacy advancement within your organisation?
- Insufficient money funds
- Lack of equipment
- Unreliable internet network
- Limited space
- Limited technical support or no technical support at all
- Time shortage
- Low level of employees' competences
- Low level of users' competences
- Something else