บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สงต. โทร ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ - ๑๑

ที่ นร ๐๒๐๙.๐๓/๒�๓ **วันที่** ๘ สิงหาคม ๒๕๖๒

เรื่อง ขอความร่วมมือตอบแบบสอบถามเกี่ยวกับข่าวลวงและผลกระทบต่อสื่อบริการสาธารณะ

เรียน ผอ.สททท. ผอ.สวท. ผอ.สนข. ผอ.ศสช. ผอ.สพป. ผอ.สนผ. ผอ.สปข.๑, ๓, ๖ และ ผอ.สปช.

      สถาบันพัฒนากิจการวิทยุโทรทัศน์แห่งเอเชีย - แปซิฟิก (Asia-Pacific Institute for Broadcasting Development: AIBD) ขอให้ กปส. ตอบแบบสอบถามเรื่อง "ข่าวลวงและผลกระทบต่อสื่อบริการสาธารณะ" (Questionnaire on Fake News and Its Impact on Public Service Broadcasting) เพื่อนำผลการสำรวจความคิดเห็นไปประกอบการพัฒนาหลักสูตรการฝึกอบรมแก่ประเทศสมาชิก รวมทั้งนำไปเป็นกรอบเพื่อกำหนดนโยบายร่วมกับประเทศสมาชิกในการรับมือกับข่าวลวงในภูมิภาค ทั้งนี้ แบบสอบถามดังกล่าวเป็นส่วนหนึ่งของการประชุมนัดพิเศษเรื่อง Angkor 'Anti-Fake News' Initiative ที่มีเป้าหมายหลักในการต่อต้านข่าวลวงและรับมือการบิดเบือนข้อมูลข่าวสารอย่างเป็นระบบ ในการประชุมสุดยอดด้านสื่อสารมวลชนแห่งเอเชีย (Asia Media Summit: AMS 2019) ระหว่างวันที่ ๑๒ - ๑๔ มิถุนายน ๒๕๖๒ ณ เมืองเสียมราฐ ราชอาณาจักรกัมพูชา

      สปต. ขอความร่วมมือท่านพิจารณามอบหมายบุคลากรตอบแบบสอบถามดังกล่าวโดยสแกน QR-Code ที่ปรากฏตอนท้ายหนังสือ และส่งกลับมาที่ intercoop.prd@gmail.com ภายในวันที่ ๒๐ สิงหาคม ๒๕๖๒ หากมีข้อสงสัยสามารถติดต่อสอบถามได้ที่ สปต. หมายเลขโทรศัพท์ ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ - ๑๗๑๑

      จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการในส่วนที่เกี่ยวข้องต่อไป

(นางวันเพ็ญ อัพตัน)
ผอ.สปต.

(๑) แบบสอบถาม

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'FAKE NEWS' AND ITS IMPACT ON PUBLIC-SERVICE BROADCASTING Practices, Needs and a Way Forward

BACKGROUND

One of the core mandates of AIBD is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region. In order to live up to this expectation, all AIBD members have to work together to combat the threat of 'fake news' including viral hoaxes, a phenomenon that has recently gained in ubiquity and intensity. This survey is meant to collect baseline data and insights that can help public service broadcasters in (1) dealing with 'fake news' and (2) engaging with the audience about 'fake news'.

RESEARCH QUESTIONS

1. How do AIBD members deal with the 'fake news' phenomenon?
2. How do AIBD members engage with their audiences about 'fake news'?
3. What do AIBD members see as their main areas for further development?

This survey is divided into five sections. Section 1 collects some information about the survey respondent. Sections 2 and 3 deal with in-house definitions, mechanisms for evaluating the prevalence and severity of 'fake news', fact checking and reporting guidelines, newsroom organisation (physical layout, structure, workforce).

Section 4 is about the initiatives media organisations have taken to engage with their viewers, listeners and readers in terms of critical digital literacy and 'fake news' in particular.

Finally, Section 5 focusses on the overall success rate in dealing with 'fake news', the challenges and frustrations, the needs public broadcasters have (the main areas for improvement) and the broader political and regulatory context in which they perform their role of serving the public.

QUESTIONNAIRE

Table of content

SECTION 1
YOUR MEDIA ORGANISATION

1.1. What is the name of your media organisation?

National Broadcasting Services of Thailand (NBT)

1.2 In which country is your media organisation based?

Thailand

1.3. What is the ownership structure of your media organisation? Please tick the appropriate box.
- ☐ Private
- ☑ Government/public service
- ☐ Private-public partnership
- ☐ Private station
- ☐ Other

1.4. What is the percentage your media organisation devotes to locally produced content (as opposed to internationally syndicated content)?

☑ 80–100%   ☐ 60–79%   ☐ 40–59%   ☐ 20–39%   ☐ 0–19%

1.5. Who decides what percentage of total content is local (as opposed to syndicated)?

- ☑ Our media organisation
- ☑ Government regulators (for example, as part of the licensing conditions)
- ☐ Our audience
- ☐ Other [please describe]

1.6. In what capacity are you taking part in this survey?

- ☐ I'm completing the questionnaire in my professional capacity (individual response)
- ☐ I'm completing the questionnaire on behalf of my media organisation.
- ☐ Other [please describe]

SECTION 2
DEFINING AND UNDERSTANDING 'FAKE NEWS'

For the purpose of this survey, the term 'fake news' refers to disinformation and hoaxes: "news stories and social media posts posing, falsely, as genuine news items"; they are "demonstrably untrue" and "designed to mislead the reader or viewer" (Miller, 2018: 3).

We draw a strong distinction between this survey's use of the term and that used by different actors as a blanket term to unjustly discredit legacy or mainstream media as 'illegitimate', 'untrustworthy', or the 'lying press'.

2.1 Does your media organisation work with a definition of 'fake news'? Please tick the appropriate box.

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to 2.6.
If "Yes", proceed to 2.2.

2.2. Is that definition explicitly stated in your media organisation's governance? Please tick the appropriate box.

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to 2.6.
If "Yes", proceed to 2.3.

2.3. What is your media organisation's definition of 'fake news'?

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[                                                                    ]
[                                                                    ]
[                                                                    ]
[                                                                    ]
[                                                                    ]
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2.4. Is the above definition explicitly communicated within the media organisation? Please tick the appropriate box.

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to 2.6.
If "Yes", proceed to 2.5.

2.5. How is the definition communicated within the media organisation?

2.6. Which of the following types of information are considered in your media organisation's understanding of what is meant by 'fake news'? Please tick the appropriate box or boxes.

1. ☐ Mis-information[1]
2. ☐ Dis-information[2]
3. ☐ Mal-information[3]
4. ☐ Viral hoaxes
5. ☐ Propaganda
6. ☐ Conspiracy theories

2.7. Which of the following types of humour are considered in your media organisation's understanding of what is meant by 'fake news'? Please tick the appropriate box or boxes.

1. ☐ Pranks
2. ☐ Jokes
3. ☐ April Fools' Day jokes
4. ☐ Cartoons
5. ☐ Comedy
6. ☐ Satire
7. ☐ Parody

2.8. Which of the following types of advertising are considered in your media organisation's understanding of what is meant by 'fake news'? Please tick the appropriate box or boxes.

1. ☐ Advertisements
2. ☐ Advertorials
3. ☐ Informative advertising
4. ☐ Native advertising

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[1] Mis-information is "when false information is shared, but no harm is meant" (Wardle & Derakhshan, 2017: 5).
[2] Dis-information is "when false information is knowingly shared to cause harm" (Wardle & Derakhshan, 2017: 5).
[3] Mal-information can be defined as "information that is based on reality, used to inflict harm on a person, social group, organisation or country" (https://en.unesco.org/fightfakenews).

2.9. Which of the following types of journalism are considered in your media organisation's understanding of what is meant by 'fake news'? Please tick the appropriate box or boxes.

1. ☐ Free news
2. ☐ Citizen journalism
3. ☐ Problematic journalism[4]
4. ☐ News produced by celebrities
5. ☐ False balance[5]
6. ☐ Deep fakes[6]
7. ☐ No idea what all or most of these terms mean

2.10. Which other forms of information, news, journalism, etc. does your media organisation consider to be 'fake news' other than those mentioned in Questions 2.6–2.9 above?

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2.11. How many 'fake news' items has your media organisation had to deal with in the last three years?

☐ 0–5   ☐ 6–10   ☐ 11–15   ☐ 16–20   ☐ 21 or more

2.12. How many 'fake news' items has your media organisation been able to stop from being reported as real news in the last three years?

☐ 0–5   ☐ 6–10   ☐ 11–15   ☐ 16–20   ☐ 21 or more

2.13. 'Fake news' is considered a serious problem in your country.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

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[4] Poor-quality or sub-standard journalism that includes "ongoing (and uncorrected) errors that arise from poor research or sloppy verification" and also "sensationalising that exaggerates for effect, and hyper-partisan selection of facts at the expense of fairness" (Ireton & Posetti, 2018: 8).

[5] The term applies to "the inappropriate application of balance to a matter of established fact (such as that the earth is round), or settled scientific consensus (such as climate change), rather than to opinions, values, and subjective beliefs (Price, 2018: 246).

[6] These are "realistic-looking videos showing events that never happened" (Steinmetz, 2018: 2).

2.14. The notion of 'fake news' is at times difficult to understand by the general public.

- ☐ Strongly agree
- ☐ Mildly agree
- ☐ Neither agree or disagree
- ☐ Mildly disagree
- ☐ Strongly disagree

2.15. Media organisations can fight 'fake news'.

- ☐ Strongly agree
- ☐ Mildly agree
- ☐ Neither agree or disagree
- ☐ Mildly disagree
- ☐ Strongly disagree

2.16. In general, your media organisation is committed to actively fighting 'fake news'.

- ☐ Strongly agree
- ☐ Mildly agree
- ☐ Neither agree or disagree
- ☐ Mildly disagree
- ☐ Strongly disagree

2.17. In your country, the problem of 'fake news' will get worse in the next five years.

- ☐ Strongly agree
- ☐ Mildly agree
- ☐ Neither agree or disagree
- ☐ Mildly disagree
- ☐ Strongly disagree

2.18. According to your media organisation, what factors explain the 'fake news' phenomenon? What are its causes?

SECTION 3
NEWSROOM AND JOURNALISTIC PRACTICES IN DEALING WITH 'FAKE NEWS'

IMPACT

3.1. To what extent has the 'fake news' phenomenon had an impact on your media organisation's news production practices?

(1) Because of the 'fake news' phenomenon, there has been a change in the organisational structure of your newsroom.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

Please explain your answer.

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[blank text box]
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(2) Because of the 'fake news' phenomenon, there has been a change in the allocation of material resources[7] to your newsroom.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

Please explain your answer.

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[blank text box]
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[7] Material resources include material infrastructure, physical layout and information technology.

(3) Because of the 'fake news' phenomenon, there has been a change in the allocation of human resources[8] to your newsroom.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

Please explain your answer.

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(4) Because of the 'fake news' phenomenon, there has been a change in the allocation of financial resources to your newsroom.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

Please explain your answer.

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(5) Because of the 'fake news' phenomenon, there has been a change in the newsroom practices[9] in your media organisation.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

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[8] Human resources refer to recruitment, role requirements, jobs and skills.

[9] These practices include the ordinary, day-to-day routines of the news production cycle (news gathering, archival checks, gatekeeping, sub-editing, visual editing, quality control, etc.); in particular, this statement is about how 'fake news' has or has not disrupted the ways public service broadcasters report the news.

Please explain your answer.

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3.2. What percentage of your total resources (e.g. material, human or financial) is devoted to dealing with 'fake news'?

☐ 0–5%   ☐ 6–10%   ☐ 11–15%   ☐ 16% or more

MECHANISMS

3.3. Does your media organisation have *mechanisms*[10] in place for carrying out the following five activities?

(1) Determining how widespread and/or serious 'fake news' is

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe those mechanisms in the box below.

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(2) Fact-checking[11] potential 'fake news'

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe those mechanisms in the box below.

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[10] Mechanisms refer to systems, governance, policies, professional codes of ethics/conduct, processes, guidelines, standard operating procedures and/or checklists.

[11] We will only use "fact-checking" to refer to (1) checking "claims of public relevance" in any societal domain (politics, science or culture) and (2) debunking 'fake news' and viral hoaxes (Ireton & Posetti, 2018: 88).

(3) Reporting – in the real news – stories about 'fake news' that was successfully prevented/stopped [12]

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe those mechanisms in the box below.

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(4) Responding to allegations that your media organisation itself has broadcasted or published 'fake news'

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe those mechanisms in the box below.

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[12] Reporting a real news story about how a claim or viral story were shown to be false or fake (unfounded); in other words, sharing a success story in fighting and preventing 'fake news' by exposing it as fake.

(5) Training news workers[13] in detecting and dealing with 'fake news'

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe those mechanisms in the box below.

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3.4. In dealing with 'fake news', your professional code of ethics gives sufficient general guidance.

☐ Strongly   ☐ Mildly   ☐ Neither   ☐ Mildly   ☐ Strongly
  agree   agree   agree or   disagree   disagree
                             disagree

3.5. In dealing with 'fake news', your media organisation relies on technology (such as machine learning and artificial intelligence software).

☐ Strongly   ☐ Mildly   ☐ Neither   ☐ Mildly   ☐ Strongly
  agree   agree   agree or   disagree   disagree
                             disagree

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[13] Anyone involved in the news production process (gathering, interviewing, reporting, verifying, editing, proofreading, gatekeeping, presenting, etc.).

SECTION 4
ENGAGING WITH YOUR AUDIENCES ABOUT 'FAKE NEWS'

4.1. Engaging with[14] your audiences about 'fake news' is a relevant activity for your media organisation.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

4.2. Protecting your audiences from the negative effects of 'fake news' is the responsibility of your media organisation.

☐ Strongly agree   ☐ Mildly agree   ☐ Neither agree or disagree   ☐ Mildly disagree   ☐ Strongly disagree

4.3. Is your media organisation currently involved in any initiatives to engage with its audiences about 'fake news'?

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to Section 5.
If "Yes", proceed to 4.7.

4.4. In its fight against 'fake news', what types of audience does your media organisation aim to reach? Please tick the appropriate box or boxes.

1. ☐ Children
2. ☐ Young adults
3. ☐ School children
4. ☐ Students
5. ☐ Adults
6. ☐ Men
7. ☐ Women
8. ☐ Parents
9. ☐ Major ethnic groups
10. ☐ Ethnic minorities
11. ☐ The unemployed
12. ☐ The uneducated
13. ☐ The poor
14. ☐ The sick or disabled

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[14] This includes, among other things, raising awareness of the problem, improving media literacy, providing tips on distinguishing 'fake news' from real news, changing attitudes regarding the sharing of 'fake news' and hoaxes.

15. ☐ The elderly
16. ☐ Other [please describe]

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4.5. What format/genre of programmes or items does your media organisation produce to engage with its audiences about 'fake news'? Please tick the appropriate box or boxes.

1. ☐ TV news item
2. ☐ TV series
3. ☐ TV documentary
4. ☐ TV talk show
5. ☐ TV docudrama
6. ☐ TV game show
7. ☐ TV reality show
8. ☐ TV sitcom
9. ☐ TV weather forecast
10. ☐ TV sports
11. ☐ TV public service announcement (PSA)
12. ☐ Radio news item
13. ☐ Radio drama
14. ☐ Radio documentary
15. ☐ Radio interview
16. ☐ Radio music programmes
17. ☐ Radio talk show
18. ☐ Radio weather
19. ☐ Radio public service announcement (PSA)
20. ☐ Website
21. ☐ Facebook
22. ☐ Twitter
23. ☐ Instagram
24. ☐ Other [please describe]

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4.6. Approximately how much of your media organisation's total duration is devoted to helping its audiences deal with 'fake news'?[15] Give your answer in seconds per week.

☐ 0 seconds   ☐ 1–39 seconds   ☐ 40–89 seconds   ☐ 90–119 seconds   ☐ 120 seconds or more

Please explain your answer.

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4.6. What percentage of your total resources (e.g. material, human or financial) has been devoted in the last three years to helping your audiences deal with 'fake news'?

☐ 0–5%   ☐ 6–10%   ☐ 11–15%   ☐ 16% or more

4.7. Approximately how much of its resources (e.g. material, human or financial) does your media organisation commit to initiatives aimed at engaging with its audiences about 'fake news'?

☐ 0–5%   ☐ 6–10%   ☐ 11–15%   ☐ 16% or more

Please explain your answer.

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[15] This also includes, more generally, developing digital media literacy and critical thinking skills.

SECTION 5
SUCCESSES, CHALLENGES AND NEEDS

DEALING WITH 'FAKE NEWS'

5.1. Does your media organisation have a systematic way of measuring the success of its fight against 'fake news'?

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe the process in the box below.

___

5.2. Regardless of your answer to the preceding question, how successful has your media organisation been in dealing with 'fake news' through its own newsroom and journalistic practices?

☐ Very   ☐ Good   ☐ Fair   ☐ Poor   ☐ Unsuccessful
   successful

Please explain your answer.

___

5.3. The total amount of resources (e.g. material, human or financial) that your media organisation commits to dealing with 'fake news' is sufficient.

☐ Strongly   ☐ Mildly   ☐ Neither   ☐ Mildly   ☐ Strongly
   agree   agree   agree or   disagree   disagree
                                    disagree

Please explain your answer.

___

5.4. In general, what *internal* obstacles does your media organisation face in dealing with 'fake news'? Please tick the appropriate box or boxes.

1. ☐ The media organisation's mission and vision
2. ☐ Strategic planning
3. ☐ Structured coordination among all stakeholders
4. ☐ Management support
5. ☐ Financial resources
6. ☐ Material resources including information technology[16]
7. ☐ Number of staff
8. ☐ Skills and know-how of the news workers
9. ☐ Skills and know-how of the production department
10. ☐ Opportunities for staff training and development
11. ☐ Other [please describe]

5.5. Which of the above *internal* obstacles are the three most urgent issues that your media organisation needs to address? Copy the number used in Question 5.4. Rank them from highest to lowest urgency, with No 1 being the most urgent.

1	
2	
3	

5.6. In general, what *external* obstacles does your media organisation face in dealing with 'fake news'? Please tick the appropriate box or boxes.

1. ☐ Cyber-attacks on individual journalists
2. ☐ Cyber-attacks on the media organisation (e.g. the news website)
3. ☐ 24/7 news cycle
4. ☐ 24/7 social media and instant messaging cycle
5. ☐ Resourcefulness of 'fake news' creators
6. ☐ Resourcefulness of 'fake news' distributors (e.g. websites)
7. ☐ 'Fake news' consumers (gullibility or ignorance)
8. ☐ Organisation or institutions that benefit from the spread of 'fake news'
9. ☐ Other [please describe]

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[16] Includes machine learning and artificial intelligence software.

5.7. Which of the above *external* obstacles are the three most urgent issues that your media organisation needs to address? Copy the number used in Question 5.6. Rank them from highest to lowest urgency, with No 1 being the most urgent.

1	
2	
3	

5.8. How likely is it that your media organisation will collaborate with other media organisations in fighting 'fake news' in the next five years?

☐ Very likely   ☐ Likely   ☐ Neither likely or unlikely   ☐ Unlikely   ☐ Very unlikely

5.9. How likely is it that your media organisation will devote *more* resources to dealing with 'fake news' in the next five years?

☐ Very likely   ☐ Likely   ☐ Neither likely or unlikely   ☐ Unlikely   ☐ Very unlikely

Please explain your answer. Also specify what resources you will invest in most.

5.10. What kind of external support would your media organisation require in order to deal with 'fake news'? Please tick the appropriate box or boxes.

1. ☐ External expertise in dealing with 'fake news'
2. ☐ External financial resources
3. ☐ Government policy support

ENGAGING WITH THE AUDIENCE ABOUT 'FAKE NEWS'

5.11. Does your media organisation have a systematic way of measuring the success of its audience engagement initiatives in fighting 'fake news'[17]?

☐ Yes
☐ No
☐ No idea

If "No" or "No idea", proceed to the next question.
If "Yes", describe the process in the box below.

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5.12. Regardless of your answer to the preceding question, how successful do you think your media organisation has been in engaging with its audiences about 'fake news'?

☐ Very   ☐ Good   ☐ Fair   ☐ Poor   ☐ Unsuccessful
   successful

Please explain your answer.

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[17] This also includes, more generally, developing digital media literacy and critical thinking skills.

5.13. Who decides what percentage of your total resources (e.g. material, human or financial) is devoted to engaging with your audiences about 'fake news'?

☐ Your media organisation itself
☐ Your regulators
☐ Other [please describe]

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5.14. In general, what obstacles does your media organisation face in engaging with its audiences about 'fake news'? Please tick the appropriate box or boxes.

1.   ☐ The media organisation's mission and vision
2.   ☐ Strategic planning
3.   ☐ Structured coordination among all stakeholders
4.   ☐ Management support
5.   ☐ Financial resources
6.   ☐ Material resources including information technology
7.   ☐ Number of staff
8.   ☐ Skills and know-how of the news workers
9.   ☐ Skills and know-how of the production department
10. ☐ Opportunities for staff training and development
11. ☐ 24/7 news cycle
12. ☐ 24/7 social media and instant messaging cycle
13. ☐ Other [please describe]

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5.15. How likely is it that your media organisation will collaborate with other media organisations in engaging with its audiences about 'fake news' and developing critical digital literacy skills in the next five years?

☐ Very likely   ☐ Likely   ☐ Neither likely or unlikely   ☐ Unlikely   ☐ Very unlikely

5.16. How likely is it that your media organisation will use *more* resources for engaging with its audiences about 'fake news' in the next five years?

☐ Very likely   ☐ Likely   ☐ Neither likely or unlikely   ☐ Unlikely   ☐ Very unlikely

5.17. What kind of external support would your media organisation require in order to engage with its audiences about 'fake news'? Please tick the appropriate box or boxes.

1. ☐ External expertise in dealing with 'fake news'
2. ☐ External financial resources
3. ☐ Government policy support

Thank you for your time.