

## **Examining Media Literacy Strategies through Questionnaires and Analyzing the Behavioral Patterns of Middle-Aged and Elderly Persons**

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**Abstract :** The evolution of the digital age has led to people's lives being pervaded by both facts and misinformation, challenging media literacy (ML). Middle-aged and elderly persons (MEPs) are prone to disseminating large amounts of misinformation, which often endangers their lives due to erroneously believing such information. At present, several countries have actively established fact-checking platforms to combat misinformation, but they are unable to keep pace with the rapid proliferation of such information on social media. In this study, the questionnaire survey method was used to collect data on MEPs' behavior, cognition, attitudes, and concepts of social media when using a mobile instant messaging app called LINE; analyze their behavioral patterns and reasons for sharing misinformation; and summarize design strategies for improving their ML. The findings can serve as a reference in future related research.

**Keywords :** media literacy, middle-aged and elderly persons, social media, misinformation

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