

MEDIA HABITS AND ATTITUDES



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A study on Media Habits of Adults
in Bosnia and Herzegovina

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A study on Media Habits of Adults in Bosnia and Herzegovina

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Abbreviations

BiH	Bosnia and Herzegovina/Bosnian-Herzegovinian
CAPI	Computer Assisted Personal Interviewing
CC	Custom Concept
F2F	Personal interviews (<i>Face to Face</i>)
IC	Information-Communications
ICT	Information-Communication Technology
etc.	Et cetera/and so on
M	Arithmetic Mean
max	Maximum
min	Minimum
N	Number
e.g.	Exempli gratia/for example
DK	Don't Know
NA	No Answer
CRA	Communications Regulatory Agency
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences
i.e.	Id est/that is
TV	Television
≤	Less or equal to
%	Percentage

1. Summary

This study on Adults' Media Habits and Attitudes in Bosnia and Herzegovina (hereafter: BiH) was conducted in 2021 at the initiative of the Council of Europe and the Communications Regulatory Agency in order to gain comprehensive insight into adults' media habits and attitudes, as a starting point for developing media literacy initiatives and a regulatory framework.

The research was conducted on a statistically representative sample and is the first of its kind in BiH. In accordance with best practices of similar research conducted in other European countries, the study provides comprehensive insight into how BiH adults cope with the current complex and fast-changing media ecosystem. The results were interpreted in a wider sociodemographic context, especially highlighting the results for young adults (18-24), women, seniors, and those in the digital gap.

Below is an overview of the most significant findings:

Access to media and IC services and time spent on them

Nearly all BiH households own a television set (96%). Standard television sets are owned by slightly more households (53%) than smart televisions (50%). When it comes to mobile phones, households (members) are more likely to own a smartphone (83%) than an 'ordinary' mobile phone (28%). Over half of the households (55%) own a computer (desktop and/or laptop). Every third household owns a radio (30%), and every fifth household owns a tablet (20%).

When it comes to media and IC services, nine out of ten adults in BiH are most likely to use messaging and calling applications (88%) and to watch television (87%). This is followed by social networks, which are used by eight out of ten adults (78%). Over half use the open internet (58%), nearly half (47%) visit online news portals, and slightly fewer (42%) use video-sharing platforms. 33% listen to the radio, (only) 14% read print media, while 9% use video on-demand.

Nine out of ten BiH adults use the internet (87%). They are most likely, along with other devices, to access the internet via a smartphone (93%) and spend 19 hours a week online on average i.e., 2 hours and 42 minutes per day. Time spent online tends to decrease with age: adults aged 18-24 spend online, on average, 4 hours and 2 minutes per day, while adults aged over 65 spend 2 hours and 8 minutes. However, 11% of BiH adults do not use any digital services or the internet. Therefore, every ninth BiH adult is in the digital gap. At the same time, the majority of BiH adults (77%) are satisfied with their current level of access to media and IC services, including 60% of those who are in the digital gap. Those who are not satisfied are most likely to say that a lack of money is what limits access to media and IC services, and this holds true for every eighth person in BiH (12%). Less often, adults say that the reason is a lack of knowledge (6%) or something else (2%).

Gender does not play a significant role in the digital gap (men and women being equally likely to be affected by it). However, the use of IC services significantly depends on age, employment status, and education level. Thus, seniors (65+) are most likely to be in the digital gap, as are adults without any formal education or with a very low level of formal education along with pensioners and homemakers. Age, education level, employment status, place of residence and, to a lesser degree, gender have a significant impact on access to media and IC services and the time spent on them. Thus, women are less likely compared to men to use the open internet, listen to the radio and read print media, while young adults, highly educated adults, students, employed adults, and those in urban areas are significantly more likely than less-educated adults, pensioners, housewives/homemakers and those in rural areas to use almost all online media and IC services. Likewise, men, young adults, highly educated adults, students, employed and unemployed adults, and those living in urban areas tend to use more devices to access the internet and they spend, on average, more time online compared to women, seniors, less-educated adults, pensioners, homemakers, and those in rural areas. In addition, young

adults, highly educated adults, employed adults, students, and homemakers are more likely to be satisfied with their current level of access to media and IC services compared to seniors, less-educated adults, unemployed adults, and pensioners.

The most used media content

BiH adults are most likely to watch, listen and follow news and informative content (71%). This is followed by entertaining content (64%) and feature films and shows (51%). The majority of BiH adults (58%) rely (exclusively) on one or two sources of information about events in the country and the world, usually television (78%). This is followed by social networks (52%) and online news portals (45%). BiH adults are also most likely to use television for entertaining content (66%). Again, this is followed by social networks (57%) and video-sharing platforms (48%). Media and IC services are less likely to be used for learning purposes than for informative and entertaining content (82% vs. 97% and 95% respectively). Those who do use media and IC services to learn about topics that are of interest to them are most likely to use the open internet (44%) and television (40%). Less often, BiH adults use media and IC services to participate in discussions and publicly express their opinions on important issues of public interest (46%), mainly through social networks (31%).

The majority of BiH adults watch local TV stations (61%). The rest tend to watch regional TV stations (26%), while only a few mostly watch non-regional TV stations (7%). Only two-fifths of BiH adults (40%) who follow/watch the programming of local public broadcasting services (BHRT, RTVFBiH, RTRS) say that, in principle, it mostly or completely meets their needs for informative, entertaining, educational, sports, religious and cultural content. They are more likely to say that it meets their needs for informative and entertaining content than for educational content.

BiH adults say that making voice or video calls with the help of VoIP and watching short videos are the activities they most frequently perform online (61% and 57%). This is followed by sending and receiving emails (53%). Eight out of ten (78%) BiH adults (also) use at least one social network, Facebook being the most popular (73%). The majority of users (28%) 'only' read content on social networks and rarely perform any activities on them (such as 'liking' or posting something). Thus, few adults regularly create/post content on social networks and applications (every ninth user – 11%), as are those who frequently share/comment on content (every thirteenth user – 8%). In line with that, only slightly more than half of BiH adults (56%) create and post media content, usually photographs.

Gender, age, and the digital gap have a significant impact on media content consumption and creation. When it comes to the consumption of media, differences are present between genders and age groups, as well as are based on the digital gap. For example, men, seniors and adults in the digital gap are more likely to use digital services and the internet to follow the news and informative content, than women, young adults and adults (75% vs. 68%; 85% vs. 46%; 92% vs. 69% respectively). In addition, men are more likely to watch sports content (66% vs. 14%), while adults in the digital gap are more likely to watch feature films and shows (59% vs. 50%). When it comes to being informed on events in the country and the world, entertaining content, educational content and participation in discussions, seniors are more likely than young adults, as are adults in the digital gap compared to those who are not in the digital gap, to rely on traditional media, primarily television and radio. In addition, they are less likely to use online media and IC services such as social networks, online news portals, and the open internet. These adults are also more likely to rely on one or two sources of information about events, which is also true of women when compared to men. In addition, adults in the digital gap are likely not to use media and IC services to participate in discussions and publicly express their opinions on issues of public interest. Although all categories of adults are most likely to watch local TV stations, followed by regional and then all other stations; women, seniors, and adults in the digital gap are more likely to watch local TV stations compared to men, young adults, and adults who use digital services and the internet. Furthermore, although very few seniors do not watch television at all, the same is not true of young adults, as every seventh young adult does not watch any TV station. When it comes to the types of activities that are performed online, women are more likely than men to shop online and are less likely to watch short videos. Young adults are more likely than seniors to engage in nearly every activity online (with the exception of communicating with public institutions).

Women and men use messaging and calling applications and social networks to an equal degree. However, their use decreases with age and lower education levels. In addition, they are more likely to be used by adults in urban areas compared to those in rural areas. Viber is the most popular application among all categories of adults who use messaging and calling applications, however young adults tend to use it less compared to seniors (42% of young adults use Viber as their primary application compared to 70% of seniors). Likewise, young adults (and thus students) are the only category of adults who do not use Facebook as their primary social network; they use Instagram instead. It is interesting to note that young adults and seniors use social networks and applications in a similar way – they use them more actively than middle-aged adults who are more likely to only read content they encounter there. Nonetheless, when it comes to creating content, seniors are more likely than young adults to not create or post any content but ‘only’ like or comment on it.

Ability to engage critically with media and IC services

If they believe or are aware of the fact that their media and ICT habits impact various segments of their lives, BiH adults tend to believe that this effect is positive (they are three times more likely to say the effect is positive than negative). This trend is more pronounced when it comes to the impact of these habits on adults’ own physical and mental well-being, as well as education and level of knowledge than on citizen participation in society and their current job. At the same time, only a quarter of BiH adults (24%) believe in their ability to identify false information in the media and IC services. Nearly two-thirds (64%) say that they are somewhat able to do this, while 8% believe that they are unable to identify false information. When it comes to the truthfulness of information available through various media and IC services, BiH adults tend to trust information that is available in traditional media more than that spread by online media. They are most likely to believe information broadcast on television, with nearly a third of adults (31%) who say that only true or mostly true information is broadcast on television. Adults are least likely to trust information on social networks with only 13% who believe that this information is completely or mostly credible. At the same time, over half of BiH adults who use the internet (56%) do not perform any fact-checking of information they encounter online. The rest rely on one of seven methods to verify this information, in most cases by comparing the presence and content of information on multiple websites (22%) or by determining whether the website’s address seems credible (16%) and professional (15%). The rest ask people they trust if they also visit that website (13%), check whether the website is regularly updated (10%) or check the credibility of information (do some research) (9%). When it comes to the ability to identify commercial content, such as advertisement, sponsored content, product placement, teleshops, hidden advertising, etc. in traditional and online media and IC services, BiH adults are, on average, somewhat certain of their ability to identify this content (average rating for both abilities, on a scale of 1 to 5 where 1 is “uncertain” and 5 is “completely certain” is 3.7).

Gender, age, and the presence of the digital gap have a significant impact on adults’ evaluation of their ability to engage critically with media and IC services i.e. evaluation of their ability to identify false information spread by the media and IC services, as well as to identify commercial content in various types of media. Namely, men are more likely than women, young adults than seniors, and adults who use digital services and the internet than those in the digital gap, to say that they are able to identify both false information and commercial content in media and IC services. There are no significant differences between men and women when it comes to evaluating the truthfulness of information available in various media and IC services or in the average number of methods used to verify information available online or in evaluation of the impact of media and ICT habits on individual segments of their lives. However, seniors are more likely than young adults to believe in the validity of information broadcast on television and the open internet and tend to use fewer methods to verify information online, while young adults are more likely than seniors to believe that their media and ICT habits have a positive impact on their education and level of knowledge as well as on their current job.

Knowledge and learning about media and ICTs

Half of BiH adults (50%) believe that they have sufficient knowledge about how to protect themselves and young/vulnerable family members (those who need support and monitoring when using media and ICTs) from the negative effects of media and ICTs. At the same time, only a third (32%) know how to report content they consider inappropriate in various media and ICTs, with more adults knowing how to report this content online than in traditional media (39% vs. 28%). A significant percentage of adults (35%) say that they have been exposed to potentially harmful content in the media and ICT environment: hate-speech (48%), profanity (45%), undesired contact (43%), depictions of violence (33%) and discriminatory content (32%). Only a fifth (19%) have reported inappropriate content they were exposed to in the media and ICT environment, and in most cases directly to the content provider (72%).

Despite this, nearly two-fifths of BiH adults (38%) say that they do not need to learn about media and ICTs. Almost half (49%) of the adults who say they do not need to learn about media and ICTs, state they do not know how to protect themselves or young/vulnerable family members from the negative effects of the media and ICTs. 58% of adults who say that they are unable to identify false information in the media and ICTs also believe that this type of knowledge is unnecessary, along with 53% of those who do not perform any fact-checking of information they encounter online, 64% of those who are completely unsure of their ability to identify commercial content in traditional media, 62% of those who are completely unsure of their ability to identify this type of content in online media and ICTs, 53% of those who do not know how to report content they consider inappropriate on any of the aforementioned media and ICTs and 50% of those who say that they have never been exposed to potentially harmful content in the media and ICT environment. The rest are most likely to rely on websites (28%), television (26%), social networks (21%), and video-sharing platforms (18%) for learning about media and ICTs. Less often, adults rely on information obtained from friends and/or acquaintances (16%) and online portals (14%), while other sources of knowledge on media and ICTs are rarely used (by under than a tenth of BiH adults).

Gender, age, and the presence of the digital gap impact adults' evaluation of their knowledge on how to protect themselves from the harmful effects of media and ICTs, how to report inappropriate content, their assessment of their exposure to potentially harmful content and their evaluation of the need to learn about media and ICTs along with the sources of knowledge used for this purpose. Namely, men are more likely than women, young adults are more likely than seniors and those who use digital services and the internet are more likely compared to those in the digital gap to say that they have sufficient knowledge on how to protect themselves and young/vulnerable family members from the negative effects of media and ICTs (it should be noted that every fourth woman does not know how to protect herself and young/vulnerable family members). The same trend is present when it comes to reporting inappropriate content – men are more likely than women to know how to report this content in some media and ICTs (traditional media and video-sharing platforms); young adults are more likely than seniors to know how to do this in almost all media and ICTs (with the exception of radio) and are more likely to report inappropriate content; likewise, adults who use digital services and the internet are more likely than those in the digital gap to know how to report inappropriate content in all media and ICTs (including traditional media) and are more likely to do so. In addition, men, young adults and adults who use digital services, and the internet are more likely than women, seniors and adults in the digital gap to be aware of exposure to potentially harmful content. They are more likely to say that they need to learn about media and ICTs and are more likely to use them as sources of knowledge – men are more likely than women to learn from websites, young adults are more likely than seniors to use all online media and ICTs for this purpose, while adults who use digital services and the internet are more likely than those in the digital gap to rely on online media and ICTs, as well as books and textbooks and friends/acquaintances.

2. Background and purpose

In Bosnia and Herzegovina (BiH) there is no comprehensive and statistically representative research and reporting on adults' media habits and attitudes. Due to the rapid development of information and communication technologies, adults are constantly changing their media habits. This results in different outcomes, abilities to profit from the digital environment while minimizing the associated risks, and overall levels of media and information literacy. Reliable data on adults' media and ICT access and use and their knowledge about media including the ability to verify, analyse and put media content into context, is a starting point for both educational and regulatory activities.

This research aims at gaining deep insight into how adults in BiH cope with the current complex and fast-changing media ecosystem. It was conducted on a representative sample for Bosnia and Herzegovina, taking into account European best practices in media habits and attitudes research as described below. A similar research for children has been conducted in 2020 (Children's media habits and parental attitudes¹) and is being used for various activities. This study on adults' media habits and attitudes complements the existing data, especially highlighting the results for young adults (18-35), women, and seniors (65+) and putting it into the wider sociodemographic context (education, income, urban or rural parts of the country).

The results of this research will potentially indicate:

- which groups in BiH society need better digital inclusion;
- which changes in the regulatory framework might be useful (VoD/VSP);
- what are the most urgent thematic areas for media literacy initiatives and education of different target groups (young adults/adults/women/seniors) to improve their abilities to be adequately informed, participate in public discussions and decision making, digital skills, well-being in the digital environment and ability to create a safe and stimulating digital environment in their households,
- what are the preferred communication channels and sources of knowledge about media and ICTs.

Given that parents and educators, who are part of the adult population, have a great influence on media use and habits of children, the improvement of adults' media literacy skills and competencies will also have a positive impact on children's media use and attitudes.

In addition, providing various stakeholders such as the media industry and NGOs with data on adults' media use and attitudes will enable them to decide on priorities and core issues regarding adult media literacy. The study should also inform potential legislation and regulatory changes as well as advocacy for a better and more stimulating digital environment.

The study was conducted in August and September 2021 across BiH, using a methodology that involves gathering the necessary data through face-to-face interviews (F2F interviews) based on computer-assisted personal interviews (CAPI) with BiH adults (18+). The sample error is $\pm 2,57\%$.

¹ UNICEF, [Medijske navike djece i stavovi roditelja \(Children's media habits and parental attitudes\)](#), Sarajevo, 2020.

3. Research design and methodology

This study was conducted in August and September 2021 across BiH, using a methodology that involves gathering the necessary data through face-to-face interviews (F2F interviews) based on computer-assisted personal interviews (CAPI) with the following target groups:

- Adults aged 18-24
- Adults aged 25-34
- Adults aged 35-44
- Adults aged 45-54
- Adults aged 55-64
- Adults aged 65+

In the study, a nationally representative, random probability sample of both rural and urban households was used. The sample size was 1,450 respondents. The sample size implies a sample error² of $\pm 2.57\%$ ($p \leq 0.05$) for the total sample, and a sample error between $\pm 5.9\%$ and $\pm 7.7\%$ ($p \leq 0.05$) for each age category. (See Table 1).

TABLE 1. SAMPLE STRUCTURE

Population category	Age	Number in the population	Number of surveys	Sample error
Adult population in Bosnia and Herzegovina	18-24	321,816	164	$\pm 7.65\%$
	25-34	504,951	258	$\pm 6.10\%$
	35-44	490,404	251	$\pm 6.18\%$
	45-54	537,503	275	$\pm 5.91\%$
	55-64	481,788	246	$\pm 6.25\%$
	65+	501,996	256	$\pm 6.12\%$
	TOTAL		2,838,458	1,450

The survey was carried out by 67 specially trained interviewers and organized by a Custom Concept (CC) coordinator and six field coordinators. In each of the areas covered by the randomly chosen cluster/starting points (a total of 145), the households in which surveys were to be conducted, were selected using the Random Walk technique. One adult was interviewed in each selected household.³ A questionnaire developed in cooperation between the Council of Europe, the Communications Regulatory Agency and Custom Concept was used for the purpose of the survey.⁴

Socio-demographic characteristics of the sample

Of the total number of respondents, 53% are female and 47% are male; 55% live in rural areas, while 45% live in urban areas. This is in the same proportion as these categories occur in the general BiH population. Likewise, individual age categories represented in the sample are in the same proportion as those that occur in the general population; thus, each age category includes around a fifth of respondents, except for the category of respondents aged 18-24, which includes a tenth of respondents. When it comes to the respondents' level of education, the majority (62%) has completed a four-year or three-year secondary school, while 15% have graduated from university and 13% have completed only primary school. The sample contains fewer respondents who have completed a two-year post-secondary school (4%), who have not completed primary school or have any formal education at all (4% respectively), as well as those with postgraduate education (2%). Almost half the respondents

² Sample error size is directly related to the justification of generalization of results obtained on the sample used in the research on the entire population. Specifically, the actual result (the presence of measured phenomena in the population) can move in the interval that is calculated when to the result obtained in the survey the above sample error is added or deducted from.

³ In case that there was more than one adult in the household (aged 18+), the selection of respondents was performed applying the Last Birthday technique, which ensured a random selection of respondents within the household.

⁴ The questionnaire used in the survey can be found in Annex 1.

(46%) are employed, a fifth are unemployed (20%), and 14% are pensioners. Homemakers make up a tenth of respondents (12%), while students and pupils make up 6% and 2% respectively. Very few respondents listed any other employment status (0.3%). (See Table 2).

TABLE 2. SAMPLE STRUCTURE BY THE SOCIO-DEMOGRAPHIC CATEGORIES

		N	%
Gender	Male	676	46,6%
	Female	774	53,4%
	TOTAL	1,450	100,0%
Area	Urban	649	44,7%
	Rural	801	55,3%
	TOTAL	1,450	100,0%
Age	18-24	164	11,3%
	25-34	258	17,8%
	35-44	251	17,3%
	45-54	275	19,0%
	55-64	246	17,0%
	65+	256	17,7%
	TOTAL	1,450	100,0%
Education	Incomplete or completed primary school and less	59	4,1%
	Elementary school	187	12,9%
	Secondary school	889	61,3%
	College degree	64	4,4%
	University degree (BA)	220	15,2%
	Master's or doctorate	26	1,8%
	DK/NA	5	0,4%
	TOTAL	1,450	100,0%
Employment status	Employed	672	46,3%
	Unemployed	292	20,1%
	Homemakers	168	11,6%
	Pupils	30	2,0%
	Students	80	5,5%
	Pensioners	202	13,9%
	Other	4	0,3%
	DK/NA	3	0,2%
	TOTAL	1,450	100,0%

Ethical guidelines

In order to respect the ethical research principles, the nature, purpose, and outcomes of the research were explained to respondents. Participation in the survey was voluntary, with respondents giving their prior and informed consent. All questionnaires are coded, and respondents were informed about the confidentiality of individual data i.e., that this data would be made available only to members of the CC team, while analysis and publication of data would occur exclusively on the basis of groups.

Bias and limitations

As this study was planned and conducted during the COVID-19 pandemic, all prescribed and relevant measures and precautions were taken in order to prevent the spread of the COVID-19 virus.

Throughout the field work duration, there was no case of someone coming into contact with a potentially infected person, and no violation of the preventive measures and precautions occurred.

Reporting

CC developed this report based on the analysis of the data collected for the purpose of this study. The research results of the Study are presented in five chapters:

1. Access to media and information-communication technologies and time spent using them.
2. The most used media content (received, created and shared)
3. Ability to critically analyse media and information-communication technologies.
4. Knowledge and learning about media and information-communication technologies.
5. Overview of results for women, seniors, young adults and adults in the digital gap.

Readers of this report should keep the following in mind:

- Only statistically significant differences are reported in the text. Therefore, only those for which it can be determined with a certainty of 95% that they were not obtained by chance, but are the result of a systemic factor, in this case an independent variable according to which the analysis was performed. If a difference that is not statistically significant is mentioned, this is stated in the text of the report.
- In some graphs and tables, the sum of the percentages is more than 100%. This is because there are questions that contain multiple answers – questions to which the respondents could provide more than one response.
- The abbreviations DK and NA stand for 'Don't Know' and 'No Answer'.
- When presenting measures of central tendency, only the arithmetic mean of the results is given without measures of dispersion, which can be seen in the tables in the Annex.
- The term 'computer' includes both desktop and laptop computers.
- The term 'mobile phone' includes smartphones and ("ordinary") mobile phones.
- The term 'person in the digital gap' refers to a BiH resident who does not use the internet and digital services.
- The term 'open Internet' refers to publicly available websites that can be accessed through a web browser other than online news portals.

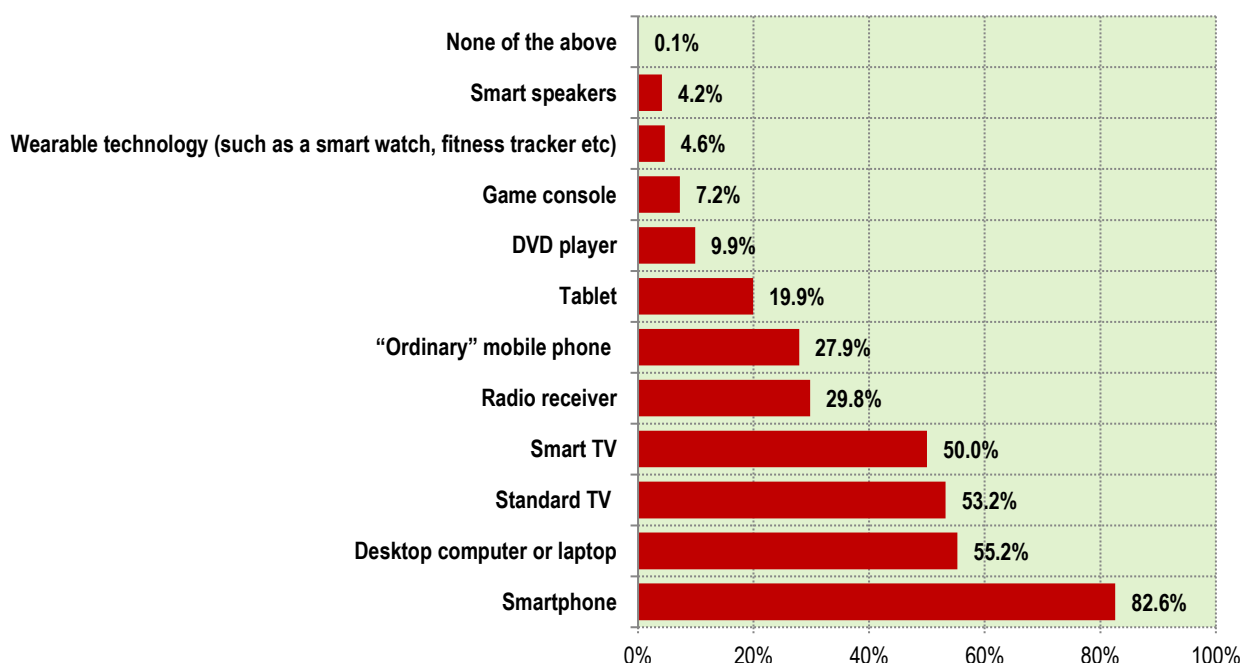
4. Research Results

4.1. ACCESS TO MEDIA AND INFORMATION-COMMUNICATION TECHNOLOGIES AND TIME SPENT ON THEM

Media environment

Nearly all BiH households own a television set (96%) and a mobile phone (95%). Standard television sets are owned by slightly more households (53%) than smart televisions (50%); 8% of households own both types of televisions and 4% do not own a television set at all. When it comes to mobile phones, households (members) are more likely to own a smartphone (83%) than an 'ordinary' mobile phone (28%); 16% of households own both types of mobile phones, while 5% do not own a mobile phone at all. Over half of the households (55%) own a computer. Every third household owns a radio (30%), every fifth a tablet (20%), and every tenth (still) owns a DVD player (10%). A smaller number of households own game console (7%), a wearable technology (such as a smart watch, fitness tracker, etc.) (5%) and smart speakers (4%) (see Graph 1).

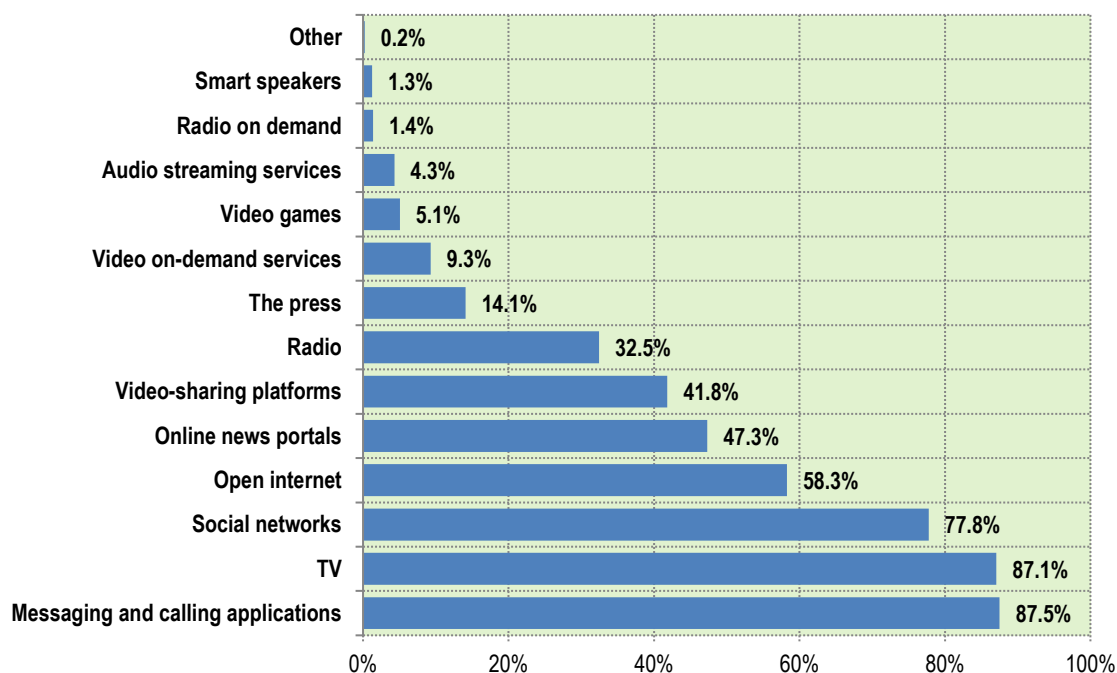
GRAPH 1. WHAT DEVICES DO YOU HAVE IN YOUR HOUSEHOLD? N=1,450



Use of media and IC services

When it comes to media and IC services, BiH adults are most likely to use messaging and calling applications (88%) and to watch television (87%), i.e., nine out of ten adults. This is followed by social networks, which are used by eight out of ten adults (78%). Over half of adults use the open internet (58%), nearly half of them (47%) visit online news portals, and slightly fewer (42%) use video-sharing platforms. 33% listen to the radio, (only) 14% read print media, while 9% use video on-demand. 5% play video games, 4% use audio streaming services, and 1% use smart speakers and radio on-demand (see Graph 2).

GRAPH 2. WHAT MEDIA AND IC SERVICES DO YOU USE? N=1,450



Differences between genders are not very pronounced when it comes to using media and IC services (women are less likely to use the open internet compared to men – 56% vs. 61%; the radio – 30% vs. 35% and read print media – 11% vs. 18%). While age plays a significant role in media and IC services use, as seniors (65+) are significantly more likely than young adults (18-24) to use traditional media (television: 92% vs. 67%; radio 46% vs. 15%) and young adults are significantly more likely than seniors to use online media and IC services (messaging and calling applications: 100% vs. 51%; social networks: 100% vs. 39%; the open internet: 78% vs. 19%; online news portals: 61% vs. 18%; video-sharing platforms: 60% vs. 13%; video on-demand services: 24% vs. 3%; video games: 15% vs. 1%; and audio streaming services (13% vs. 1%) (see Table 3).

TABLE 3. USE OF MEDIA AND IC SERVICES (BY AGE CATEGORIES,
 N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age					
	18-24	25-34	35-44	45-54	55-64	65+
TV	67.2%	78.3%	88.8%	94.0%	94.4%	92.4%
Radio	14.8%	22.5%	33.5%	33.9%	37.5%	46.4%
The press	9.5%	10.5%	16.1%	16.3%	15.2%	15.2%
Messaging / Calling applications	99.5%	100.0%	99.2%	95.3%	83.6%	51.2%
Social networks	99.5%	97.4%	92.6%	82.8%	62.5%	38.8%
Open Internet	77.8%	78.3%	69.4%	67.0%	44.2%	18.8%
Online news portals	61.4%	67.0%	59.9%	48.1%	34.2%	18.0%
Video sharing platforms	59.8%	63.3%	57.4%	35.2%	29.0%	12.8%
Video-on-demand services	24.3%	17.2%	12.0%	3.9%	1.1%	2.8%
Video games	15.3%	8.6%	4.1%	2.6%	2.6%	0.8%
Music steaming services	12.7%	8.2%	3.7%	1.3%	2.2%	0.8%
Smart speakers	3.2%	2.2%	2.1%	0.0%	0.4%	0.4%
Radio on demand	1.1%	1.9%	2.1%	0.9%	0.7%	1.6%
Other	0.0%	0.0%	0.0%	0.9%	0.4%	0.0%

Furthermore, the level of education is a variable that impacts the type of media and ICT BiH citizens use. With an increase in the level of education, there is a steady increase in the use of nearly all modern IC services (this trend is not present only when it comes to media and technologies that are generally

very rarely used; the obtained differences are not statistically significant due to the sample size) and print media. There are no significant differences when it comes to the radio, while television is most likely to be watched by adults without formal education (97%), those with completed primary, secondary, two-year post-secondary and higher education (84% to 89%), and it is least watched by those with postgraduate education (71%). For adults with the lowest education levels (incomplete or completed primary school), watching television is the number one media and IC technology. In contrast, adults with at least a secondary level of education are more likely to use messaging and calling applications than watch television. Adults with at least a higher level of education are more likely to use social networks, and if they have postgraduate education, then they are more likely to visit online news portals and use the open internet to watch television (see Table 4).

TABLE 4. USE OF MEDIA AND IC SERVICES

(BY EDUCATIONAL CATEGORIES, N₁=59, N₂=187, N₃=889, N₄=64, N₅=220, N₆=26)

	Education					
	Incomplete or completed primary school and less	Elementary school	Secondary school	High education	Bachelor's degree	Master's or doctorate
TV	96.7%	89.0%	87.0%	89.8%	83.9%	70.5%
Radio	43.5%	39.3%	31.4%	34.6%	26.5%	41.2%
The press	1.5%	7.8%	14.6%	19.5%	17.2%	33.7%
Messaging / Calling applications	28.0%	70.3%	91.5%	95.4%	99.1%	100.0%
Social networks	10.3%	58.8%	82.5%	72.8%	93.5%	89.0%
Online news portals	5.0%	23.6%	48.4%	65.6%	64.8%	88.7%
Open internet	7.2%	23.8%	62.3%	67.6%	79.9%	85.0%
Video sharing platforms	5.5%	19.0%	44.5%	43.0%	57.9%	59.2%
Video-on-demand services	0.0%	1.6%	9.0%	10.5%	17.1%	26.1%
Video games	1.7%	1.6%	5.5%	6.0%	6.6%	7.2%
Music steaming services	0.0%	1.1%	4.6%	7.4%	6.4%	3.7%
Radio on demand	0.0%	1.1%	0.9%	1.6%	3.8%	3.9%
Smart speakers	0.0%	0.5%	1.0%	3.1%	1.8%	7.3%
Other	0.0%	0.6%	0.2%	0.0%	0.0%	0.0%

When it comes to employment status, pupils, students, and employed adults are more likely compared to homemakers and pensioners to use nearly all online media and IC services, while pensioners and homemakers are more likely to watch television. Unemployed adults are most likely to use messaging and calling applications followed by watching television (see Table 5).

TABLE 5. USE OF MEDIA AND IC SERVICES

(BY EMPLOYMENT STATUS, N₁=672, N₂=292, N₃=168, N₄=30, N₅=80, N₆=202)

	Employment status					
	Employed	Unemployed	Homemakers	Pupils	Students	Pensioners
TV	86.6%	87.0%	90.9%	67.6%	65.0%	96.6%
Radio	30.8%	32.2%	36.8%	8.8%	15.4%	44.5%
The press	16.7%	14.0%	5.1%	5.9%	12.3%	15.5%
Messaging / Calling applications	97.9%	89.4%	71.4%	100.0%	100.0%	57.7%
Social networks	89.1%	80.4%	58.8%	100.0%	100.0%	41.7%
Open internet	72.4%	54.2%	33.1%	58.8%	91.2%	25.4%
Online news portals	59.9%	41.9%	30.3%	52.9%	67.2%	18.9%
Video sharing platforms	53.9%	35.8%	23.8%	47.1%	64.8%	16.5%

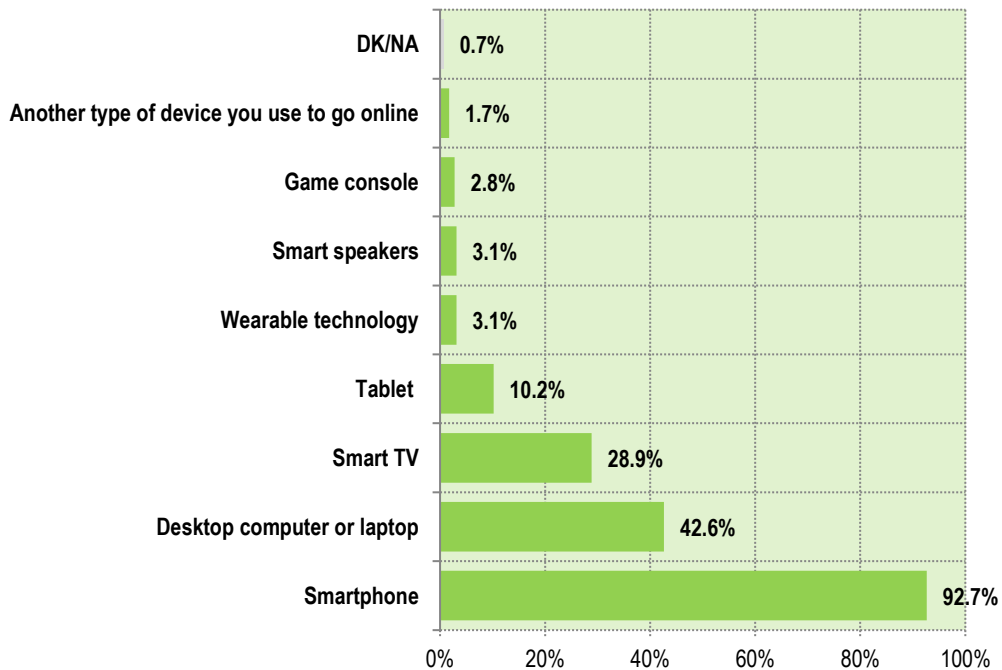
Video-on-demand services	11.2%	8.6%	1.2%	17.6%	30.5%	1.5%
Video games	5.8%	3.6%	3.1%	17.6%	13.0%	1.4%
Music streaming services	4.5%	3.7%	1.9%	8.8%	18.4%	0.5%
Radio on demand	1.8%	1.6%	0.6%	0.0%	0.0%	1.0%
Smart speakers	1.3%	1.9%	0.6%	2.9%	2.2%	0.0%
Other	0.2%	0.0%	1.2%	0.0%	0.0%	0.0%

Place of residence also affects the use of media and IC services. Adults in rural areas are more likely than those in urban areas to watch television (91% vs. 82%), while residents of urban areas are more likely than those in rural areas to use the majority of the other media and IC services (everything but the radio, video-sharing platforms, video on-demand, video games, and smart speakers).

Internet access

Nine out of ten BiH adults use the internet (87%). They are most likely, along with other devices⁵, to access the internet via a smartphone (93%). This is followed by a computer (43%), smart television (29%), and tablet (10%). Accessing the internet via another device is less common (see Graph 4).

GRAPH 4. WHAT DEVICES DO YOU USE TO ACCESS THE INTERNET? N=1,272



Gender, age, education level, employment status, and place of residence all have a significant impact on internet access in BiH. Namely, women are more likely to use only one device to access the internet compared to men (47% vs. 41%). Although both women and men (and all other categories of adults) are most likely to use a smartphone to access the internet (93% and 92% respectively), compared to women men are more likely to use a computer (46% vs. 40%) and gaming consoles (4% vs. 2%) for this purpose. Young adults (18-24) are more likely to access the internet from multiple devices compared to seniors (65+) (one device: 26% vs. 52%) and are more likely to use a smartphone (95% vs. 74%) and a computer for this purpose (58% vs. 32%). At the same time, the higher the education level of adults,

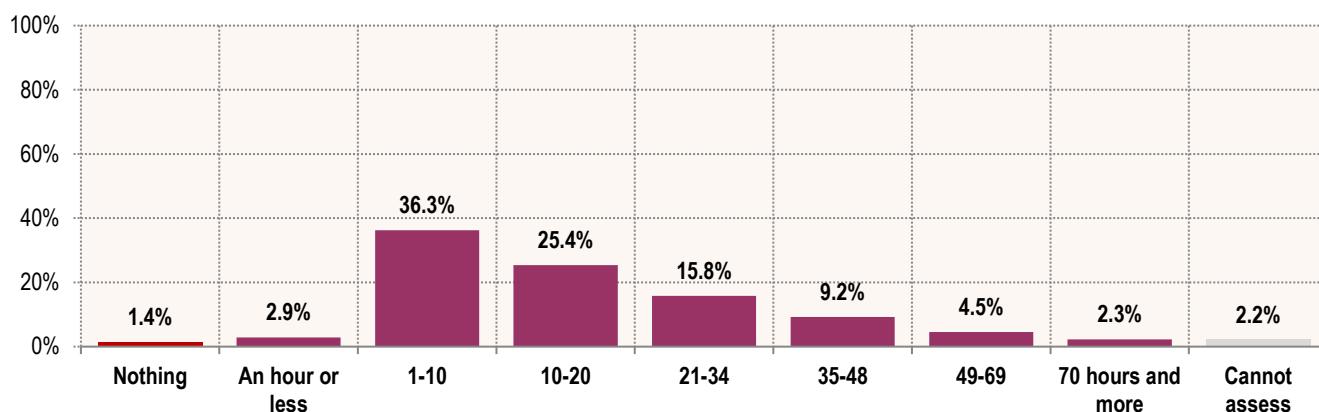
⁵ BiH citizens who use the internet, on average access it from two devices (M=1.87, SD=0.98, Min=1, Max=6, N=1,262). Namely, 44% of respondents access the Internet from one device, 34% from two devices, 15% from three devices, and 8% from more than three devices.

the more likely they are to use multiple devices to access the internet (87% of adults without formal education access the internet from only one device, 50% with primary education, 49% with secondary education, 35% with two-year post-secondary education, 25% with higher education and 27% with postgraduate education). Likewise, pupils, students, employed and unemployed adults are more likely to access the internet using multiple devices compared to pensioners and homemakers (66% of pensioners, 62% of homemakers, 42% of employed adults, 41% of unemployed adults, 35% of pupils, and 14% of students access the internet from one device). Residents of urban areas are more likely than those in rural areas to use multiple devices to access the internet (one device: 39% vs. 48%) and are more likely to access the internet via a computer (48% vs. 38%) as well as a tablet (12% vs. 9%).

Time spent online

Two-fifths of adult internet users in BiH (39%) spend up to an hour and a half a day online in a typical week (both workdays and the weekend). The rest spend more time online than this, with an increase in the time spent online corresponding to a decrease in the percentage of adults who spend this many hours a week online. Thus, 25% of internet users spend between 1.5 and 3 hours a day online, 16% spend 3 to 7 hours, 5% spend 7 to 10 hours, and 2% spend 10 or more hours a day online (See Graph 5).

GRAPH 5. HOW MUCH TIME (IN HOURS) DO YOU SPEND ONLINE IN A TYPICAL WEEK?, N=1,272

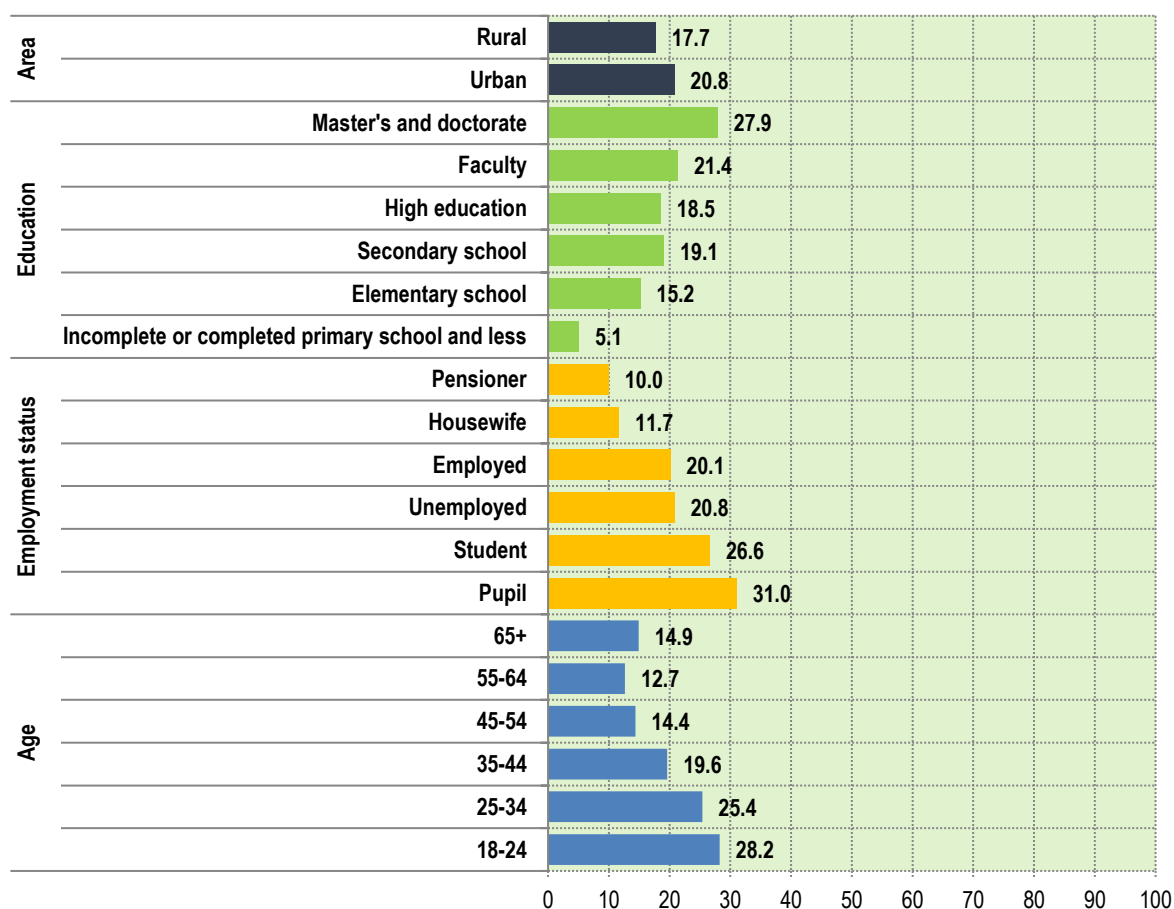


An analysis of data indicates that BiH adults who use the internet spend 19 hours a week online on average i.e., 2 hours and 43 minutes a day.⁶ Although women tend to spend less time online per week than men, this difference is not statistically significant (16 vs. 20 hours). However, young adults spend almost twice as much time on the internet as seniors (28 vs. 15 hours a week). Pupils spend 31 hours a week online, students spend 27 hours, and pensioners 10 hours a week online.⁷ Adults with higher education levels tend to spend more time online compared to those with lower education levels, as do adults in urban areas compared to those in rural areas (see Graph 6).

⁶ M=19.5 hours per week, SD=16.7, Min=0, Max=100, N=1,244.

⁷ Homemakers spend 11.7 hours a week online on average, unemployed adults 20.8 hours, and employed adults 20.1 hours a week.

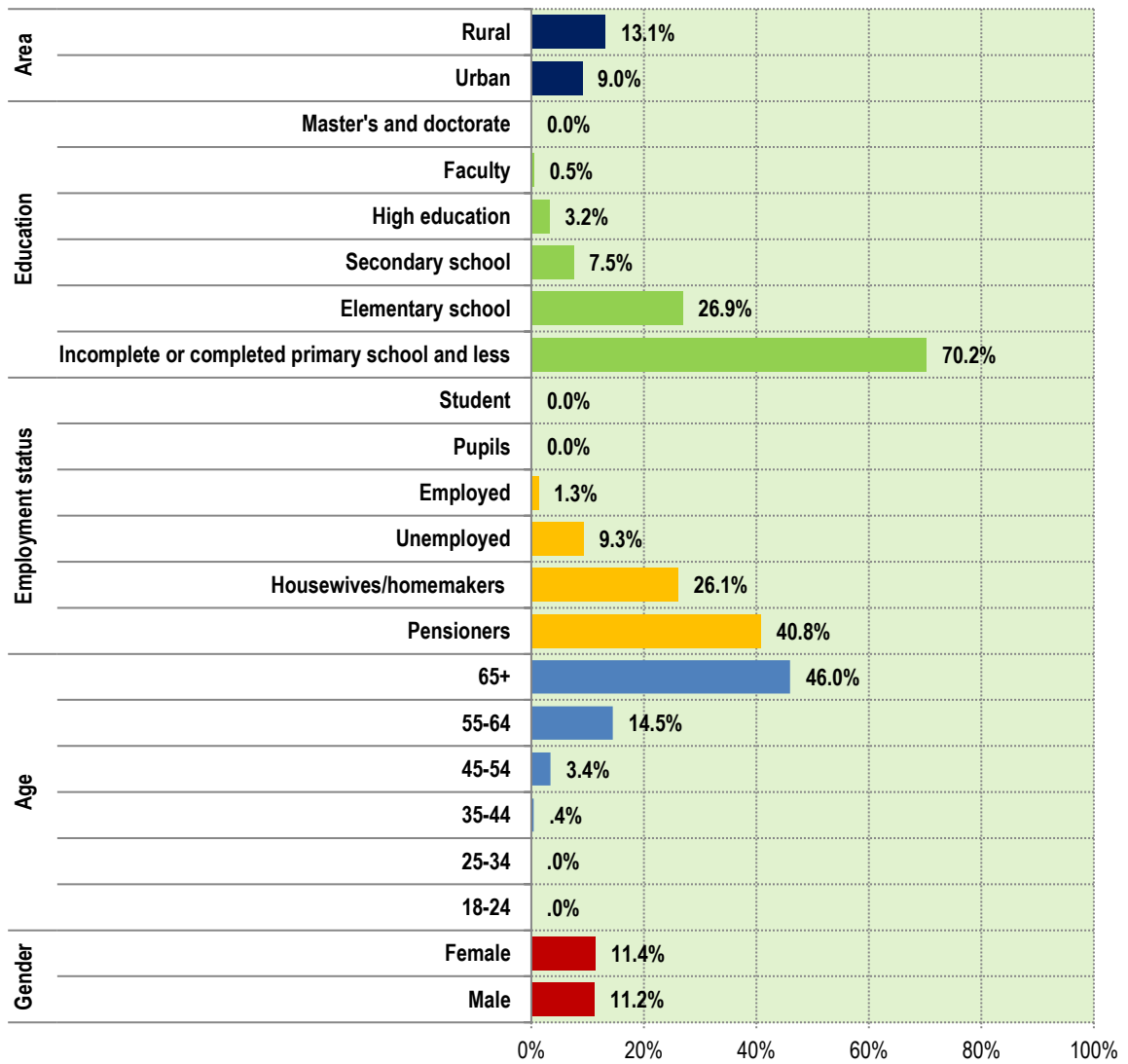
GRAPH 6. AVERAGE TIME (IN HOURS) SPENT ON THE INTERNET IN A TYPICAL WEEK IN CERTAIN POPULATION CATEGORIES, N=1,244



The digital gap

Obtained data indicates that 11% of BiH adults do not use any IC technology or the internet. Therefore, every ninth adult in BiH is negatively affected by the so-called digital gap. Gender does not play much of a role in this regard (11% of adults of both genders are negatively affected by the digital gap). However, the use of IC services significantly depends on age, employment status, education, and, to a lesser extent, place of residence. Namely, 0% of younger respondents find themselves in the digital gap, while 46% of seniors do (there is a very moderate increase at age 45, then a significant increase at age 55 and a dramatic jump at 65). Employment status also has an impact on the use of IC services and the internet (among pupils and students none do not use any digital service, while among pensioners 41% are in that situation), as does education and economic status (26% of homemakers find themselves in the digital gap, 9% of unemployed adults, and only 1% of employed adults). In addition, among the most highly educated, there are none who are in the digital gap, while 70% of adults without formal education are affected by it (with a gradual increase of non-use with a decrease in education from post-graduate to secondary, and then a dramatic jump among respondents with primary education and another dramatic jump among persons who have not completed primary education). Place of residence also has a significant impact, but it is not very pronounced – 13% of adults in rural areas find themselves in the digital gap compared to 9% of those in urban areas (See Graph 7).

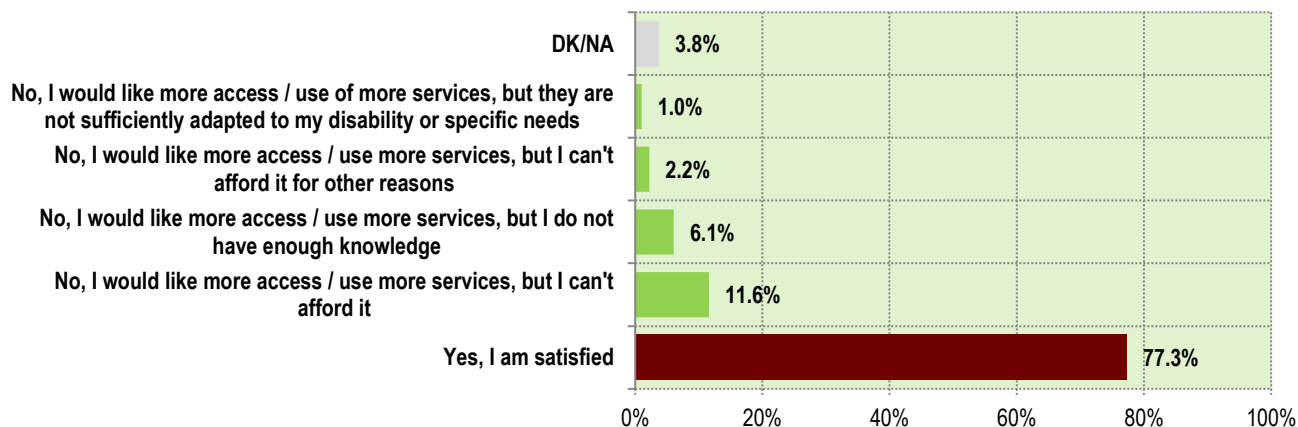
GRAPH 7. REPRESENTATION OF PERSONS IN THE DIGITAL GAP IN CERTAIN POPULATION CATEGORIES



Satisfaction with the current level of access to media and IC services

The majority of BiH adults are satisfied with their current level of access to media and IC services (77%). Those who are not satisfied are most likely to say that a lack of money is what limits access to media and IC services; this is true for every eighth person in BiH (12%). Less often, respondents say that the reason is a lack of knowledge (6%), while other reasons were very rarely mentioned (See Graph 8).

GRAPH 8. ARE YOU SATISFIED WITH THE CURRENT LEVEL OF ACCESS TO MEDIA AND IC SERVICES? N=1,450



There are few differences between genders when it comes to satisfaction with the current level of access to media and IC services i.e., differences are present only in that women compared to men are less likely to say that they would like to use more technologies but that this is not possible for 'other reasons' i.e., because their place of residence does not allow it, because the signal is weak and there are (sports) program interruptions (1% vs. 3%). However, differences between adults of different age groups, education levels, and employment status are more pronounced. Thus, young adults are more likely compared to seniors to be satisfied with their current access to media and IC services (81% vs. 68%), while seniors are more likely than young respondents to wish to use more of them, pointing at lack of knowledge as an obstacle to this (15% vs. 4%). Seniors are also more likely than all other age categories to say that lack of money is also an obstacle, but this difference is not significant only in relation to young respondents (20% vs. 14%). In addition, the more educated the adults, the more satisfied they tend to be with their current level of access to media and IC services, while a lack of knowledge is more likely to be an obstacle for those least educated (no formal education: 16%; primary school: 13%; secondary school: 6%; two-year post-secondary school: 2%; university: 6%; post-graduate education: 0%). Furthermore, employed adults, students, and homemakers are more likely to be satisfied with their current access to media and IC services compared to unemployed respondents, pupils, and pensioners, who are more likely to say that lack of money is an obstacle, and with pensioners also bringing up a lack of knowledge as the reason for dissatisfaction with their current level of access to media and IC services.

It is telling that 60% of adults in the digital gap are (nonetheless) satisfied with their current access to media and IC services. This shows significantly fewer satisfied than among adults who use digital services and the internet (79%). Because, at the same time, significantly more persons in the digital gap than those who are not, did not know or wish to respond to this question (20% vs. 2%), there are no significant differences when it comes to stating individual obstacles to a desired increase of access to these services.⁸

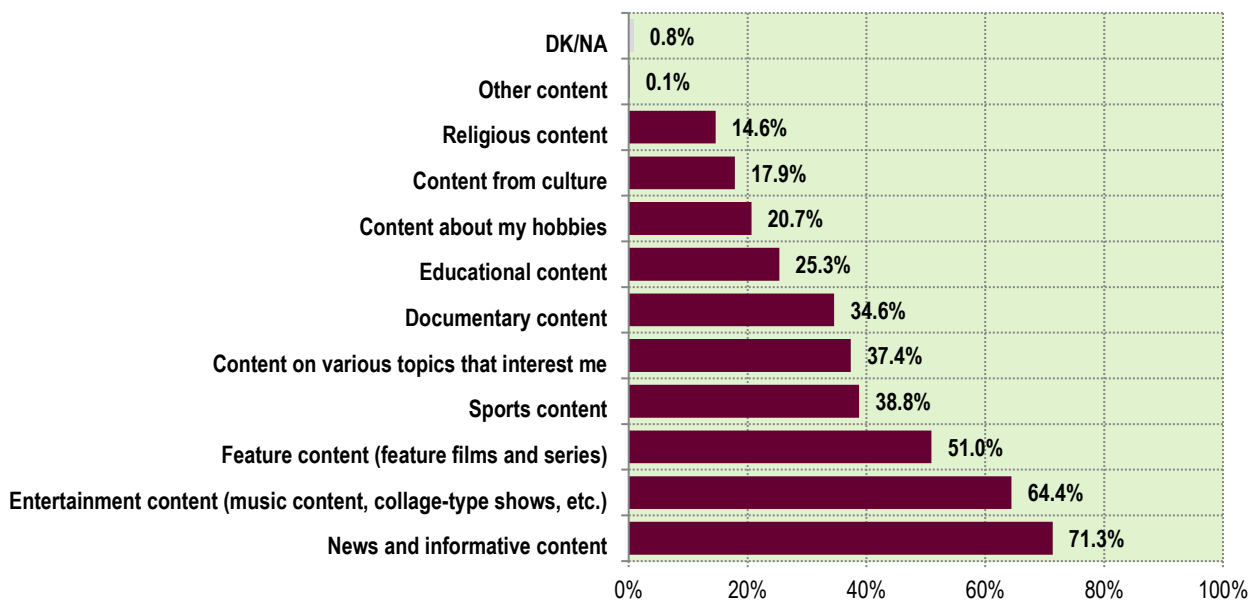
⁸ For the purposes of this report, further analysis according to socio-demographic categories will include an analysis based on gender, age (youngest and oldest citizens i.e.18-25 and 65+) and the digital gap, unless differences according to other socio-demographic categories are indicative and important for analysis.

4.2. THE MOST USED TYPES OF MEDIA CONTENT

Kind of media content that is watched, listened to and followed

BiH adults are most likely to watch, listen to, or follow the news and informative content (71%). This is followed by entertaining content (64%), and feature films and shows (51%). In the next group are sports (39%), documentaries (35%), and various topics that interest individual adults (37%). Educational content is watched, listened to, or followed by a quarter (25%) and content on their hobbies by a fifth of adults (21%). Nearly a fifth (18%) watch, listen to, or follow cultural content, and slightly fewer (15%) religious content (see Graph 9).

GRAPH 9. WHAT KIND OF MEDIA CONTENT DO ADULTS WATCH/LISTEN/FOLLOW?, N=1,450



Women are more likely compared to men to consume entertaining content (68% vs. 61%) and feature films and shows (54% vs. 48%). In addition, they are less likely to consume sports content (14% vs. 66%), or the news and other informative content (68% vs. 75%). Meanwhile, young adults are more likely than seniors to consume entertaining content (80% vs. 53%), sports (48% vs. 26%) and educational content (30% vs. 16%), as well as content on topics that are of interest to them (38% vs. 20%) and on their hobbies (27% vs. 8%). In contrast, seniors are more likely compared to young respondents to follow the news and informative content (85% vs. 46%). The more educated the adults, the more likely they are to consume educational content, cultural content, and content on their hobbies. In addition, adults with completed secondary education and higher education are more likely than adults with incomplete or completed primary school to consume sports content. Furthermore, respondents with post-graduate education are more likely than all others to follow content on topics that are of interest to them (See Table 6). Adults who are in the digital gap are more likely than those who are not, to follow the news and informative content (92% vs. 69%), and feature films and series (59% vs. 50%). Adults who use digital services and the internet are more likely compared to those in the digital gap to consume entertaining content (66% vs. 52%), sports content (41% vs. 26%), content on various topics that are of interest to them (39% vs. 22%), educational content (28% vs. 8%), content on their hobbies (23% vs. 4%), cultural content (19% vs. 7%) and religious content (15% vs. 9%).

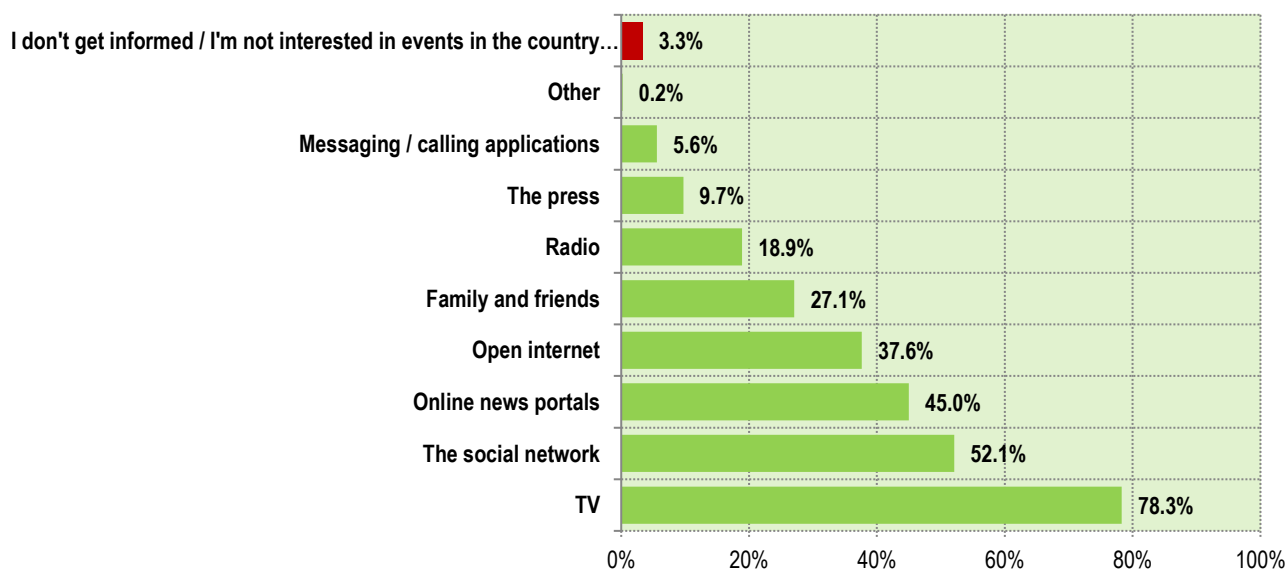
TABLE 6. WHAT KIND OF MEDIA CONTENT DO ADULTS WATCH/LISTEN/FOLLOW?
(BY EDUCATIONAL CATEGORIES, N₁=59, N₂=187, N₃=889, N₄=64, N₅=220, N₆=26)

	Education					
	Incomplete or completed primary school and less	Elementary school	Secondary school	High education	Bachelor's degree	Master's or doctorate
News and informative content	93.3%	77.9%	69.0%	73.5%	67.1%	85.1%
Fun content	48.0%	60.2%	64.9%	56.5%	71.5%	73.8%
Feature content	50.9%	51.4%	48.9%	46.3%	59.8%	59.0%
Documentary content	30.9%	24.5%	33.0%	30.0%	50.3%	36.8%
Educational content	5.3%	11.2%	22.4%	32.1%	48.6%	55.7%
Sports content	7.2%	17.5%	43.8%	44.8%	44.7%	36.4%
Content from culture	4.8%	8.6%	15.1%	24.0%	34.8%	48.3%
Religious content	14.7%	13.0%	14.1%	12.8%	17.1%	30.1%
Content about my hobbies	5.5%	10.4%	20.5%	31.1%	29.8%	34.4%
Content on various topics that interest me	27.4%	29.8%	37.6%	32.8%	43.2%	74.1%
Other content	0.0%	0.0%	0.1%	1.6%	0.0%	0.0%
DK/NA	1.7%	1.1%	0.9%	1.9%	0.0%	0.0%

Information on events in the country and the world

The majority of BiH adults (78%) tend to rely on television as their primary source of information on events in the country and the world. This is followed by social networks, which are a source of information for slightly over half of BiH adults (52%), and online news portals, which are the source of information for slightly under half of them (45%). The open internet is used by over a third of adults for this purpose (38%), while for over a quarter the source of this information are (also) friends and family (27%). The radio and print media are less often used for this purpose (19% and 10%). Very few respondents stated that they are not interested in the news/information on events in the country and the world (3%) (See Graph 10).

GRAPH 10. SOURCES OF INFORMATION ON EVENTS IN THE COUNTRY AND THE WORLD, N=1,450



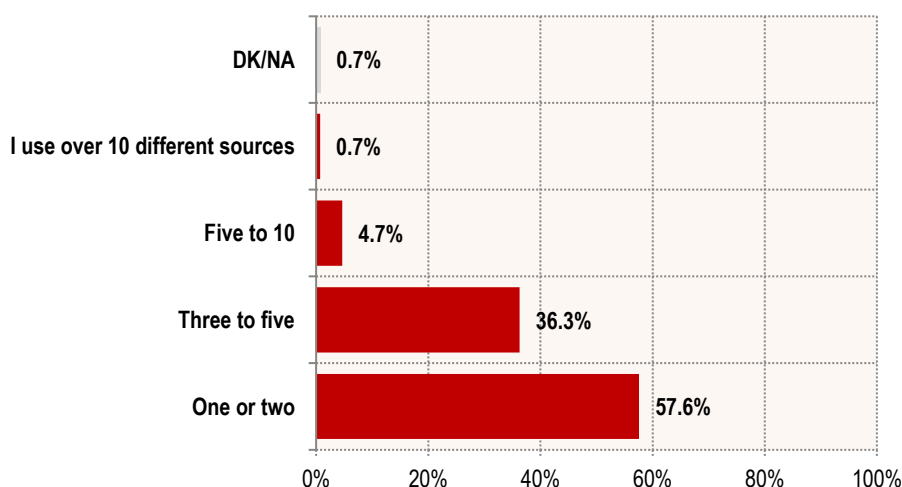
Differences between the genders and different age groups are present when it comes to sources of information on events in the country and the world, as are differences based on the digital gap. Namely, women are less likely compared to men to visit online news portals (42% vs. 48%), to use the open internet (35% vs. 41%), the radio (15% vs. 23%), print media (6% vs. 14%), and they are more likely to not be informed at all about events in the country and the world (4% vs. 2%). Young adults are more likely than seniors to use IC services for this purpose: social networks (72% vs. 20%), online news portals (61% vs. 15%), and the open internet (51% vs. 14%). In contrast, seniors (65+) are more likely to inform themselves about events in the country and the world through traditional media: television (91% vs. 48%), radio (34% vs. 4%) and print media (16% vs. 5%) (See Table 7). Furthermore, those in the digital gap are more likely compared to those who are not to rely on the television (95% vs. 76%), radio (36% vs. 17%) and friends and family (34% vs. 26%) as a source of this information.

TABLE 7. SOURCES OF INFORMATION ON EVENTS IN THE COUNTRY AND THE WORLD
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
TV	47.6%	63.3%	79.8%	86.3%	91.1%	90.8%
Radio	4.2%	9.4%	17.8%	18.9%	23.8%	34.4%
The press	4.8%	7.1%	7.4%	10.7%	10.8%	15.6%
Online news portals	60.8%	65.9%	55.8%	47.2%	30.5%	14.8%
Social networks	72.0%	72.7%	67.8%	51.5%	34.9%	20.4%
Open internet	51.3%	49.8%	47.9%	39.1%	28.6%	13.6%
Messaging / Calling applications	6.9%	8.6%	5.4%	6.4%	4.1%	2.4%
Family and friends	27.0%	25.1%	28.1%	25.8%	31.2%	25.6%
Other	0.0%	0.0%	0.4%	0.4%	0.4%	0.0%
I don't get informed / I'm not interested in events in the country and the world	7.9%	3.0%	2.5%	1.7%	3.3%	3.2%
DK/NA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

The majority of BiH citizens (58%) rely on one or two sources of information on events in the country and the world. A smaller number (36%) use three to five sources of information, while those who rely on over five sources of information are exceedingly rare (5%) (See Graph 11).

GRAPH 11. NUMBER OF SOURCES OF INFORMATION ON EVENTS IN THE COUNTRY AND THE WORLD, N=1,402



Differences between the genders are present when it comes to using various sources of information on events in the country and the world, however they are not very pronounced. Namely, women, compared to men, are more likely to rely on only one or two sources of information on these issues (63% vs. 52%), while men are more likely to use three to five sources (40% vs. 33%), five to ten sources (6% vs. 3%) and over ten different sources of information (1% vs. 0.1%). Compared to young adults, seniors are more likely to rely on only one or two sources of information on these events (72% vs. 60%), while young adults are more likely to use three to five sources of information for this purpose (37% vs. 24%). Adults aged 25-44 are more likely than those in other age groups to use more than two sources of information on events in the country and the world (See Table 8). BiH citizens who are in the digital gap are more likely than the rest to rely on fewer sources for information on events in the country and around the world. They generally rely on one or two sources of information (83%). Although respondents who use IC services and the internet tend to do the same, this is true for 'only' half of them (54%). Thus, there are more among them who use three to five sources to receive information on events (39% vs. 16%), and, unlike respondents in the digital gap, some of them rely on over five sources of information (6% vs. 0%).

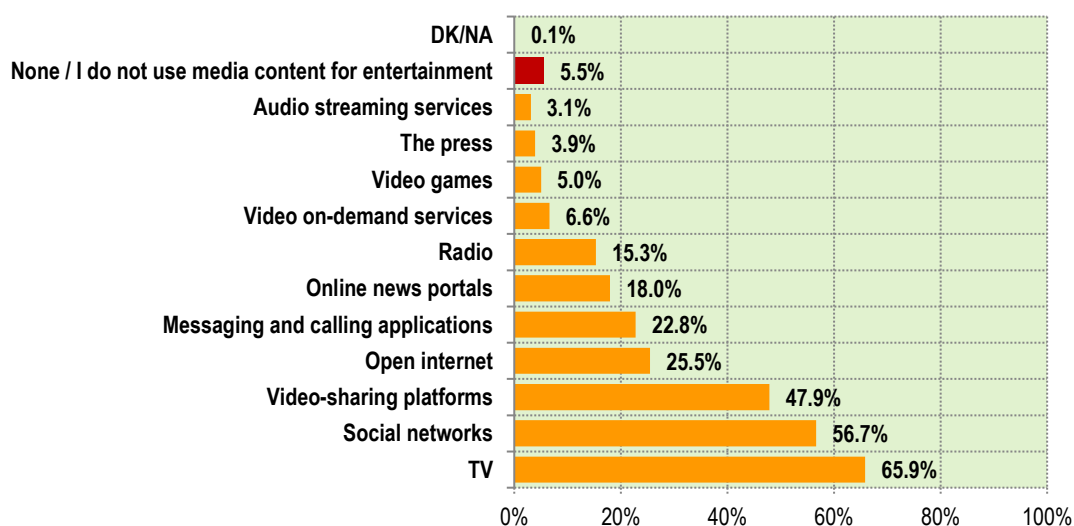
TABLE 8. NUMBER OF SOURCES OF INFORMATION ON EVENTS IN THE COUNTRY AND THE WORLD (BY AGE CATEGORIES, N₁₈₋₂₄=151, N₂₅₋₃₄=250, N₃₅₋₄₄=245, N₄₅₋₅₄=270, N₅₅₋₆₄=238, N₆₅₊=238)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
One or two	56.9%	46.7%	50.0%	55.9%	63.8%	72.3%
Three to five	37.4%	44.0%	43.6%	37.1%	32.3%	23.6%
Five to 10	4.6%	6.9%	5.5%	5.7%	3.5%	1.7%
I use over 10 different sources	0.6%	1.5%	0.8%	0.4%	0.4%	0.4%
DK/NA	0.6%	0.8%	0.0%	0.9%	0.0%	2.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Entertainment

Very few BiH citizens do not use IC services for entertainment purposes (6%). The majority of BiH adults (66%) watch entertaining content on television. This is followed by social networks, which over half (57%) use to consume entertaining content, and then video-sharing platforms which are used by 48% of citizens for this purpose. A quarter of adults use the open internet to consume entertaining content (26%), and slightly fewer (23%) use messaging and calling applications. Under a fifth (18%) visit online portals for entertaining content, 15% listen to the radio for this purpose, while other technologies are used by 3% to 7% of BiH adults (see Graph 12).

GRAPH 12. MEDIA AND IC SERVICES USED FOR ENTERTAINMENT PURPOSES, N=1,450



Differences between genders and different age groups are present when it comes to using media and IC services for entertainment purposes, as are differences resulting from the digital gap. Compared to men, women are less likely to use video-sharing platforms (45% vs. 52%), the radio (13% vs. 18%), video games (4% vs. 7%), and print media (3% vs. 5%). Young adults are more likely to use IC services for this purpose compared to seniors. Conversely, seniors are more likely to (also) use traditional media: television (78% vs. 56%) and radio (31% vs. 3%) and are more likely not to use media for entertainment purposes at all (10% vs. 1%) (See Table 9). The same goes for those in the digital gap (using television to watch entertaining content: 82% vs. 64%; radio: 33% vs. 13%). Likewise, they are more likely than adults who use digital services and the internet to not use media for entertainment purposes (16% vs. 4%).

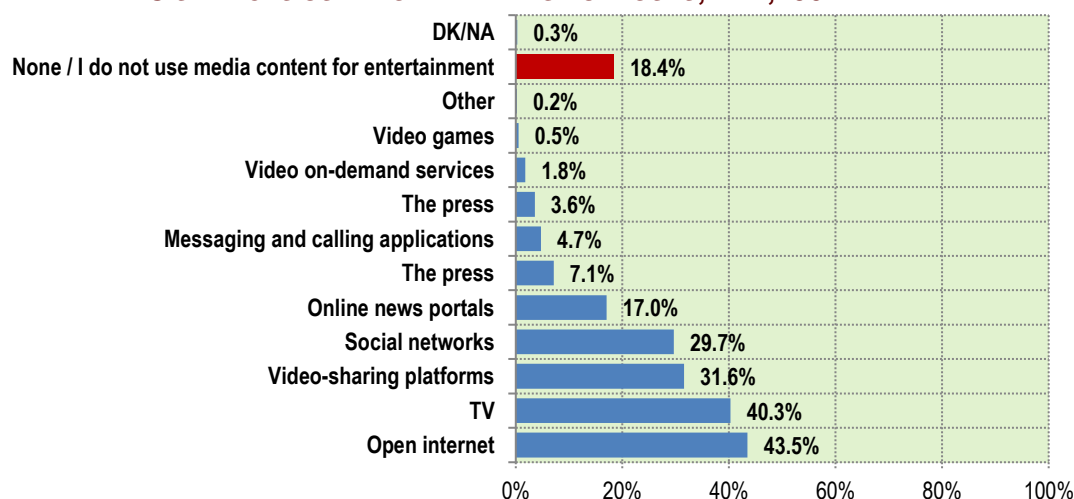
TABLE 9. MEDIA AND IC SERVICES USED FOR ENTERTAINMENT PURPOSES
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
TV	45.5%	55.1%	61.6%	68.2%	80.3%	77.6%
Radio	3.2%	6.4%	13.2%	14.2%	20.1%	30.8%
The press	2.1%	4.5%	3.7%	1.3%	3.3%	8.0%
Online portal	30.2%	28.8%	18.2%	16.3%	9.3%	9.2%
Social networks	85.2%	78.3%	71.9%	57.1%	36.8%	20.4%
Video sharing platforms	67.2%	71.9%	59.1%	44.6%	35.3%	16.0%
Open internet	40.2%	40.4%	32.2%	22.7%	16.0%	6.4%
Messaging / Calling applications	33.3%	33.7%	26.9%	18.9%	18.2%	9.6%
Video games	20.6%	6.0%	3.7%	2.1%	3.0%	0.4%
Video services on request	19.6%	13.5%	7.4%	2.6%	0.0%	1.2%
Music streaming services	11.1%	6.7%	2.9%	0.4%	0.4%	0.0%
None / Do not use media content for entertainment	1.1%	1.5%	3.3%	6.9%	9.3%	9.6%
DK/NA	0.0%	0.4%	0.0%	0.4%	0.0%	0.0%

Learning

Nearly a fifth of BiH adults (18%) do not use media and IC services for learning purposes. However, those who do, are most likely to use the open internet for this purpose (44%) and the television (40%). This is followed by video-sharing platforms (32%) and social networks (30%), and then online portals (17%). Other services are used for learning about topics of interest by 2% to 7% of citizens (see Graph 13).

GRAPH 13. MEDIA AND IC SERVICES USED FOR LEARNING PURPOSES, N=1,450



Differences between the genders are generally not present when it comes to using media and IC services for learning purposes. However, age and the digital gap have a strong impact on their use. As with entertaining content, young adults are more likely than seniors to use IC services for learning (with the exception of video games), while seniors are more likely to rely on the television and radio, or not use media and IC services for learning purposes at all (See Table 10). The same is true for those in the digital gap (using television for learning purposes: 62% vs. 38%; radio: 13% vs. 6%), not using media for learning purposes: 36% vs. 16%).

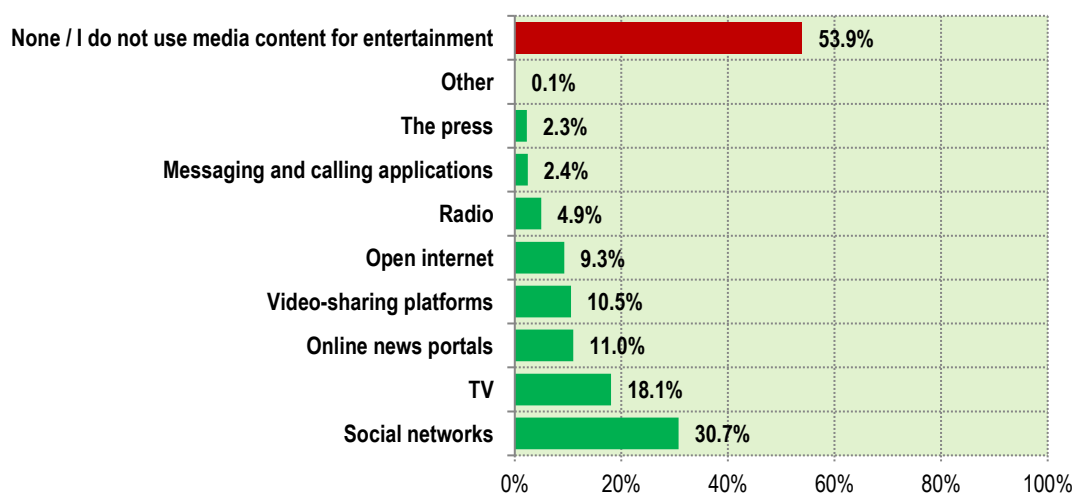
TABLE 10. MEDIA AND IC SERVICES USED FOR LEARNING PURPOSES
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
TV	30.2%	25.8%	30.6%	38.2%	54.3%	59.6%
Radio	2.6%	3.7%	5.8%	6.9%	5.6%	16.4%
The press	3.2%	4.5%	1.7%	2.1%	3.0%	6.8%
Online portal	26.5%	25.8%	18.6%	15.9%	8.9%	9.6%
Social networks	48.1%	42.3%	30.6%	27.9%	19.3%	16.0%
Video sharing platforms	45.5%	53.6%	36.0%	29.6%	19.7%	9.6%
Open internet	63.0%	67.8%	55.4%	41.6%	26.4%	13.6%
Messaging / Calling applications	11.1%	9.4%	2.9%	2.1%	1.9%	3.2%
Video games	2.1%	1.1%	0.0%	0.0%	0.0%	0.4%
Video services on request	6.3%	3.4%	1.7%	0.4%	0.0%	0.4%
Other	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%
None / Do not use media content for entertainment	5.3%	7.9%	15.7%	22.7%	26.8%	27.2%
DK/NA	0.5%	0.7%	0.0%	0.4%	0.0%	0.0%

Participation in discussions and public expression of opinions on issues of public interest

Slightly over half of BiH adults (54%) do not use media and IC services to participate in discussions and publicly express their opinion on important issues of public interest. The rest tend to do this on social networks (31%). This is followed by television (18%), online portals (11%), video-sharing platforms (11%) and the open internet (9%). Very few adults use other media and IC services for this purpose (See Graph 14).

GRAPH 14. MEDIA AND IC SERVICES USED TO PARTICIPATION IN DISCUSSIONS AND PUBLIC EXPRESSION OF OPINIONS ON ISSUES OF PUBLIC INTEREST, N=1,450



Differences between genders and age groups are present when it comes to using media and IC services for participation in discussions, as are those based on the digital gap. Women are less likely compared to men to use social networks for this purpose (27% vs. 35%), as well as online portals (9% vs. 14%) and the radio (4% vs. 6%). Young adults are more likely compared to seniors to use social networks and video-sharing platforms, while seniors are more likely to rely on traditional media (television, radio and print media) (See Table 11). Those in the digital gap are more likely to not use media and IC services for participation in discussions and publicly express their opinions on issues of public interest, compared to those who are not (82% vs. 50%).

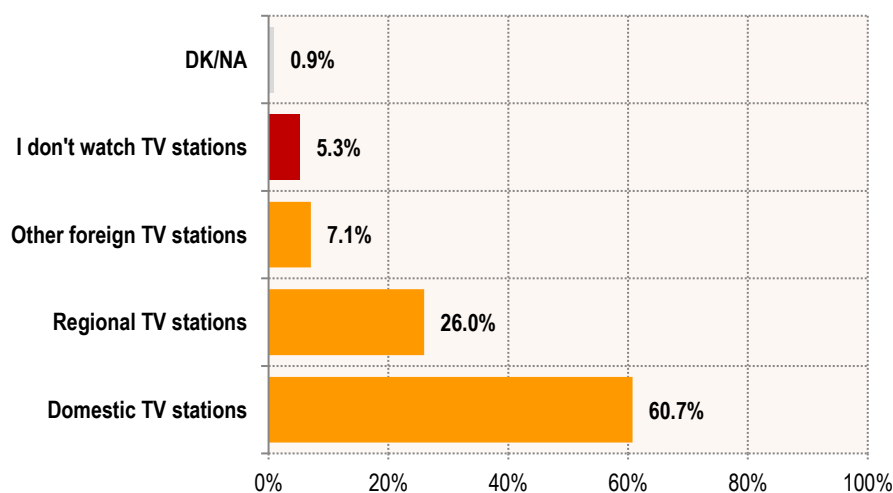
TABLE 11. MEDIA AND IC SERVICES USED TO PARTICIPATE IN DISCUSSIONS AND PUBLIC EXPRESSION OF OPINIONS ON ISSUES OF PUBLIC INTEREST
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
TV	13.2%	13.1%	12.8%	13.3%	25.3%	29.6%
Radio	0.0%	1.5%	2.1%	3.4%	3.7%	17.2%
The press	1.6%	2.2%	0.0%	0.9%	1.9%	6.8%
Online portal	14.3%	17.6%	10.7%	8.2%	7.1%	9.2%
Social networks	43.9%	39.3%	36.8%	28.8%	23.4%	16.8%
Video sharing platforms	14.8%	13.1%	11.6%	9.0%	10.4%	6.0%
Open internet	8.5%	14.6%	9.9%	9.0%	7.1%	6.4%
Messaging / Calling applications	5.3%	4.1%	1.7%	1.7%	0.7%	2.0%
Other	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
None / Do not use media content for entertainment	47.1%	50.9%	51.7%	57.9%	57.2%	56.0%
DK/NA	0.5%	0.4%	0.0%	0.9%	0.4%	0.0%

Types of TV stations that are predominantly watched

The majority of BiH adults watch domestic TV stations (61%). The rest tend to watch regional TV stations (in languages they can understand) (26%), while few mostly watch non-regional TV stations (7%) (See Graph 15).

GRAPH 15. WHAT TV STATIONS DO YOU WATCH MOSTLY? N=1,450



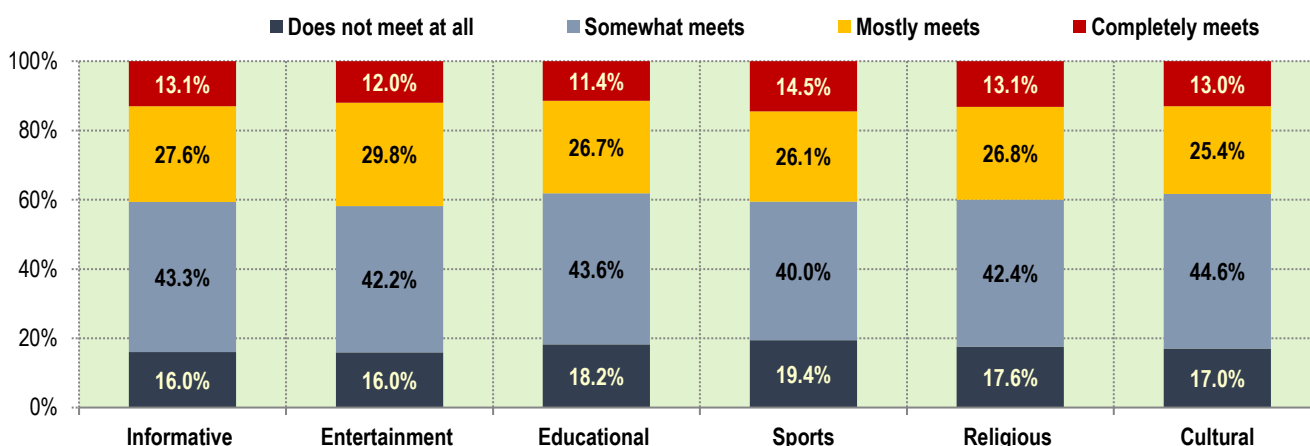
Although all categories of adults tend to watch domestic, followed by regional, and then all other TV stations, women are somewhat more likely compared to men to watch domestic TV stations (64% vs. 57%), and rarely other TV stations (6% vs. 9%). The same is true of seniors compared to young adults (76% vs. 61%), with the former also watching regional TV stations (15% vs. 33%) and other TV stations (4% vs. 12%) less frequently compared to younger respondents. In addition, while very few seniors do not watch TV stations at all, the same is not true for young adults (2% vs. 14%) (See Table 12). Furthermore, BiH adults who are in the digital gap almost exclusively watch domestic TV stations (87%), which is true of other respondents (57%), but the latter are more likely compared to those in the digital gap to watch regional TV stations as well (28% vs. 11% and other TV stations (8% vs. 1%) or not watch TV stations at all (6% vs. 1%).

TABLE 12. WHAT TV STATIONS DO YOU WATCH MOSTLY?
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Domestic TV stations	40.7%	44.2%	59.9%	66.5%	69.5%	76.4%
Regional TV stations	33.3%	38.2%	25.6%	24.5%	21.6%	15.2%
Other foreign TV stations	11.6%	8.6%	9.1%	5.6%	5.2%	4.0%
I don't watch TV stations	14.3%	8.6%	3.7%	2.6%	3.3%	2.4%
DK/NA	0.0%	0.4%	1.7%	0.9%	0.4%	2.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The program of domestic public broadcasting services (BHRT, RTVBiH, RTRS), in principle, mostly or completely meets the needs (for informative, entertaining, educational, sports, religious and cultural content) of only two-fifths of BiH adults (40%) who watch/follow them. In this regard, the public broadcasting services are significantly more likely to meet the needs of their viewers for informative and entertaining content than educational content (2.38 and 2.39 vs. 2.3)⁹, while no statistically significant differences are present when it comes to the other categories (see Graph 16).

GRAPH 16. THE EXTENT TO WHICH PROGRAMME OF THE DOMESTIC PUBLIC BROADCASTING SERVICES MEET SPECIFIC NEEDS OF THE USERS,
N₁=1.299; N₂=1.306; N₃=1.265; N₄=1.195; N₅=1.162; N₆=1.238



Compared to men, women are more likely to assign a positive rating to the program of domestic public broadcasting services. Namely, although members of both genders, on average, state that this program 'somewhat meets' their needs, women are more likely on average to say that it meets their needs for entertaining, educational, sports, religious and cultural content, while no differences are present when it comes to informative content. Seniors (65+) are more likely to assign a more positive rating to educational and religious programs on these channels compared to individual categories of younger respondents, but these differences are not consistent or very pronounced. To a significant

⁹ Average rating on a scale of 1 (Does not meet) to 4 (Completely meets).

extent, education is the variable that determines satisfaction with these programs. Namely, the less educated the adult, the more satisfied they tend to be with the program of local public broadcasting services i.e., on average, they are more likely to say that this program satisfies their needs for informative, entertaining, educational, sports, religious and cultural content. Likewise, adults who are in the digital gap tend to be more satisfied with the program of domestic public broadcasting services compared to those who use digital services and the internet. Namely, those in the digital gap, on average, say that these programs ‘mostly meet’ (average rating 3), while those not in the divide tend to believe that they ‘somewhat meet’ their needs (average rating 2) (See Table 13)

TABLE 13. THE EXTENT TO WHICH PROGRAMME OF THE DOMESTIC PUBLIC BROADCASTING SERVICES MEETS SPECIFIC NEEDS OF THE USERS
(BY GENDER, AGE, EDUCATION LEVEL AND DIGITAL GAP, AVERAGE RATINGS ON A SCALE FROM 1
(DOES NOT MEET AT ALL) TO 4 (COMPLETELY MEETS))

		User needs					
		Informative	Entertainment	Educational	Sports	Religious	Cultural
Gender	Male	2.35	2.28	2.23	2.26	2.27	2.24
	Female	2.40	2.46	2.39	2.46	2.43	2.43
Age	18-24	2.38	2.43	2.39	2.52	2.39	2.44
	25-34	2.32	2.27	2.18	2.30	2.27	2.24
	35-44	2.27	2.25	2.19	2.28	2.19	2.24
	45-54	2.38	2.25	2.29	2.28	2.33	2.32
	55-64	2.50	2.50	2.32	2.33	2.42	2.37
	65+	2.41	2.60	2.55	2.5	2.53	2.47
Education	Incomplete or completed primary school and less	3.04	3.02	2.86	2.83	2.94	2.86
	Elementary school	2.40	2.58	2.50	2.59	2.46	2.46
	Secondary school	2.34	2.35	2.29	2.32	2.33	2.33
	High education	2.34	2.2	2.21	2.25	2.18	2.17
	Bachelor's degree	2.30	2.23	2.16	2.22	2.28	2.2
	Master's or doctorate	2.41	1.86	2.13	2.2	2.15	2.13
The digital gap	They use digital services and the internet	2.33	2.34	2.29	2.33	2.31	2.31
	They do not use digital services and the internet	2.75	2.67	2.54	2.62	2.70	2.61

BiH adults who mostly watch local TV stations tend to be more satisfied with the program they watch on public broadcasting services i.e., they state that it largely meets their need for entertaining, educational, sports, religious and cultural content compared to other BiH adults (see Table 14).

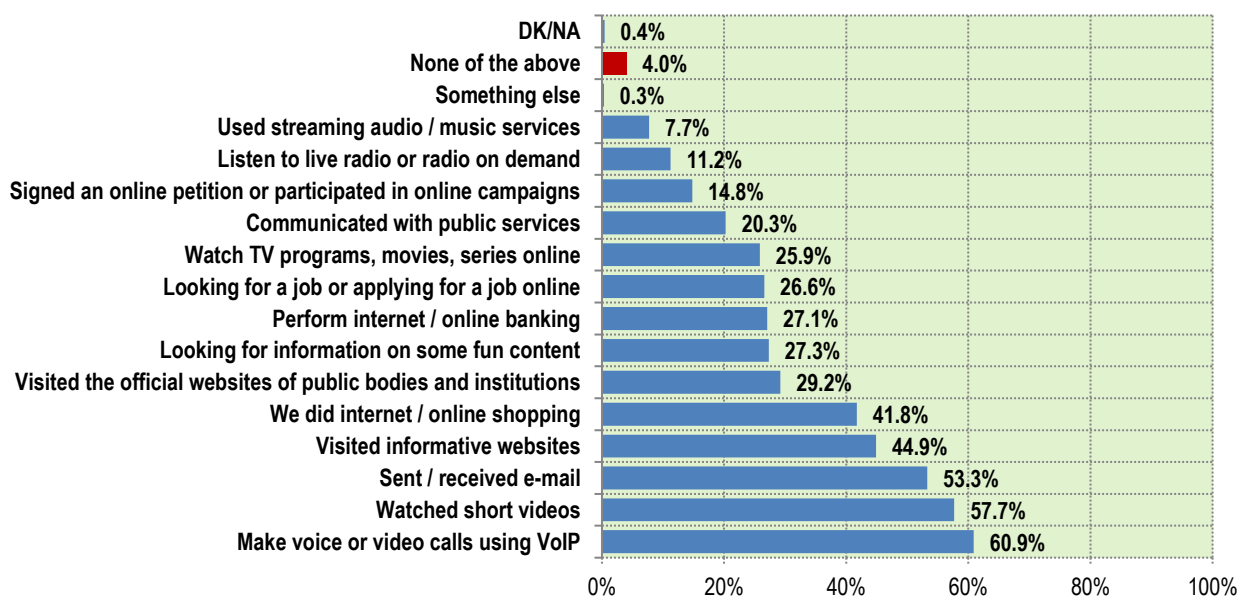
TABLE 14. THE EXTENT TO WHICH PROGRAMME OF THE DOMESTIC PUBLIC BROADCASTING SERVICES MEETS SPECIFIC NEEDS OF THE USERS / WHAT TV STATIONS DO YOU WATCH MOSTLY? (AVERAGE RATINGS ON A SCALE FROM 1 (DOES NOT MEET AT ALL) TO 4 (COMPLETELY MEETS))

		User needs					
		Informative	Entertainment	Educational	Sports	Religious	Cultural
Which TV stations do you watch the most?	Local TV stations	2.53	2.54	2.46	2.53	2.52	2.52
	Regional TV stations	2.17	2.13	2.1	2.12	2.12	2.11
	Other foreign TV stations	2.03	2.12	2.06	1.98	1.98	2.05
	I don't watch TV stations	1.62	1.59	1.65	1.73	1.72	1.58
	DK/NA	1.89	2.05	1.81	1.88	1.97	1.73

Internet use

BiH adults say that making voice or video calls with the help of VoIP and watching short videos are the activities they most frequently do online (61% and 57%). This is followed by sending and receiving emails, which over half of the adults have done at some point. Nearly half (45%) have visited informative websites, and two-fifths (42%) have (also) shopped online. Nearly a third (29%) have visited the official websites of public bodies and institutions, and the same percentage (27%) have searched the internet for information on entertaining content and used internet/online banking services. A quarter have searched or applied for a job using the internet (26%), and watched TV programs, films and series online (26%). This is followed by a fifth (20%) who have used the internet to communicate with public institutions. A seventh (15%) have signed an online petition or taken part in online campaigns, while a tenth (11%) have listened to live radio or radio on-demand, and fewer than 8% have used audio streaming services. Very few internet users who listed another activity (0.3%) said that they had not used any of the above (4%) or did not know or wish to respond to this question (0.4%) (see Graph 17).

GRAPH 17. WHICH OF THESE ACTIVITIES HAVE YOU EVER DONE ON THE INTERNET/ONLINE? N=1,265



When it comes to types of online activities, differences between genders are present, as are differences based on education level and place of residence. Compared to men, women are more likely to have shopped online (45% vs. 39%), and less likely to have watched short videos (54% vs. 62%). Young adults tend to have done all of the above more often than older respondents, with the exception of communicating with public institutions (see Table 15).

TABLE 15. WHICH OF THESE ACTIVITIES HAVE YOU EVER DONE ON THE INTERNET/ONLINE?
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=250, N₄₅₋₅₄=262, N₅₅₋₆₄=200, N₆₅₊=131)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Sent / received e-mail	76.2%	71.9%	60.6%	40.5%	32.4%	31.3%
Make voice or video calls using VoIP	76.2%	73.4%	64.3%	49.1%	52.1%	47.7%
We did internet / online shopping	63.5%	63.3%	44.4%	34.7%	18.7%	16.4%
Perform internet / online banking	36.0%	43.1%	33.2%	16.7%	15.1%	11.7%
Communicated with public services	22.8%	26.2%	26.1%	15.8%	13.7%	13.3%
Visited informative websites	57.1%	55.1%	49.8%	41.4%	31.5%	27.3%
Visited the official websites of public bodies and institutions	34.9%	41.2%	29.9%	25.7%	22.4%	14.8%
Looking for a job or applying for a job online	43.4%	49.4%	28.2%	14.9%	11.0%	4.7%
Looking for information on some fun content	49.7%	39.7%	27.0%	18.5%	17.4%	8.6%
Signed an online petition or participate in online campaigns	24.9%	29.6%	12.0%	7.7%	7.3%	3.9%
Watch TV programs, movies, series online	51.3%	40.1%	25.7%	15.8%	11.4%	8.6%
Listen to live radio or radio on demand	16.4%	18.4%	12.0%	7.7%	6.4%	3.9%
Used streaming audio / music services	16.9%	13.1%	6.2%	2.7%	4.1%	3.9%
Watched short videos	59.3%	68.2%	63.9%	56.3%	54.8%	30.5%
Something else	0.0%	0.0%	0.4%	0.0%	0.0%	2.3%
None of the above	0.5%	0.7%	2.9%	4.5%	6.4%	12.5%
DK/NA	0.0%	0.4%	0.0%	0.9%	0.5%	0.8%

Likewise, the more educated the adults, the more likely they are to have performed all the above activities online, with the exception of making voice or video calls and using audio streaming services (See Table 16).

TABLE 16. WHICH OF THESE ACTIVITIES HAVE YOU EVER DONE ON THE INTERNET/ONLINE?
(BY EDUCATIONAL LEVEL, N₁=16, N₂=130, N₃=810, N₄=61, N₅=219, N₆=26)

	Education					
	Incomplete or completed primary school and less	Elementary school	Secondary school	High education	Bachel or's degree	Master's or doctorate
Sent / received e-mail	0.0%	27.3%	47.9%	73.3%	83.1%	88.7%
Make voice or video calls using VoIP	63.3%	59.4%	59.3%	56.6%	67.8%	70.9%
We did internet / online shopping	0.0%	26.4%	39.2%	46.2%	59.1%	62.7%
Perform internet / online banking	0.0%	9.0%	22.8%	47.8%	46.1%	58.7%
Communicated with public services	0.0%	6.1%	16.9%	33.6%	37.6%	32.8%
Visited informative websites	7.6%	16.4%	43.8%	53.3%	61.4%	81.4%

Visited the official websites of public bodies and institutions	0.0%	6.8%	25.3%	42.6%	50.5%	70.1%
Looking for a job or applying for a job online	0.0%	5.5%	25.2%	29.2%	41.8%	54.5%
Looking for information on some fun content	0.0%	9.7%	24.7%	25.4%	47.5%	47.3%
Signed an online petition or participate in online campaigns	0.0%	4.4%	13.5%	13.8%	23.7%	44.8%
Watch TV programs, movies, series online	6.6%	12.6%	24.7%	32.4%	35.9%	39.9%
Listen to live radio or radio on demand	0.0%	1.4%	10.9%	15.2%	16.1%	29.0%
Used streaming audio / music services	0.0%	2.8%	8.1%	7.8%	9.1%	10.8%
Watched short videos	33.2%	39.0%	60.1%	59.0%	58.8%	81.6%
Something else	0.0%	0.8%	0.3%	0.0%	0.0%	3.9%
None of the above	24.2%	11.9%	2.9%	5.3%	1.9%	3.9%
DK/NA	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%

Adults in urban areas are more likely compared to adults in rural areas to have performed the majority of online activities listed above (sent/received email: 60% vs. 47%; shopped online: 45% vs. 39%; used internet banking services: 34% vs. 21%; communicated with public institutions: 24% vs. 17%; visited informative websites: 50% vs 41%; visited the official websites of public bodies and institutions: 33% vs. 26%; searched information on entertaining content: 31% vs. 24%; signed an online petition: 18% vs. 12%; used audio streaming platforms: 10% vs. 5%), while those in rural areas are more likely to have watched short videos online: 62% vs. 52% (See Table 17).

TABLE 17. WHICH OF THESE ACTIVITIES HAVE YOU EVER DONE ON THE INTERNET/ONLINE?
(BY AREA, N_{URBAN}=16, N_{RURAL}=130)

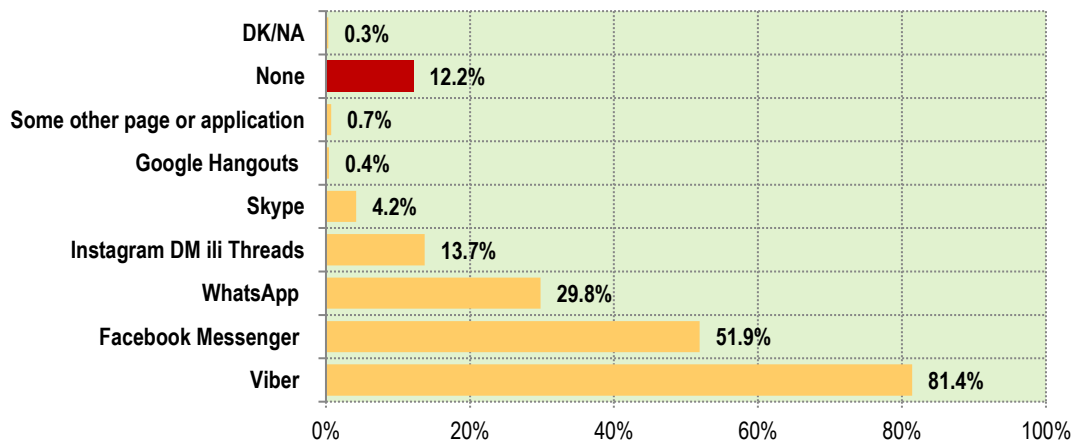
	Area	
	Urban	Rural
Sent / received e-mail	60.2%	47.4%
Make voice or video calls using VoIP	58.1%	63.2%
We did internet / online shopping	45.0%	39.0%
Perform internet / online banking	34.4%	20.8%
Communicated with public services	24.4%	16.8%
Visited informative websites	49.5%	40.9%
Visited the official websites of public bodies and institutions	32.9%	26.1%
Looking for a job or applying for a job online	28.9%	24.6%
Looking for information on some fun content	31.4%	23.9%
Signed an online petition or participate in online campaigns	18.2%	11.9%
Watch TV programs, movies, series online	28.3%	23.8%
Listen to live radio or radio on demand	12.0%	10.6%
Used streaming audio / music services	10.4%	5.4%
Watched short videos	52.1%	62.4%
Something else	0.2%	0.5%
None of the above	4.5%	3.7%
DK/NA	0.0%	0.8%

Messaging and calling applications

Use of messaging and calling applications

Nine out of ten (88%) BiH adults use at least one messaging and calling application. Viber is, by far, the most used application (used by 81% of BiH adults). This is followed by Facebook Messenger (52%), WhatsApp (30%) and Instagram DM/Threads (14%). Other messaging/calling applications are very rarely used; Skype somewhat more than the rest (Google Hangouts, Zoom, Telegram, Discord) (see Graph 18).

GRAPH 18. WHICH MESSAGING AND CALLING APPLICATIONS DO YOU USE, N=1,450

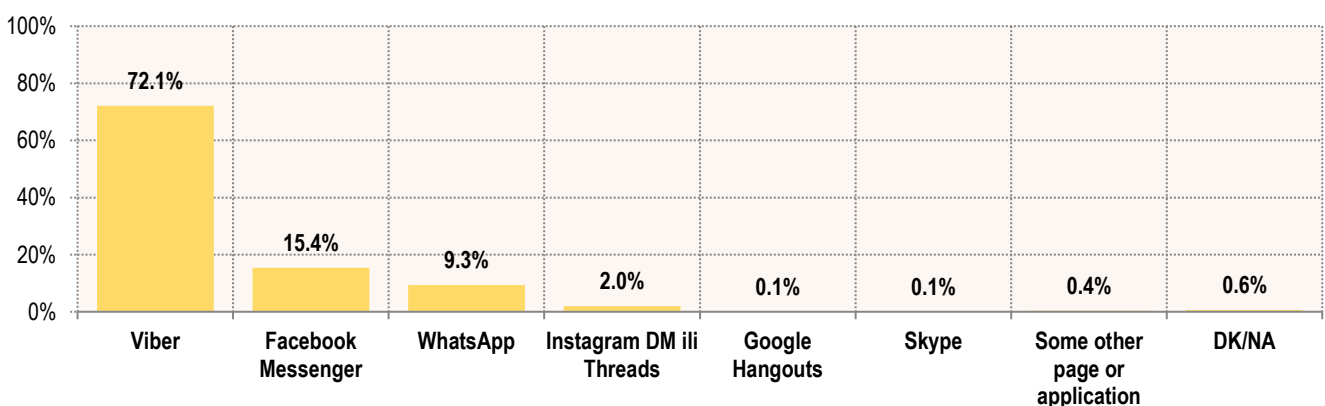


Women and men use messaging and calling applications to an equal degree. However, their use decreases with the age of the respondent and lower education levels. All adults younger than 45 use these applications (100% and 99%), nearly all aged 45 to 54 (95%), slightly fewer respondents aged 55 to 64 (85%), but only half of the seniors (65+) (52%). At the same time, 100% of adults with postgraduate education use these applications, 99% of respondents with university education, 95% with two-year post-secondary education, and 92% with secondary education, with a decrease in the number of adults with primary education who use these applications (71%) and a drastic decrease in the number of adults without formal education (28%). In addition, place of residence has a significant impact on the use of these applications. Residents of urban areas are more likely to use them compared to those in rural areas (91% vs. 76%).

Main messaging and calling application

Viber is, by far, the main messaging and calling application among BiH citizens. It is used for messaging and calling by nearly three quarters of adults (72%). Significantly fewer use Facebook Messenger for this purpose (15%), and even fewer use WhatsApp (9%), while the percentage of those who use other applications is negligible (See Graph 19).

GRAPH 19. MAIN MESSAGING AND CALLING APPLICATION, N=1,274



Gender is not a variable that has a significant impact on the choice of messaging and calling applications, but age is. Namely, although Viber is the main application among all age categories who use messaging and calling applications, it is used by fewer than half of young adults (42%) and by significantly more seniors (70%) (with a significant increase beginning already among those aged 25-35). While there are no significant differences when it comes to the use of Facebook Messenger and WhatsApp between the youngest and oldest adults, Instagram is used almost exclusively by the youngest adults (every tenth respondent – 10%) (See Table 18). Education level affects the use of these applications meaning adults with postgraduate education, compared to the rest, are more likely to choose WhatsApp (29%), while adults with primary education use Facebook Messenger (34%) as their main messaging and calling application.

TABLE 18 MAIN MESSAGING AND CALLING APPLICATION

(BY AGE CATEGORIES, N₁₈₋₂₄=163, N₂₅₋₃₄=258, N₃₅₋₄₄=249, N₄₅₋₅₄=262, N₅₅₋₆₄=209, N₆₅₊=133)

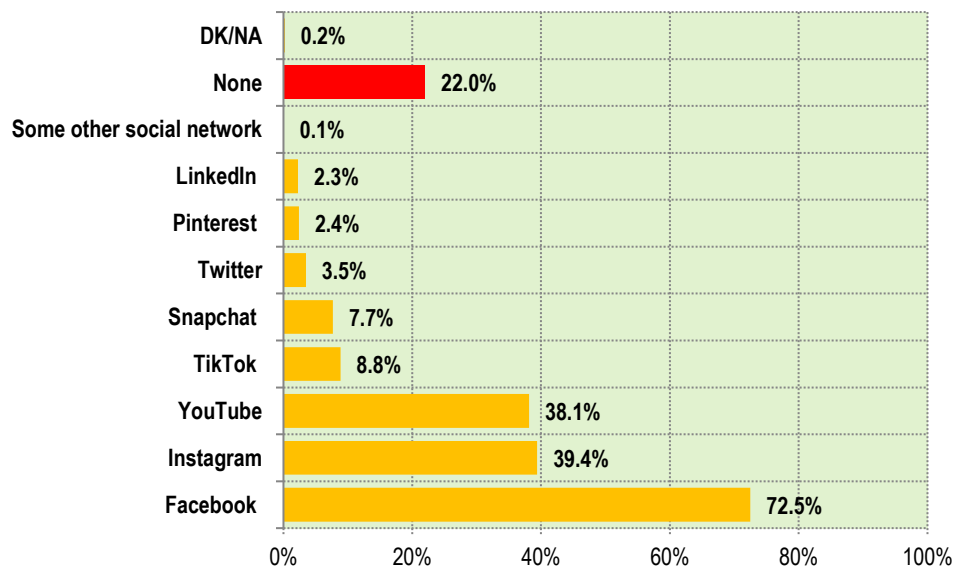
	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Viber	45.2%	65.2%	76.7%	85.6%	80.7%	70.0%
WhatsApp	18.6%	15.0%	7.1%	5.0%	4.4%	7.7%
Facebook Messenger	25.0%	16.1%	15.8%	9.5%	12.3%	18.5%
Instagram DM or Threads	10.1%	2.6%	0.0%	0.0%	0.4%	0.8%
Google Hangouts	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Skype	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Some other page or application	0.5%	0.7%	0.0%	0.0%	0.9%	0.0%
DK/NA	0.5%	0.4%	0.4%	0.0%	0.9%	2.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Social networks

Use of social networks

Eight out of ten (78%) BiH adults use at least one social network. The most popular social network is Facebook, on which almost three-quarters of adults have an account (73%). Instagram is used by significantly fewer respondents (39%) as is YouTube (38%). All other social networks are used by fewer than 10% of adults – with TikTok and Snapchat being more popular than Twitter, Pinterest, and LinkedIn (8% and 8% vs. 4%, 2%, and 2%) (See Graph 20).

GRAPH 20. WHICH SOCIAL NETWORKS DO YOU USE / ON WHICH SOCIAL NETWORKS DO YOU HAVE A PROFILE THAT IS STILL ACTIVE? N=1,450

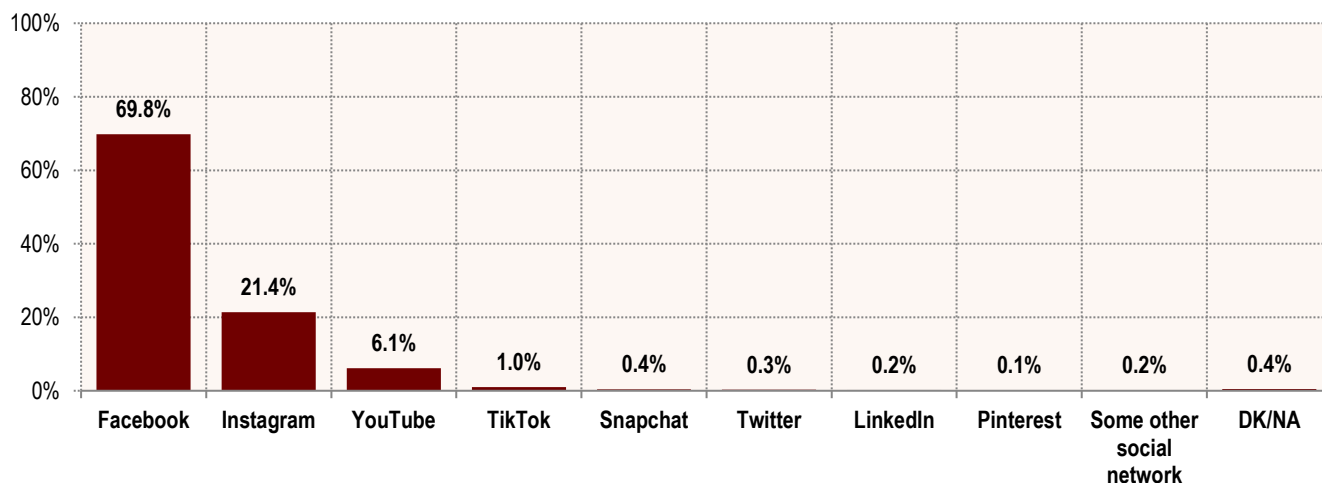


Women and men use social networks to the same extent. However, their use decreases with age. All adults younger than 35 years old use social networks (100% and 97%), followed by nine out of ten adults aged between 35 to 44 (93%), eight out of ten adults aged 45 - 55 (83%), six out of ten adults aged 55-64 (63%) and only four out of ten seniors (65+) (39%). Education level also affects the use of social networks, but not consistently. Social networks are used by 89% of adults with postgraduate education, 94% of adults with university education, 73% of those with two-year post-secondary education, and 83% of those with secondary education, followed by a significant decline in the number of social network users with primary education (59%) and an even steeper decrease in the number of users without formal education (10%). In addition, place of residence has a significant impact on the use of social networks. Urban residents are more likely to use them compared to those in rural areas (81% vs. 75%).

Main social network

Facebook is, by far, the main social network among BiH adults. Namely, 70% of those who have an active social network account, have that account on Facebook. Instagram is the main social network for significantly fewer BiH citizens (21%), while for 6% is YouTube. All other social networks are rarely used (See Graph 21).

GRAPH 21. MAIN SOCIAL NETWORK, N=1,127



Gender and education level do not have a significant impact on the choice of the main social network used, but age does. Namely, in contrast to other age categories, Instagram and not Facebook is the main social network among the youngest adults. This is the case for three-fifths of them (60%) who have an active account on a social network, compared to a third (32%) of adults aged 25-34, and 9% of adults older than 34. It is interesting to note that, compared to young adults, seniors and adults aged 55-65 are more likely to state that their main social network is YouTube (12% and 14% vs. 3%) (see Table 19). In line with that, Instagram is the main social network for pupils and students (62% of pupils and students), the second most used network among unemployed and employed adults (main social network for 21% of unemployed and 19% of employed respondents), while pensioners very rarely use Instagram as their main social network (3%) and, in addition to Facebook which is used by 78% of them, are more likely to also use YouTube (16%). Homemakers predominantly use Facebook (85%) and to a small extent use Instagram and YouTube (8% respectively).

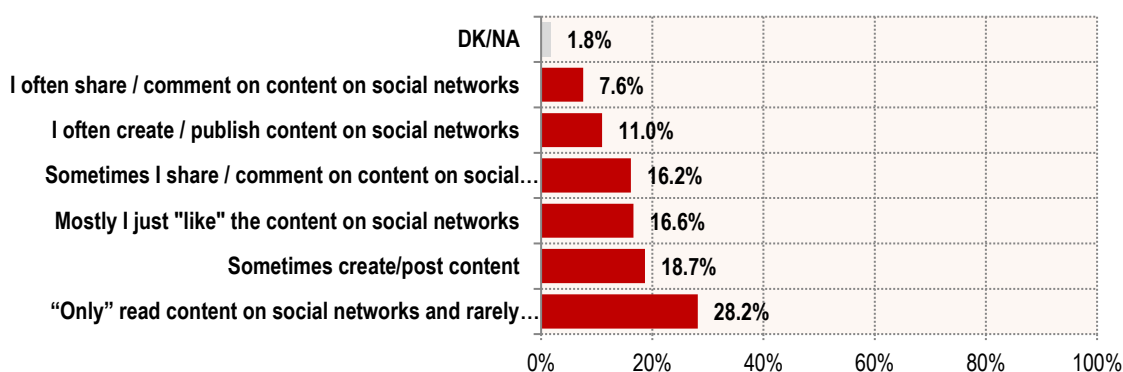
TABLE 19. MAIN SOCIAL NETWORK(BY AGE CATEGORIES, N₁₈₋₂₄=163, N₂₅₋₃₄=251, N₃₅₋₄₄=232, N₄₅₋₅₄=228, N₅₅₋₆₄=154, N₆₅₊=99)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Facebook	30.9%	62.3%	83.9%	85.5%	76.2%	75.3%
Instagram	59.6%	32.3%	11.2%	7.3%	7.7%	9.3%
LinkedIn	0.0%	0.0%	0.4%	0.0%	0.0%	1.0%
Pinterest	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Snapchat	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
TikTok	3.7%	1.5%	0.4%	0.0%	0.0%	0.0%
Twitter	1.1%	0.0%	0.4%	0.0%	0.0%	1.0%
YouTube	2.1%	3.1%	2.7%	7.3%	14.3%	12.4%
Some other social network	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
DK/NA	0.0%	0.8%	0.9%	0.0%	0.6%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Behaviour on social networks

When it comes to how social networks or applications are used, collected data indicates that in most cases BiH adults (more than a quarter of them) 'only' read content on social networks and rarely perform any activity on them (such as 'liking' or posting content). Less than a fifth (19%) say that they sometimes create or post content, while slightly fewer (16%) sometimes share or comment on content and 16% say that they sometimes 'like' content. Few adults frequently create or post content on social networks and applications (11%) or share or comment on content (7.6%) (See Graph 22).

GRAPH 22. THINKING NOW ABOUT ALL THE SOCIAL MEDIA OR APPS YOU USE, WHICH ONE OF THESE STATEMENTS BEST DESCRIBES YOUR USE OF THESE SITES OR APPS? N=1,127



There are not many differences between genders when it comes to the use of social networks and/or applications, but differences are present among adults of different age groups and education levels. Younger and older adults use social networks and applications in a similar manner i.e., they use them more actively than middle-aged adults (see Table 20). Adults without formal education, compared to the rest, are more likely to only consume content on social networks and rarely 'like' or post anything (83% vs. 21% with primary education, 30% with secondary education, 23% with two-year post-secondary education, 27% with university education and 15% with postgraduate education). Highly educated adults are more likely than those with primary education and less to create/post content on social networks sometimes (postgraduate education: 30%; university: 30%; primary school: 8% and no formal education: 0%). Likewise, adults in rural areas are more likely to do the same compared to those in urban areas (22% vs. 15%).

TABLE 20. THINKING NOW ABOUT ALL THE SOCIAL MEDIA OR APPS YOU USE, WHICH ONE OF THE THESE STATEMENTS BEST DESCRIBES YOUR USE OF THESE SITES OR APPS?

(BY AGE CATEGORIES, N₁₈₋₂₄=163, N₂₅₋₃₄=251, N₃₅₋₄₄=232, N₄₅₋₅₄=228, N₅₅₋₆₄=154, N₆₅₊=99)

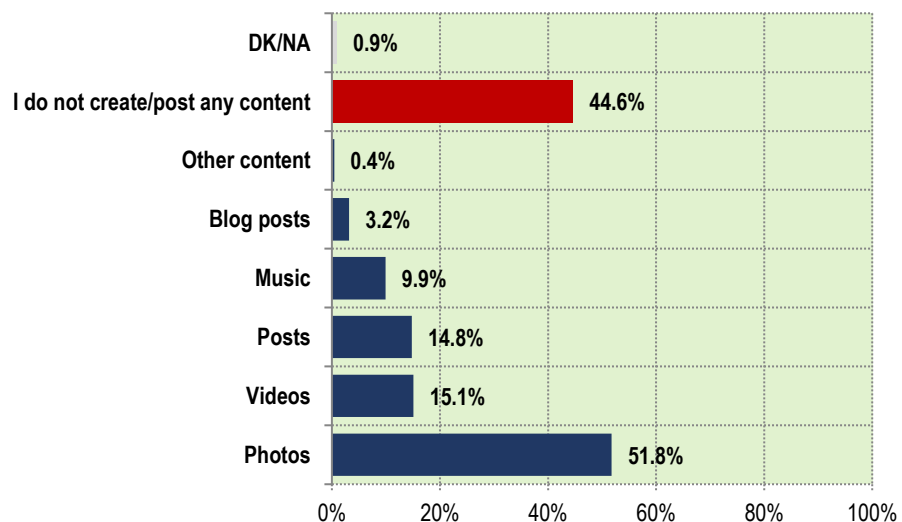
	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
I often create / publish content on social networks	21.8%	15.0%	10.3%	4.7%	1.8%	13.4%
I often share / comment on content on social networks	8.5%	7.3%	7.6%	5.2%	3.6%	18.6%
Sometimes create/post content	22.3%	23.8%	21.4%	14.5%	13.1%	11.3%
Sometimes I share / comment on content on social networks	12.2%	16.2%	15.6%	18.1%	16.7%	18.6%
Mostly I just 'like' the content on social networks	16.5%	14.2%	17.9%	19.7%	19.0%	9.3%
'Only' read content on social networks and rarely perform any activity on them	18.6%	23.1%	26.3%	36.3%	41.1%	22.7%
DK/NA	0.0%	0.4%	0.9%	1.6%	4.8%	6.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BiH adults who primarily use Instagram are more likely to create/post content on social networks compared to those who primarily use Facebook and YouTube (21% vs. 8% vs. 0%). The same is true for adults who primarily use Instagram DM/Threads, Facebook Messenger, and WhatsApp to send messages/make calls, compared to those who use Viber (26% and 23% and 15% vs. 7%). Comparison between users of the aforementioned social networks with the small number of adults who primarily use other social networks/messaging and calling applications is not justified.

Creating content

Only slightly over half (56%) of BiH adults create (make and post) certain types of media content (see Graph 23). Half of BiH adults take and post photographs (52%). 15% create videos and/or posts and 10% create music. Very few BiH adults write blog posts (3%). Creating and posting other types of content is virtually non-existent (see Graph 23).

GRAPH 23. CONTENT THAT IS BEING CREATED, N=1,450



Gender is not a significant factor when it comes to creating and posting content, but age is. Older adults are less likely to create and post content than young adults (73% vs. 15%), while young adults are more active when it comes to creating and posting all the aforementioned types of content (with the exception of blog posts where there is no significant difference) (see Table 21). In addition, the lower the education level of the adults, the more likely they are to not create and post content (no formal education: 92%; primary education: 63%; secondary education: 42%; two-year post-secondary education: 50%; university: 28% and postgraduate education: 32%). The same is true for adults in rural areas compared to those living in urban areas (47% vs. 41%).

TABLE 21. CONTENT THAT IS BEING CREATED

(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Photos	84.1%	80.9%	62.4%	46.4%	26.8%	21.2%
Videos	27.0%	24.0%	18.6%	7.3%	6.7%	11.6%
Posts	24.3%	24.3%	16.9%	12.0%	5.2%	9.2%
Blog posts	3.2%	4.1%	4.5%	3.4%	1.9%	2.0%
Music	14.8%	16.9%	13.2%	6.4%	4.1%	6.0%
Other content	0.0%	0.7%	0.8%	0.9%	0.0%	0.0%
I do not create/post any content	14.8%	16.9%	32.2%	50.6%	69.9%	73.2%
DK/NA	0.0%	0.4%	0.8%	1.7%	1.1%	1.2%

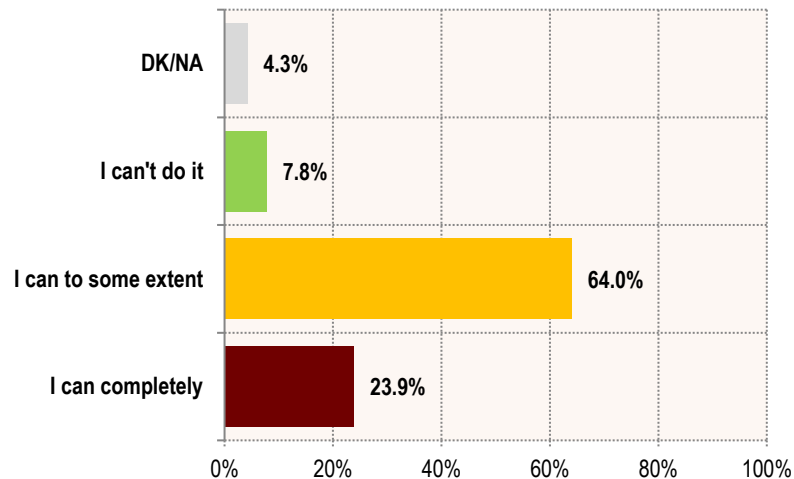
BiH adults who use YouTube as their primary social network are more likely than those who primarily use Facebook and Instagram to not create/post any content (62% vs. 30% vs. 18%). BiH adults who primarily use Instagram are more likely to take and post photographs compared to those who primarily use Facebook (79% vs. 66%), as well as videos (28% vs. 17%) and posts (27% vs. 7%) and are more likely compared to those who use YouTube as their primary social network to take and post photographs (79% vs. 30%) and posts (27% vs. 7%). Adults who primarily use Facebook are more likely than those using YouTube to take and post photographs (66% vs. 30%). Comparison between users of the aforementioned social networks with the small number of adults who primarily use other social networks/messaging and calling applications is not justified.

4.3. ABILITY TO CRITICALLY ENGAGE WITH MEDIA AND INFORMATION-COMMUNICATION TECHNOLOGIES

Perception of adults' own ability to recognize disinformation

Only a quarter of BiH adults (24%) believe that they are able to recognize false information in the media and IC services. Nearly two-thirds (64%) believe that they are somewhat able to identify what information is true and factual, while 8% say that they are unable to do so (see Graph 24).

GRAPH 24. HOW DO YOU ESTIMATE YOUR ABILITIES TO RECOGNIZE DISINFORMATION IN THE MEDIA AND IC SERVICES? N=1,450



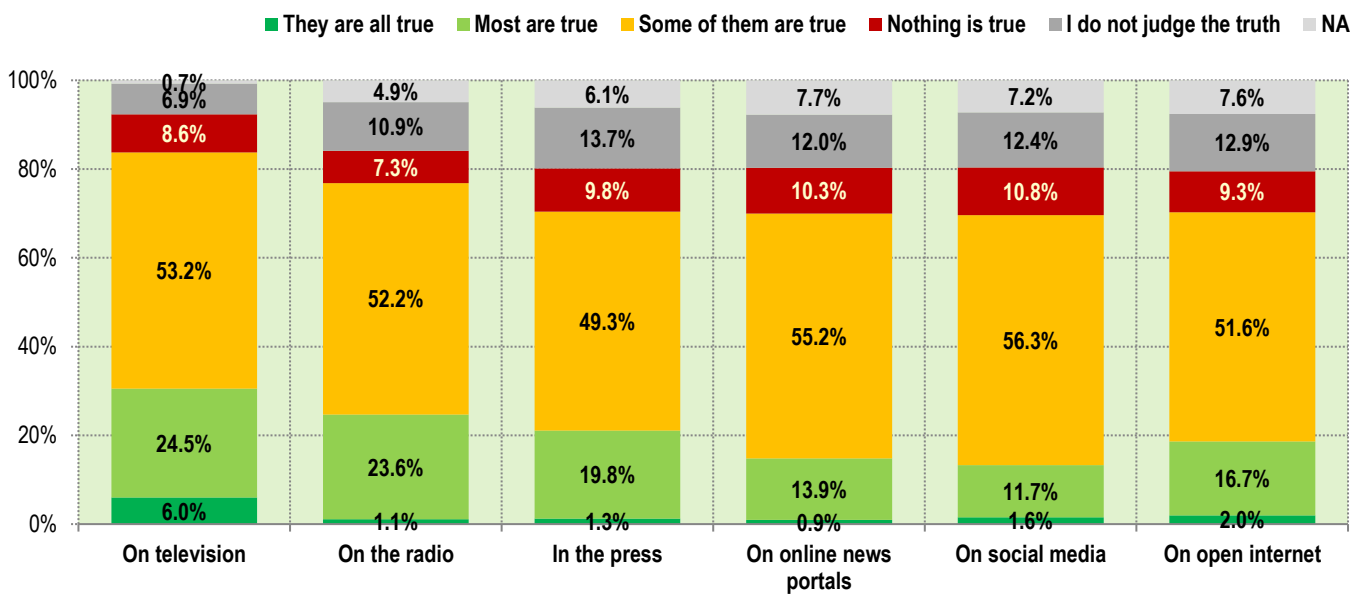
Gender, age, and the digital gap have a significant impact on adults' perception of their own ability to identify false information in the media and IC services. Namely, although all categories of adults are most likely to believe that they are somewhat able to identify false information, men are more likely, compared to women, to say that they are completely able to do so (28% vs. 20%), as are young adults compared to seniors (29% vs. 12%) and adults who use digital services and the internet compared to those in the digital gap (26% vs. 9%). In contrast, compared to men, women are more likely to believe that they are unable to identify false information spread by the media and IC services (9% vs. 6%). In addition, older adults are more likely compared to young adults (18% vs. 4%), and adults in the digital gap compared to those who are not (21% vs. 6%), to believe that they are unable to identify false information in the media and IC services. They are also more likely to not know or to not wish to respond to this question (6% vs. 3%, 8% vs. 2% and 10% vs. 4%).

Evaluation of information/content available through various media and IC services

Evaluation of the truthfulness of information

BiH adults tend to trust information spread by traditional media more than that spread by online media. BiH adults are most likely to believe in the truthfulness of information broadcast on television (nearly a third – 31% - believe that only reliable to mostly reliable information is broadcast on television, while only 13% believe the same of information available on social networks). In general, the majority of BiH adults believe that only some of the information available to them through media and IC services is reliable, while around a tenth believe that only false information can be found in media and IC services (See Graph 25). Thus, the average rating of the reliability of this information (on a scale of 1 to 4, where 1 is 'none of it is true', 2 is 'some of it is true', 3 is 'most of it is true' and 4 is 'all of it is true') is 2.17.

GRAPH 25. THE ASSESSMENT OF THE TRUTHFULNESS OF INFORMATION AVAILABLE ON DIFFERENT MEDIA AND IC SERVICES

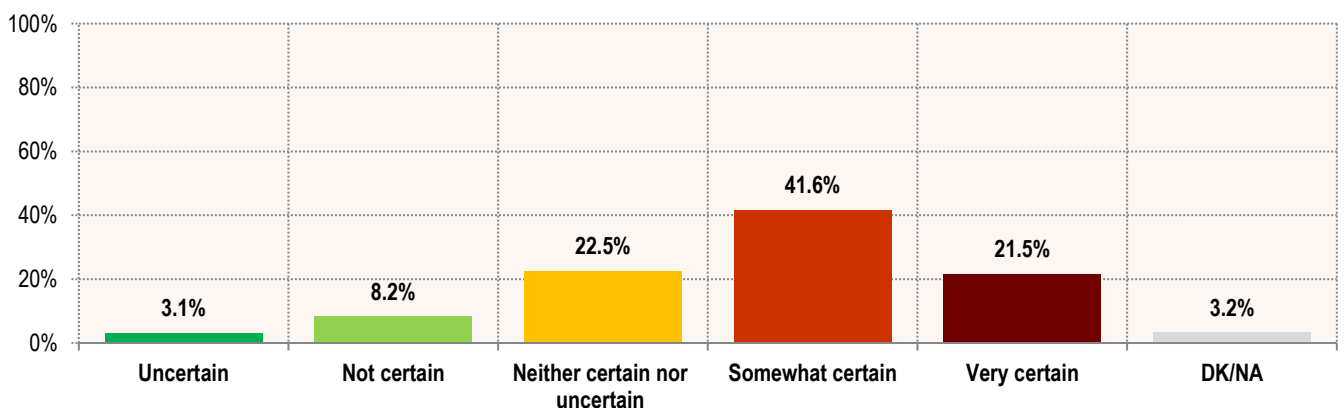


Analysis based on mean values indicates that there are no significant differences between genders when it comes to evaluation of the reliability of information available in various media and IC services, but differences are present among adults of different ages, and whether or not they are in the digital gap. Namely, older adults, compared to young adults, are more likely to believe in the truthfulness of information they see on television (2.55 vs. 2.27) and the open internet (2.37 vs. 2.13), while adults in the digital gap are more likely to believe in the truthfulness of information they hear on the radio compared to adults who use digital services and the internet (2.37 vs. 2.20).

Evaluation of adults' ability to recognise commercial content in traditional and online media and IC services

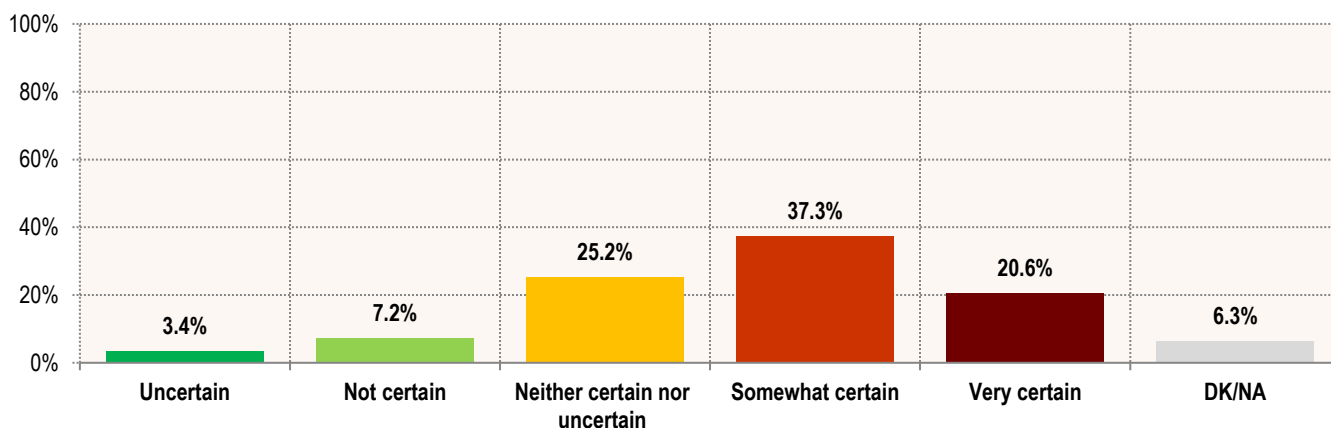
BiH adults are generally somewhat certain of their ability to recognize commercial content (such as advertisements, sponsored content, product placement, teleshops, hidden advertising etc.) in traditional media (on TV, the radio, print media). Namely, only slightly over a fifth (22%) are completely certain of their ability to do this. Two fifths are somewhat certain (41%), while another 23% are neither certain nor uncertain. Along with the 8% who say that they are not very certain, 3% say that they are uncertain of their ability to recognise commercial content in traditional media (See Graph 26). Thus, the average rating of this ability (on a scale of 1 to 5, where 1 is 'uncertain', 2 is 'not very certain', 3 is 'neither certain nor uncertain', 4 is 'somewhat certain' and 5 is 'completely certain') is 3.73.

GRAPH 26. DO YOU FEEL CERTAIN IN YOUR ABILITY TO RECOGNISE WHAT IS COMMERCIAL CONTENT IN TRADITIONAL MEDIA? N=1,450



In general, BiH adults believe in their ability to recognise commercial content in **online media and IC services** (informative portals, social networks, internet search engines, messaging and calling applications) to the same extent as with traditional media. Similarly, only slightly more than a fifth (21%) of BiH adults are certain in their ability to do this. Compared to the ability to identify false information in traditional media, slightly fewer believe they are able to somewhat identify the presence of false information in online media (37%), and slightly more who are neither certain nor uncertain of their ability to do so (25%). The percentage of those who believe they are unable to identify this type of information or are uncertain about their ability to do so, is not significantly different than in traditional media (7% and 3%). (See Graph 27). Thus, the average rating of this ability is 3.69.

GRAPH 27. DO YOU FEEL CERTAIN IN YOUR ABILITY TO RECOGNISE WHAT IS A COMMERCIAL CONTENT IN ONLINE MEDIA AND IC SERVICES? N=1,450



When it comes to evaluation of their own ability to identify commercial content in media and IC services, differences are present between genders and adults of different age groups, as well as based on the digital gap. Compared to men, women are more likely to be uncertain of their ability to identify commercial content in both traditional and online media and IC services, as are older adults when compared to younger adults, and adults in the digital gap (including adults with lower education levels and housewives/homemakers and pensioners) compared to those who use digital services and the internet (See Table 22).

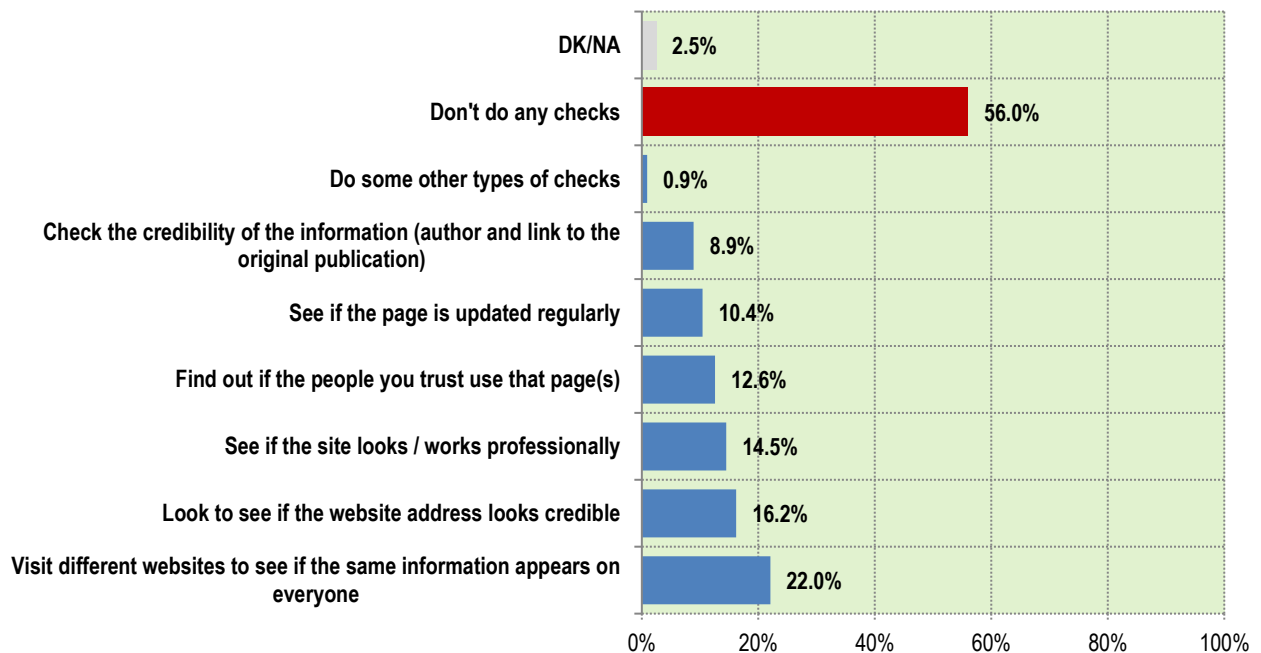
TABLE 22. DO YOU FEEL CERTAIN IN YOUR ABILITY TO RECOGNISE WHAT IS COMMERCIAL CONTENT IN TRADITIONAL AND IN ONLINE MEDIA AND IC SERVICES
(BY GENDER, AGE, AND DIGITAL GAP; AVERAGE RATINGS ON A SCALE FROM 1 (UNCERTAIN) TO 5 (VERY CERTAIN))

		Traditional media and IC services	Online media and IC services
Gender	Male	3.84	3.80
	Female	3.63	3.59
Age	18-24	3.96	4.01
	25-34	3.98	3.92
	35-44	3.80	3.72
	45-54	3.71	3.74
	55-64	3.62	3.58
	65+	3.33	3.16
The digital gap	They use digital services and the internet	3.80	3.77
	They do not use digital services and the internet	3.09	2.74

Methods of verifying facts/information available on the internet

More than half of BiH adults who use the internet (56%) do not fact check the information they encounter online. The rest use one of seven ways to verify this information,¹⁰ the most popular method being comparing the presence and content of information on multiple websites (22%). Slightly fewer adults (also) check whether the website's address seems credible (16%) and/or whether the website seems/looks professional (15%). Even fewer adults check how regularly the website is updated (10%) and/or the credibility of the information (by looking up the author and link to the original publication) (9%). 13% of internet users attempt to verify facts/information by asking the people they trust if they also use and visit the same websites (see Graph 28).

GRAPH 28. USING DIFFERENT WAYS TO CHECK FACTS / INFORMATION ON THE INTERNET, N=1,450



There are no significant differences between genders when it comes to the average number of methods used to verify information available on the internet. Young adults on average use more than one method to check this information, compared to older adults (2.5 vs. 1.7), as do highly educated adults compared to those with lower education levels (postgraduate education: 2.8, university: 2.4, two-year post-secondary education: 2.2, secondary education: 1.9, primary education: 1.7, no formal education: 1.0) (see Table 23). When it comes to which methods are used to verify information, the only difference between genders is that, compared to women, men are more likely to verify this information by comparing posts on multiple websites (25% vs. 20%). Young adults are more likely than older adults to use each of these methods, as are adults with higher levels of education compared to those with lower education levels (see Table 24).

¹⁰ 17% use one of these methods to verify information, 12% use two methods, 8% three, 3% four, 1% five, 0.5% six and 0.1% use seven methods.

TABLE 23. USING DIFFERENT WAYS TO CHECK FACTS / INFORMATION ON THE INTERNET
(BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Visit different websites to see if the same information appears on everyone	32.8%	35.6%	24.0%	18.0%	17.8%	8.0%
Look to see if the website address looks credible	30.2%	22.1%	14.9%	14.2%	9.7%	11.2%
Find out if the people you trust use that page(s)	20.1%	17.2%	11.6%	10.7%	9.3%	9.2%
Check the credibility of the information (author and link to the original publication)	19.6%	13.9%	9.9%	4.7%	4.1%	5.2%
See if the page is updated regularly	25.9%	18.7%	9.5%	5.6%	4.5%	4.0%
See if the site looks / works professionally	30.2%	23.6%	15.7%	8.6%	10.4%	4.4%
Do some other types of checks	0.5%	1.1%	1.7%	1.3%	0.4%	0.4%
Don't do any checks	36.0%	43.1%	52.9%	61.8%	68.8%	66.4%
DK/NA	0.0%	0.0%	0.4%	2.6%	3.0%	8.0%

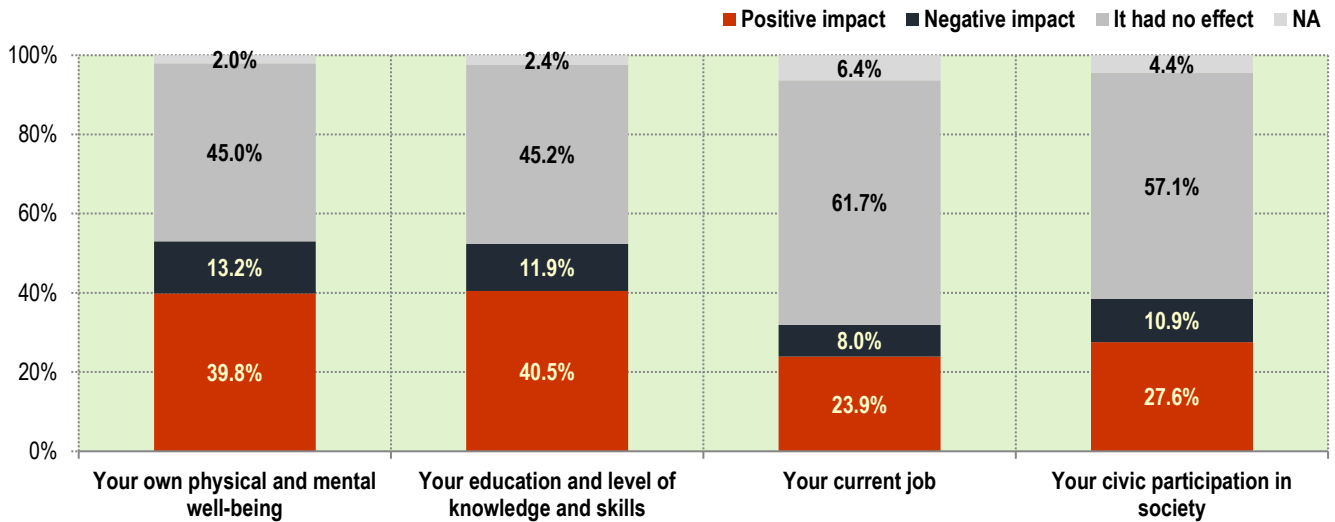
TABLE 24. USING DIFFERENT WAYS TO CHECK FACTS / INFORMATION ON THE INTERNET
(BY EDUCATIONAL CATEGORIES, N₁=59, N₂=187, N₃=889, N₄=64, N₅=220, N₆=26)

	Education					
	Incomplete or completed primary school and less	Elementary school	Secondary school	High education	Bachelor's degree	Master's or doctorate
Visit different websites to see if the same information appears on everyone	0.0%	11.0%	23.0%	20.0%	32.3%	35.7%
Look to see if the website address looks credible	1.7%	15.0%	14.7%	14.1%	26.0%	30.0%
Find out if the people you trust use that page(s)	0.0%	10.7%	13.2%	10.7%	15.6%	15.5%
Check the credibility of the information (author and link to the original publication)	0.0%	3.7%	7.5%	6.0%	20.1%	22.8%
See if the page is updated regularly	0.0%	5.2%	11.1%	11.5%	13.6%	18.0%
See if the site looks / works professionally	0.0%	4.7%	14.8%	16.4%	21.9%	44.1%
Do some other types of checks	0.0%	0.0%	1.1%	0.0%	1.3%	0.0%
Don't do any checks	84.8%	65.1%	55.1%	62.4%	44.2%	41.1%
DK/NA	13.5%	5.0%	2.0%	1.6%	0.0%	0.0%

Attitudes toward the effects of media and IC habits

If they believe or are aware that their media and IC habits impact various segments of their lives, BiH adults tend to believe that this impact is a positive one, three times more than those likely to believe that it is negative. BiH adults tend to believe that their media and IC habits have a much more positive effect on their physical and mental well-being, education, and level of knowledge than on citizen participation in society and the job they currently perform. Only around a tenth of adults notice the negative impact of these habits (see Graph 29).

GRAPH 29. ATTITUDES ON THE IMPACT OF MEDIA AND IC HABITS ON... , N=1,450



There are no differences between genders in the evaluation of the effects of media and IC habits on individual segments of their lives. Compared to older adults, young adults are more likely to believe that their media and IC habits have a positive effect on their education and level of knowledge and skills (55% vs. 19%), and on their current job (23% vs. 11%). Adults who use digital services and the internet are more likely compared to those in the digital gap to believe that they have a positive impact on all four segments of their lives (see Table 25).

TABLE 25. ATTITUDES ON THE IMPACT OF MEDIA AND IC HABITS ON...
(BY DIGITAL GAP, N₁=1,286, N₂=164)

		The digital gap	
		They use digital services and the internet	They do not use digital services and the internet
Your own physical and mental well-being	Positive impact	41.2%	29.2%
	Negative impact	14.0%	6.8%
	It had no effect	43.3%	57.9%
	NA	1.5%	6.1%
Your education and level of knowledge and skills	Positive impact	42.7%	23.4%
	Negative impact	12.6%	5.7%
	It had no effect	42.9%	63.5%
	NA	1.8%	7.5%
Your current job	Positive impact	26.1%	6.7%
	Negative impact	8.7%	2.6%
	It had no effect	60.6%	70.8%
	NA	4.7%	19.8%
Your civic participation in society	Positive impact	29.2%	14.5%
	Negative impact	11.7%	4.4%
	It had no effect	55.5%	69.8%
	NA	3.5%	11.4%

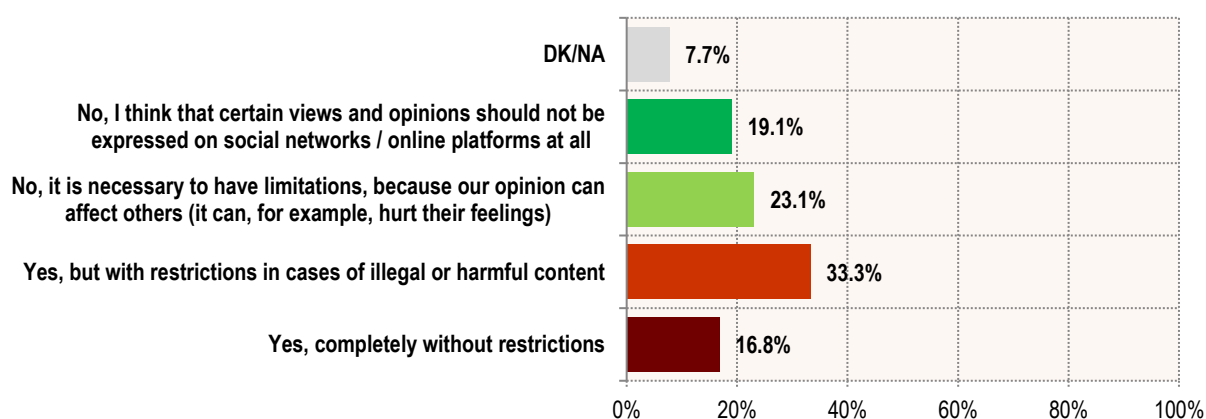
Adults who believe that their media and ICT habits do not have any impact on their education, the job they currently perform, and citizen participation in society tend to spend less time on the internet compared to those who believe that these habits somehow affect these segments of their lives (17 hours and 23 minutes vs. 22 hours and 26 minutes). BiH adults who believe that these habits negatively impact their education and level of knowledge and skills and on their citizen participation in society tend to spend more time online compared to those who believe that this has a positive impact (26 vs. 20 hours a week for both segments). The time spent online does not significantly affect adults' assessment of the

impact of media and ICT habits on their physical and mental well-being (positive effect: 19 hours and 47 minutes; negative effect: 20 hours and 36 minutes; no effect: 18 hours and 2 minutes).

Attitudes toward freedom of speech on social networks/online platforms

A small number of BiH adults (17%) believe that one should be allowed to express their opinions on social networks/online platforms without any restrictions, while 8% do not know or wish to assume a position on this issue. The rest (75%) are most likely to believe that certain restrictions should be in place. A third of adults (33%) believe that there should be restrictions when it comes to illegal or harmful content, almost a quarter (23%) believe that restrictions should be in place if the opinion expressed has a negative effect on others (e.g., is offensive), while nearly a fifth of adults (19%) are in favour of restrictions because they believe that there are opinions that one should not be allowed to express on social networks/online platforms (see Graph 30).

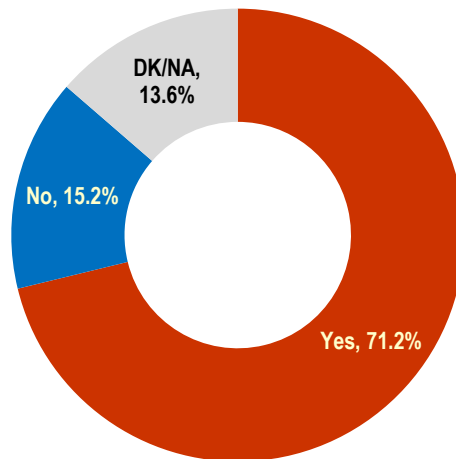
GRAPH 30. DO YOU THINK THAT ON SOCIAL NETWORKS / ONLINE PLATFORMS, YOUR OPINION SHOULD BE EXPRESSED WITHOUT RESTRICTION? N=1,450



There are no differences between genders and age groups, nor are there differences linked to the presence of the digital gap when it comes to the attitude that there should be no restrictions on expressing opinions on social networks/online platforms. However, compared to women, men are more likely to believe that restrictions should be in place in case of illegal or harmful content (38% vs. 30%), while women are somewhat more likely to believe that there should be restrictions on expressing opinions that are offensive to others (25% vs. 21%). Similarly, young adults are more likely than older adults to believe that restrictions should be in place for illegal or harmful content (41% vs. 26%), while older adults are more likely to not know or wish to respond to this question (24% vs. 2%). Adults who use digital services and the internet are more likely than those in the digital gap to believe that restrictions should be placed on illegal or harmful content (36% vs. 15%) and when the opinion can have a negative effect on others (25% vs. 12%); while adults in the digital gap are more likely to not know or wish to respond to this question (42% vs. 3%).

A similar attitude is present when it comes to moderating/deleting inappropriate user comments on portals/video-sharing platforms/social networks. Only a seventh (15%) of BiH adults advocate for complete freedom of speech when it comes to user comments, while an almost equal number of them (14%) are not certain (do not know or wish to say) what their position is on this issue. Seven out of ten adults (71%) support the moderating of comments i.e., deleting inappropriate comments in the online environment (see Graph 31).

GRAPH 31. DO YOU THINK THAT VIDEO SHARING PORTALS / SOCIAL NETWORKS SHOULD MODERATE / DELETE INAPPROPRIATE USER COMMENTS? N=1.450



Gender does not play a significant role in the assessment of the need for moderating portals/video-sharing platforms/social networks, but age and the presence of the digital gap do. Namely, young adults are more likely compared to older adults to believe that moderating should be used in an online environment (69% vs. 48%), while older adults are more likely compared to young adults to not know or wish to respond to this question (36% vs. 6%). Adults who use digital services and the internet are more likely compared to those in the digital gap to have an opinion on this issue, i.e., they are more likely to believe that moderating should (74% vs. 51%) and should not (17% vs. 3%) be used, while adults in the digital gap are more likely to not know or wish to respond to this question (46% vs. 10%).

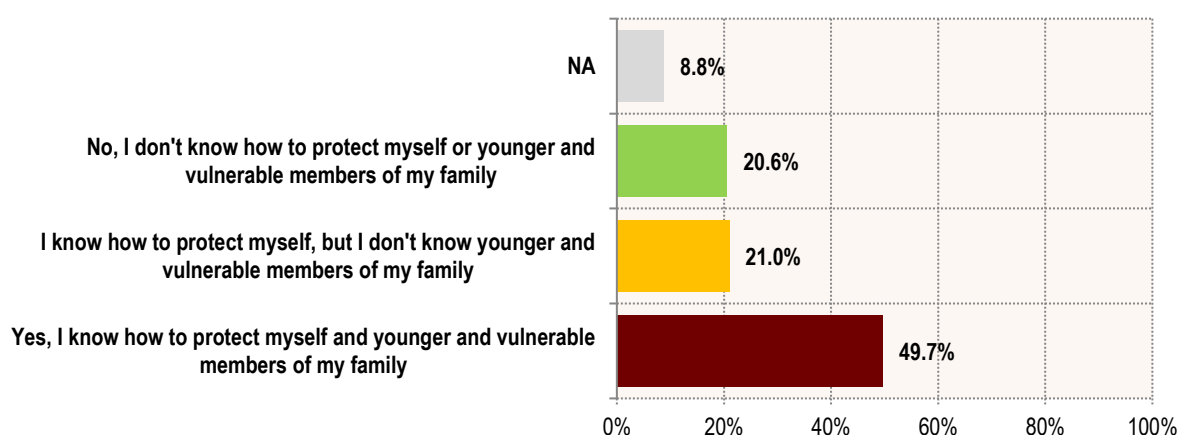
Adults who believe that moderating should be present in the online environment are less likely than those opposed to it to believe that one should be allowed to express their opinion on social networks/online platforms without any restrictions (15% vs. 27%). Therefore, they support the existence of certain restrictions. They also tend to spend less time online per week (19 vs. 25 hours). In addition, they tend to be adults who believe that they are able to completely identify false information rather than those who believe that they are unable to do so (77% vs. 63%), adults who believe that they possess enough knowledge to protect themselves and others (79% vs. 66% and 68%) and adults who have never reported any inappropriate content (73% vs. 62%).

4.4. KNOWLEDGE AND LEARNING ABOUT MEDIA AND ICTS

Evaluation of adults' own knowledge about protection from the negative effects of media and ICTs

Half of BiH adults (50%) believe that they have sufficient knowledge on how to protect themselves and younger/vulnerable family members (those who require support – teaching and monitoring – when using ICTs) from the negative effects of media and ICTs. A fifth (21%) say that they know how to protect themselves, but not younger/vulnerable family members, while an equal percentage of adults believe that they do not know how to protect themselves or younger/vulnerable family members from the negative effects of media and ICTs (See Graph 32).

GRAPH 32. EVALUATION OF ADULTS' OWN KNOWLEDGE ABOUT HOW TO PROTECT THEMSELVES AND YOUNGER/VULNERABLE FAMILY MEMBERS FROM THE NEGATIVE EFFECTS OF MEDIA AND ICTS, N=1,450

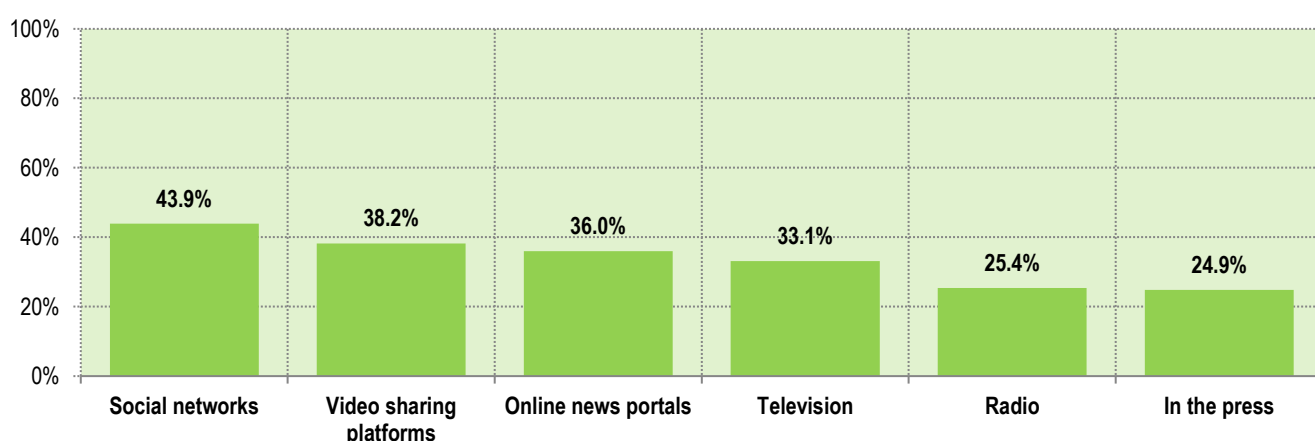


Gender, age, and the digital gap have a significant impact on adults' evaluation of their own knowledge about how to protect themselves against the negative effects of media and ICTs. Namely, men are more likely than women to say that they have sufficient knowledge to protect both themselves and younger/vulnerable family members against the negative impact of media and ICTs (54% vs. 46%), while women are more likely to believe that they do not know how to protect themselves or others (24% vs. 16%). Likewise, young adults are more likely than seniors to say that they possess enough knowledge to protect themselves and others (70% vs. 22%), while seniors are more likely to believe that they are unable to do so (43% vs. 6%) and are more likely to not know or wish to respond to this question (17% vs. 4%). Adults who use digital services and the internet, compared to those in the digital gap, are more likely to say that they know how to protect themselves and others (54% vs. 18%), or to protect themselves but not others (23% vs. 9%), while, compared to the former, those who are in the digital gap are more likely to say that they do not have sufficient knowledge to protect anyone (48% vs. 17%) and are more likely to not know or wish to respond to this question (26% vs. 7%).

Evaluation of adults' own knowledge on how to report inappropriate content

Only a third (32%) of BiH adults say that they know how to report inappropriate content on various media and ICTs.¹¹ In this regard, BiH adults are more aware of how to report inappropriate content online than in traditional media. 44% of adults know how to report inappropriate content on social media, 38% on video-sharing platforms, and 36% on online news portals. When it comes to traditional media, a third of adults know how to report inappropriate content which is broadcast on television (33%), while a quarter (25%) know how to report inappropriate content on the radio, and the same number of adults know how to do this for print media (see Graph 33).

GRAPH 33. AGREEMENT WITH THE STATEMENT: 'I KNOW HOW TO REPORT INAPPROPRIATE MEDIA CONTENT ON ...' (ANSWER 'YES', N=1,450)



When it comes to knowledge about how to report inappropriate content in media and ICTs, differences are present between genders, different age groups and based on the digital gap. Compared to men, women are less likely to know how to report this type of content in traditional media (television: 29% vs. 38%; radio: 22% vs. 30%; print media: 22% vs. 29%) and on video-sharing platforms (36% vs. 41%). Likewise, seniors are less likely to know how to report this on almost all media and ICTs (except radio), which is also the case with adults in the digital gap compared to those who use digital services and the internet (for all media and ICTs) (see Table 26 and Table 27).

TABLE 26. AGREEMENT WITH THE STATEMENT: 'I KNOW HOW TO REPORT INAPPROPRIATE MEDIA CONTENT ON ...' (BY AGE CATEGORIES, N₁₈₋₂₄=164, N₂₅₋₃₄=258, N₃₅₋₄₄=251, N₄₅₋₅₄=275, N₅₅₋₆₄=246, N₆₅₊=256)

	Age categories					
	18-24	25-34	35-44	45-54	55-64	65+
Television	32.3%	36.3%	44.6%	28.8%	29.0%	27.6%
Radio	22.8%	26.6%	36.8%	21.9%	23.0%	20.8%
In the press	26.5%	26.6%	36.4%	21.0%	20.4%	19.2%
Online news portal	61.9%	56.6%	46.3%	26.2%	22.7%	12.0%
Social networks	76.7%	66.3%	55.8%	39.5%	25.3%	10.4%
Video sharing platforms	67.2%	58.4%	47.5%	27.0%	22.7%	17.2%

¹¹ This percentage refers to BiH adults who know how to report inappropriate content on each mentioned media and ICT (social networks, video-sharing platforms, online news portals, television, radio and print media). 54% of adults know how to report this type of content on at least one of the above listed media and ICT.

TABLE 27. AGREEMENT WITH THE STATEMENT: ‘I KNOW HOW TO REPORT INAPPROPRIATE MEDIA CONTENT ON ...’ (BY DIGITAL GAP, N₁=1,286, N₂=164)

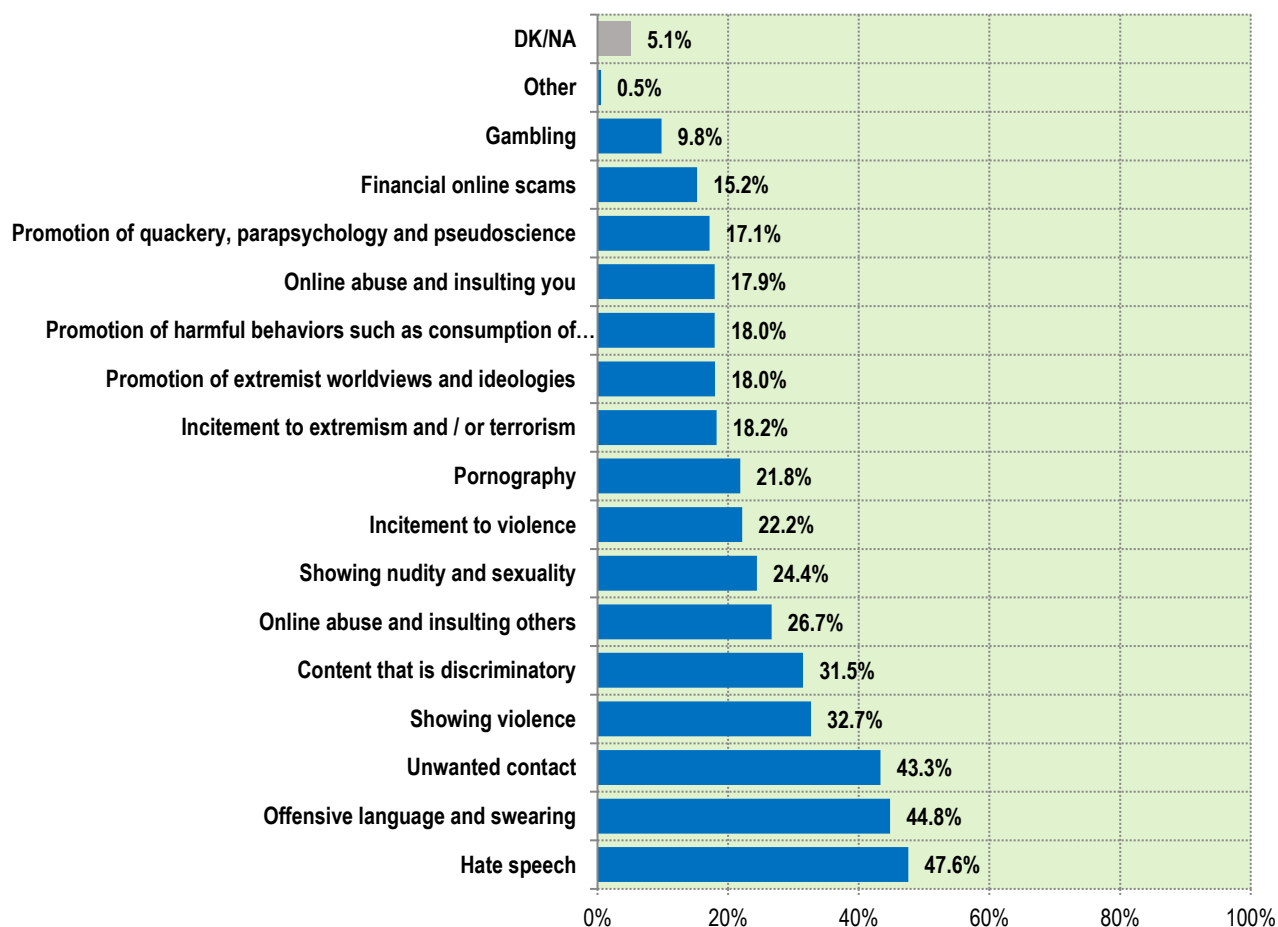
	The digital gap	
	They use digital services and the internet	They do not use digital services and the internet
Television	35.6%	13.6%
Radio	27.3%	10.4%
In the press	27.1%	7.3%
Online news portal	40.3%	2.4%
Social networks	49.1%	1.7%
Video sharing platforms	42.8%	2.4%

Adults who do not know how to report content they consider inappropriate in any media or ICT, compared to those who are able to do, are more likely to say that they do not know how to protect themselves or young/vulnerable family members when using media and ICTs (38% vs. 6%)

Exposure to inappropriate content

Slightly over a third of BiH adults (35%) say that they have encountered potentially harmful content in the media and ICT environment. This is usually hate speech (48%), offensive language and swear words (45%), and undesired contact (43%). Around a third say they have been exposed to depictions of violence (33%) and discriminatory content (32%). This is followed by abuse and insults of others online (27%) and nudity (24%). Around a fifth of adults say that they have encountered incitement to violence (22%) and pornography (also 22%), while slightly fewer have encountered incitement to extremism and/or terrorism (18%), promotion of extremist world views and ideologies (18%), and promotion of harmful behaviours (18%). The same percentage (18%) say that they themselves have been abused or insulted online, while 17% have encountered content that promotes quackery, pseudo psychology and pseudoscience. BiH adults are least likely to say they have been exposed to online financial scams and gambling (15% and 10% respectively). Very few adults brought up any other uncategorized/undefined content (0.5%; N=3), while 5% of adults did not know or wish to respond to this question (See Graph 34).

GRAPH 34. DO YOU BELIEVE THAT YOU HAVE BEEN EXPOSED TO ANY POTENTIALLY HARMFUL CONTENT IN THE MEDIA AND IC ENVIRONMENT? N=529



When it comes to evaluating adults' ability to identify exposure to potentially harmful content in the media and ICT environment, there are differences between genders, age groups and based on the digital gap. Namely, women are more likely than men to say that they have not been exposed to any potentially harmful content in the media and ICT environment (67% vs. 60%). The same goes for seniors when compared to young adults (68% vs. 42%) and adults in the digital gap compared to those who use digital services and the internet (83% vs. 61%).

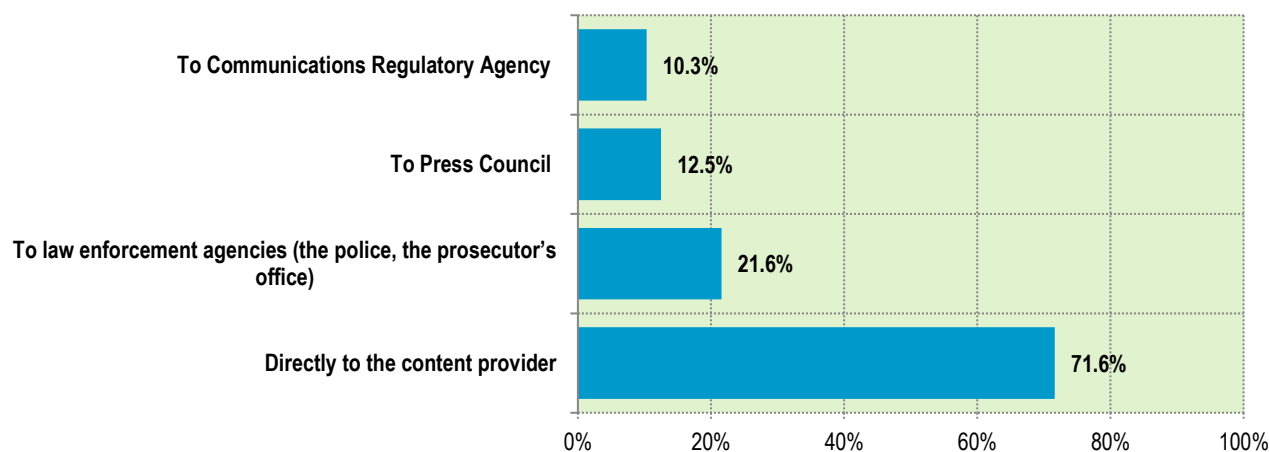
When it comes to adults who say they are able to identify exposure to this content, differences between genders are present. Following this, compared to women, men are more likely to say that they have been exposed to offensive language and swear words (49% vs. 40%). When it comes to different age groups, seniors are more likely than young adults to say that they have been bullied and insulted online (36% vs. 17%), while young adults are more likely than seniors to say that they have been exposed to online scams (19% vs. 3%). The presence of the digital gap is reflected in that adults who use digital services and the internet are more likely than those in the digital gap to say that they have encountered discriminatory content (33% vs. 7%), nudity and sexuality (26% vs. 4%) and incitement to violence (23% vs. 4%).

Over a quarter (27%) of those who say that they have been exposed to potentially harmful content in the media and ICT environment do not know how to report content they consider inappropriate in any of the aforementioned media and ICTs.

Mechanisms used to report inappropriate content

Slightly under a fifth of BiH adults (19%) have reported inappropriate content they encountered when using media and ICTs. Those who have done so are most likely to have reported it directly to the content provider (72%). All other mechanisms are rarely used. One-fifth of adults (22%) have reported this content to law enforcement agencies (the police, the prosecutor's office), while a tenth has (also) reported it to the Press Council (13%) and the Communications Regulatory Agency (10%) (See Graph 35).

GRAPH 35. REPORTING INAPPROPRIATE CONTENT, N=275

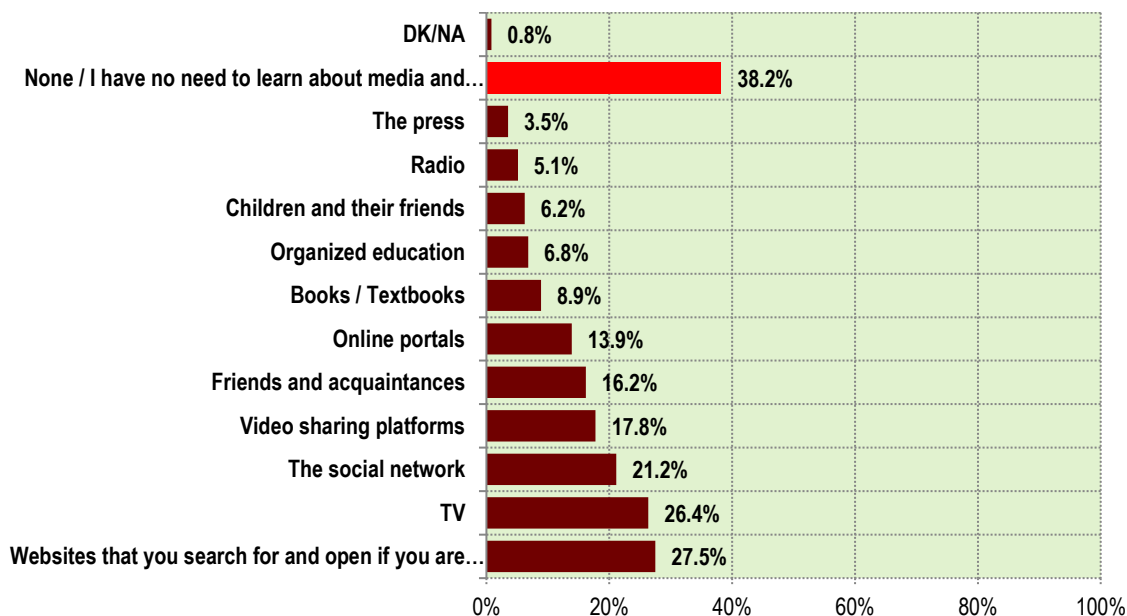


Regarding the frequency of reporting inappropriate content or the mechanism used to report it, there are no significant differences between women and men. In addition, young adults are more likely than seniors to report this content (38% vs. 21%), as are adults who use digital services and the internet compared to those in the digital gap (21% vs. 7%). In addition, young adults are more likely than seniors to report this type of content directly to the content provider (88% vs. 45%) and less likely to report it to the Communications Regulatory Agency (2% vs. 30%) and Press Council (4% vs. 43%). The few adults in the digital gap who have reported this type of content (N=11), reported it directly to the content provider (N=3, the remaining 8 did not know whom to report it to); thus, adults who use digital services and the internet are more likely than those in the digital gap to report inappropriate content to all other institutions and bodies.

Sources of information about media and ICTs

Almost two-fifths of BiH adults (38%) say that they do not feel the need to learn about media and ICTs and, in line with that, do not use any source for this information. The rest are most likely to use websites which they search for online and visit if something interests them (28%) and television (26%). This is followed by social networks which are used by a fifth of BiH adults for this purpose (21%) and video-sharing platforms (18%). 16% rely on information provided by friends and family, 14% on online portals, while other sources of information about media and ICTs are rarely used (by under a tenth of BiH adults – books/textbooks: 9%; organized education and training: 7%; children and their friends: 6%; the radio: 5% and print media: 4%) (see Graph 36).

GRAPH 36. SOURCES OF INFORMATION FOR LEARNING ABOUT MEDIA AND IC TECHNOLOGIES, N=1,450



Gender, age and the presence of the digital gap all impact adults' assessment regarding their need to learn about media and ICTs as well as the sources of information used for this purpose. Women are more likely than men to say that they do not need to learn about media and ICTs (41% vs. 35%), as are seniors compared to young adults (43% vs. 21%) and adults in the digital gap compared to those who use digital services and the internet (63% vs. 35%). Differences between the genders are somewhat more pronounced when it comes to the sources of information used to learn about media and ICTs; age and the presence of the digital gap also play a stronger role in this regard. Namely, compared to women, men are more likely to use websites (30% vs. 25%), while young adults are more likely than seniors to use almost all sources (except for print media). Adults who use digital services and the internet are more likely than those in the digital gap to learn about media and ICTs on online portals (16% vs. 0%), social networks (24% vs. 0%), video-sharing platforms (20% vs. 0%), websites (31% vs. 0%), books and textbooks (10% vs. 2%) and friends and acquaintances (17% vs. 7%), while those in the digital gap are more likely to use the radio to learn about media and ICTs (9% vs. 5%).

In addition, almost half (49%) of the adults who say that they do not need to learn about media and ICTs (along with 63% of those who did not know or wish to say whether this type of knowledge is necessary to them) say that they do not know how to protect themselves or young/vulnerable family members from media and ICTs' negative effects. 58% of adults who say that they are unable to identify false information in the media and ICTs also believe that this type of knowledge is unnecessary (along with 71% of those who did not know or wish to say whether they are able to identify this false information), 53% of those who do not perform any fact-checking of information they encounter online, 64% of those who are completely unsure of their ability to identify commercial content in traditional media, 62% of those who are completely unsure of their ability to identify this type of content in online media and ICTs, 53% of those who do not know how to report content they consider inappropriate on any of the aforementioned media and ICTs and 50% of those who say that they have never been exposed to potentially harmful content in the media and ICT environment.

4.5. OVERVIEW OF RESULTS FOR WOMEN, SENIORS, YOUNG ADULTS, AND ADULTS IN THE DIGITAL GAP

Women

Differences between genders are not very pronounced when it comes to BiH adults' media habits, however they are significant and widespread. Women, on average, tend to use fewer media and IC services compared to men (four vs. five) and are less likely to use the open internet (56% vs. 61%), listen to the radio (30% vs. 35%), and read print media (11% vs. 18%). They also tend to access the internet from fewer devices (47% of women vs. 41% of men use only one device to access the internet).

When it comes to consuming and creating media content, women are more likely than men to consume entertaining content (68% vs. 61%) and feature films and shows (54% vs. 48%) and are less likely to follow sports content (14% vs. 66%) as well as news and informative content (68% vs. 75%). Furthermore, compared to men, women are more likely to use only one or two sources of information on events in the country and the world (63% vs. 52%), and they are less likely to use online news portals (42% vs. 48%), the open internet (35% vs. 41%), the radio (15% vs. 23%) and print media (6% vs. 14%) for this purpose. Likewise, when it comes to entertainment, women use fewer media and IC services than men: they are less likely to use video-sharing platforms (45% vs. 52%), listen to the radio (13% vs. 18%), play video games (4% vs. 7%), and read print media (3% vs. 5%). The same goes for using these technologies to participate in discussions and publicly express their opinions on issues of public interest: women are less likely than men to use social networks (27% vs. 35%) for this purpose, as well as online portals (9% vs. 14%), and the radio (4% vs. 6%). However, women are somewhat more likely than men to watch local TV stations (64% vs. 57%) but are less likely to watch other TV stations (6% vs. 9%). They are also more likely to assign a positive rating to the programming of local public broadcasting services compared to men (i.e., on average, they believe that this programming meets their needs for entertaining, educational, sports, religious and cultural content). When it comes to online activities, women are more likely than men to shop online (45% vs. 39%) and are less likely to watch short videos (54% vs. 62%).

When it comes to the ability to critically engage with media and IC services, women are less likely than men to say that they are able to identify false information (20% vs. 28%) and commercial content in traditional (19% vs. 26%) and online (18% vs. 26%) media and IC services.

With regard to knowledge and learning about media and ICTs, women are more likely than men to believe that they do not possess sufficient knowledge to be able to protect themselves and young/vulnerable family members from the negative effects of media and ICTs (24% vs. 4%). They are less likely to know how to report inappropriate content if they encounter it in traditional media (television: 29% vs. 38%; radio: 22% vs. 30%; print media: 22% vs. 29%) and on video-sharing platforms (36% vs. 41%). In addition, they are also less likely to be aware of being exposed to inappropriate content (33% vs. 40%). If they are aware of it, then they are less likely than men to say that they have been exposed to profanity (40% vs. 49%). Despite all this, they are more likely than men to believe that they do not need to learn about media and ICTs (41% vs. 35%).

Seniors (65+)

Seniors (65+) belong to the category of adults who, based on nearly all of their media habits, are in the least favourable position. Namely, when it comes to access to media and IC services, seniors tend to rely on traditional media services and are significantly more likely than young adults to watch television (92% vs. 67%) and listen to the radio (46% vs. 15%). At the same time, they are significantly less likely to use the internet and digital services, and almost half of them (46%) are in the digital gap. If they do use the internet, they tend to access it from only one device (52%), spending half the time online that young adults do (14.9 hours vs. 28.2 hours per week). Consequently, they tend to be less satisfied with their current level of access to media and IC services and are more likely to say that they would like to use more of them but are prevented from doing so by a lack of money (20%) and knowledge (15%).

When it comes to consuming and creating media content, seniors are more likely than young adults to follow the news and informative content (85% vs. 46%) and are less likely to consume entertaining (53% vs. 80%), sports (26% vs. 48%) and educational content (16% vs. 30%) as well as content on topics that interest them (20% vs. 38%) and their hobbies (8% vs. 27%). They are more likely than young adults to rely on traditional media for information on events in the country and the world (television: 91% vs. 48%; radio: 34% vs. 4% and print media: 16% vs. 5%) and are less likely to use online media and IC services for this purpose (social networks: 72% vs. 20%; online news portals: 61% vs. 15% and the open internet: 51% vs. 14%). The same is true when it comes to entertainment: seniors are more likely, once again, to rely on traditional media (television: 78% vs. 56%; radio: 31% vs. 3%) and are less likely to use online media and IC services or not use any media for this purpose (10% vs. 1%). A similar trend is present when it comes to learning through media and IC services. Seniors are more likely to rely on television (60% vs. 30%) and the radio (16% vs. 3%), and they are less likely to use online media and IC services or to not use any media for learning (27% vs. 3%). The same is true with regard to using media and IC services to participate in discussions and publicly express their opinions on issues of public interest, with seniors more likely to use traditional media for this purpose (television: 30% vs. 13%; radio: 17% vs. 0%; and print media 7% vs. 2%). However, the difference between these two age groups is not statistically significant when it comes to not using any media and IC services for this purpose. In addition, seniors are more likely to watch local TV stations (76% vs. 61%) and are less likely to watch regional TV stations (33% vs. 15%) and other foreign TV stations (12% vs. 4%). They tend to assign a more positive rating to the degree to which the programming of local public broadcasting services meets their needs for entertaining, educational, and religious content. Seniors are also less likely to engage in the majority of online activities except for communicating with public institutions. Furthermore, only half of them (52%) use messaging and calling applications and only 39% use social networks. If they do use them, then they are more likely than young adults to use Viber as their primary messaging and calling application (70% vs. 42%) and Facebook and YouTube as their primary social network (75% vs. 31% and 12% vs. 2%). In addition, seniors are more likely than young adults to not create and post any content online (73% vs. 15%).

When it comes to the ability to critically engage with media and IC services, seniors are less likely than young adults to say that they are able to identify false information (12% vs. 29%) and commercial content in traditional (16% vs. 25%) and online (13% vs. 28%) media and IC services. They tend to trust the validity of information broadcast on television and the open internet and thus use fewer methods to verify online information (1.7 vs. 2.5). Seniors are more likely than young adults to not know or wish to state their views on whether there should be restrictions on expressing opinions on social networks and online platforms (24% vs. 2%) and the need for moderating or deleting inappropriate comments in the online environment (36% vs. 6%).

Regarding knowledge and learning about media and ICTs, seniors are more likely than young adults to believe that they do not possess sufficient knowledge to be able to protect themselves and young or vulnerable family members from the negative effects of media and ICTs (43% vs. 6%) and are more likely to not know or wish to respond to this question (17% vs. 4%). They are also less likely to know how to report inappropriate content if they encounter it in all media and ICTs (except for radio), less likely to be aware that they are being exposed to this type of content (32% vs. 58%) and, if they are aware, they are less likely to report it (21% vs. 38%). However, if they do report inappropriate content, they are more likely than young adults to report it to the CRA (30% vs. 1%) and the Press Council (43% vs. 4%), and less likely to report it directly to the content provider (45% vs. 88%). At the same time, seniors are more likely than young adults to say that they do not need to learn about media and ICTs (43% vs. 21%), and if they do think they need to learn more about this, then they are more likely to rely on television (41% vs. 14%) and radio (16% vs. 2%), and less likely to rely on online media and ICTs.

Young adults (18-24)

When it comes to access to media and IC services, young adults tend to use all online media and IC services. There are no young adults in the digital gap. They are more likely than seniors to use online media and IC services: messaging and calling applications (100% vs. 51%), social networks (100% vs. 39%), the open internet (78% vs. 19%), online news portals (61% vs. 18%), video-sharing platforms

(60% vs. 13%), video on-demand (24% vs. 3%), video games (15% vs. 1%) and audio streaming services (13% vs. 1%). They are less likely than seniors to use traditional media (television which is the fourth most frequently used media – 67% and radio which is ranked very low – 15%). Likewise, young adults tend to use more devices to access the internet (74% of young adults use two or more devices compared to 48% of seniors) and they spend more time on average online (28.2 hours vs. 14.9 hours per week). In addition, they tend to be more satisfied with their current level of access to media and IC services (81% vs. 68%).

As to consuming and creating media content, young adults are more likely than seniors to consume entertaining (80% vs. 53%), sports (48% vs. 26%), and educational content (30% vs. 16%), as well as content on issues that interest them (38% vs. 20%) and their hobbies (27% vs. 8%). On the other hand, they are less likely than seniors to follow the news and informative content (46% vs. 85%). They are more likely to rely on online media and IC services for information on events in the country and the world (social networks: 72% vs. 20%; online news portals: 61% vs. 15%; the open internet: 51% vs. 14%) and are less likely to rely on traditional media for this purpose (television: 48%; radio: 4%; print media: 5%). The same is true when it comes to entertainment, learning through media and using media and IC services to participate in discussions and publicly express opinions on issues of public interest – young adults are more likely to use social networks for this (44% vs. 17%) and video-sharing platforms (15% vs. 6%) and are less likely to use traditional media (television: 13%; radio: 0%; print media: 2%). Although the majority of young adults also watch local TV stations (61%), they are more likely than seniors to watch regional (33% vs. 15%) and all other foreign TV stations (12% vs. 4%). Young adults tend to be more critical when it comes to rating the programming of local public broadcasting services, thus being less likely than seniors to say that it meets their needs for entertaining, educational, and religious content. When it comes to online activities, young adults are more likely to engage in every activity (except for communicating with public institutions). In addition, all young adults use messaging and calling applications and social networks. Viber tends to be the primary messaging and calling application for all categories of adults, but a different trend is noticeable among young adults: 42% of them currently use Viber as their primary calling and messaging application, while 10% use Instagram as their primary social network. In addition, young adults are the only category of adults who do not use Facebook as their primary social network; they use Instagram instead (60% vs. 31% who use Facebook). Finally, when it comes to creating content, compared to seniors, young adults are more likely to create and post all types of content (with the exception of blog posts).

When it comes to the ability to critically engage with media and IC services, young adults are more likely than seniors to say that they are able to identify false information (29% vs. 12%) and commercial content in traditional (25% vs. 16%) and online media and IC services (28% vs. 13%). Young adults are less likely to trust information broadcast on television and the open internet and tend to use multiple methods to verify information available online (2.5 vs. 1.7). They are more likely to say that their media and ICT habits have a positive impact on their education and level of knowledge and skills (55% vs. 19%), as well as on their current job (23% vs. 11%). At the same time, they are more likely to believe that there should be restrictions on free speech on social networks in cases of illegal or harmful content (41% vs. 26%), and that moderating/deleting inappropriate comments is necessary in the online environment (69% vs. 48%).

Regarding knowledge and learning about media and ICTs, young adults are more likely than seniors to believe that they have sufficient knowledge to be able to protect themselves and young/vulnerable family members from the negative effects of media and ICTs (70% vs. 22%). Similarly, young adults are more likely to know how to report inappropriate content in almost all media and ICTs (with the exception of radio). They are also more likely to be aware of being exposed to potentially harmful content (58% vs. 32%) and to report it (38% vs. 21%) – in most cases directly to the content provider (68%). Although, compared to seniors, they tend to be a more progressive category of users, young adults are more likely to say that they need to learn about media and ICTs (79% vs. 57%) and are more likely to use all online media and ICTs for this purpose.

Adults in the digital gap

When it comes to access to media and IC services, 11% of BiH adults do not use any digital service or the internet. Therefore, every tenth citizen of BiH is in the so-called digital gap. Using/not using the internet and digital services significantly depends on age, employment status, education, and, to a lesser degree, place of residence. Namely, there are no young adults (0%), or adults aged 25-34 in the digital gap and hardly any aged 35-44 (0.4%). There are very few adults aged 45-54 in the digital gap (3.4%) with an increase in adults aged 55-54 and then a staggering jump in the number of adults aged 65+ who do not use any digital services or the internet (46%). Employment status tends to be linked to age (there are no students in the digital gap, but there are 41% pensioners), as well as education and economic status (the digital gap affects 26% of homemakers, 9% of unemployed adults, but barely any employed adults, 1%). Likewise, none of the most educated adults are in the digital gap, while 70% of adults without formal education do not use any digital services or the internet (adults with university education: 0.5%; two-year post-secondary school: 3.2%; secondary school: 7.5%; this is followed by a dramatic increase in the number of adults with only primary education who are in the digital gap: 26.9% and then an even more steep increase in the number of those without formal education: 70%). Place of residence also plays a role, but to a lesser extent: 13% of adults in rural areas are in the digital gap compared to 9% of those in urban areas. It is worth noting that 60% of adults who are in the digital gap are (nonetheless) satisfied with their current level of access to media and IC services.

When it comes to consuming and creating media content, adults in the digital gap are less likely to consume almost all types of content: entertainment (52% vs. 66%), sports (26% vs. 41%), issues that interest them (22% vs. 39%), educational content (8% vs. 28%), content about their hobbies (4% vs. 23%), cultural content (7% vs. 19%) and religious content (9% vs. 15%). Because their access to sources of information is limited, they are more likely to rely on those that are available to them for information on events in the country and the world (television: 95% vs. 76%; radio: 36% vs. 17% and friends and family: 34% vs. 26%) and are also more likely to rely on fewer sources, generally one or two (83%).

Similarly, adults in the digital gap are more likely to not use media content for entertainment purposes (16% vs. 4%) or to turn for this purpose to television (82% vs. 64%) and radio (33% vs. 13%). In the same way, they rely on television (62% vs. 38%) and radio (13% vs. 6%) for learning or do not use any media for this purpose (36% vs. 16%). The digital gap is also an obstacle to using media and IC services to participate in discussions and publicly express their opinions on issues of public interest. Namely, 82% of adults in the digital gap do not use media for this purpose. BiH adults in the digital gap almost exclusively watch local TV stations (87%) followed by regional (11%), while only 1% watch foreign TV stations and 1% do not watch any TV stations. They are also more likely to be satisfied with the programming of local public broadcasting services. On average, they say that this programming satisfies their needs for informative, entertaining, educational, sports, religious and cultural content 'to a great extent' – 3.

When it comes to the ability to critically engage with media and IC services, adults in the digital gap are more likely than those who are not, to say that they are unable to identify false information in media and IC services (21% vs. 6%) and are more likely to not know or wish to respond to this question (10% vs. 4%). They also tend to be more uncertain of their ability to identify commercial content in traditional media (completely certain: 40% vs. 60%; not very certain: 13% vs. 7%; uncertain: 11% vs. 2%). In addition, they are more likely to not know or wish to respond to this question (9% vs. 2%). Furthermore, adults in the digital gap are less likely to say that their media habits have a positive effect on individual segments of their lives and are more likely to say that they have no effect on their lives (on their physical and mental well-being: 60% vs. 43%; on their education and level of knowledge and skills: 64% vs. 43%; on their current job: 71% vs. 61%; on citizen participation in society: 70% vs. 56%). They are also more likely to not know or wish to express their opinion on whether freedom of speech should be restricted on social networks/online platforms (42% vs. 3%) or whether there is a need for moderating content on portals/video-sharing platforms/social networks (46% vs. 10%).

Regarding knowledge and learning about media and ICTs, adults in the digital gap are more likely to say that they do not have sufficient knowledge to be able to protect themselves and young or vulnerable family members from the negative effects of media and ICTs (48% vs. 17%) and are also more likely to

not know or wish to respond to this question (26% vs. 7%). They are less likely to know how to report content they consider inappropriate on media and ICTs (including traditional media – television: 14% vs. 36%; radio: 10% vs. 27%; print media: 7% vs. 27%). They are also less likely to say that they have been exposed to potentially harmful content (17% vs. 39%). Those who say they have been exposed to this type of content are less likely to have been exposed to discriminatory content (7% vs. 33%), nudity and sexual content (4% vs. 26%), and incitement to violence (4% vs. 23%). Consequently, adults in the digital gap tend not to report inappropriate content (7% vs. 21%) as the majority of them do not know to whom to report this content. Despite all this, they are less likely to say that they need to learn about media and ICTs (63% vs. 35%). Those who do believe they need to learn more about media and ICTs tend to rely on television (40%), radio (15%), friends and acquaintances (9%), and children and their friends (6%).

5. Conclusion

The study on *Adults' Media Habits in Bosnia and Herzegovina (2021)* indicates that ownership of devices used to access media and IC services in BiH households is at a similar level to that in other countries,¹² modern devices (such as smartwatches, smart speakers, etc.) being the exception, as they are owned by less than the 5% of BiH households. In addition, BiH adults use a variety of media and IC services and, along with traditional media such as television, frequently use messaging and calling applications, social networks, the open internet, online news portals, and video-sharing platforms. Technologies such as video-on-demand, audio streaming services, etc. are less frequently used, by under 10% of households.

The level of internet use is also high, 90% of adults using the internet. Data on those who do not use the internet, or any digital service indicates that a strategic approach should be used to bridge the digital gap and enable adults older than 55 (pensioners and homemakers with lower education levels, i.e., secondary education and less) and adults in rural areas access to these services. As expected, this study revealed that almost all internet users access the internet via a smartphone and computer. Some adults who own a smart television and tablet access the internet on these devices. On average, adults spend almost three hours online per day, which is similar to time spent online in other European countries.¹³ Socio-demographic trends are also similar: the younger and more educated, the more time adults spend online. Likewise, adults in urban areas tend to spend more time online than those in rural areas. Obtained data indicates that men tend to spend more time online than women and that there is an increase in time spent online among the oldest category of adults i.e., if they use the internet, seniors tend to spend more time online than those aged 55-64, but this cannot be stated with certainty on the basis of the research results.

Adults are very interested in informative content (news programmes), which is primarily watched on television. BiH adults tend to watch this and other content primarily on local TV stations, while a quarter of BiH adults who watch television watch regional TV stations (on languages they can understand). The fact that less than half of BiH adults (40%) say that the programming of local public broadcasting services (BHRT, RTVFBiH, RTRS) satisfies their needs for informative, entertaining, and then sports, religious and cultural and, least of all, educational content, points to the need for opening a dialogue between public broadcasting services and citizens to adequately respond to their media needs.

Although television is the primary source of informative content, modern sources are becoming increasingly popular as media and ICT use changes. Thus, although television is still the primary source of entertainment, social networks are also increasingly used for this purpose. Furthermore, adults are more likely to use the open internet for learning than television, while social networks are the primary channels for participating in public discussions and expressing opinions on issues of public interest. At the same time, data indicates that over half of adults use only one or two sources of information about events in the country and the world, and that the same number of internet users do not perform any fact-checking of information they encounter online. Moreover, data indicates that a significant number of adults do not use media and IC services for learning purposes (18%) nor to participate in public discussions of issues important for the community (54%). This points towards the need for education and awareness-raising, especially among adults in the digital gap and women, in order to increase media and ICT literacy, particularly knowledge about how to choose credible sources of information, verify information etc. When it comes to the communication abilities of BiH adults and their online activities,

¹² According to data from Ofcom, at the end of 2020, 91% of households in Great Britain owned a smartphone and 47% a computer. According to data from the Statistical Office of the Republic of Serbia, 98% of households owned a television set in 2020 and 94% owned a mobile phone (Use of Information-Communications Technology in the Republic of Serbia 2020, Statistical Office of the Republic of Serbia, Belgrade 2020). According to data from the Croatian Bureau of Statistics, in 2019, 77% of households owned a computer (Croatian Bureau of Statistics, Application of Information-Communications Technology (ICT) in Households and among Individuals in 2019, First results, Zagreb 2019).

¹³ In 2020, the average time spent online by adults (not including time spent online using smart televisions) in GB was three hours and 37 minutes per day, in Spain three hours and six minutes, in France two hours and 20 minutes and in Germany two hours and 6 minutes per day. (Time spent online: Comscore MMX Multi-Platform, age: 18+, Jan-Dec 2020, Brazil, USA, Canada, UK, Spain, France, Germany and India, from Ofcom, Online Nation 2021 report)

they are most likely to make calls or video calls, watch short videos and send or receive emails. They also tend to only read content on social networks or applications and rarely perform any activities on them. Adding to that, they rarely create and post any content, with the exception of photographs. This clearly indicates the need for strengthening adults' digital and participatory competencies in all aspects of life, from shopping to education and participation in public discussions on issues that are of public interest.

If BiH adults believe or are aware of the fact that their media and ICT habits impact various segments of their lives, then they tend to believe that their effect is positive. BiH adults are more likely to be aware of this positive effect when it comes to their physical and mental well-being, and education and level of knowledge than when it comes to citizen participation in society and their current job. Meanwhile, only a tenth are aware of the negative effects of these habits.

Data related to exposure to potentially harmful content in the media and ICT environment also points towards the need for educational activities. Despite the fact that a third of BiH adults (35%) have been in this situation and that is alarming in itself; an overview of the types of content suggests that it is possible that this problem is actually more serious and that it is the consequence of adults' lack of awareness i.e., their inability to identify potentially harmful content. In any case, it should be noted that almost every other BiH adult who says that they have been exposed to potentially harmful content has been exposed to undesired contact (43%), profanity (45%) and hate speech (48%). A significant number of adults who report being exposed to such content have encountered incitement to violence (22%), incitement to extremism and/or terrorism (18%) and promotion of extremist worldviews and ideologies (18%) in the online environment.

Data also reveals adults' inability to identify commercial content in both traditional and online media and IC services. Only a fifth of adults say that they are completely certain of their ability to identify this type of content. A quarter are certain of their ability to identify false information spread in this way. This points to the need to increase advertising literacy and knowledge about the regulatory framework for media and IC services. This, along with the fact that BiH adults generally do not know how to report inappropriate content (only a third of BiH adults) and when they do rarely report it, and in most cases directly to the content provider. This clearly indicates the need for raising awareness among BiH adults about the mechanisms for reporting potentially harmful/inappropriate content.

In addition, data on regulating online content points towards the need for a public dialogue on appropriate measures for limiting freedom of speech in the online environment. Namely, 17% of adults believe that one should be allowed to express their opinions on social networks and online platforms without any restrictions, 33% support restricting illegal and/or harmful content, 23% support restricting opinions that can cause harm to others, while 19% believe that certain opinions should not be expressed at all on social networks/online platforms. At the same time, 71% of adults support moderating i.e., deleting inappropriate user comments on portals/video-sharing platforms/social networks.

Although data points to a relatively low level of knowledge about media and ICTs, adults tend to say that they do not need to learn about them. This is especially true among adults who need this education the most. Namely, 49% of adults who say that they do not know how to protect themselves or young/vulnerable family members from the negative effects of media and ICTs say that they do not need to learn about them. The same is true of 58% of adults who say that they are completely unable to identify false information in media and ICTs, 53% of those who perform no fact-checking of information they encounter online, 64% of those who are completely unsure of their ability identify commercial content in traditional media, and 62% of those who are unable to identify this content in online media and ICTs, 53% of those who do not know how to report content they consider inappropriate on any media and 50% of those who say that they have never been exposed to any potentially harmful content in the media and ICT environment. This, along with the fact that 60% of adults in the digital gap (those, therefore, who do not use the internet or any digital services) say that they are satisfied with their current level of access to media and ICTs, clearly indicates that it is, first and foremost, necessary to raise awareness among adults of the need to learn/improve their media habits, especially among vulnerable categories of adults.

All the above points towards the necessity of a strategic approach to increasing media and information literacy among all categories of BiH adults, especially those over 55, those with lower education levels, pensioners and housewives/homemakers, along with women and adults who live in rural areas, who, in general, are not the most vulnerable category in this sense, but are also in a less favourable position compared to men and residents of urban areas. The preferred communication channels to reach these target groups are television, websites, social networks, and video-sharing platforms.

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