

Research note: Likes, sarcasm and politics: Youth responses to a platform-initiated media literacy campaign on social media | HKS Misinformation Review

By Iona Literat, Abubakr Abdelbagi, Nicola Yl Law, Marcus Y-Y Cheung, Rongwei Tang
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To better understand youth attitudes towards media literacy education on social media, and the opportunities and challenges inherent in such initiatives, we conducted a large-scale analysis of user responses to a recent media literacy campaign on TikTok. We found that reactions to the campaign were mixed, and highly political in nature. While young people appreciated the urgency of media literacy education and understood its relevance to their social media participation, many displayed a sarcastic attitude, criticizing both the content and the dissemination of the campaign. Based on these responses, we identify key takeaways and recommendations that can valuably inform future media literacy campaigns on social media.

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Source: [Research note: Likes, sarcasm and politics: Youth responses to a platform-initiated media literacy campaign on social media | HKS Misinformation Review](#)