

# AUSSIE KIDS & MEDIA SURVEY 2023



# THE BACKGROUND

When The Squiz asked the audience what more we should do back in 2019, they were clear. They liked how we demystified the news for busy adults - how about something for kids? And when we dug a bit deeper about why that was important to them, the audience told us that they were worried about how the kids in their lives would grow into adults who had the skills to be critical consumers of media.

So, in 2020, we launched Squiz Kids Today, a weekday news podcast for 8-12yos. Since then we've won awards, been picked up in thousands of classrooms, and informed conversations about what's happening in the world in thousands of homes across the country.

## AND WE'RE NOT DONE...

In February 2023, we surveyed parents, carers and teachers about their kids' media consumption and how these skills are being developed at home and in the classroom.

In short, their concerns significantly outweigh their confidence that it's being addressed. This report looks into this gap.

**775**

**TOTAL RESPONDENTS**

**534**

**PARENTS/CARERS**

**241**

**TEACHERS**

# KEY FINDINGS

# 1

## EXPOSURE TO MISINFORMATION

There are high levels of concern about Aussie kids being exposed to misinformation on social media.

# 2

## CONCERN ABOUT KIDS' ABILITY TO IDENTIFY MISINFORMATION

There are low levels of confidence that Aussie kids know how to tell if something they come across online is fake or true.

# 3

## ADULT SKILLS ARE LACKING

Parents, carers and teachers are worried about their abilities to help Aussie kids become critical consumers of media, including social media.

# BUT FIRST, WHERE DO KIDS GET THEIR NEWS?

	PARENT	TEACHER
Family conversations	85.24%	67.90%
Squiz Kids (of course!)	66.52%	61.73%
Teachers	50.44%	59.26%
Friends - info they've heard in the playground	42.95%	53.70%
TV news	28.41%	42.59%
Social Media (Instagram; TikTok; YouTube)	23.79%	58.02%
Radio	21.81%	20.99%
Other news podcasts	5.95%	4.94%
Newspapers	5.51%	4.32%

## KEY TAKEOUTS

Traditional media is playing a small and diminishing role in conveying information to younger generations.

And more than twice as many teachers than parents/carers say social media is where kids get their news...

## SPOTLIGHT ON SOCIAL MEDIA

**41%**

According to parents and teachers, an average of 41% of kids aged 7-12yos get their news and information from social media



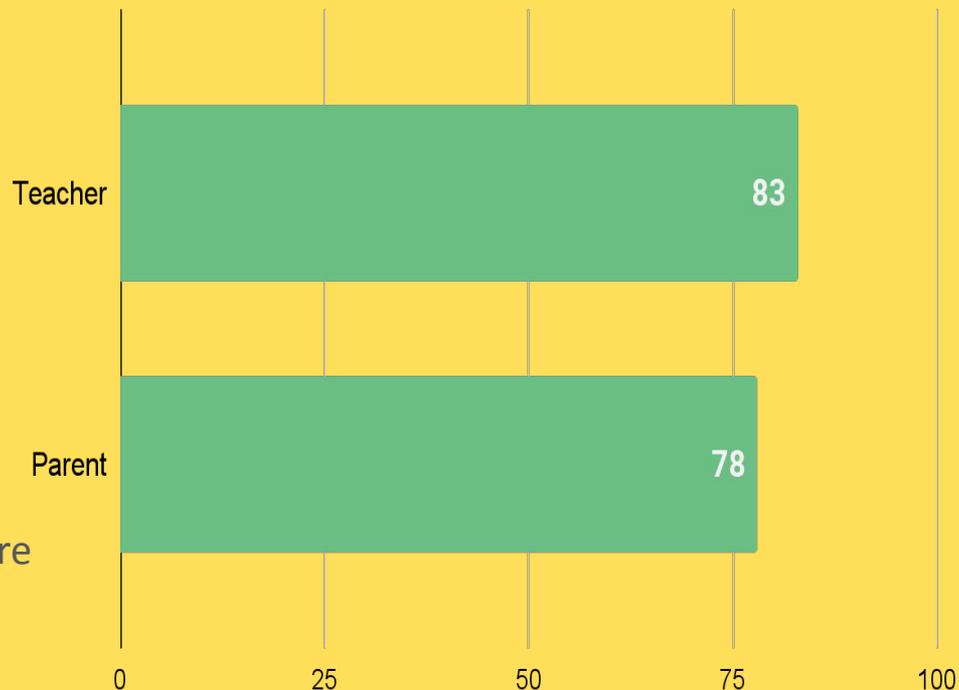
## KEY FINDING 1: EXPOSURE TO MISINFORMATION

### WE ASKED:

*On a scale of 0-100, how worried are you about your child/student being exposed to misinformation on social media?*

### THEY SAID:

Adults are very worried about kids' exposure to the misinformation they know is online.



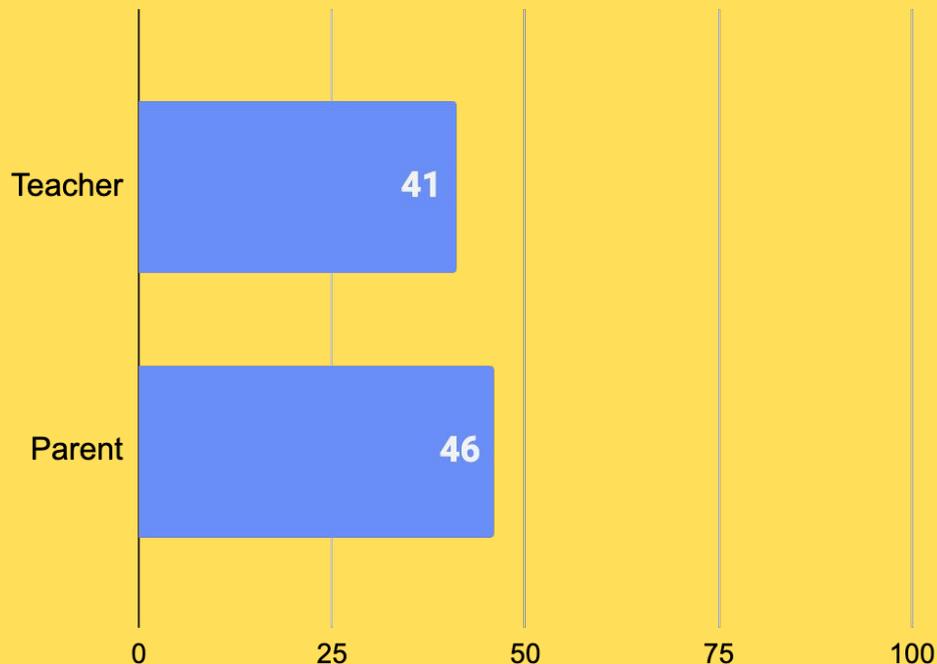
## KEY FINDING 2: CONCERN ABOUT OUR KIDS' ABILITY TO IDENTIFY FAKE AND TRUE INFORMATION

### WE ASKED:

*On a scale of 0-100, how confident are you that your child can tell what information is fake or true?*

### THEY SAID:

Compounding adults' concerns about kids' exposure to misinformation is their lack of confidence that young people have the tools to identify fake or true information.



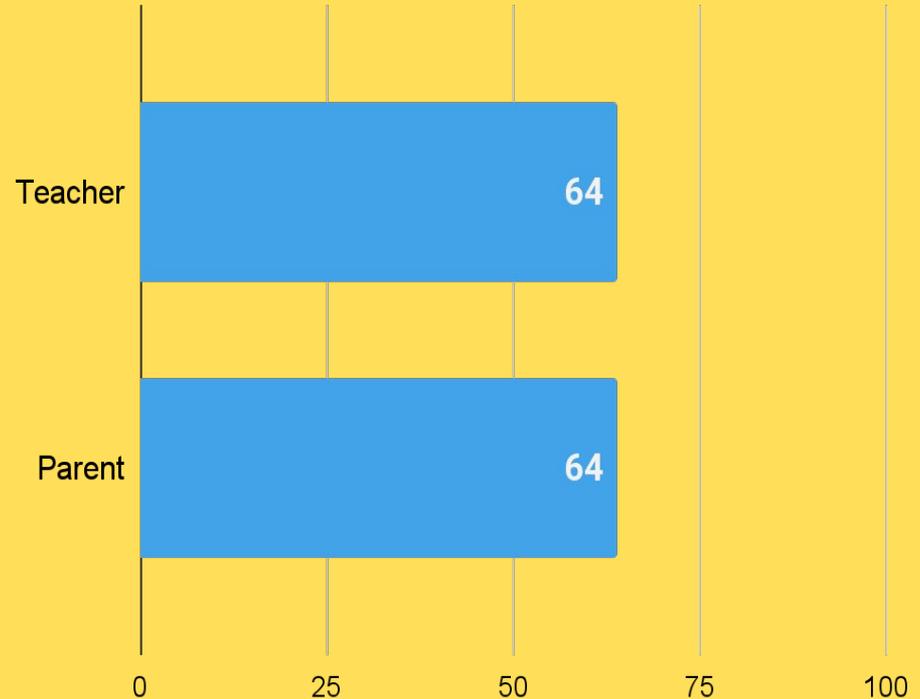
## KEY FINDING 3: NOT ENOUGH PARENTS/CARERS/TEACHERS HAVE THE SKILLS TO HELP THEIR KIDS

### WE ASKED:

*On a scale of 0-100, how confident are you in helping kids figure out if something is true or false?*

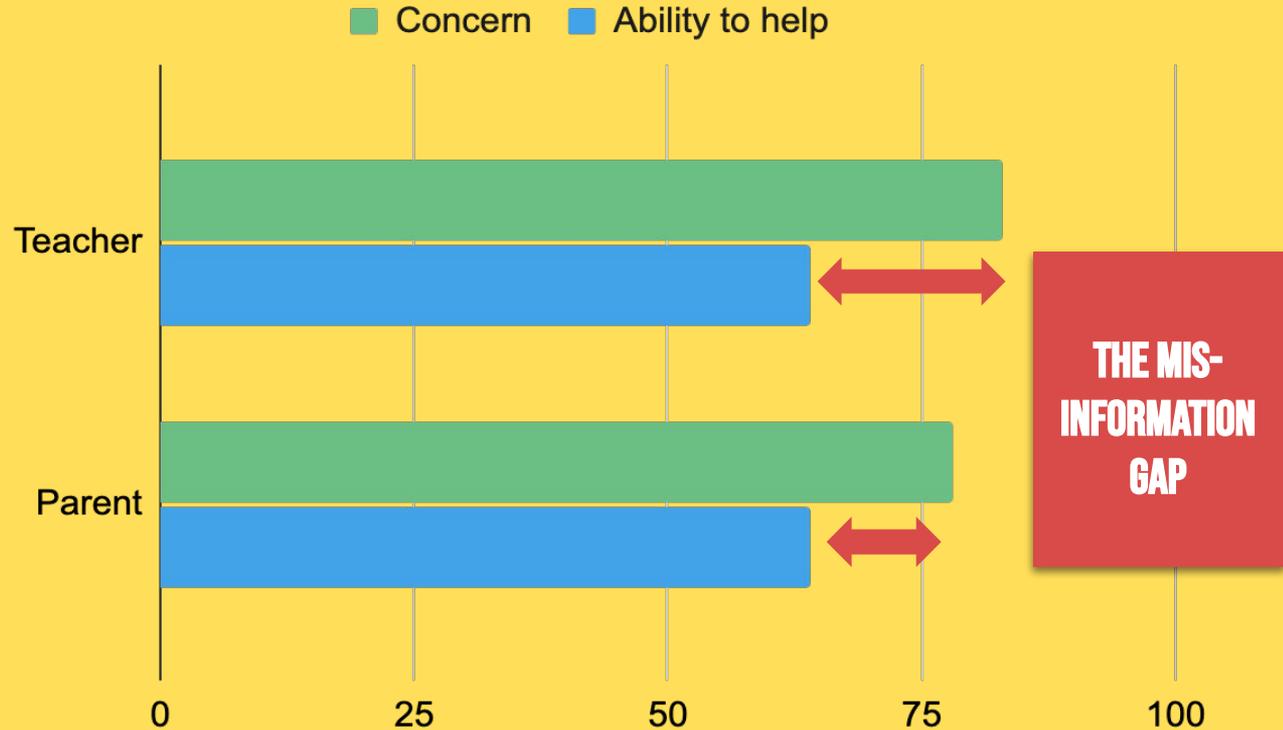
### THEY SAID:

Many adults put up their hands to say they also don't have the skills to sniff out misinformation...



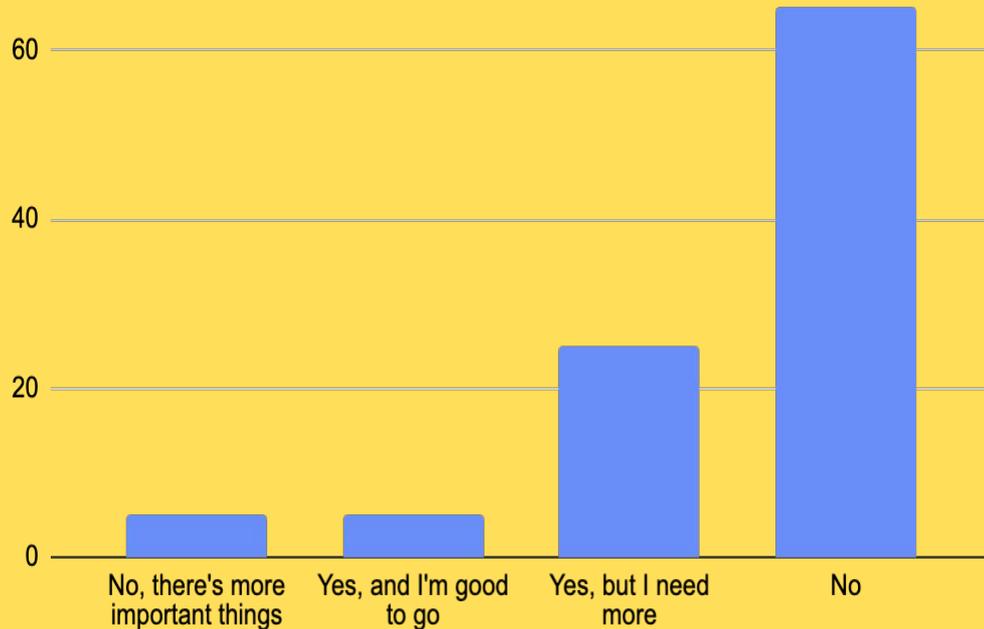
# SO THERE'S A GAP...

Adults are significantly worried about kids' exposure to misinformation, but they don't have the skills to help.



# WE ASKED TEACHERS...

*Have you received any media literacy professional development?*



# 90%

Said they either hadn't, or if they had, they needed more.

...WHICH IS WHY WE CREATED...



**NEWSHOUNDS**  
BY SQUIZ  
**KIDS**



## WHAT IS NEWSHOUNDS?

Newshounds is an 8-part media literacy podcast series, teaching primary school students to recognise misinformation and disinformation when they come across it on the internet.

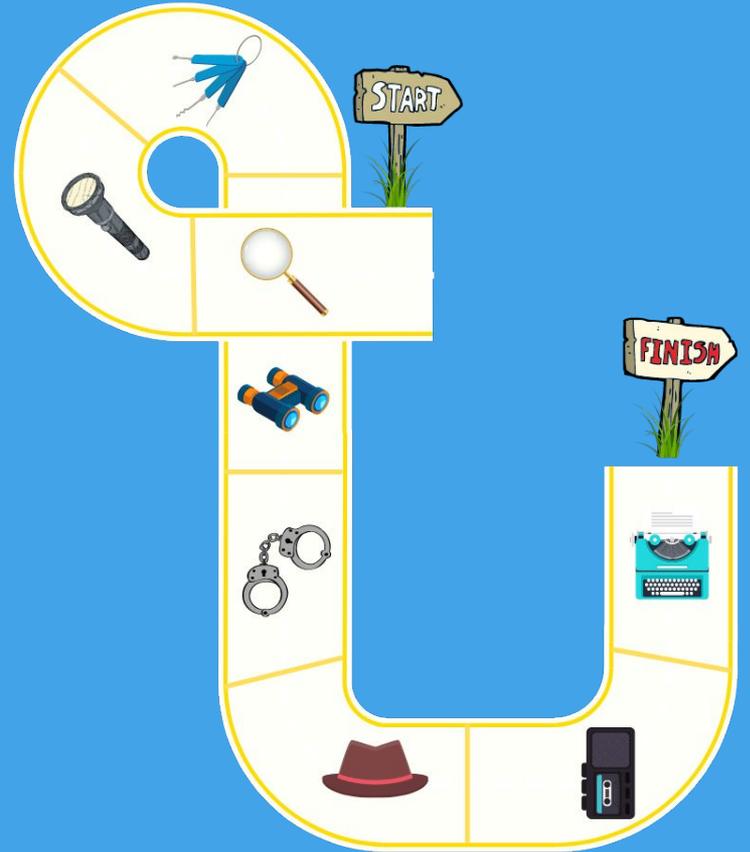
Newshounds gives educators and parents the tools to teach this increasingly important life skill - and spark vital conversations along the way.

# WHY IS IT IMPORTANT?

Despite being bombarded with more information than at any other time in history, kids are not taught in school how to be critical consumers of media.

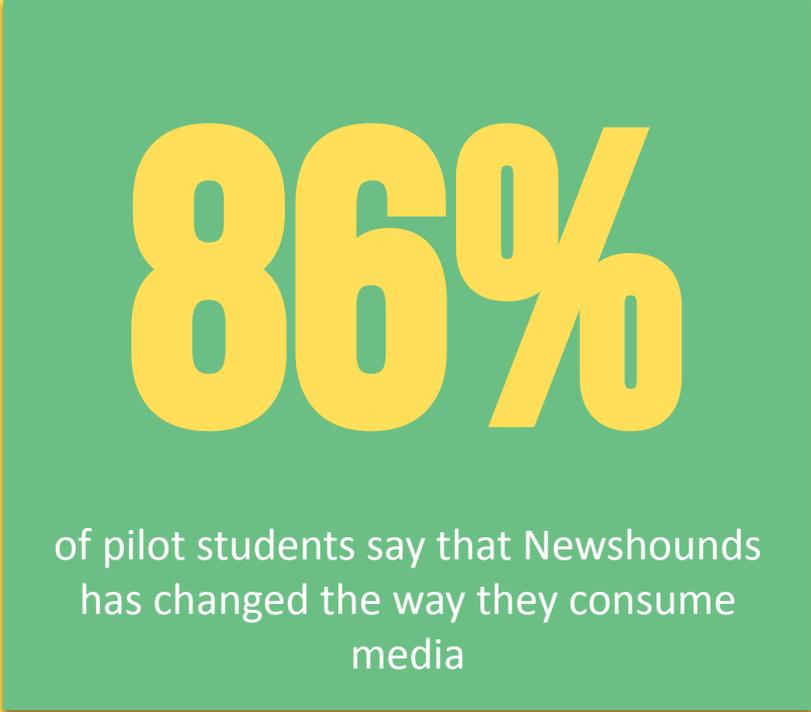
- 41% of Australian kids get their news and information from social media;
- 78% of parents and 83% of teachers are 'very concerned' their kids are exposed to misinformation on social media.\*

\*Source: Australian Kids + Media Survey, 2023



## IT'S WORKING FOR OUR KIDS...

Newshounds has been available to Australian primary schools since Term 4 2022 and as of March 2023, already had 873 classrooms undertaking the program. That means there are nearly 22,000 Aussie kids aged 7-12yo learning to be critical consumers of news and media.



# 86%

of pilot students say that Newshounds  
has changed the way they consume  
media

“Newshounds is the missing literacy component in our curriculum - it links listening, reading and composing with real-world examples”

*Romina Vadala  
Abbotsford Public School NSW*

## AND FOR OUR TEACHERS

**100%** of teachers who took part in our Newshounds pilot said they:

- Feel more confident discussing media with students;
- Can see improvements in students’ ability to think critically about information they consume, and;
- ‘Definitely’ think it is worthwhile dedicating teaching time to the Newshounds program.



JOIN US - BECAUSE IT'S A KIDS  
WORLD TOO.

