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**MEDIATING DIGITAL SOCIETY AND INDIVIDUALS:
JOURNALISM AND COMMUNICATION
IN THE TIMES OF UNCERTAINTY**

ABSTRACTS

18–19 November 2021



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**МЕДИАЦИЯ СОЦИАЛЬНЫХ И ИНДИВИДУАЛЬНЫХ ПРАКТИК
В ЦИФРОВОМ ОБЩЕСТВЕ: ЖУРНАЛИСТИКА
И КОММУНИКАЦИЯ В ЭПОХУ НЕОПРЕДЕЛЕННОСТИ**

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Elena Vartanova (ed.)

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Editor-in-charge: Elena Vartanova
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Gulnur Berkenova
Galiya Ibrayeva
Al-Farabi Kazakh National University
galiya.ibrayeva@gmail.com

Botakoz Rakisheva
Public Opinion Research Institute

Reasons for the Transformation of the Architecture of Media Literacy in Central Asia: a Comparative Analysis

Different rates of development of digital media and new technologies in Central Asian countries result in the distorted understanding of the importance of media literacy. Geographical proximity of Kazakhstan, Uzbekistan and Tajikistan does not become the basis for an identical preference for information sources, so the understanding of media literacy is very different. The article presents the results of a 2019 study supported by Internews, which explores the use of media and the attitude of the local population towards understanding media literacy. The study analyzes 3000 people from 14 to 65 years old. The results show that a number of factors affect media literacy: access to new technologies, gadgets and the Internet, financial state of citizens, and the lack of systematic training in media literacy. The older the audience, the less awareness of such concepts as «plagiarism», «propaganda», «compromising evidence», «network addiction», «information war», «fake news». Not all citizens of these countries are willing to spend time clarifying or checking questionable information. Thus, we see that not all citizens understand the importance of media literacy in their lives and in general.

Media literacy is the most important skill of a modern person, which allows to navigate the media space. The ability to work with information and literacy while perceiving, understanding and interpreting media texts, i.e. critical thinking skills, have become important for a person of the modern era.

The study reveals the structure of the media environment in Kazakhstan, Uzbekistan and Tajikistan, the preferences and expectations of the audience, as well as the self-assessment of the media information literacy of the audience. Based on the goals, the research tasks were formulated: identification of the structure of the media environment, audience expectations and preferences; determination of popular sources of information (TV, radio, print media, Internet media, social networks) and the level of public trust; examination of preferences for types of media and means of access to media content (TV, radio, computer, mobile phone, smartphone, tablet); detection of the state of media and digital literacy of the audience.

The study covered citizens of these Central Asian countries from 14 to 65 years of age from the total number of citizens in each country: Kazakhstan - 66.5%, Tajikistan - 62.4%, Uzbekistan - 70%. 3000 people took part in the questionnaire survey: 1000 respondents from each specified country. By gender: 49% of men and 51% of women from Kazakhstan, 50.7% of men and 49.3% of women from Tajikistan, 50.3% of men and 49.7% of women from Uzbekistan.

Fieldwork was carried out in the period 20.07.2019 - 31.08.2019. The survey was conducted in the form of a personal interview with the respondent (face-to-face). The number of questions in the questionnaire was 50 questions + 11 socio-demographic parameters. The questionnaires were prepared in Kazakh / Tajik / Uzbek and Russian. A pre-test of the questionnaire was conducted in each country (20 interviews). When processing the survey results, the SPSS program was used.