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UN: Independent journalism in danger

UNESCO has published its annual report on world trends in freedom and expression and media development.

[Download the report.](#)

Five main findings:

1. Decreasing freedom of the press

85 percent of the world's population lives in countries that have had a decrease in freedom of the press in the last five years.

2. More regulations

New laws and policies restrict freedom of expression online. At least 57 laws and regulations across 44 countries have been adopted or amended since 2016 that contain overly vague language or disproportionate punishments that threaten online freedom of expression and media freedom.

3. Killings and imprisonment

From 2016 to the end of 2021, UNESCO recorded 455 journalists killed for their work or while on the job. Nine out of ten killings of journalists are never solved. Journalist imprisonment (280) is also at a record high.

4. Traditional business models in danger

Audiences and revenue continue to move online, placing news medias' traditional business models in grave danger. Google and Meta now obtain approximately half of all global digital advertising spending, while global newspaper advertising revenue dropped by half in the last five years. Independent journalism is in jeopardy.

5. Less healthy democracies

The burgeoning data ecosystem offers the chance to improve our understanding of and support the media sector and freedom of expression. However, in the countries and communities where journalism is most at risk, the health of the news system issues like ownership, pluralism, independence, and viability often remain a black box.

AI-driven education doubles pupils' learning outcomes

Quebec Artificial Intelligence Institute, Korbit Technologies Inc. and the University of Bath have studied intelligent learning software's effect on pupils.

[Download the research paper.](#)

Three main findings:

1. Doubles pupils' learning outcomes

AI-driven education provides students with a personal, active and practical learning experience, which is the key to successful learning. The students who used intelligent learning software had higher course completion rates and achieved learning gains 2 to 2.5 times higher than the control group.

2. Better progress with AI

The use of digital learning software (which does not use artificial intelligence) also provides an increased learning gain. However, students who used intelligent learning software received an average improvement of 60.5 percent.

3. More motivated

During the study, the researchers also observed how the students who used intelligent learning software were more involved in the learning process, more motivated, and showed a greater understanding of the issues.

16 percent of British children aged 3-4 are on TikTok

Ofcom has published five reports on media use in Great Britain, and the most striking are the trends among the youngest children.

Download the reports:

- [Adults' media use and attitudes 2022](#) (PDF, 30 pages)
- [Adults' media lives 2022](#) (PDF, 54 pages)
- [Children's and parents' media use and attitudes 2022](#) (PDF, 80 pages)
- [Children's media lives 2022](#) (PDF, 70 pages)
- [Digital exclusion review 2022](#) (PDF, 21 pages)

Five main findings:

1. TikTok and Instagram popular

16 percent of 3-4years old and 29 percent of 5-7 years old in Great Britain are using TikTok. It is more common among those 12-15 years old to have a profile on Instagram (55%).

2. Secret profiles

64 percent of British children between 8 and 11 have secret social media profiles. These are profiles they hide from their parents.

3. Separate family profiles

46 percent of children have an account that is only visible to the family. 20 percent have separate profiles dedicated to their hobbies and interests.

4. Mental health benefits

53 percent of 13-17-year-olds believe it is positive for their mental health to be on social media. 17 percent think it has a negative effect.

5. Content credibility

30 percent of British adults are not sure of the credibility of the content of what they read digitally. In a test, only 22 percent managed to identify all the examples of fake news presented to them.

User-generated content on the rise

Deloitte has published its annual Digital media trends report.

[Download the report.](#)

Four top trends:

1. Increased consumption

In the United States, 46 percent have increased their consumption of user-generated content in the last six months. Among the youngest, 70 percent say the same. Measured in time, the consumption of user-generated content is now higher among the youngest than the consumption of content from streaming services.

2. Youths prefer games over TV series

While older users still prefer to be entertained by TV series and movies, 24 percent of young people now rather play video games. In the United States, 23 percent of those who play computer games have participated in an in-game event.

3. High churn rates

Younger generations are increasingly frustrated with their paid streaming video services (SVOD). On average, 22 percent have canceled a paid streaming video service\ within the last six months.

4. Majority is open to ad-supported SVOD

More than half of the respondents would favor an ad-supported streaming video service if that lowered the costs or made it free of charge.

Main trends from Tech Trends Report

Future Today Institutes' 15th annual Tech Trends Report is now available. The main report is split into 14 volumes, covering different tech trend clusters.

[Download the main report.](#)

Nine interesting trends:

1. Emotional recognition

In some U.S. states, facial recognition without consent is now illegal. But there are no regulations against emotional recognition.

2. Real-time wages

Monthly salaries may soon be a thing of the past. Earned wage access (EWA) lets employees receive earned wages in real-time as they work.

3. 6G gaining attention

Although experts place the timing of a 6G launch between 2028 and 2030, many industry leaders are already working to understand and define this new standard.

4. Holographic technologies

Holographic technologies, which can't be supported at scale with existing 4G or 5G bandwidth, are likely to scale in number and frequency of applications as 6G becomes available, enabling a realistic rendered local presence in various settings.

5. Digital assistants challenge media strategies

More intelligent digital assistants will be able to analyze, understand and distribute personalized news and reports of events directly to the user. This could challenge the strategy of many media organizations.

6. Multiple digital versions

People will create multiple digital versions of themselves, each tailored for specific purposes. This may lead to fragmentation—and a widening gap between who a person is in the physical world and who they project on various digital platforms.

7. More severe breaches

Data breaches could prove far more costly as more users link their metaverse profiles to personal information like biometrics.

8. Push beyond physical products

Brands that push beyond their current constraints will offer engaging products and experiences that could not exist in real life.

9. The rise of sentient homes

Homes are becoming sentient: Automated systems sense and adjust the temperature, sound, light, and other functions in real-time to support families.

Private investments in AI doubled in 2021

According to Stanford University's annual AI Index report, private companies have doubled their investments in artificial intelligence from 2020 to 2021.

[Download the report.](#)

Four main findings:

1. 93.5 billion dollars

The private investment in AI in 2021 totaled around \$93.5 billion.

2. Decreasing number of new AI companies

The number of newly funded AI companies continues to drop, from 1,051 companies in 2019 and 762 in 2020 to 746 companies in 2021.

3. Increasing cross-country collaborations

Despite rising geopolitical tensions, the United States and China had the most significant number of cross-country collaborations in AI publications from 2010 to 2021, increasing five times since 2010. The cooperation between the two countries produced 2.7 times more publications than between the United Kingdom and China—the second-highest on the list.

4. Improved training times – reduced costs

Since 2018, the cost to train an image classification system has decreased by 63.6 percent, while training times have improved by 94.4 percent.

16 percent of the news feed on Facebook are from pages you follow

Meta has published its second Widely Viewed Content Report.

[Download the report.](#)

Three main findings:

1. Less content from pages

According to Meta, 16 percent of the content in the news feed on Facebook is from pages you follow.

2. Few views on posts with links

Most of the views in the US during Q4 2021 (85.4%) did not include a link to a source outside of Facebook. 7.7 percent of the views come from posts with a link from Facebook pages you follow 1.2 percent of the views come from groups on Facebook you have joined.

3. Hiding the most viewed page

Facebook has previously been criticized for editing away pages and posts that put the platform in a bad light. The most viewed page was removed by Facebook for violating Community Standards. The page had 121.8M views.