

What do you know about *MEDIA*?

Every day, we are flooded with a constant stream of news, information, and opinions by the media. The media we receive every day feels familiar, as part of our lives, seamlessly woven into our daily routines, often going unquestioned as it shapes how we understand and navigate the world. But how much do you really know about the media that so profoundly influence your worldview and your understanding of the world?

With ten questions you can find out what you know about the developments in the world of media...



*You can find the answers to this quiz at page 160.

01 What percentage of all the news you read every day comes from the three major international press agencies: Associated Press (AP), Reuters and Agence France-Presse (AFP)?

02 How many of the 26 regional newspapers in Poland are owned by the 49.9% state-owned oil company ORLEN?

03 By what percentage has the news media industry's revenue from advertising declined in the last 20 years due to the rise of social media platforms?

04 What has been the percentage reduction in staff at U.S. newspapers over the past 15 years?

05 How many more SLAPP cases (Strategic Lawsuits Against Public Participation) did the Coalition against SLAPPS in Europe (CASE) register in 2023 compared to 2022?

SLAPPs are legal actions typically initiated by powerful entities, such as businesses or politicians, to intimidate and silence critics, especially journalists and media outlets, by burdening them with costly and lengthy legal defenses until they abandon their criticism or opposition.

06 How many newsroom staffers are already using generative AI for journalistic content production despite ethical concerns?

07 What percentage of people in Germany believe they can trust most of the news most of the time?

08 What percentage of people still go to news media websites for news?

09 How many people think that having stories selected by an algorithm based on their previous consumption is a good way to receive news?

10 In the U.S., who garners more attention—mainstream news brands or alternative voices from political influencers or politicians?