

## Social Bubbles in Visegrád Societies

### Summary of results of quantitative research (questionnaire survey) in Czechia

*Within the research project “Bubbles in Visegrád Societies” we have focused on the phenomenon of opinion bubbles, which can be perceived as an impermeable and invisible border between significant parts of society. We aim to find out whether and to what extent this phenomenon is present on social networks - in particular Facebook groups, i.e., to verify whether these virtual communities contribute to the formation of opinion bubbles. The results of the quantitative research conducted in the Czech social networking environment (Facebook) using a questionnaire survey are presented below.*

#### Introduction and general characteristics of the sample

In total, 1207 respondents over the age of 15 completed the online questionnaire, of which 615 were men and 592 women. Age groups were approximately evenly distributed, but the lowest age groups were slightly overrepresented, which nevertheless reflects the characteristics of social network users. The selection of respondents also reflected the administrative division of the state, thus respondents from all 14 higher territorial administrative units were represented in the survey. Moreover, the research participants were asked to indicate their level of education and current life situation, that is whether they are employed, students, retirees, etc.

As regards the level of education, the sample also differs from the general population as we addressed 34% of persons with higher education, while in the entire population of the country only approximately 19% of people have reached this level of education. Respondents with primary education form the smallest group in our sample (9% in the sample, 14% in the population respectively), and actually, 90% of those with primary education fall in the age category 15-24 years. Practically all of them are still high school or university students. The least represented group is the elderly (65+), which, however, reflects the proportion of people in this age group who actively use the Internet. The proportion of people over 65 using the internet has risen from 13 per cent in 2010 to 40 per cent in 2020. The proportion of people over 65 who actively use social networks is even lower (13.5% of the 65-74 age group).<sup>1</sup>

Almost half of the respondents declared they had completed secondary education with the state examination named “Maturita” (34% in the Czech population respectively). 51% of respondents stated

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<sup>1</sup> Czech Statistical Office. 2020. Využívání informačních a komunikačních technologií v domácnostech a mezi jednotlivci – 2020. Retrieved from: <https://www.czso.cz/documents/10180/122362692/06200420.pdf/d203b0fc-50c5-4763-ae5c-4ad5d2a8e2fd?version=1.3>.

that they are employed, 17% are students, and 19% are economically inactive (retired, unemployed, etc.). In the table below the sample according to the specified control characteristics is presented.

**Table 1. The research sample according to the predetermined control characteristics**

<b>SEX</b>	Men	51
	Women	49
<b>AGE</b>	15-24 years	18,1
	25-34	21,7
	35-44	22
	45-54	16,2
	55-64	14,7
	65 and more	7,3
<b>EDUCATION</b>	Primary	9
	Secondary without <i>Maturita</i> exam	8,8
	Secondary with <i>Maturita</i> exam	48,4
	Tertiary	33,8
<b>STATUS</b>	Employed	51
	Self-employed	5,7
	Unemployed	3,5
	Retired	9,1
	Unable to work due to long-standing health problems/disability pensioner	2,9
	Student	16,9
	Fulfilling domestic tasks	3,8
	Other	7

*Note: N=1207. Figures in percentages.*

### **Activity in the online space**

In our research, we focused on Facebook, which is the most frequently used social network in the Czech Republic, with 5,3 million users (50% of the total Czech population) being the third most visited website in the country.<sup>2</sup> 92% of Czech internet users also use social networks, and 79% are on social networks daily. Indeed, 80% of Facebook users use it daily. The average time spent on networks

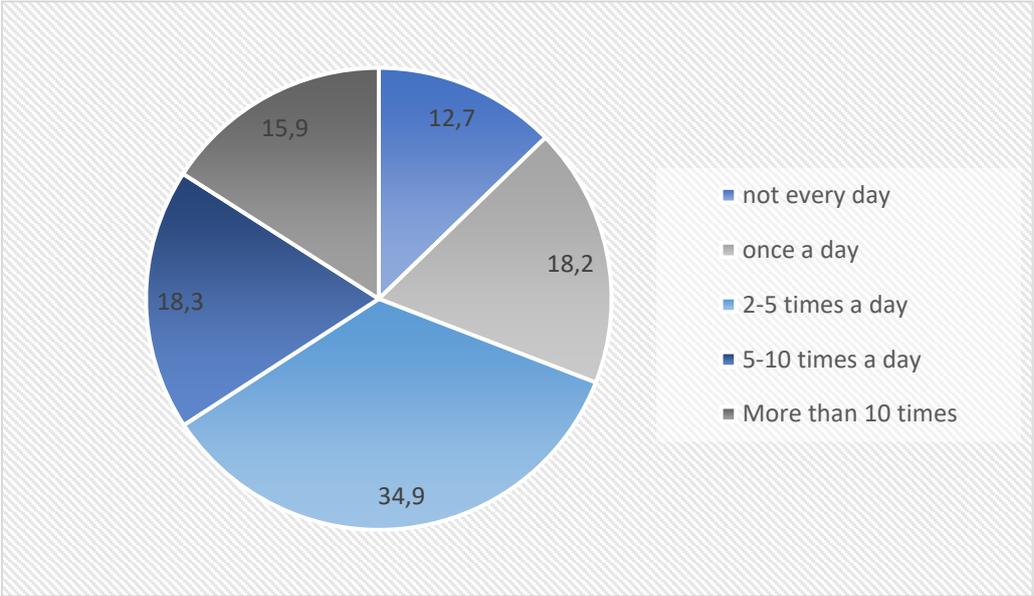
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<sup>2</sup> DigitalReportal. 2020. Digital 2020 Czech Republic. Retrieved from: <https://datareportal.com/reports/digital-2020-czech-republic>.

(including Youtube) is 159 minutes per day.<sup>3</sup> The statistics show that a relatively large number of users have almost unlimited and uninterrupted access to their profiles.<sup>4</sup>

Our survey likewise confirms the high frequency of social network use. More than half of respondents (53%) report that they check their profile 2 to 10 times a day, whereas 16% enter Facebook more than 10 times a day. Only 13% of respondents do not check their accounts on daily basis. 18% of them follow on Facebook at least once a day (see chart 1 below).

**Chart 1. Number of visits to own social media accounts per day**



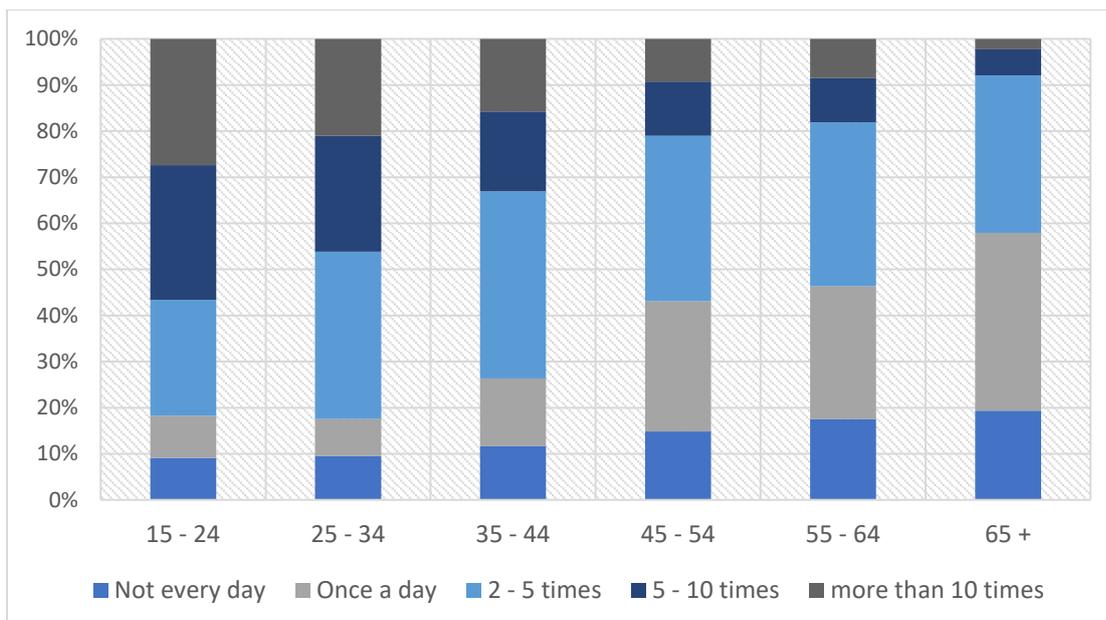
Note: N=1207. Figures in percentages.

The values for each age category are significantly different. The data confirms that the youngest users spend more time on Facebook, as shown in figure 2 below.

**Chart 2. Number of visits to own social media account per day – differences between age groups**

<sup>3</sup> AMI Digital Index 2020. Retrieved from: <https://www.mediaguru.cz/media/13696/adi-2020.pdf>.

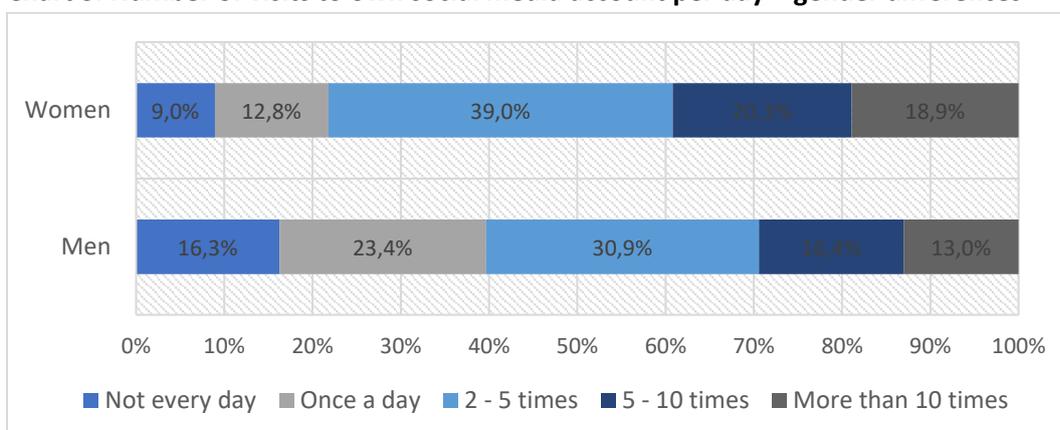
<sup>4</sup> This is supported by the fact that 95% of social network users connect to them via mobile phones. See Digital 2020 Czech Republic, p. 31.



Note: N=1207.

We have observed also significant differences between men and women in this question.<sup>5</sup> Women visit Facebook more often as it is shown in the chart below.

**Chart 3. Number of visits to own social media account per day – gender differences**



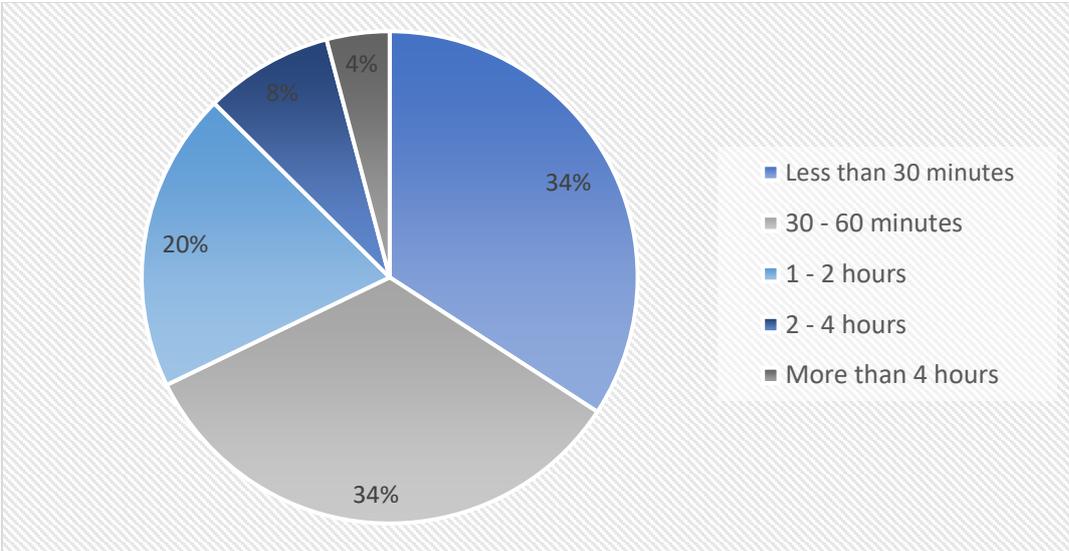
Note: N=1207.

The number of visits is also clearly related to the time spent on social networks. Chart 4 below shows how much time respondents spend on their Facebook accounts daily. Around one-third of the respondents stated they spend up to half an hour a day on social media. Another third spends up to an hour a day on Facebook. 20% report they spend between one and two hours on their Facebook account, and one in eight respondents admit to spending more than two hours a day on Facebook. The data regarding the number of daily visits to Facebook pages correspond with the declared time spent

<sup>5</sup> This fact is also registered in the AMI Digital Index 2020 survey. See <https://www.mediaguru.cz/media/13696/adi-2020.pdf>.

on this network, given that the average time per visit to Facebook pages is 13 minutes according to DigitalReportal 2020.<sup>6</sup>

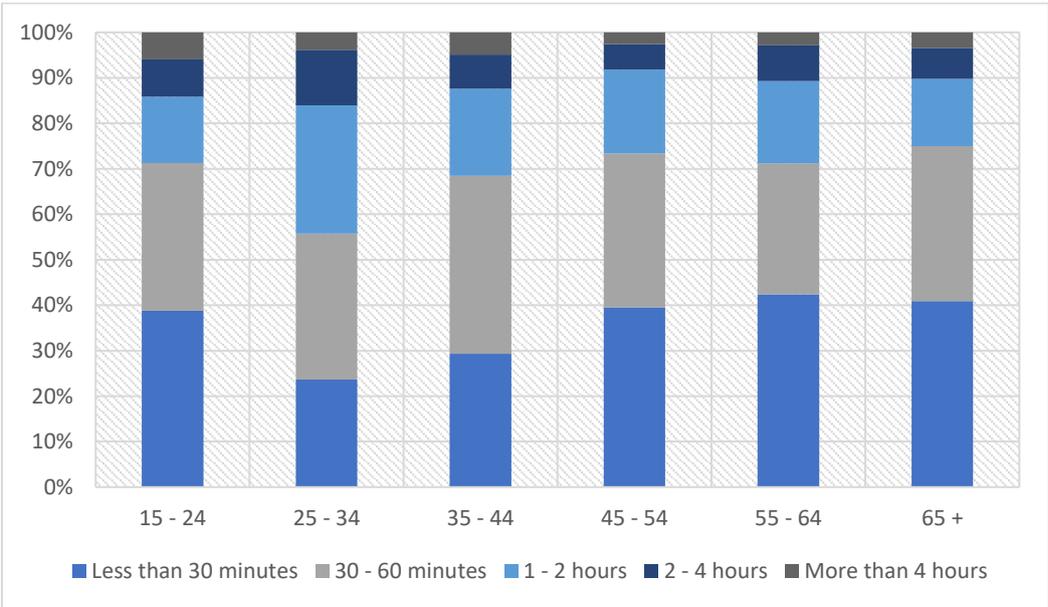
**Chart 4. Daily time spent on Facebook account**



Note: N=1207. Figures in percentages.

Within this question, it is also interesting to observe differences between genders and age groups. Not surprisingly, young people tend to spend more time on social media. 44 per cent of young people aged 25-34 even spend more than an hour a day on Facebook. However, we can confirm a decrease in the use of Facebook among the youngest age group (15-24 years) in Czechia, which follows a long-term trend of young people leaving Facebook for other social networks (Instagram for example).<sup>7</sup>

**Chart 5. Daily time spent on Facebook account – differences between age groups**



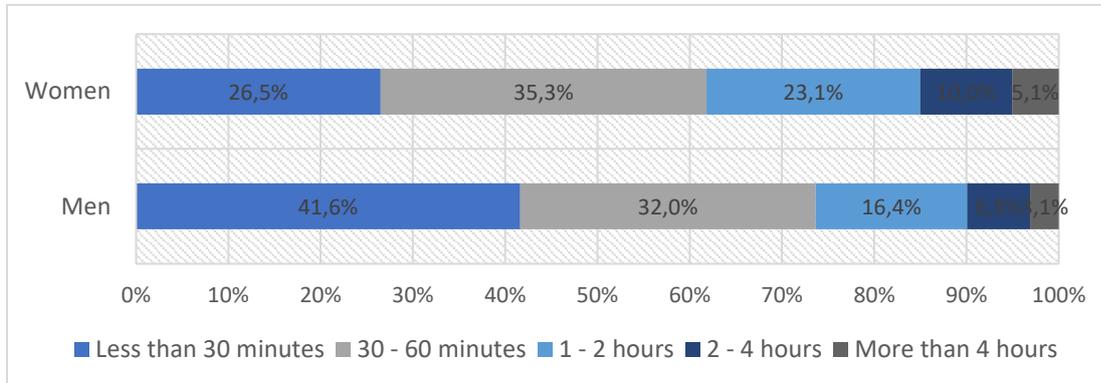
<sup>6</sup> Digital 2020 Czech Republic, p. 24.

<sup>7</sup> Pew Research Center. 2018. Teens, Social Media and Technology 2018. Available at: <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018>.

Note: N=1207.

Declared daily time spent on Facebook is longer in the case of women, as the chart below shows.

**Chart 6. Daily time spent on Facebook account – differences between genders**



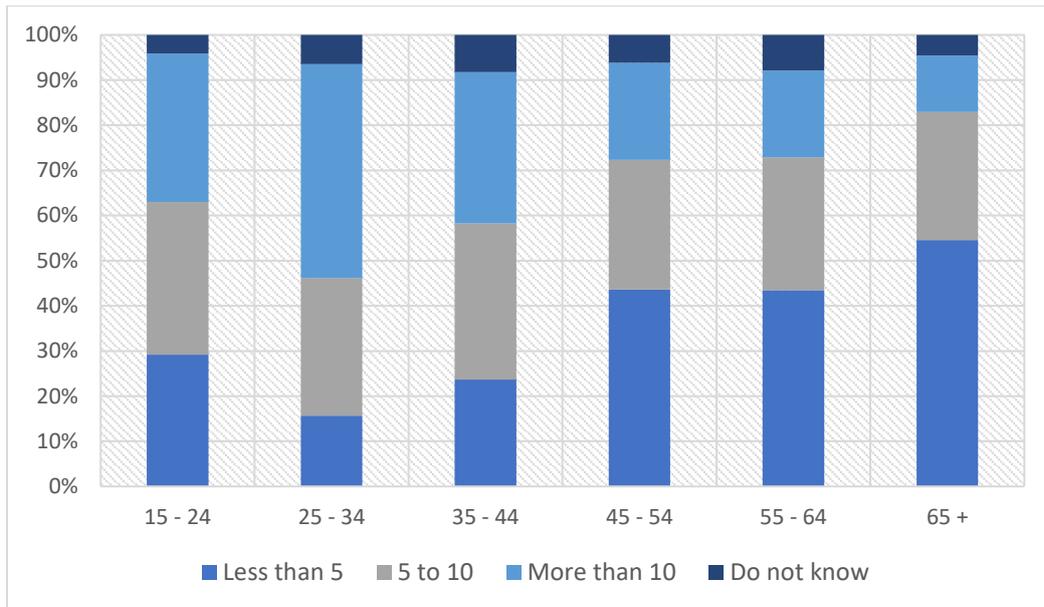
Note: N=1207.

Indeed, Facebook respondents report they use other social networks. 54% of them use Instagram, 18% have LinkedIn profiles and 15% use Twitter. There are obvious differences between age groups – 90% of the youngest respondents use Instagram and 33% Twitter. For seniors (65+) the figures are 25% and 21% respectively.

Nonetheless, we were mainly interested in how active Facebook users are on this particular network. First, we asked how many groups they had joined, and second, we wanted to know the level of their activity in terms of commenting, sharing or liking.

As far as the number of Facebook groups is concerned, we see approximately three even groups – a third of respondents are members of no more than 5 groups, a third report membership in 5 to 10 groups and the last third declare having joined more than 10 groups. In general, younger users are members of more Facebook communities, except for the youngest age category mentioned above. Almost half of the respondents aged 25-34 report being in more than ten groups. For seniors (65+), only one in six reports such a high number of groups, as illustrated in the next chart.

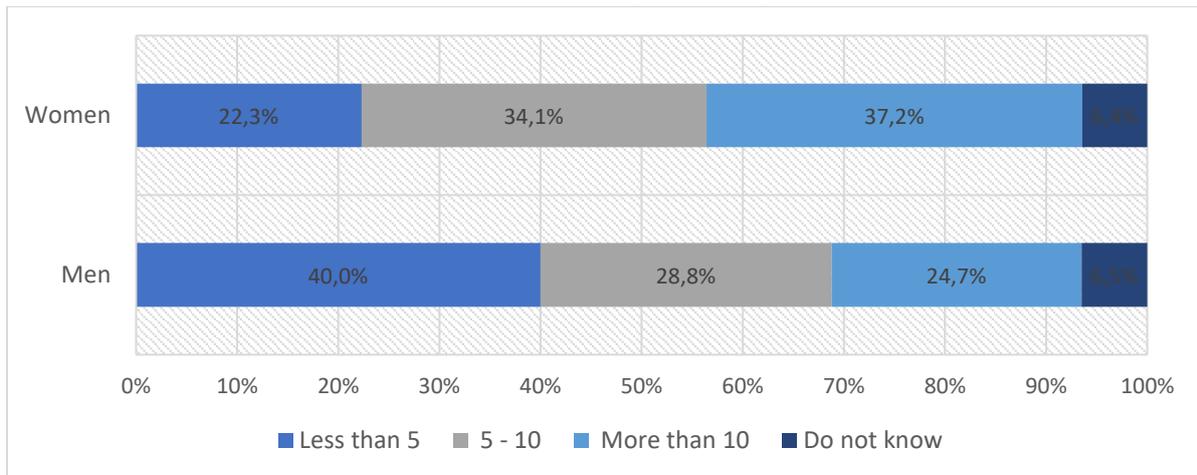
**Chart 7. Facebook group membership – number of groups by age group**



Note: N=1207.

As in the case of time spent on Facebook, we observe analogous differences between men and women in group membership.

**Chart 8. Facebook group membership – number of groups by genders**



Note: N=1207.

From previous qualitative research, we have pre-determined preliminary categories of Facebook users according to their activity level. The table below shows how respondents identified with these categories.

**Table 2. Typology of Facebook users by age groups**

Type of user	Whole sample	15-24	25-34	35-44	45-54	55-64	65+
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<i>Passive user</i>	20	22,4	13,7	14,3	29,7	23,7	20,5
<i>Scroller/browser</i>	17,8	31,5	22,5	13,9	9,7	13	9,1
<i>Liker (only)</i>	23,9	26	29	25,2	20,5	14,1	26,1
<i>Commenter (friends' posts)</i>	12,5	4,1	8,4	13,5	12,3	22	23,9
<i>Commenter (various posts)</i>	2,8	2,7	1,9	3,4	2,6	4	2,3
<i>Active user (likes, comments, posts) – own wall</i>	15,4	8,2	17,9	17,9	17,9	16,4	12,5
<i>Active user (likes, comments, posts) – variously in FB</i>	5,1	2,7	5	7,9	4,1	5,1	5,7

Note: N=1207. Figures in percentages. "None of the above characteristics" account for 100% of the responses.

It would be premature to conclude from this data, but it seems that the youngest users are more likely to simply browse Facebook pages without further interaction, or just give likes. These forms of activity, together with declared passivity, are registered in 80% of the youngest respondents. For those over 55 years old, the figure is 52,5%. Seniors are more likely to interact through commenting and liking.

We then looked at the frequency of individual activities associated with Facebook use. Respondents were asked to indicate how often they performed the activities offered and chose from never, several times a month, several times a week, once a day, and several times a day. As shown in Table 3 below, the most common activity of respondents is reading posts and comments on their wall and browsing their own Facebook groups and exploring their content, which four out of ten Facebook users do every day.

**Table 3. Frequency of selected activities on Facebook**

<b>Activity</b>	<b>Daily</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Never</b>
<i>Reading posts and comments on own wall</i>	38,1	19,1	30,7	12
<i>Browsing own Facebook groups and exploring their content</i>	36,9	27	29,6	6,5
<i>Putting likes under friends' posts</i>	28,5	29,2	34,5	7,9
<i>Putting likes under posts of other members of his/her Facebook group</i>	23,5	25,4	37	14,2
<i>Writing comments under friends' posts</i>	10	16,1	49,3	24,6

<i>Writing comments under the various post in a Facebook group</i>	9,3	15,7	40,7	34,3
<i>Creating own posts on the wall</i>	4,2	10	48,6	37,2
<i>Creating posts in various Facebook groups</i>	4,2	9,8	40,8	45,2
<i>Joining Facebook groups</i>	2,6	5,3	70,6	21,5

*Note: N=1207. Figures in %. The "Daily" option is the sum of the responses once a day and several times a day.*

Only one in ten respondents declare that they post comments on Facebook every day (we observe the same percentage for comments on friends' posts as for comments on posts by other members of a Facebook group). A quarter of respondents do not comment on Facebook at all, in the case of the youngest users (15-24), it is even a full half. The frequency of comments, both under the posts of friends and other group members, increases with age. Twenty per cent of seniors report that they write comments on friends' posts even every day, and one in ten comments on other group members' posts.

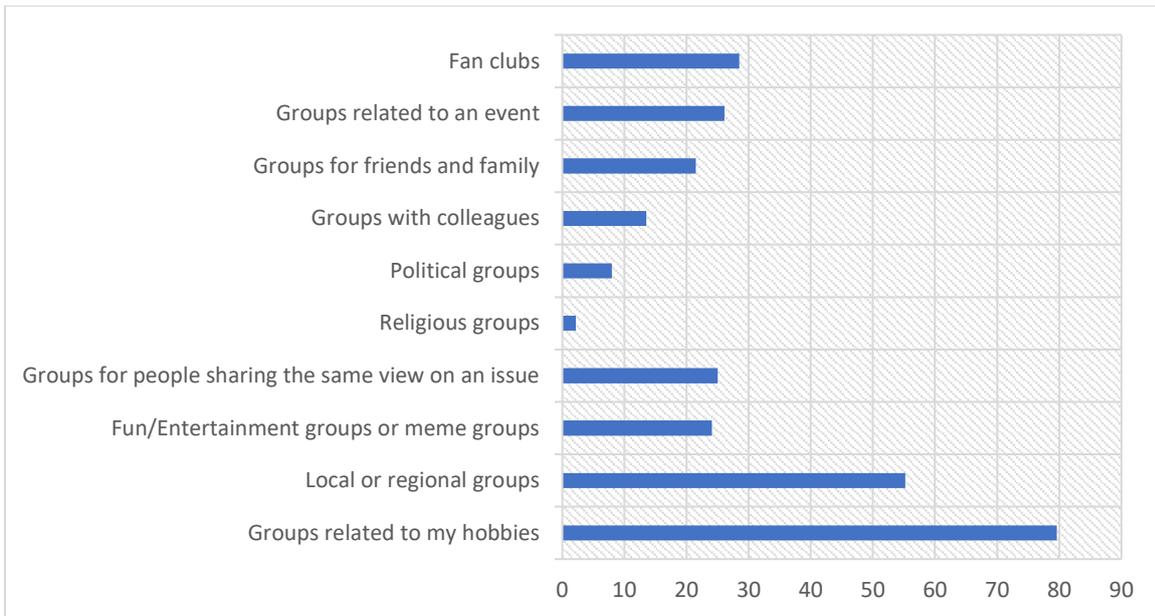
For other Facebook activities, we can also observe an increase in frequency with increasing age. The youngest users (15-24 years old) remain rather passive observers of what is happening on Facebook, as they declared in the previous question.

### **Belonging to Facebook communities**

In the second part of the questionnaire, we took a closer look at membership in Facebook groups. As we have shown above, respondents have a relatively high level of experience with group membership. Only 21,5% state that they never join groups. We asked respondents to specify how many members the group they are closest to or visit the most often. 22% could not answer this question. The most frequent answer was that the group has more than five thousand members (24%), whereas for women this is six percentage points higher. Only ten per cent of respondents report a closeness (or most frequent attendance) with a small group of up to 50 members.

Subsequently, we asked what kind of Facebook groups did the respondents join. The most common answer was they have joined groups that are related to their hobbies - 80 percent of respondents to the survey reported this option. Most rarely did respondents join religious and political groups. Membership in (or joining) other types of groups is shown in the chart below.

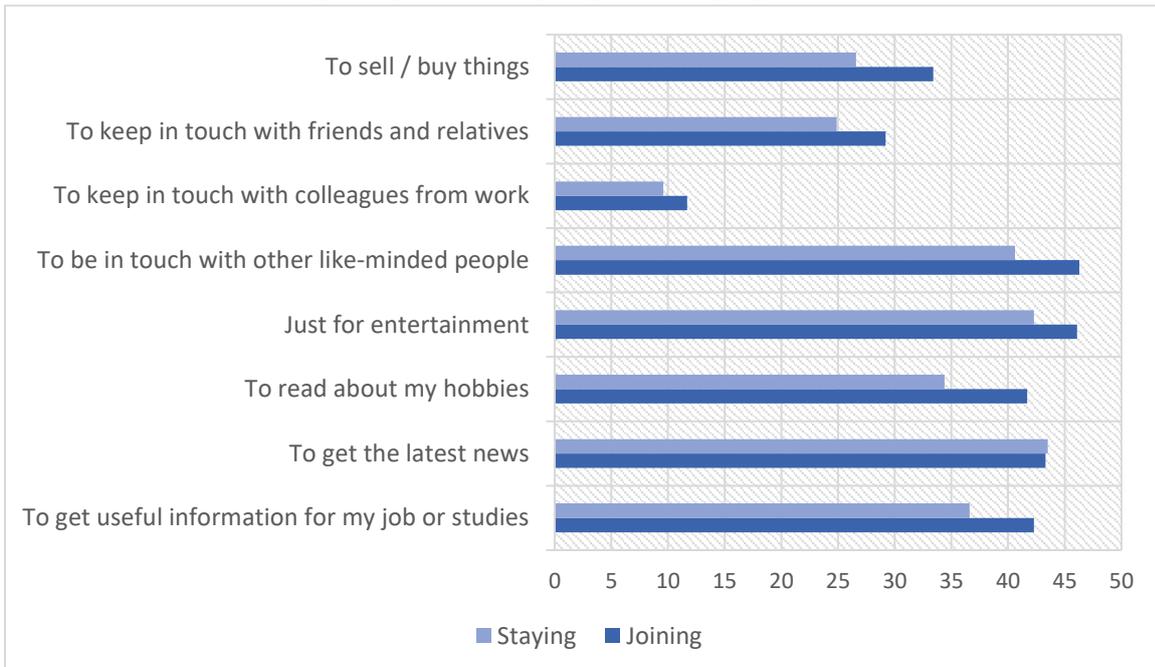
### **Chart 9. Membership in selected types of Facebook groups**



Note: N=1207. Figures in %. Horizontal bars show respondents' affirmative answers.

Respondents are most likely to join groups related to their interests or hobbies, with eight out of ten reporting this. The second most common response is local or regional groups (55%). More significant gender differences include the fact that men are more likely to join politically oriented groups (12% positive responses for men, only 3.5 for women). This is also the case for the elderly (65+), with 19% of positive responses. For younger respondents, fun and hobbies are more common motivators on contrary. We then looked at motivations for joining Facebook groups and reasons for staying in them (see chart below).

**Chart 10. Motivations for joining Facebook groups and staying in them**



Note: N=1207. Figures in %. Horizontal bars show respondents' affirmative answers.

The most common reason respondents join Facebook groups is because they want to be in contact with people who share their views and beliefs. The second most common motivation is seeking entertainment. Motivations for staying in groups mirror those for joining, but agreeing responses are 2 to 7 percentage points lower. The biggest difference is in the case of selling or buying goods, which probably mirrors the frequent one-off nature of these actions.

### Identification with an online community

In the next part, we focused on identification with the community in the virtual environment (within Facebook groups). In one of the previous questions, we asked whether users consider themselves active or passive and we wanted to complement their reflection by evaluating some of the activities they perform on social networks.

We repeated this question in the context of the wider range of possibilities that accompany interaction in virtual space. 39% of respondents said that they considered themselves to be rather active internet users (35% for men and 43% for women). The share of the most active is observed in the 35-44 age group (45,5%), while the share of the least active is observed among the youngest respondents (30%).

We asked those who considered themselves active in more detail whether any of the factors - size of the Facebook group, openness of the group, type of group by topic - had any influence on their activity. We present the respondents' answers in the table below.

**Table 4. The impact of selected factors on the level of activity in Facebook groups (active users)**

<i>Statement</i>	
<i>In general, I am more active in groups where I personally know other members</i>	13,6
<i>In general, I am more active in smaller open groups</i>	6
<i>In general, I am more active in smaller closed groups</i>	11,1
<i>In general, I am more active in large groups</i>	5,8
<i>In general, I am more active in professional groups</i>	2,8
<i>In general, I am more active in value groups</i>	3,6
<i>In general, I am more active in leisure groups</i>	13,2
<i>My activity does not depend on the type or size of the group</i>	43,9

Note: N=469. Figures in %.

In the case of those who consider themselves passive users, we investigated whether their activity in the Facebook group might increase in some of the cases suggested. We present the responses of the respondents in the table below. The most common response was that in a Facebook group where the user sees someone calling for help or advice he or she would try to help if he or she knows. One in five users insists on being passive regardless of the situation.

**Table 5. The impact of selected factors on the level of activity in Facebook groups (passive users)**

<i>Statement</i>	
<i>I am passive without any interference in any activity</i>	21,7
<i>I am passive, but if in Facebook group where I personally know other members, I see some fake-news or misinformation I decide to intervene</i>	6,5
<i>I am passive, but if in Facebook group where I see some fake-news or misinformation I decide to intervene</i>	5,4
<i>I am passive, but if in Facebook group where I personally know other members, I see someone calling for help or for advice I try to help if I know</i>	29,1
<i>I am passive, but if in Facebook group where I see someone calling for help or advice I try to help if I know</i>	37,3

Note: N=738. Figures in %.

For further analysis, we also looked at respondents' self-identification within Facebook communities. We used a battery of questions from one of the scales to measure inter-group identification. For the purposes of this report, we present for now only the averages of the responses of the full sample of respondents and those who claim to be active and passive users (see table 6 below).

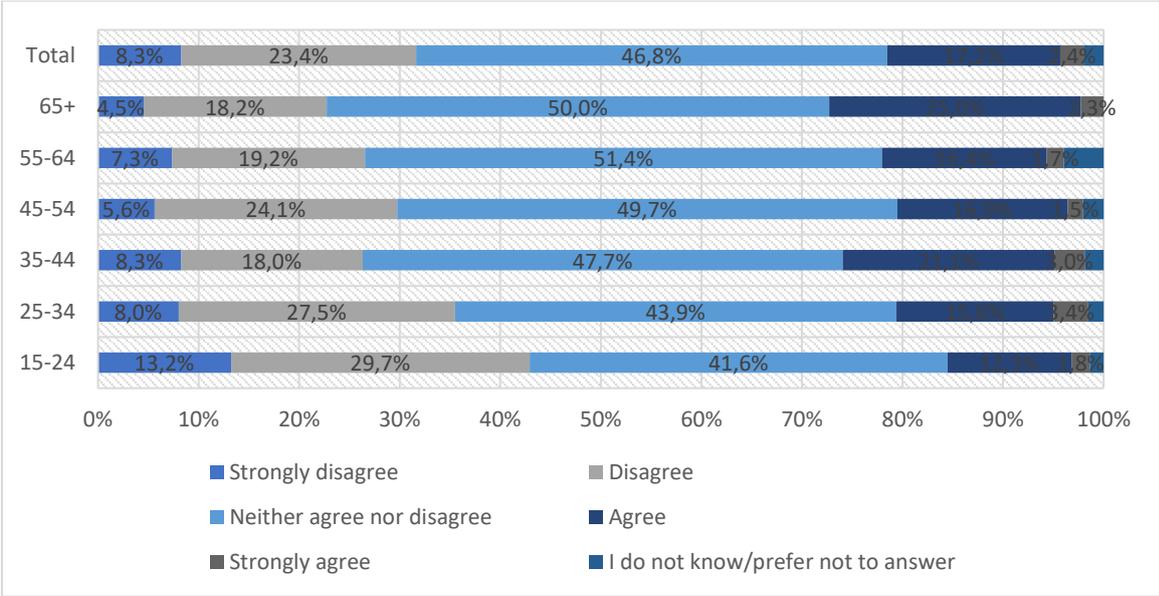
**Table 6. Self-identification within the Facebook communities**

<i>Statement</i>	All	Active	Passive
<i>The people in my groups are quite different from me.</i>	3,4	3,40	3,40
<i>I am not the same as the other people in my groups.</i>	4,03	3,94	4,08
<i>I am quite similar to the other people in my groups.</i>	3,75	3,93	3,64
<i>There is very little difference between myself and other members of my groups.</i>	3,69	3,83	3,61
<i>I identify with the other people in my groups.</i>	3,52	3,83	3,32
<i>My groups are an important part of my self-image.</i>	2,91	3,41	2,59
<i>My groups are important to my sense of who I am.</i>	2,82	3,14	2,61
<i>I identify with my groups.</i>	3,68	4,01	3,47
<i>I have fairly superficial relationships with the other people in my groups.</i>	4,08	3,71	4,31
<i>I don't have many close friends in my groups.</i>	4,37	4,07	4,55
<i>I can't really empathize with the other people in my groups.</i>	3,71	3,61	3,78
<i>I don't care about the people in my groups.</i>	3,65	3,32	3,86
<i>The fact that I am member of my groups rarely enters my mind.</i>	4,83	4,45	5,07
<i>I often think about the fact that I am in my groups.</i>	2,37	2,78	2,12
<i>I don't think very much about my groups.</i>	4,78	4,24	5,12
<i>I often think about what it means to be in my groups.</i>	2,35	2,55	2,23

Note: N=1207. Figures are means from the answers on a scale from 1 to 7 (where 1 means completely disagree and 7 completely agree).

We asked also the respondents if they find other people on the Internet kind and helpful. However, only 20% of them think so, but 32% are of the opposite opinion. Only in the age group over 65 we observe greater trust in people, in this case, 27% of participants of the research participants agree that other people online are kind and helpful. On contrary, among the youngest respondents (15-24) we observe the highest level of disagreement (43%). It is important to notice that approximately half of the respondents picked the option neither agree nor disagree.

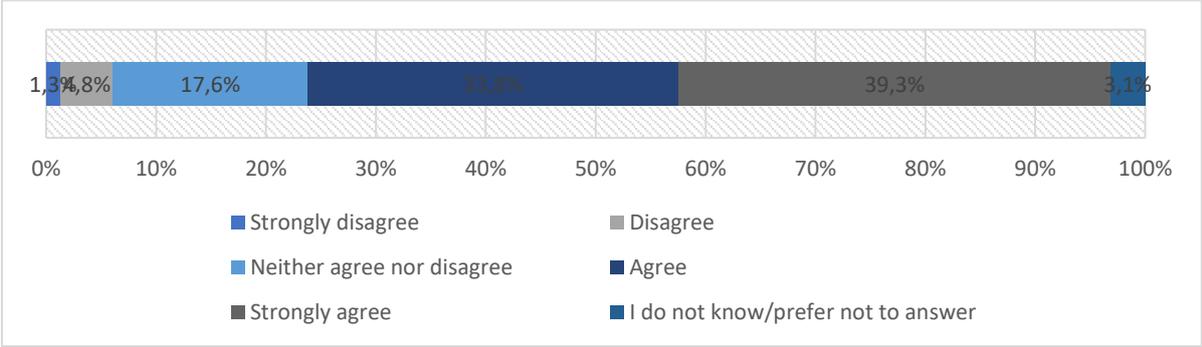
**Chart 11. Agreement with the statement “other people are kind and helpful on the internet” – age groups differences**



Note: N=1207.

Subsequently, we asked, whether the respondents know what to do, if someone acts online in a way they don't like. 73% of respondents claim that they know what to do. We do not observe significantly different answers as to the age, gender or education of the respondents.

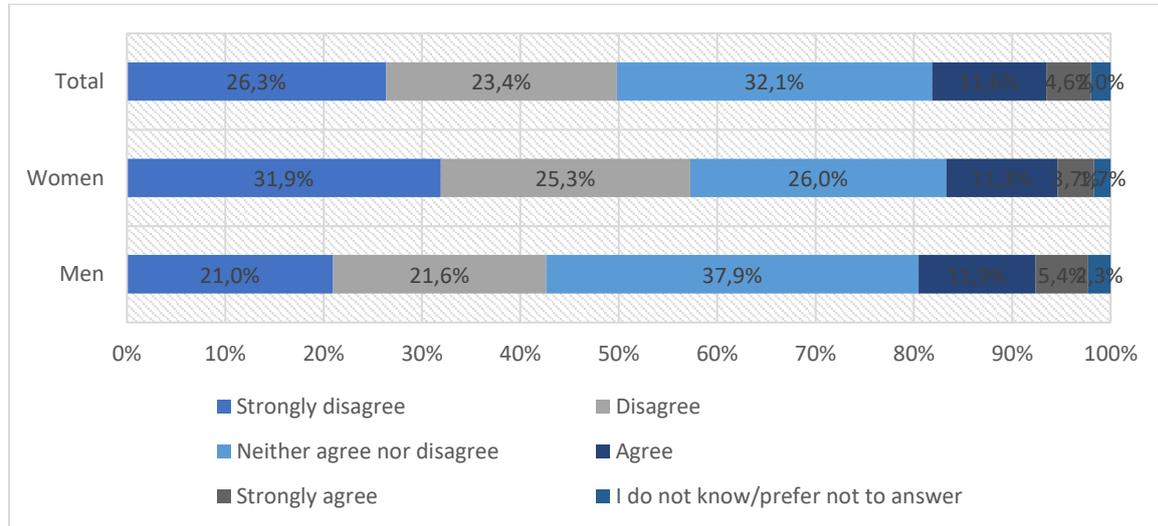
**Chart 12. Agreement with the statement “I know what to do, if someone acts online in a way I don't like”**



Note: N=1207.

16% of respondents, admit that they feel more comfortable in virtual sphere, 32 neither agrees, nor disagrees, and 49,7% disagrees with the statement. As far as the age of the respondents is concerned, we do not observe any significant differences. 57% of women disagree, almost 15 percentage points more than men. The difference is in the middle responses (nor-neither), with the agreeing view being about the same for both genders.

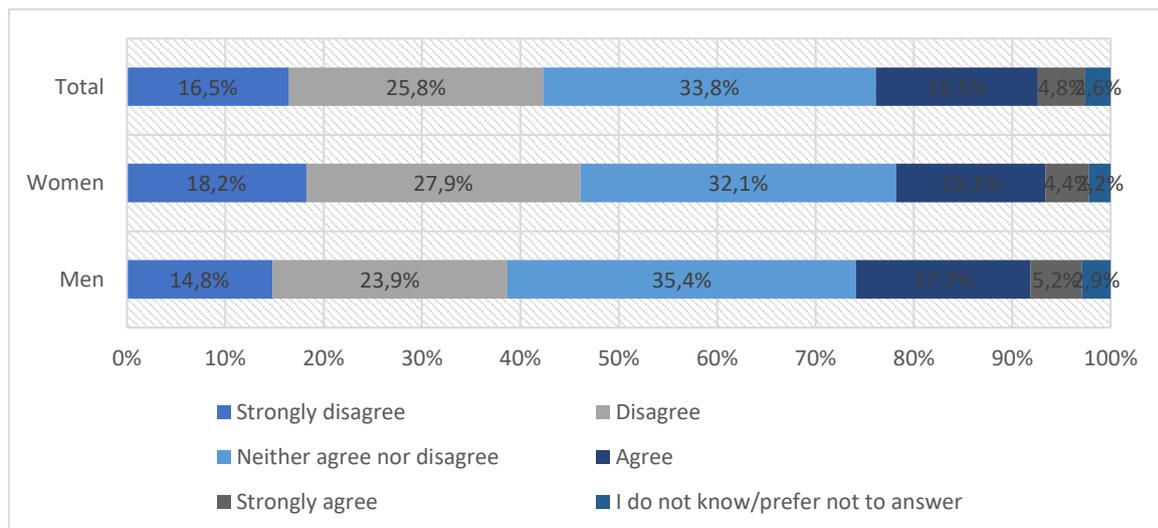
**Chart 13. Statement “I find it easier to be myself online than when I am with people face-to-face” – gender differences**



Note: N=1207.

Another question asked whether respondents communicate and interact differently online than in real life. We asked whether they talk about different things online than in real face-to-face communication. One in five respondents agreed with this statement. The proportion of men was higher by 3 percentage points.

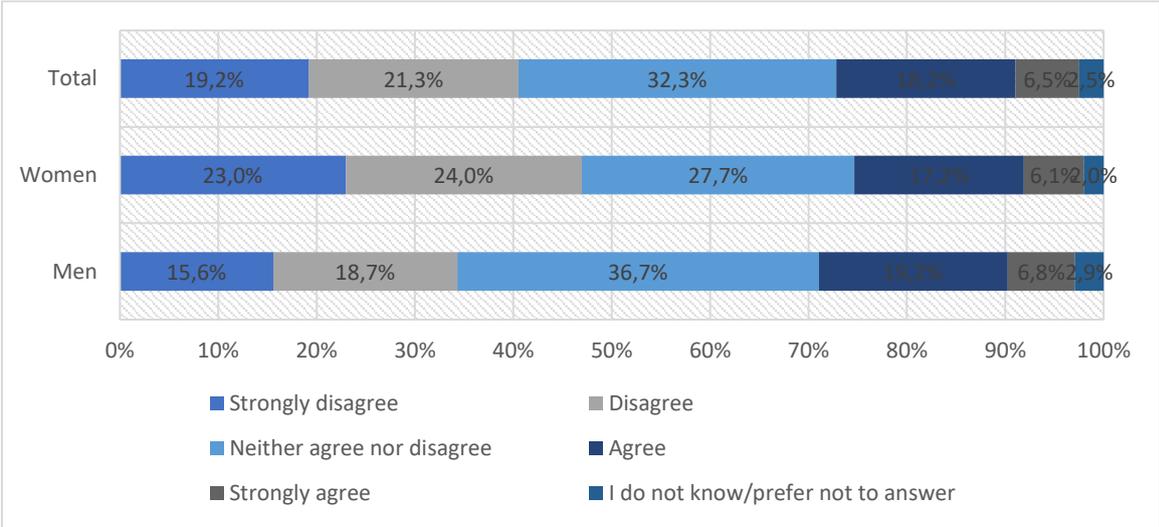
**Chart 14. Statement “I talk about different things online than I do when speaking to people face-to-face” – gender differences**



Note: N=1207.

Hidden behind online anonymity some people feel empowered to speak more harshly than they might in the real world. Digital anonymity could be especially harmful to children and teens. In our research we wanted to find out, whether the respondents find it easier to present their views, even if they might be controversial. In total, 40% users disagree, 25% agree, and 32% neither disagree, nor agree with that statement. Here, only the answers of the youngest respondents were different significantly. 34% of them disagree, while 37% agree. Thus, we could argue that the younger generation is more likely to appreciate the anonymity of the Internet.

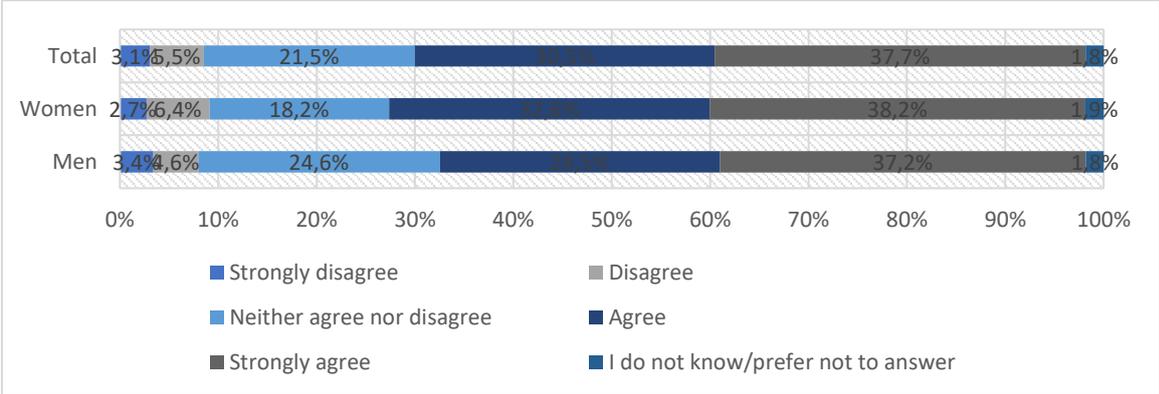
**Chart 15. It is easier for me to show my opinions, even if they are controversial, because of anonymity in the online sphere – gender differences**



Note: N=1207.

Furthermore, 68% of respondents agree (and only 9% disagree) that anonymity on the Internet encourages strong opinions and emotions. There were no significant differences between age groups.

**Chart 16. Agreement with the statement “I think that anonymity catalyses strong opinions and emotions” – gender differences**



Note: N=1207.

In subsequent questions we focused on respondents’ self-evaluation in terms of participation and belonging in Facebook groups. We asked them to choose on a scale, how high is their self-confidence and self-esteem in Facebook groups, and how self-conscious are they in their Facebook groups. By self-

confidence we meant an attitude about their skills and abilities. Self-esteem is an individual's subjective evaluation of their own worth. Self-conscious means overly aware of and sensitive to attention from others, often to the point of feeling anxious or embarrassed. In this sense, self-conscious is always used negatively. A person can be self-conscious in general, or about a particular aspect of themselves. Respondents' answers in form of means are presented in table below.

**Table 7. Respondents' self-confidence, self-esteem and self-consciousness in Facebook groups**

	Total	Men	Women	Active	Passive
<i>self-confidence</i>	6,57	6,75	6,39	6,49	6,34
<i>self-esteem</i>	7,18	7,19	7,16	7,40	7,04
<i>self-conscious</i>	5,25	5,18	5,32	5,61	5,02

Note: N=1207. Figures are means of the answers on a scale from 1 to 10 (with 1 being the lowest and 10 being the highest).

For the youngest respondents the values were 6,19; 6,77; 5,22. For the oldest were following: 7,20; 7,41 and 4,97.

Next, we focused on the relationship to the members of their own Facebook group, respectively, whether the respondents perceived the group members differently from other Facebook users they did not know and met randomly. We offered possible activities, or situations, and asked to what extent respondents would do any of the things mentioned. We present responses on a scale of 1 to 7 (not willing at all to extremely willing) below (see table 8) for both focus groups - group members and other Facebook users. Across all respondents, we do not observe significant differences between attitudes towards members of their own Facebook group and other Facebook users, as we show below. We observe greater differences among respondents divided by the size of the Facebook groups they are closest to. For example, in the case of the question about being invited as a house guest, the average is 3,65. In the case of a group with over 5000 members, the average of the responses is 2,4.

**Table 8. Willingness of the respondents to engage in the following activities with their Facebook group members and with someone they just met**

	Facebook groups members	someone just met
<i>Invite them as guests into my home</i>	2,82	2,38
<i>Visit their home as a guest</i>	3,57	2,94
<i>Discuss how to resolve problems between groups</i>	4,06	4,06
<i>Date a member of this group (if single)</i>	3,48	3,09
<i>Eat a meal with them in a restaurant</i>	3,83	3,27
<i>Reproach a member of my group for making an offensive "joke" about the other member of the group / other group</i>	4,35	4,22

Note: N=1207. Figures are means of the answers on a scale from 1 to 7 (from not willing at all to extremely willing).

Next, we were interested in finding out to what extent the offered characteristics describe the respondents. The questions concerned self-identification and interaction with the Facebook

community. We present the results in the form of averages in a table below, both for the whole set of respondents and in terms of a breakdown between active and passive users.

**Table 9. Extent to which are the respondents described by the following statements**

<b><i>In Facebook ...</i></b>	<b>Total</b>	<b>Active</b>	<b>Passive</b>
<i>I belong to a community or communities that are an important part of my identity</i>	3,35	3,94	2,99
<i>I belong to a community or communities that I'm proud of</i>	3,72	4,25	3,39
<i>I prefer interacting with people who are like me</i>	4,10	4,47	3,87
<i>I prefer interacting with people who share similar interests with me</i>	4,36	4,72	4,13
<i>I trust the information that is shared with me</i>	3,28	3,75	2,98
<i>I feel that people think like me</i>	3,12	3,52	2,86

Note: N=1207. Figures are means of the answers on a scale from 1 to 7 (where 1 = does not describe me at all; 7 = describes me completely).

## Handling information on Facebook

An important thematic area in the research was the handling of information by users. We wanted to find out, how do users of social networks search for information, whether they use the possibility of verifying information, and to what extent they trust the information on social media. One of the main results of this part is that social networks are proving to be an important source of information replacing traditional news media. Respondents reach news on Facebook most often equally from both social media posts and directly Facebook accounts of news organisations. This is especially the case for older respondents. For the younger ones, we observe a slight inclination towards social media posts.

**Table 10. News in the Facebook environment – differences between age groups**

<b>Statement</b>	<b>Whole sample</b>	<b>15-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
<i>I mostly get news via social media posts</i>	17,7	20,5	16,8	21,1	17,4	14,7	5,7
<i>I mostly get news directly from Facebook accounts of a news organisation/platforms</i>	26,5	29,2	26,3	24,4	24,1	26	33
<i>Get news equally from both social media posts and directly Facebook accounts of news organizations</i>	43,8	34,2	47,3	43,2	46,7	44,1	52,3
<i>I do not know</i>	12,3	16	9,5	11,3	11,8	15,3	9,1

Note: N=1207. Figures in %.

We were interested in how do the users usually deal with the message, if they find in their Facebook group an interesting news. 60% of respondents argue they take information from Facebook groups with foresight and verify the information from other sources. Another 30% also exercise caution, but do not verify information from other sources and rely on their experience or intuition. Only 6% admit they take information as true as they trust the people in the group. It is this response option that we were interested in next. The proportion of respondents who chose this option across age groups does not differ. However, we observe a greater inclination toward this answer among respondents who say they spend more than 4 hours a day on Facebook (16% of them trust information from the group) and consider themselves the most active users (writing comments, posts, etc.) - 13% of them chose this answer as well.

**Table 11. Handling with information from Facebook group – differences between age groups**

<b>Statement</b>	<b>Whole sample</b>	<b>15-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
<i>I take information as true. I trust the people in the group</i>	6	6,8	5,7	6,4	6,2	4,5	5,7
<i>I take information from Facebook groups with foresight and verify the information from other sources</i>	59,5	62,1	64,1	56,8	55,4	60,5	54,5
<i>I take information from Facebook groups with foresight. I rely on my own experience</i>	29,5	24,8	32,0	36,4	32,2	38,6	24,8
<i>I do not consume news from Facebook groups</i>	5,1	5,3	4,9	2,1	2,8	1,1	5,3

Note: N=1207. Figures in %.

We also investigated how respondents usually react when they find a misinformation or fake news in their Facebook group. The most frequent answer was that they do not mind, that they tend to overlook such things (27%). Women are more tolerant (32%) than men (21,5%). 21% of the research participants feel the need to respond to it and try to refute misinformation in communication with other people (or author of the misinformation). In comparison, more men (25%) than women (16%) chose this option.

**Table 12. Attitudes towards misinformation or fake news in their Facebook group**

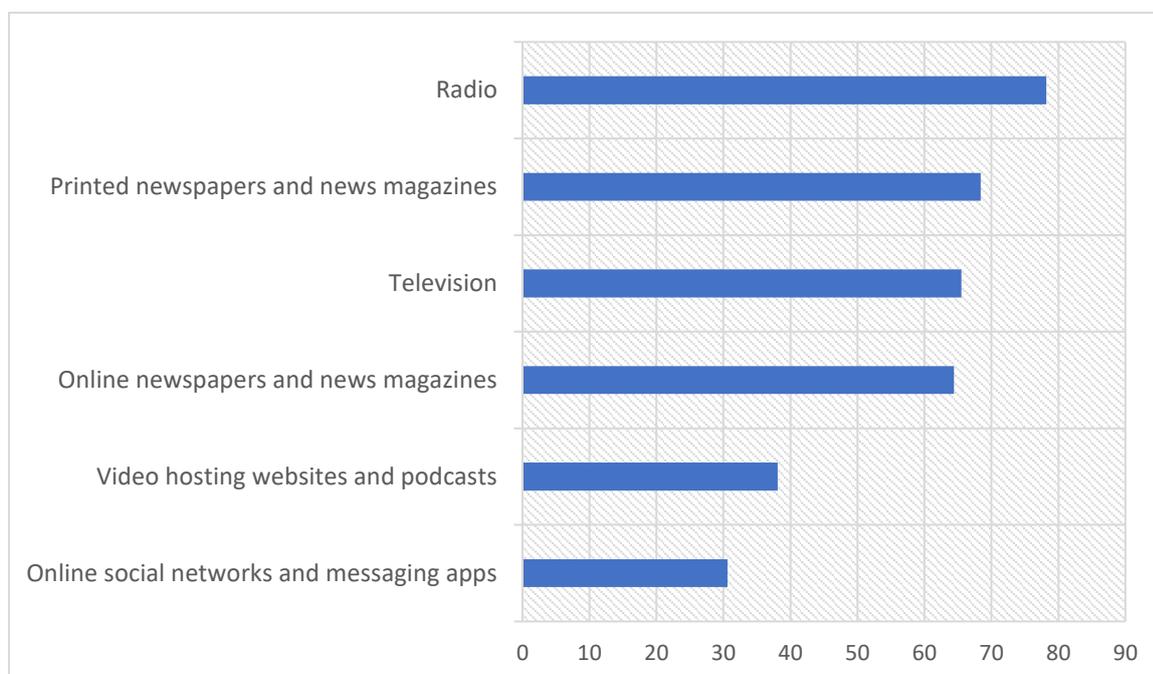
<b>Statement</b>	<b>Total</b>	<b>Men</b>	<b>Women</b>
<i>I do not mind; I am tolerating it as it belongs to the online environment</i>	18,9	18,5	19,3
<i>I do not mind, I tend to overlook it</i>	26,7	21,5	32,1
<i>I feel the need to respond to it and try to refute misinformation in communication with other people (or author of the misinformation)</i>	21	25,4	16,4

*It depends on the type of information. If it's funny I don't care about the truth*

22,6	24,7	20,4	
<i>I do not know</i>	10,9	9,9	11,8

We also looked at the level of trust in individual media outlets. In particular, we wanted to compare trust in traditional media with new media. Age groups differ in their level of trust in each media type. If we look closer at social networks and messaging apps, it is worth mentioning that there are no significant differences between age groups. It means that also younger users tend to distrust the news from social media. Younger respondents tend to trust printed media even more than seniors (65+). Seniors are generally less trusting of all types of media, especially the oldest respondents (65+) with the highest trust in radio (63%). Seniors (65+) distrust the most podcasts and video hosting sites (74 % distrust), whereas only 64% of the 15-24 age groups contrarily trust such platforms.

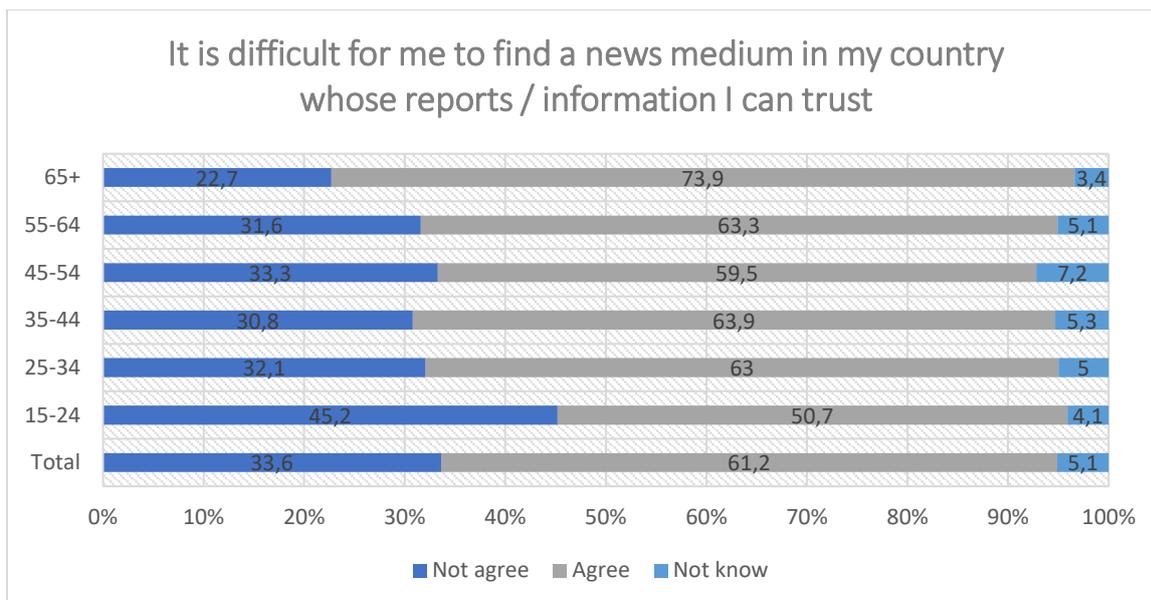
**Chart 17. Trust in selected media**



*Note: N=1207. Figures in %. Horizontal bars show the sum of respondents' answers "totally trust" and "tend to trust".*

We also addressed trust in the media in the next question. Respondents were asked to take a position on the statement that it is difficult to find a news medium in the country whose reports / information they can trust. Over 60% of respondents actually agree with this (and within that over 20% strongly). Thus, one in five Czech respondents strongly believes that they cannot find a credible medium in the country. And this is true even for respondents with a university degree. Young people under 24 have the lowest level of consent (51%), while seniors (65+) are the most likely to agree (74%). Within this age group, there was not a single respondent who strongly disagreed with this statement.

**Chart 18. Agreement with the given question – trust in medium (differences between age groups)**

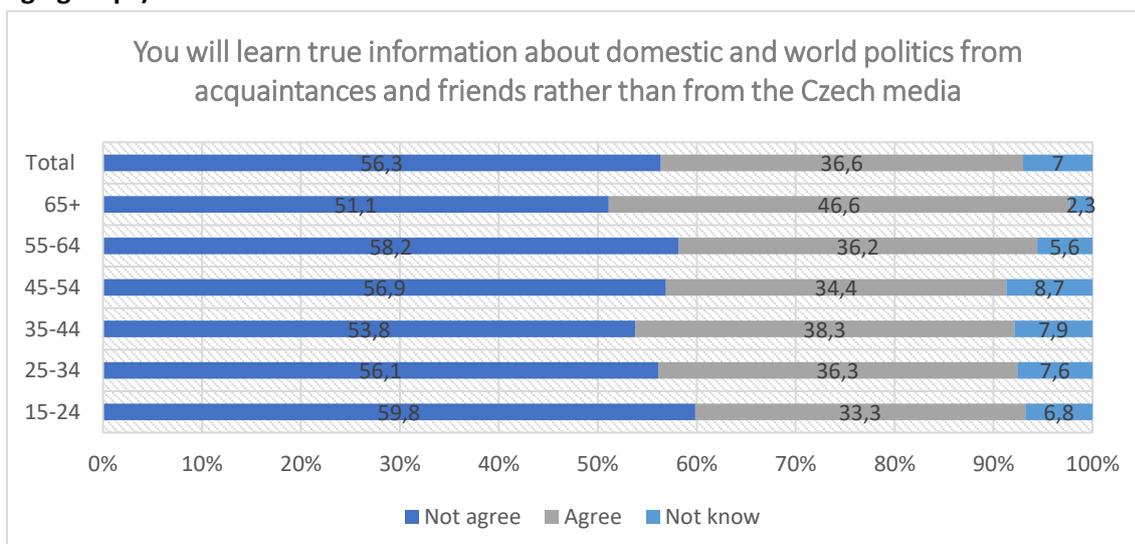


Note: N=1207. Figures in percentages. "Totally agree" and "tend to agree" merged in Agree, as in the case of disagreement.

This was followed by a battery of questions related to the respondents' relationship with the media in their country. Respondents were asked to express the extent to which they agreed or disagreed with predetermined statements. The responses are presented in the graphs below.

When asked if they agree that one will learn true information about domestic and world politics from acquaintances and friends rather than from the Czech media nearly 9% of respondents said they strongly agree and 28% said they rather agree. 42% disagree rather and 14% strongly disagree. A more significant difference is found in the 65+ group, where 22% of respondents strongly agreed with this statement.

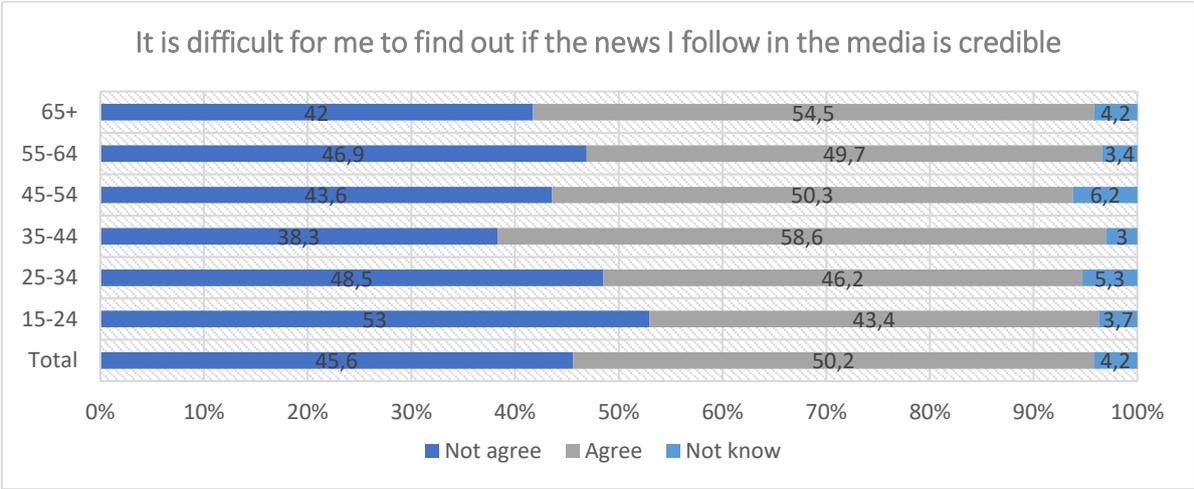
**Chart 19. Agreement with the given question – trust in medium or friends (differences between age groups)**



Note: N=1207. Figures in percentages. "Totally agree" and "tend to agree" merged in Agree, as in the case of disagreement.

In addition, as part of media literacy, we asked whether users are able to recognise whether media reports are credible. Half of the respondents acknowledge this fact (39% somewhat, 11% strongly agree with the statement). 8% strongly disagree and 37% strongly disagree. Younger respondents are perceived to have higher media literacy compared to the 65+ group. The values for both groups differ from the average by about 5 percentage points. Some variation is then found in the responses of respondents in the 35-44 age group (see chart below). People with a secondary education without a high school diploma (*maturita*) then, in a large majority (69%), find it difficult to know whether the news is credible. Among people with a university degree, the figure is 47%.

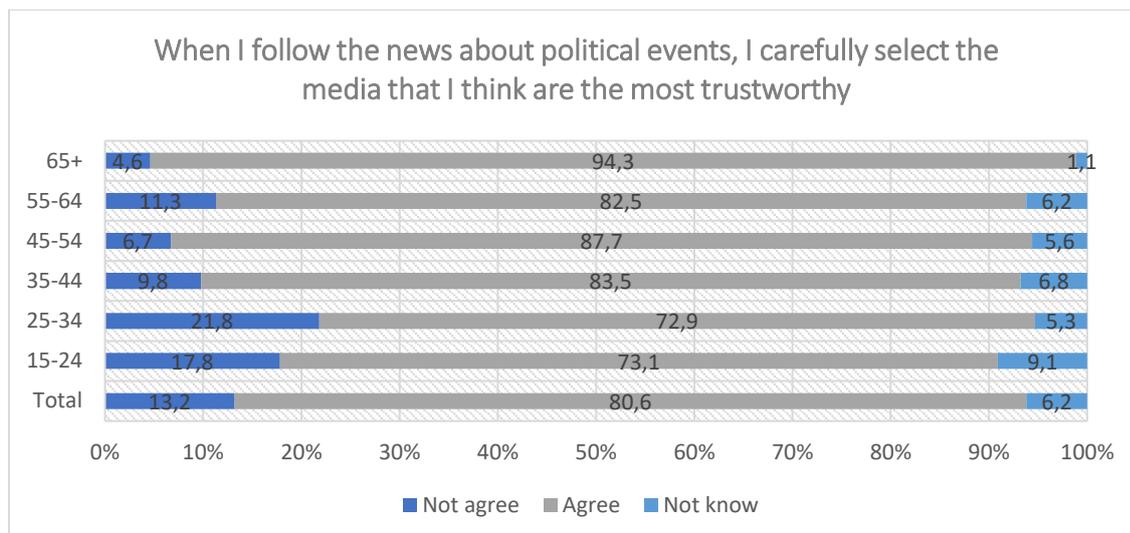
**Chart 20. Agreement with the given question – recognizing the truthfulness of news (differences between age groups)**



Note: N=1207. Figures in percentages. “Totally agree” and “tend to agree” merged in Agree, as in the case of disagreement.

The last question concerned the choice of media, i.e. whether respondents think about different types of media and, after reflection, choose the specific media they trust the most for their research on political events. More than 80% of respondents claimed this. In the case of seniors (65+), it is as high as 94%. The most disapproving attitudes are then observed in the 25-34 category (22%).

**Chart 21. Agreement with given question – thoughtful selection of a credible medium (differences between age groups)**



Note: N=1207. Figures in percentages. “Totally agree” and “tend to agree” merged in Agree, as in the case of disagreement.

## Conclusions

Czech respondents are relatively frequent users of Facebook. Two-thirds of respondents are on this platform every day. Also, two-thirds spend up to one hour of their time there. Women visit Facebook more often than men, and this is also true for younger respondents. The attitudes and opinions of those who spend more than two hours a day on Facebook (12%) and follow their profile more than 10 times a day (16%) may be of interest for further research.

One in five respondents consider themselves active by writing posts and comments themselves. However, only one in ten respondents declare that they post comments on Facebook every day (we observe the same percentage for comments on friends' posts as for comments on posts by other members of a Facebook group).

As far as the number of Facebook groups is concerned, we see approximately three even groups – a third of respondents are members of no more than 5 groups, a third report membership in 5 to 10 groups and the last third declare having joined more than 10 groups. In general, younger users (25-34) are members of more Facebook communities. Most often people are on Facebook for hobbies and entertainment.

We can confirm a decrease in the use of Facebook among the youngest age group (15-24 years) in Czechia. However, there is a steady increase in the number of seniors on the net. And it is they who will also be the focus of our attention, given their low computer and media literacy.

Although most respondents consider themselves to be passive Facebook users, we observe from the supplementary questions a certain level of activity in selected situations.

Sense of belonging and self-identification are to be further analysed in our research as these can be seen as key factors related to the potential for the formation and maintenance of opinion bubbles. It appears that the size of the group may be a clue to identifying those respondents who are more self-identified with the online community, show more trust in the information coming from the group, are

more willing to interact with other group members, etc. An important question for us is whether this type of Facebook user tends to form and stay in opinion bubbles.

The majority of respondents take information from Facebook and Facebook groups with foresight and verify the information from other sources (via search engines or reputable news sites) or also rely on their own experience. Only 6% admit they take information as true as they trust the people in the group. However, we observe a tendency, especially among the oldest respondents, to trust information coming from social networks. It is among the oldest age groups that we observe lower levels of numeracy and media literacy.

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