

THE COVID-19 INFODEMIC AMONG YOUNG PEOPLE AND ADULTS: THE SUPPORT OF CRITICAL MEDIA LITERACY

Dr. J.-Roberto Sánchez-Reina and Ericka-Fernanda González-Lara

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INTRODUCTION



Media literacy

the need to assess media competencies during the COVID-19 pandemic has led us to explore people's critical attitude towards the infodemic.

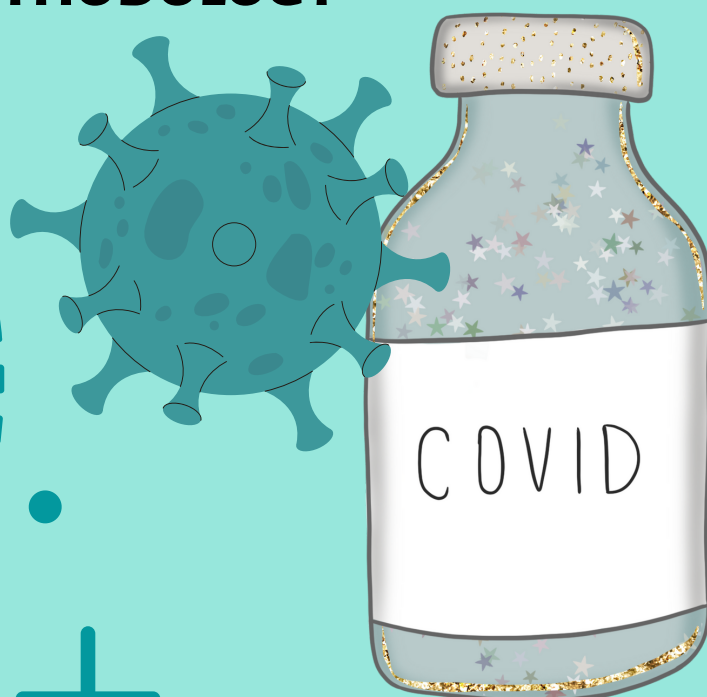


Infodemic,

unreliable information in the public sphere, which has been fostered by the COVID-19 pandemic. Among the mechanisms used to mitigate the effects of the infodemic, media literacy has proven to play a valuable role.

OBJECTS AND METHODOLOGY

To analyze the critical media skills (CMS) of young people and adults in relation to the variables infodemic awareness (IPA), infodemic and wellbeing (ISW), emotional reaction (ERI), and media trust (MTC).

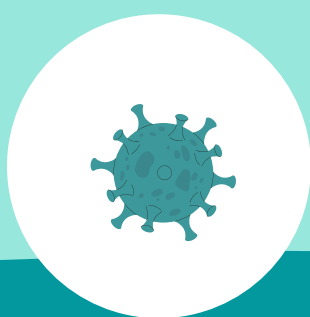


Cross-sectional descriptive study

Survey
N= 404

Consumer habits, perceptions and attitudes towards information during the pandemic by COVID-19

CONCLUSIONS



The study found that young people have a greater reliance on information provided by official and institutional media, while adults rely more heavily on information from their primary socialisation circles (friends and family).



The pandemic caused by COVID-19 has strengthened our media skills, including how to manage misinformation.



Policy makers, media educators and health professionals should see the current pandemic as a learning opportunity to prevent future health crises.

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