

Basic Data Adolescents and Media 2018

**Current surveys and research on media use
among young people in Germany**

Compiled by
Heike vom Orde (IZI) and Dr. Alexandra Durner

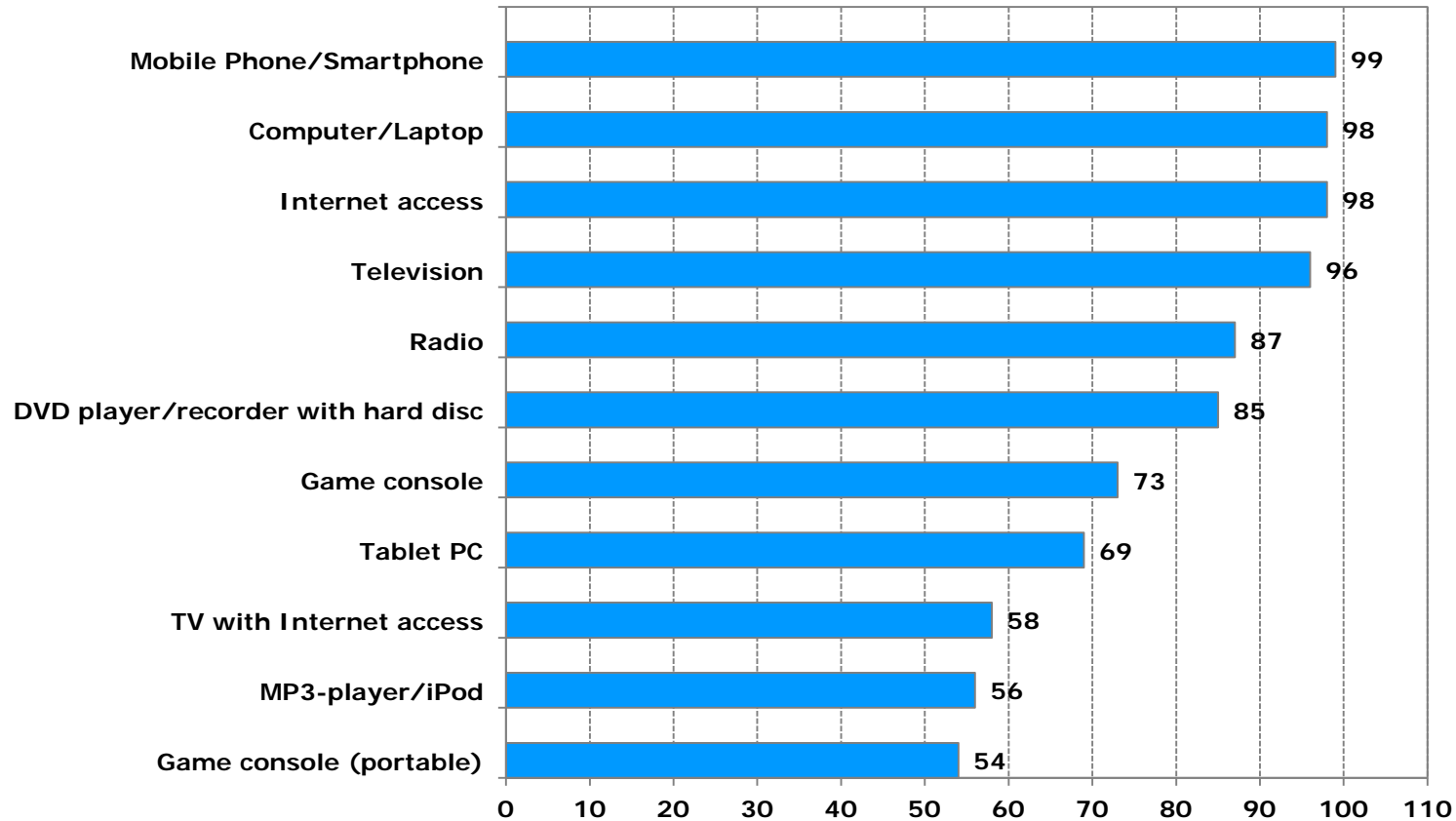
Overview

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Media Use, Media Ownership and Importance of Media

Media devices at home

Media in German households, 2017, selection (percentages)

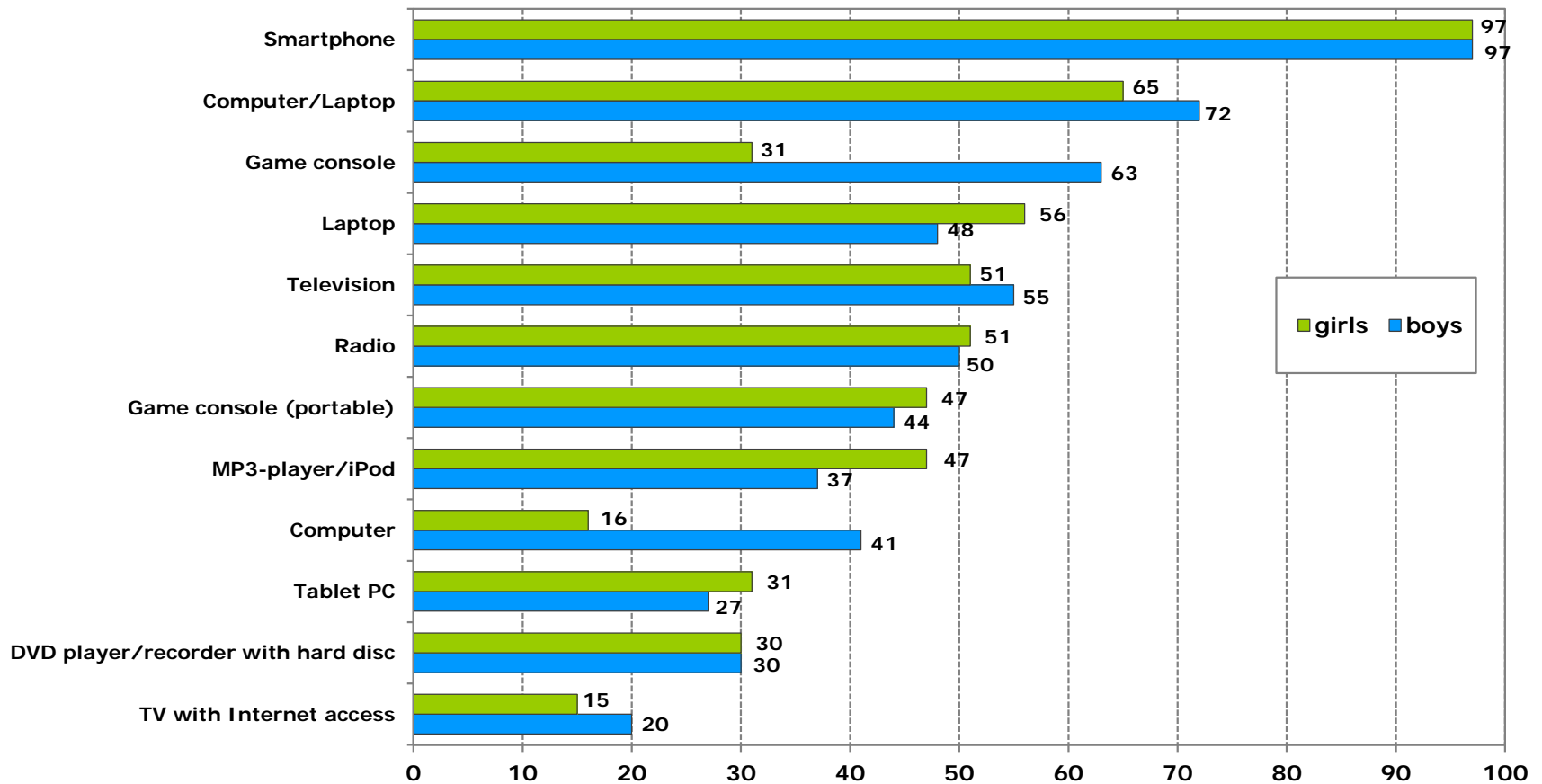


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2017, mpfs, p. 6.

Personal media equipment of German adolescents

By gender, selection, 2017 (percentages)

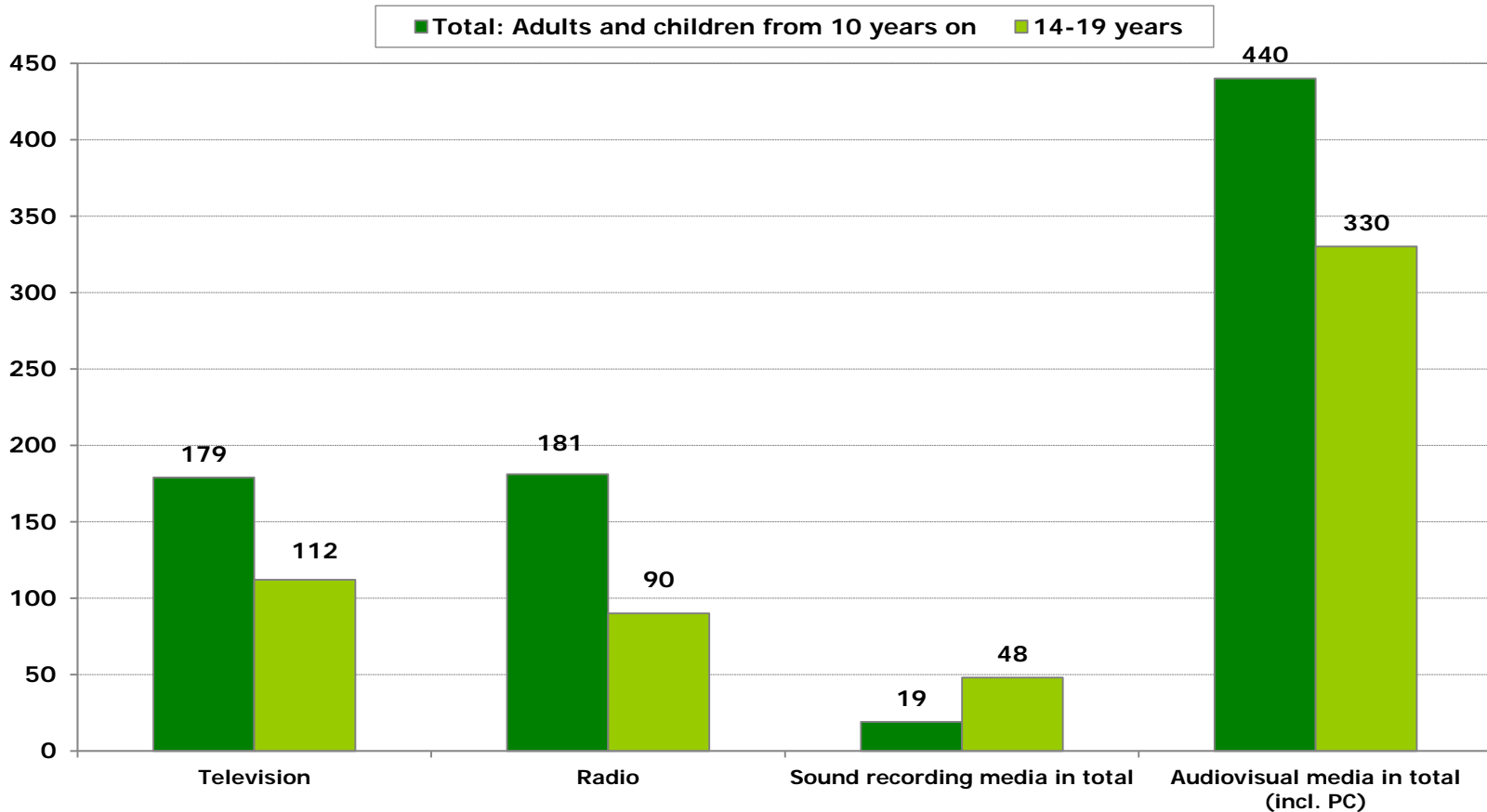


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2017, mpfs, p. 9.

Average amount of time spent with various media in 2017

Minutes per day, by age groups

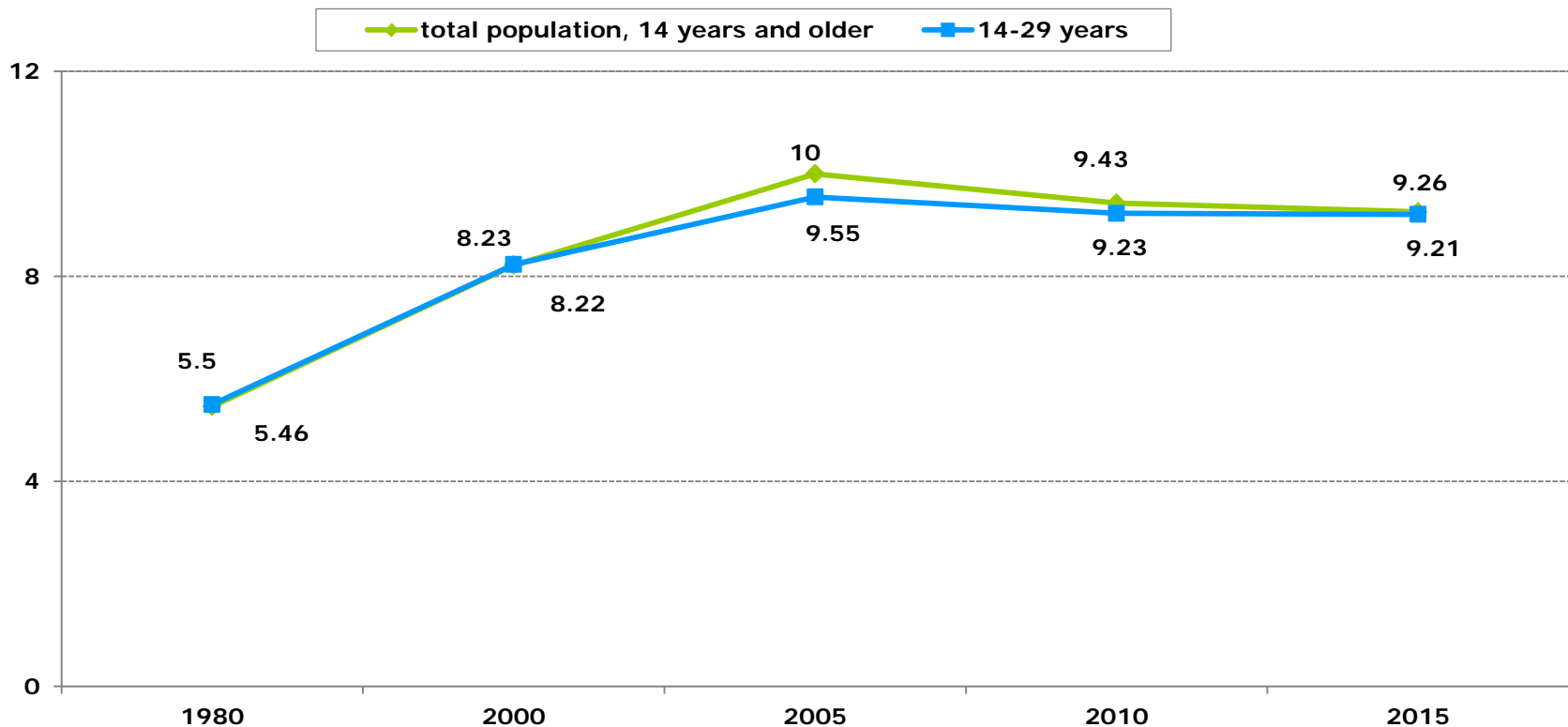


Basis: ma 2017, German speaking people 10 years and older, Mon-Sun, 5:00 a.m.–12:00 p.m. Sound recording media = record, cassette, CD, MP3.

Source: Media Perspektiven Basisdaten 2017, p. 69/70.

Amount of time spent with media stays steady

Hours per day, 1980-2015

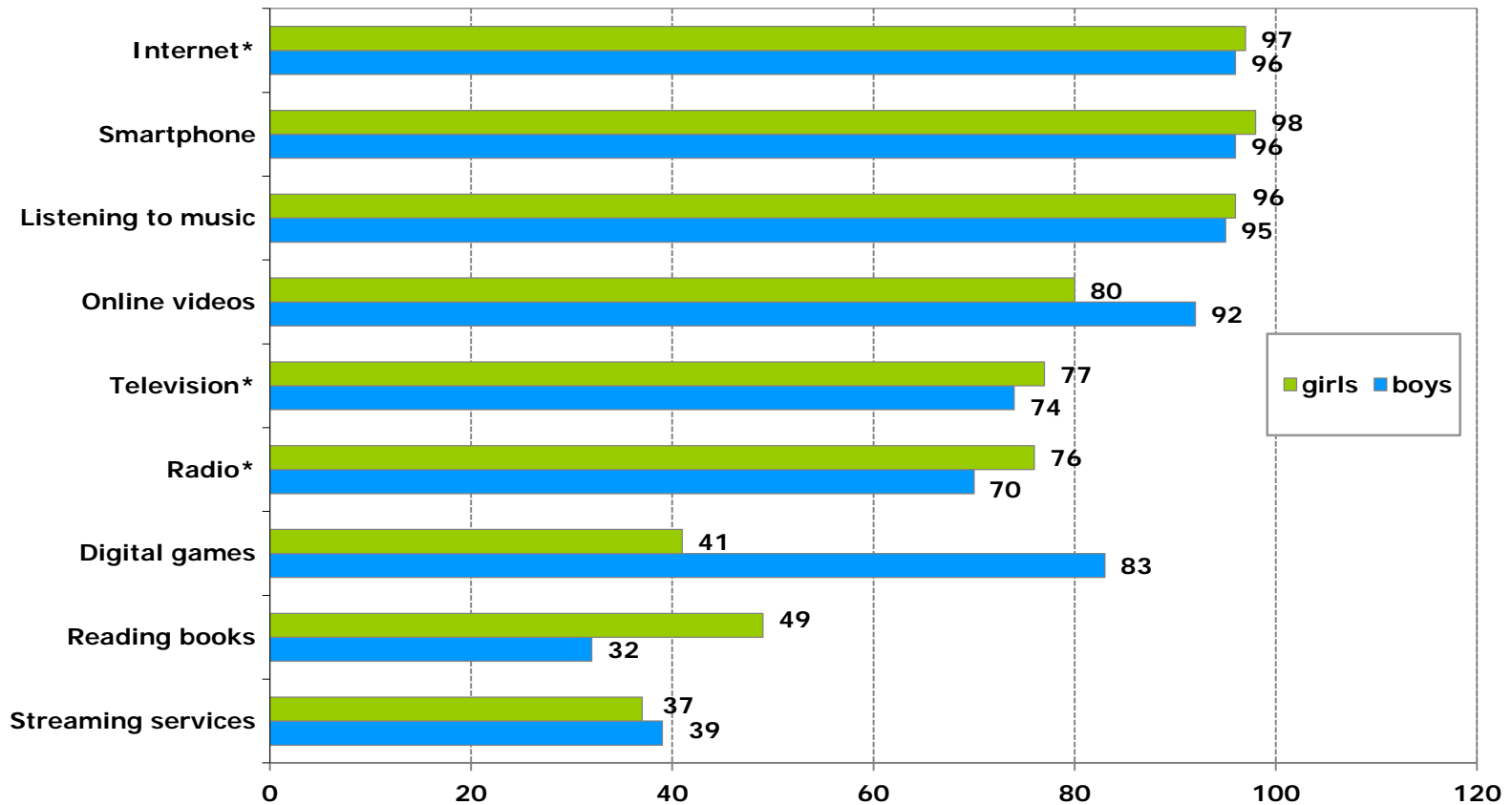


Basis: FRG total (until 1990 only West German states), Mon-Sun (until 1990 Mon-Sat), 05:00 a.m.-12 :00 p.m., 14 years and older, until 2005 German people, from 2010 on: German speaking people; from 1980 on: 6 media, from 1985 on: 7 media, from 2000 on: 8 media incl. Internet.

Source: ARD/ZDF-Langzeitstudie Massenkommunikation 1970-2015. In: Breunig/Engel 2015, p. 7 and 8.

Media use in leisure time

Daily/several times a week, by gender, selection, 2017 (percentages)

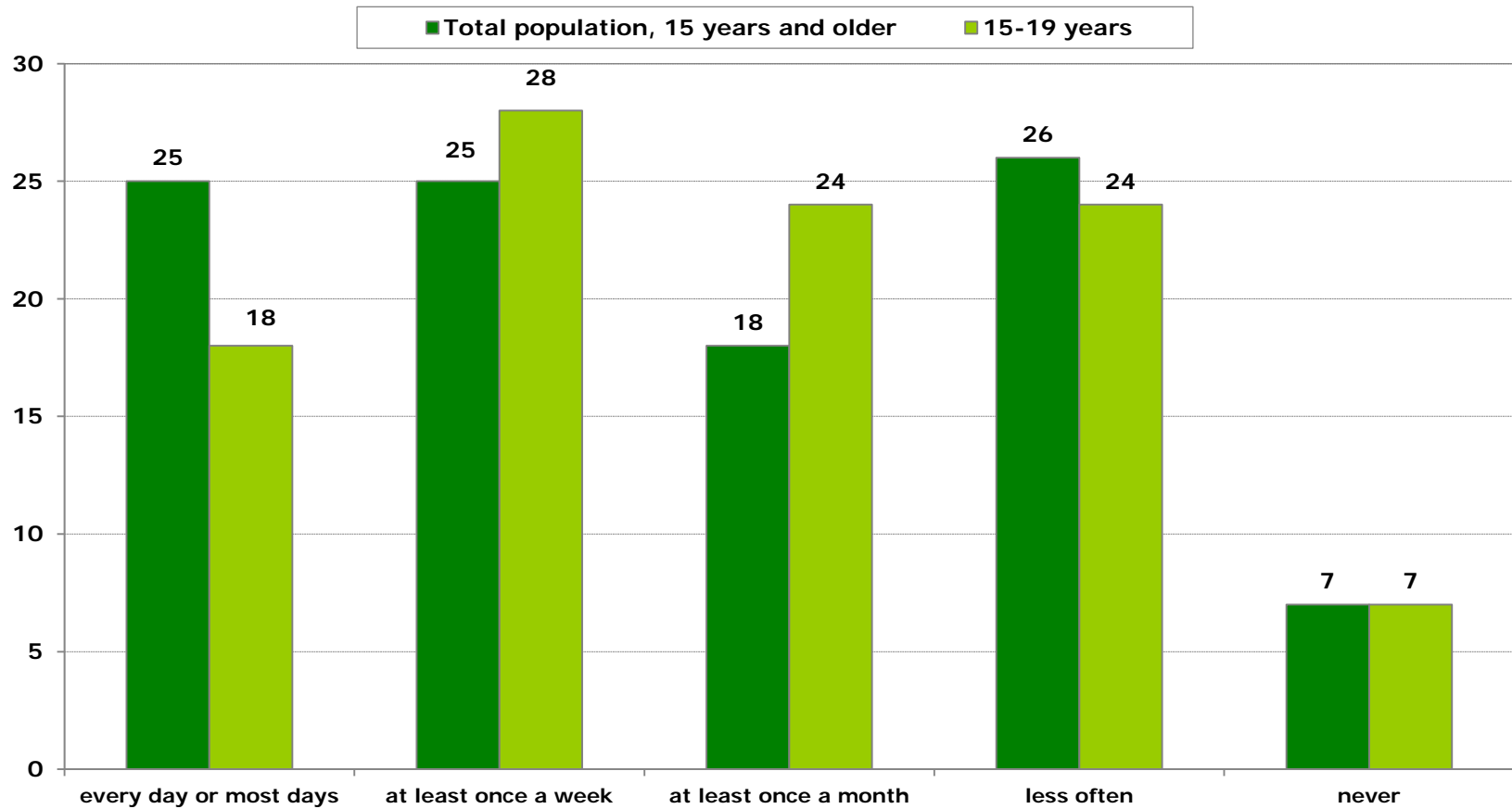


Basis: n= 1,200, 12-19 years. *Regardless what access used

Source: JIM-Studie 2017, mpfs, p. 14.

How often do young Germans read books?

By age groups (percentages)

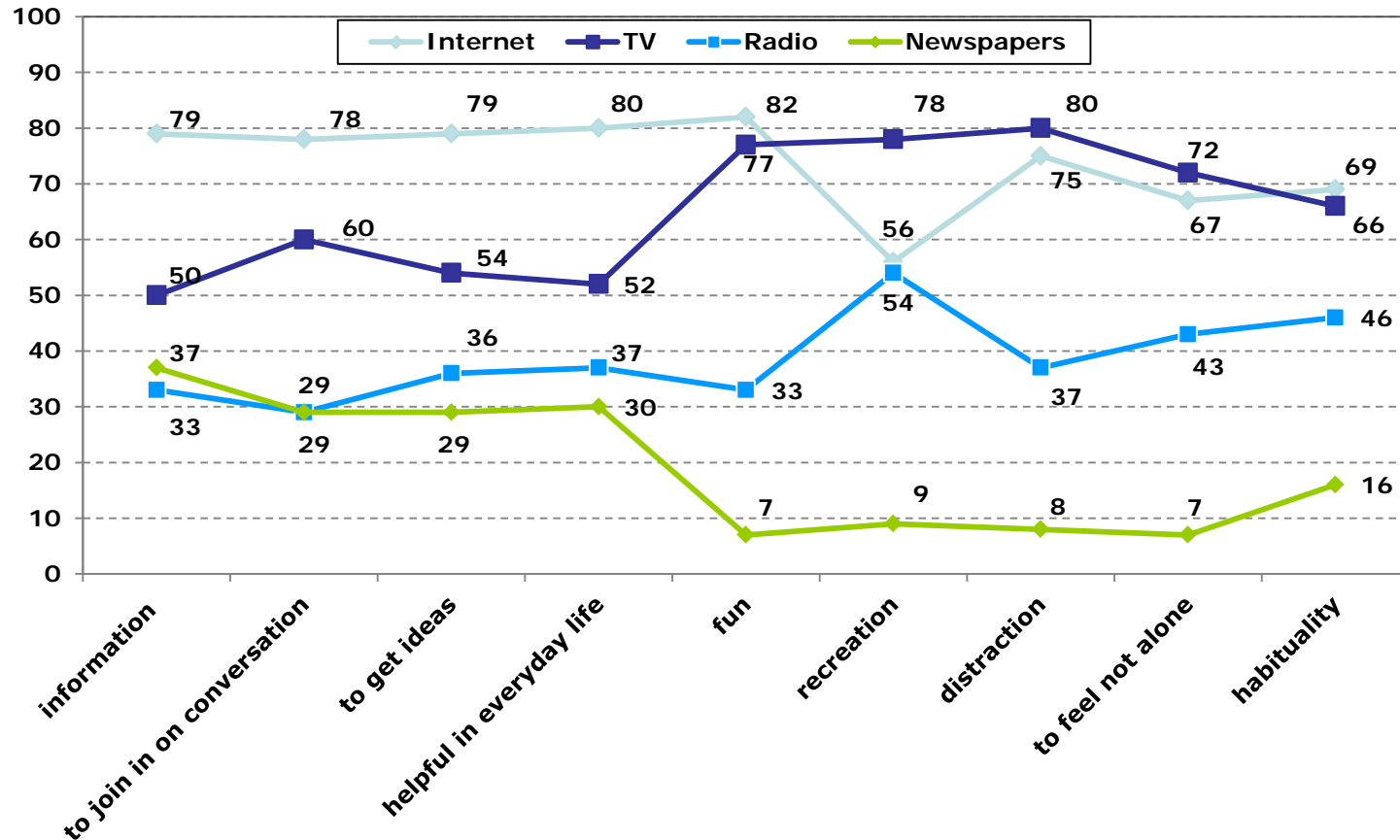


Basis: n=1,502, FRG in total, 15 years and older.

Source: Global GfK Survey 2017, p. 21/22.

The most relevant motives for media use

14-29 years, 2015 (percentages)

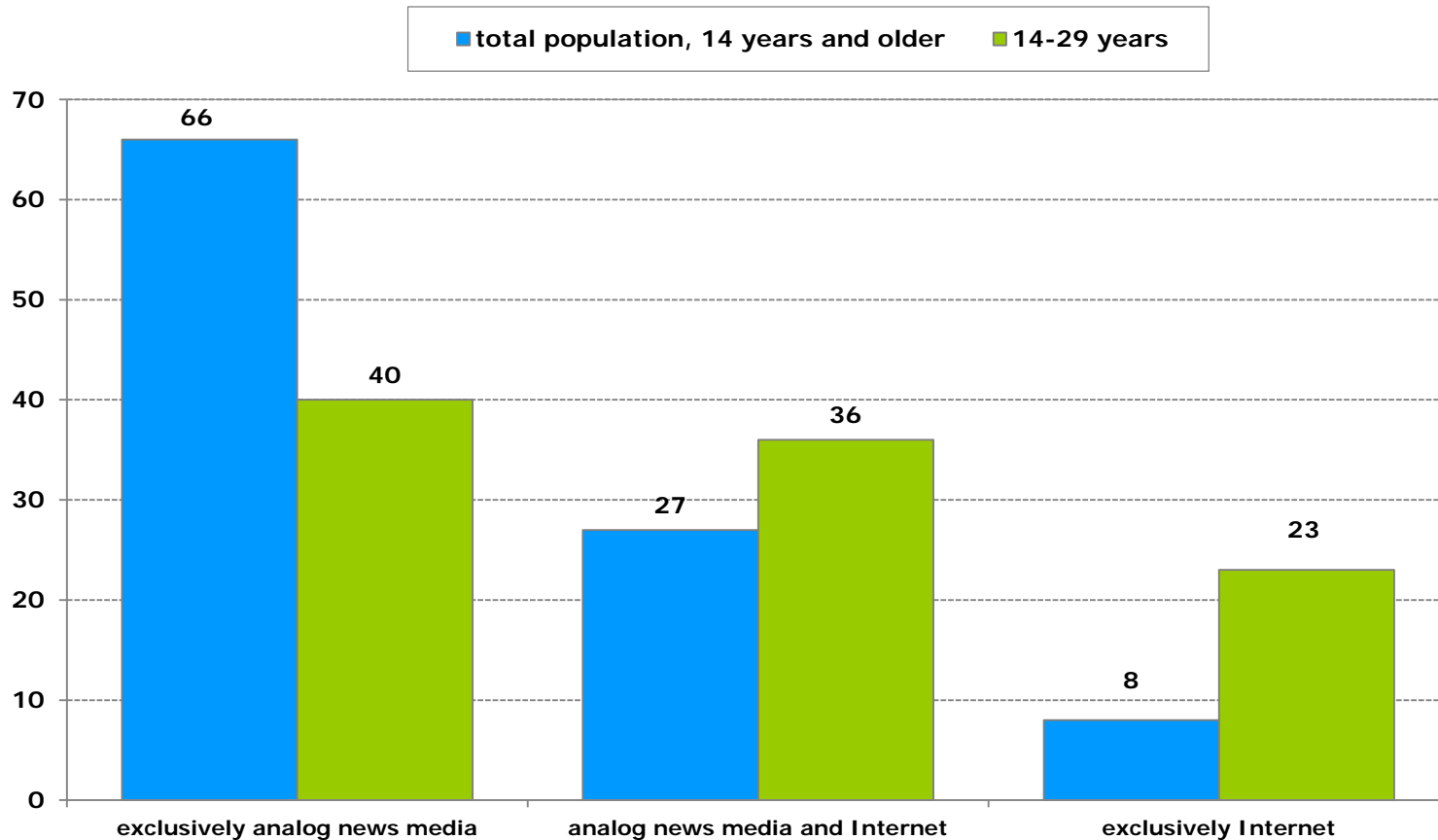


Basis: n=837, 14-29 years; use of minimum 2 media several times a month.

Source: ARD/ZDF-Langzeitstudie
Massenkommunikation. In: Breunig/Engel 2015, p. 331.

How do German adolescents and young adults get their news?

Selection, 2017 (percentages)

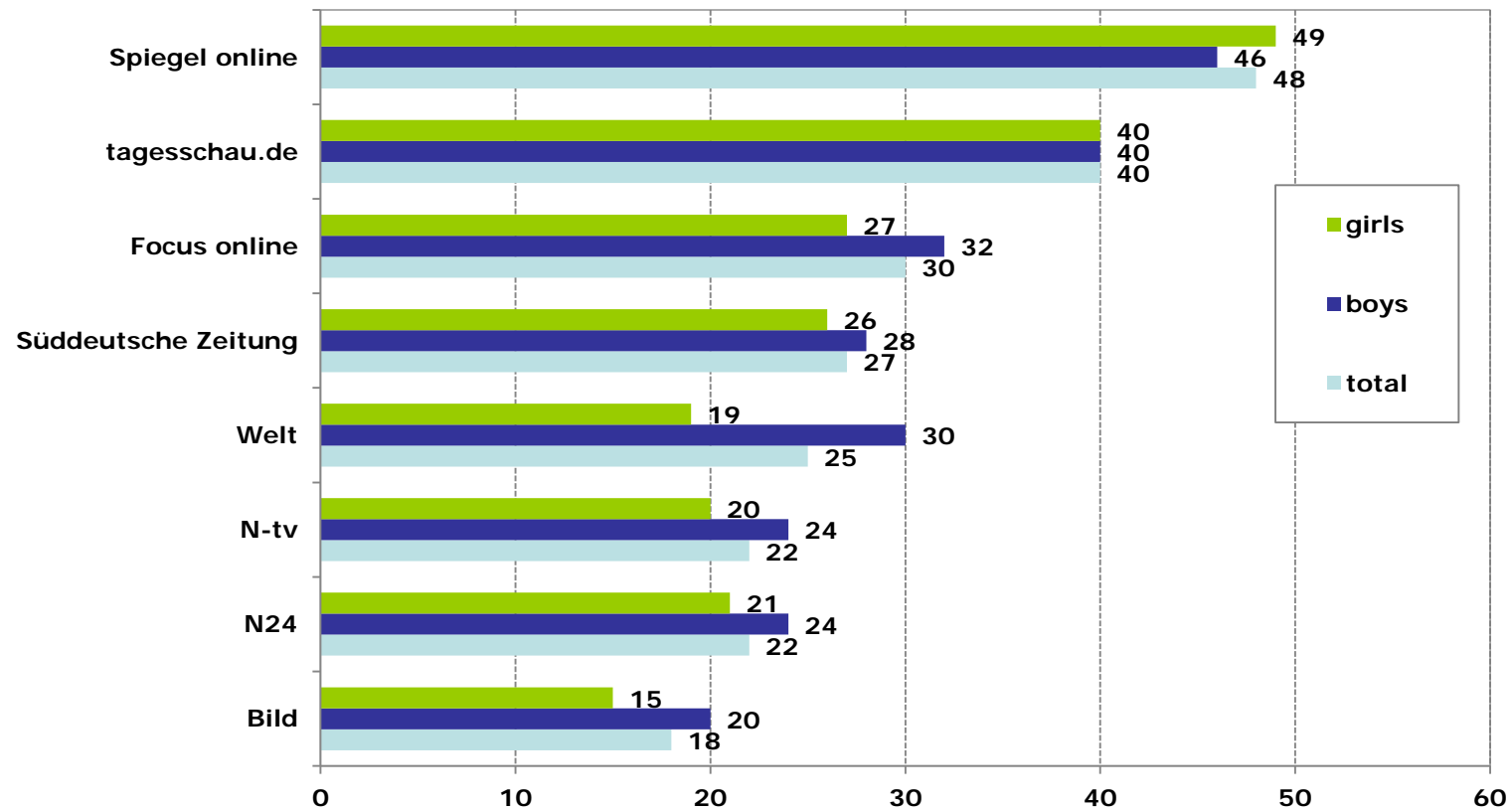


Basis: n=German speaking people, 14 years and older.
Traditional news media: TV, daily newspapers, radio.

Source: Allensbacher Markt- und
Werbeträgeranalyse, AWA 2017, p. 21

Favourite news websites and apps

By gender, multiple nominations possible, selection, 2017 (percentages)

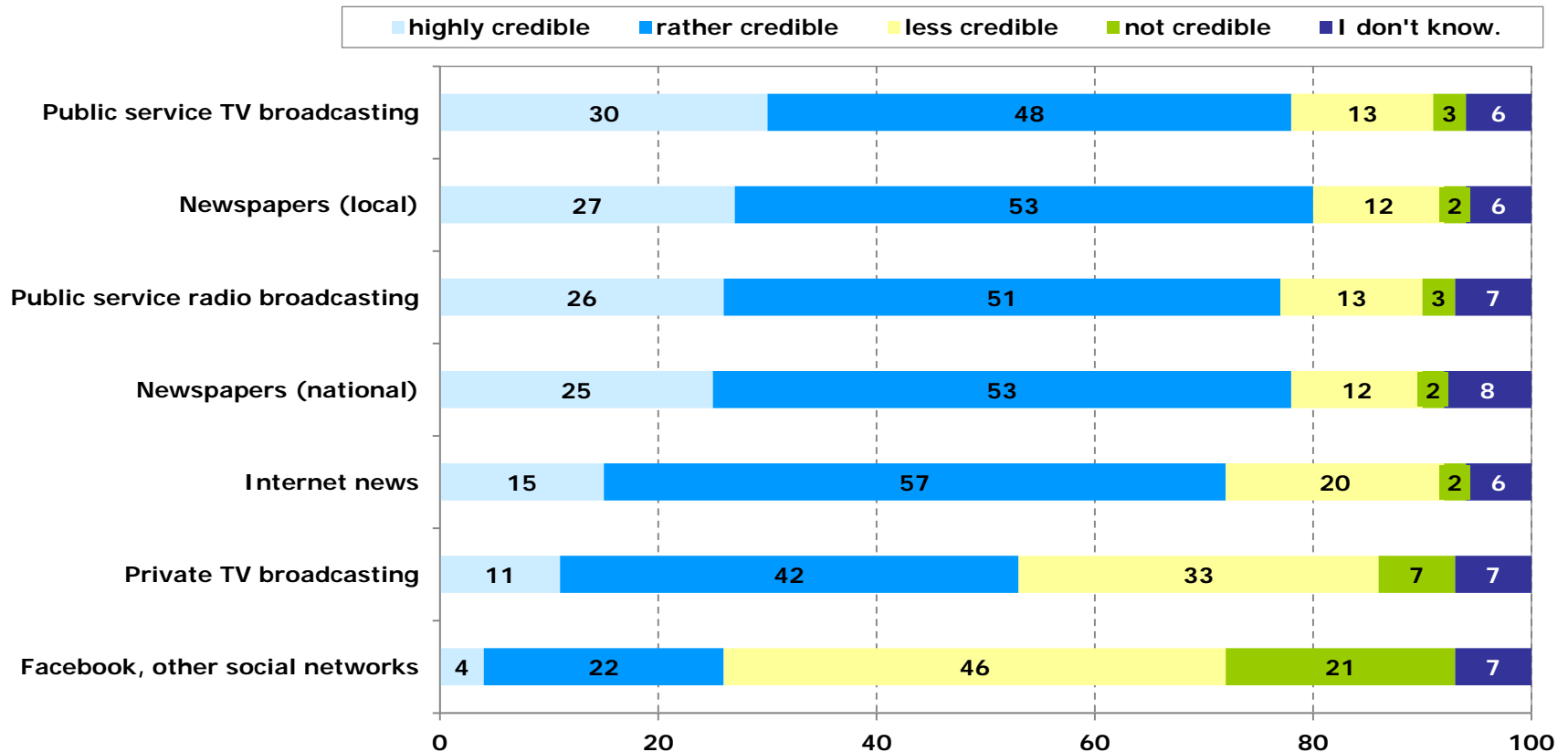


Basis: Total n=440, girls n=213; boys n=227;
14-17 years.

Source: Bravo/YouGov 2017, p. 17.

Credibility of media

14-29 years, selection (percentages)

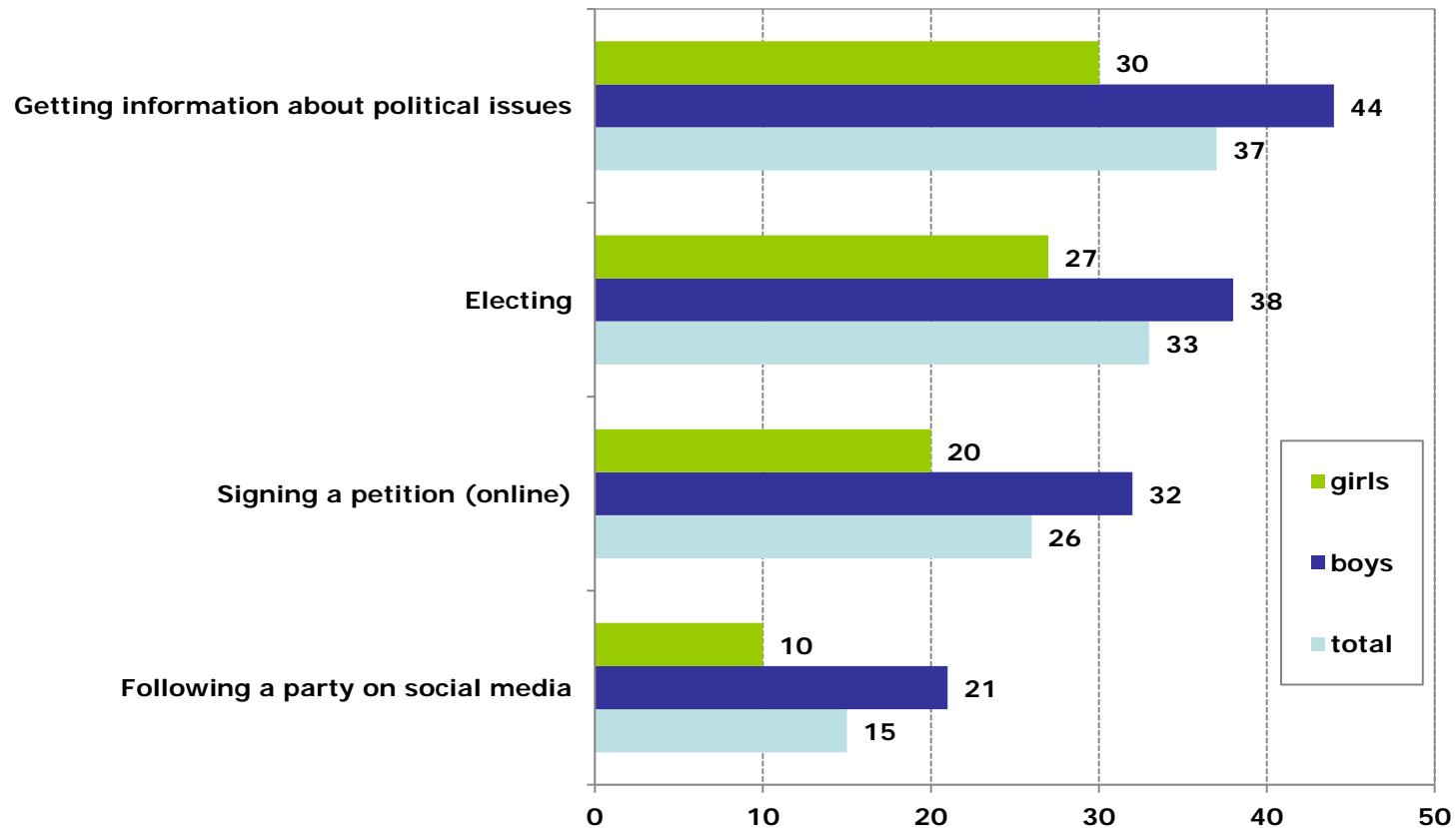


Basis: n=2,001, 14-29 years.

Source: SINUS/mpfs/SWR in: Behrens, Calmbach, Schleer et al., 2014, p. 201.

Political activities of young Germans

14-17 years, by gender, selection, multiple nominations possible, 2017 (percentages)

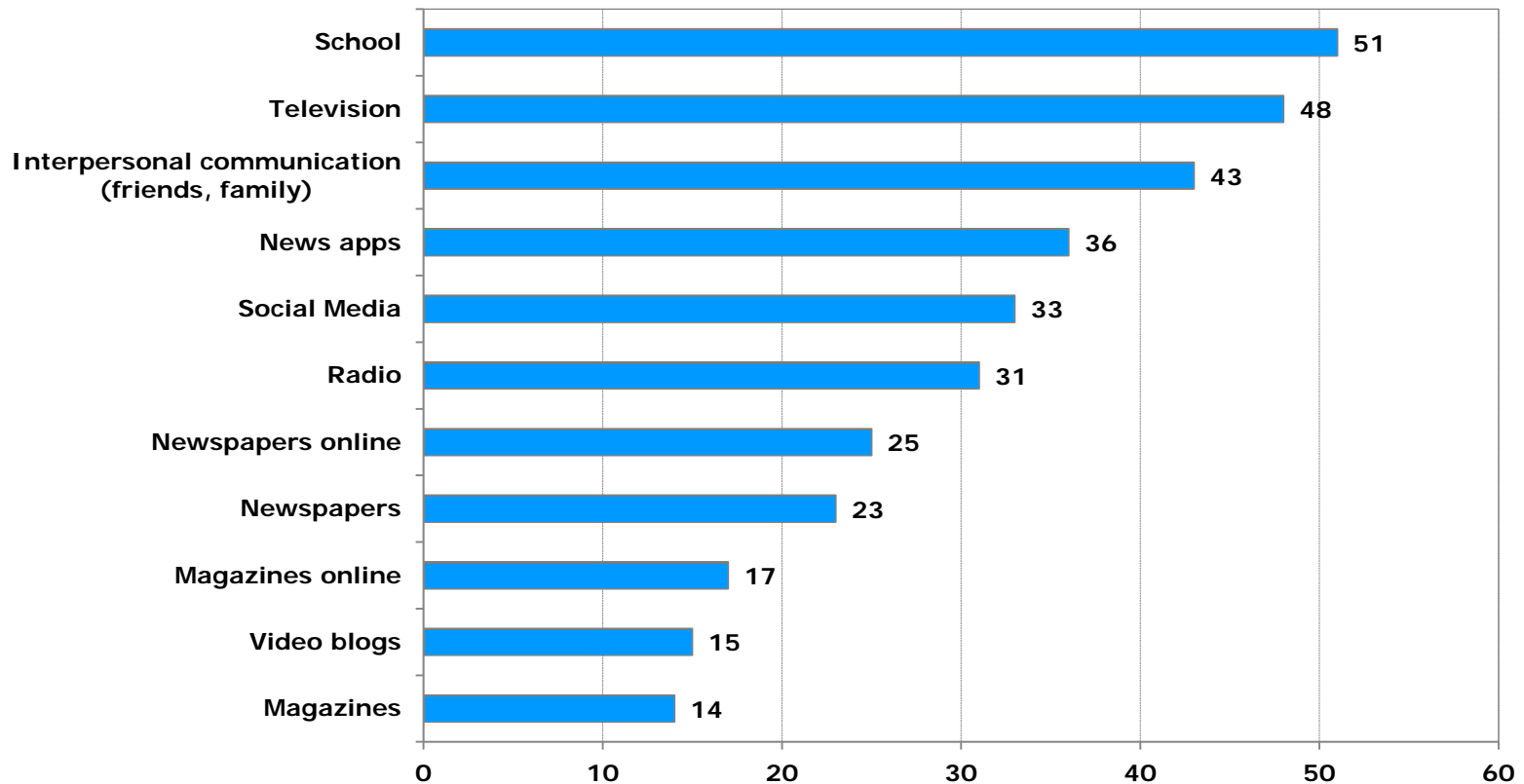


Basis: n=522, 14-17 years.

Source: Bravo/YouGov 2017, p. 10

How do adolescents get political information?

Very often/often, 14-17 years, 2017 (percentages)

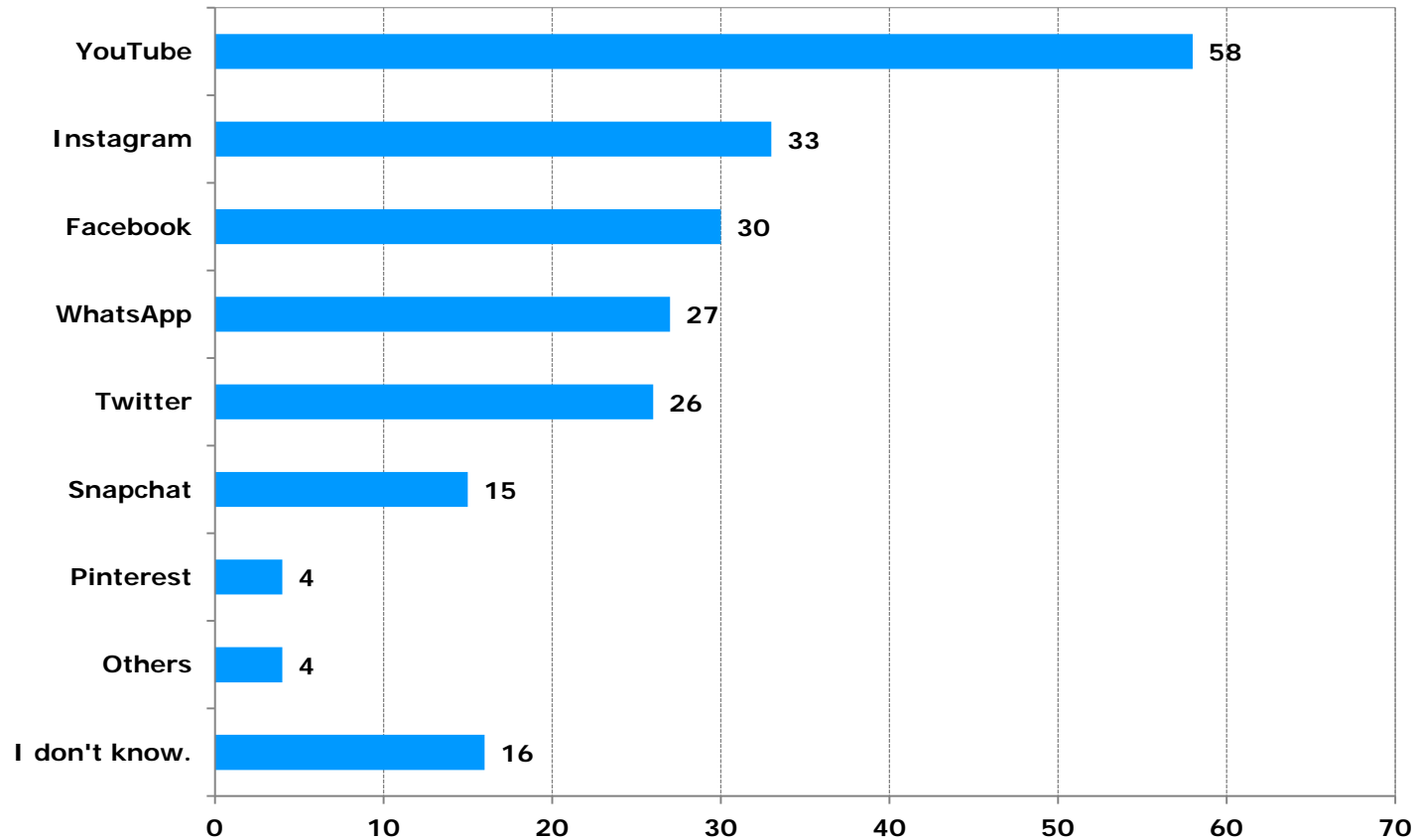


Basis: n=522, 14-17 years.

Source: Bravo/YouGov 2017, p. 14

Favourite social media for political information

2016, multiple nominations possible (Angaben in %)

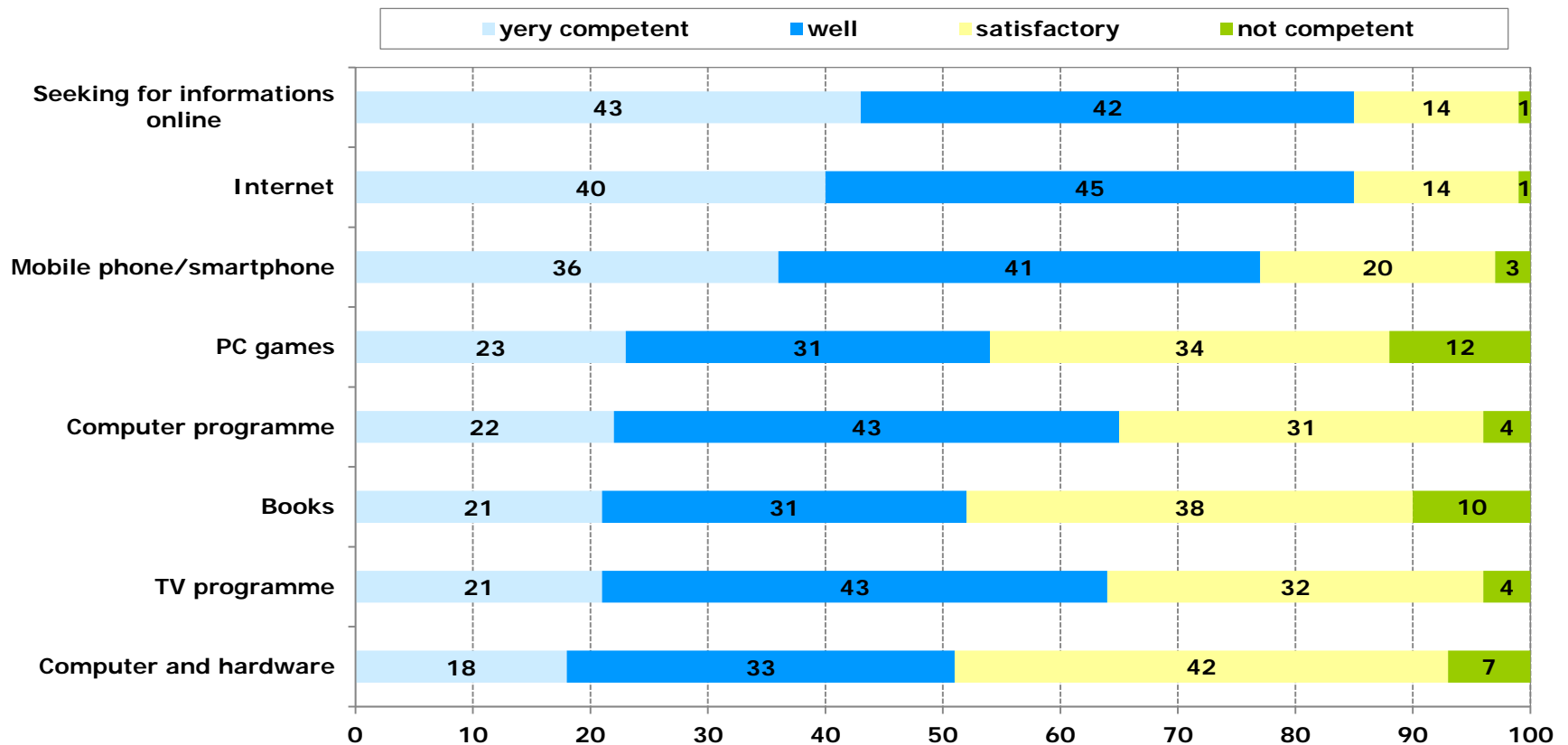


Basis: n=418, 14-17 years; social media users.

Source: Bravo/YouGov 2017, p. 16.

Do young people feel competent in their media use?

14-29 years, selection (percentages)

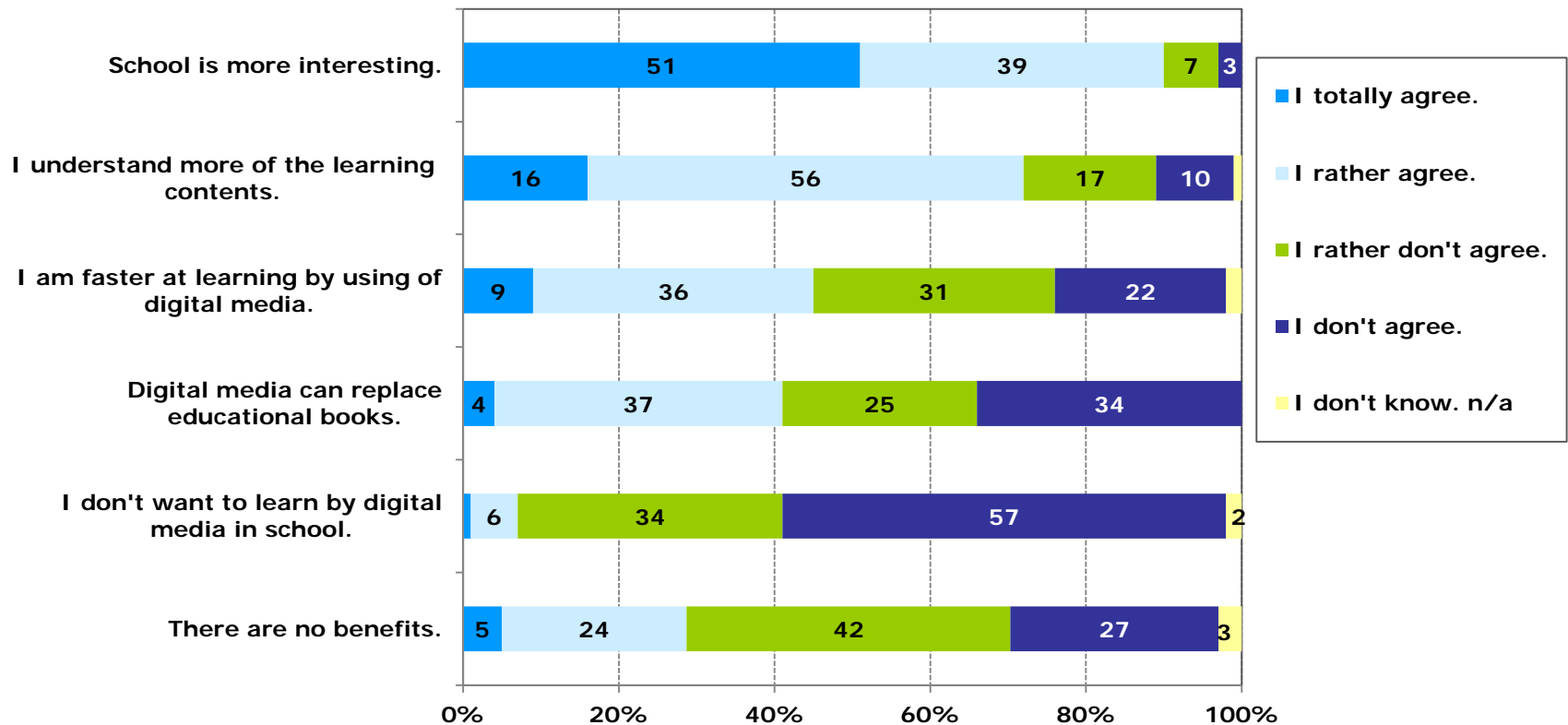


Basis: n=2,001, 14-29 years.

Source: SINUS/mpfs/SWR, in: Behrens, Calmbach, Schleer et al., 2014, p. 206.

Benefits of digital media in school

2015 (percentages)

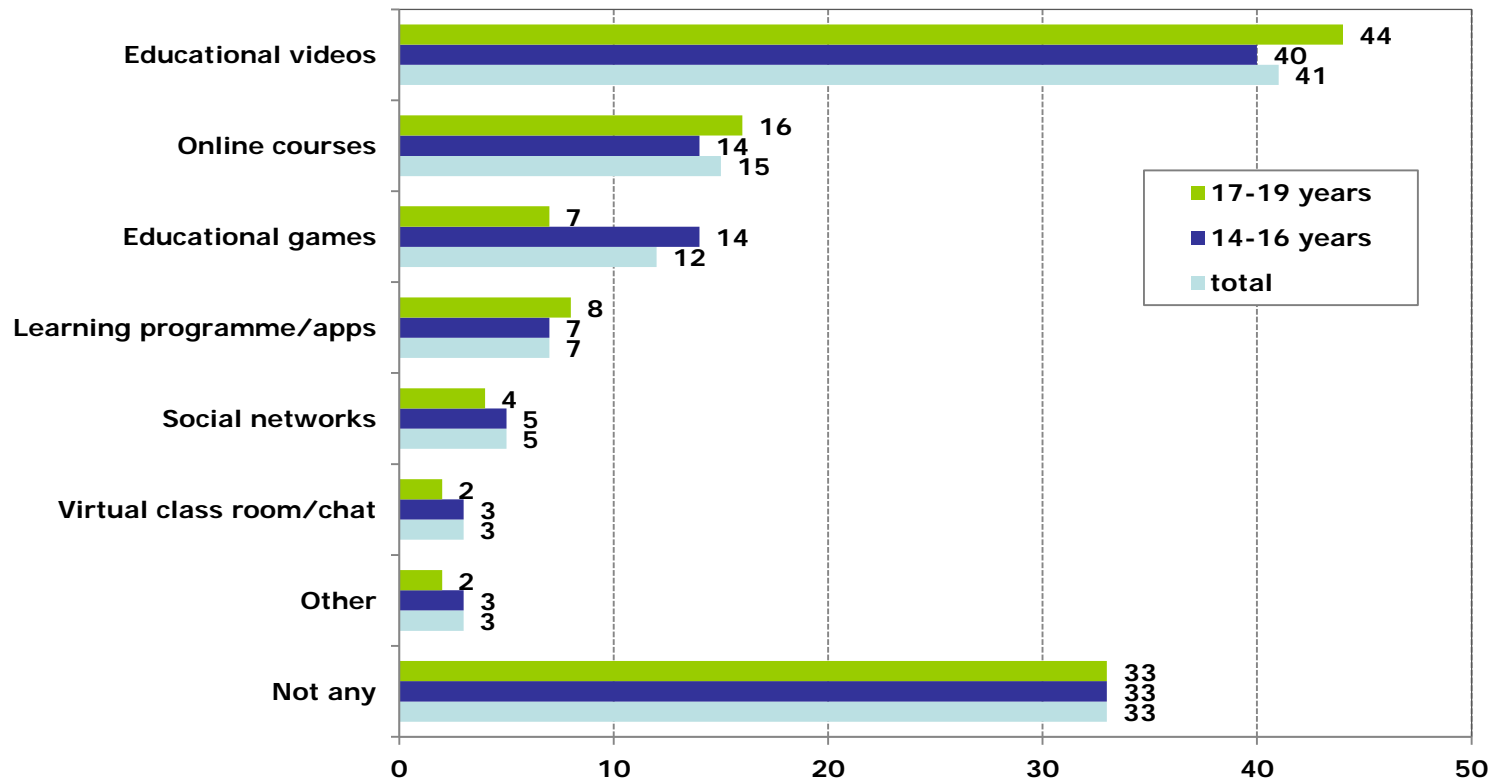


Basis: n=512, pupils, 14-29 years.

Source: Bitkom: Digitale Schule –
vernetztes Lernen, 2015, p. 34.

A lot of pupils are learning by digital media in leisure time

2015 (percentages)



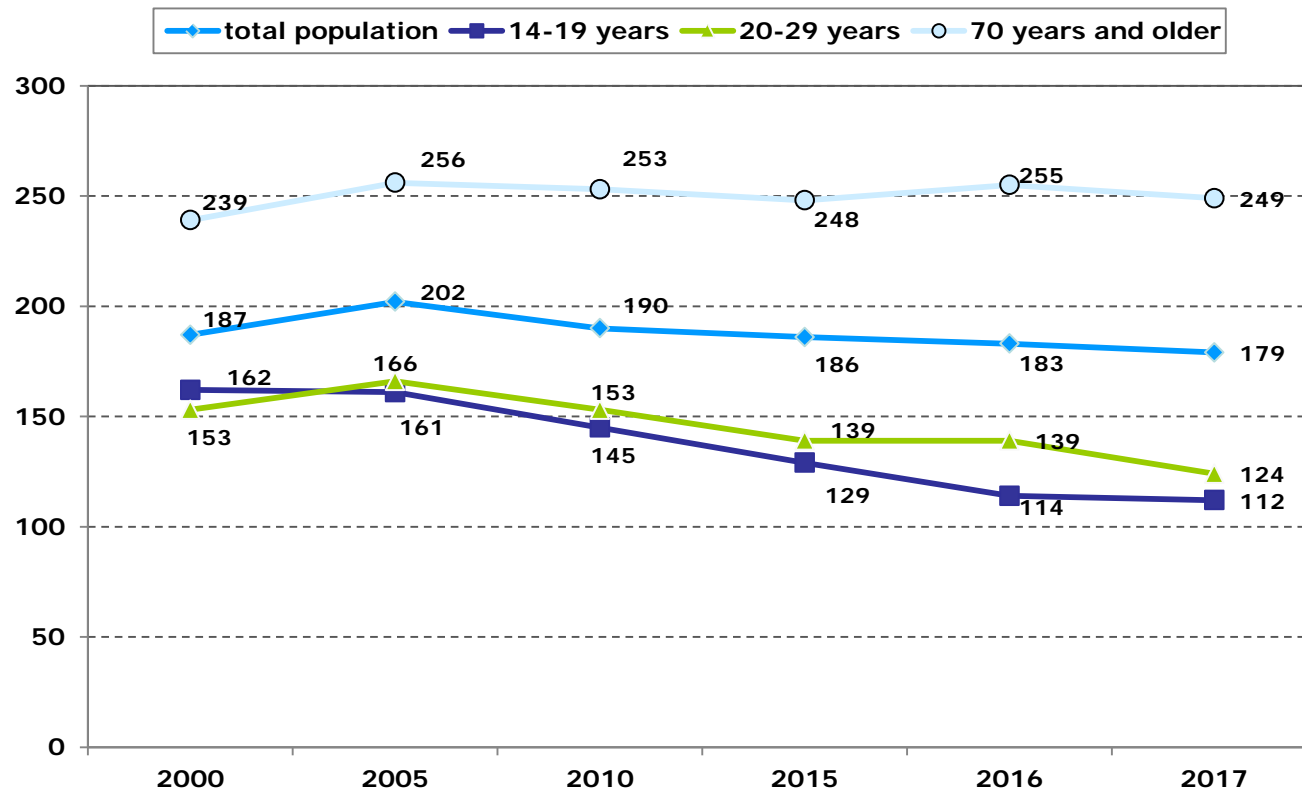
Basis: n=512, pupils, 14-19 years.

Source: Bitkom: Digitale Schule
– vernetztes Lernen, 2015, p. 56.

Adolescents and Television

Development of TV viewing time by age groups

Viewing time in minutes per day, selection, 2000-2017

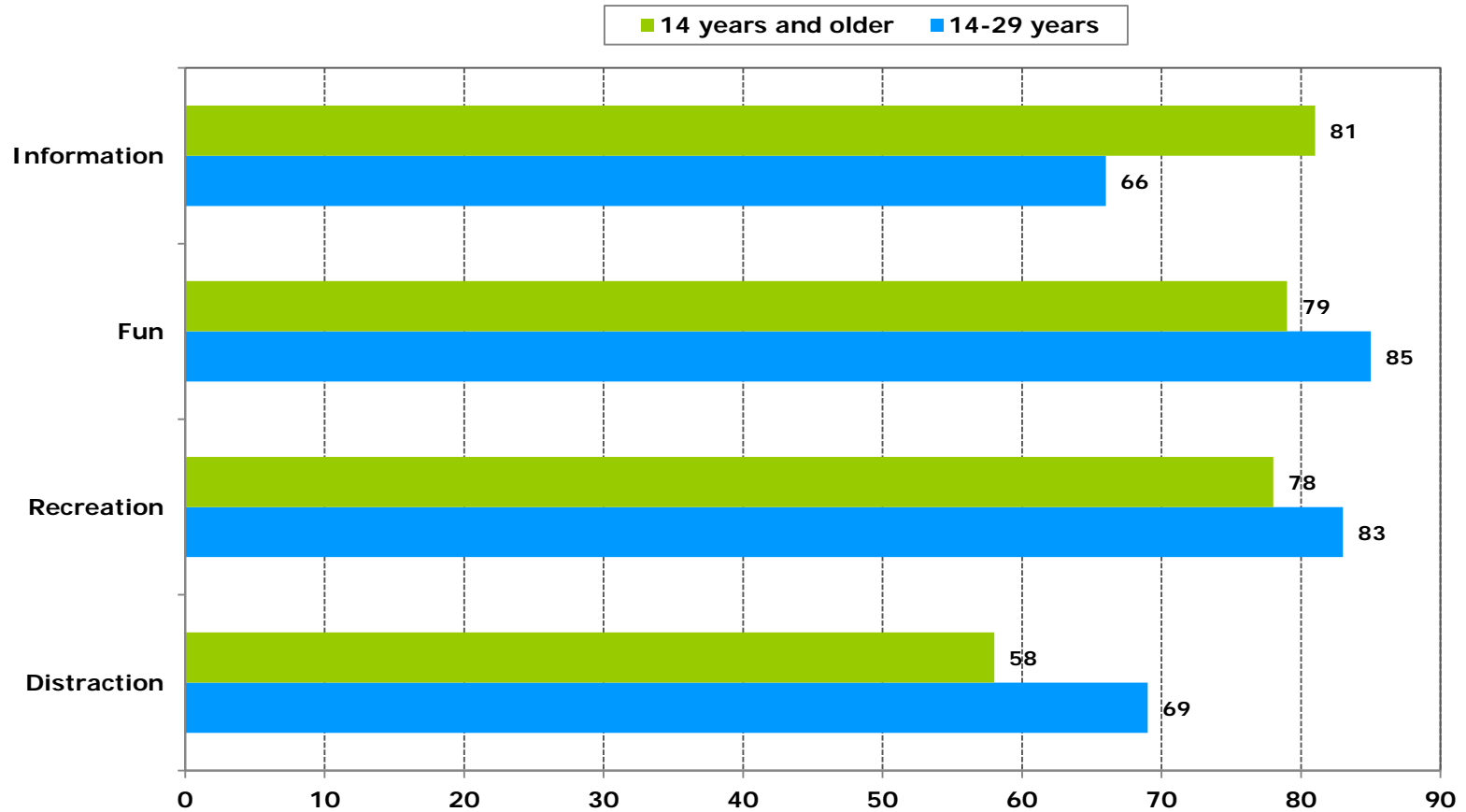


Basis: FRG in total, 14 years and older, 5:00 a.m.-12:00 p.m., Mon-Sun.

Source: Media Perspektiven Basisdaten 2017, p. 69.

Motives for watching TV

By age, 2015 (percentages)

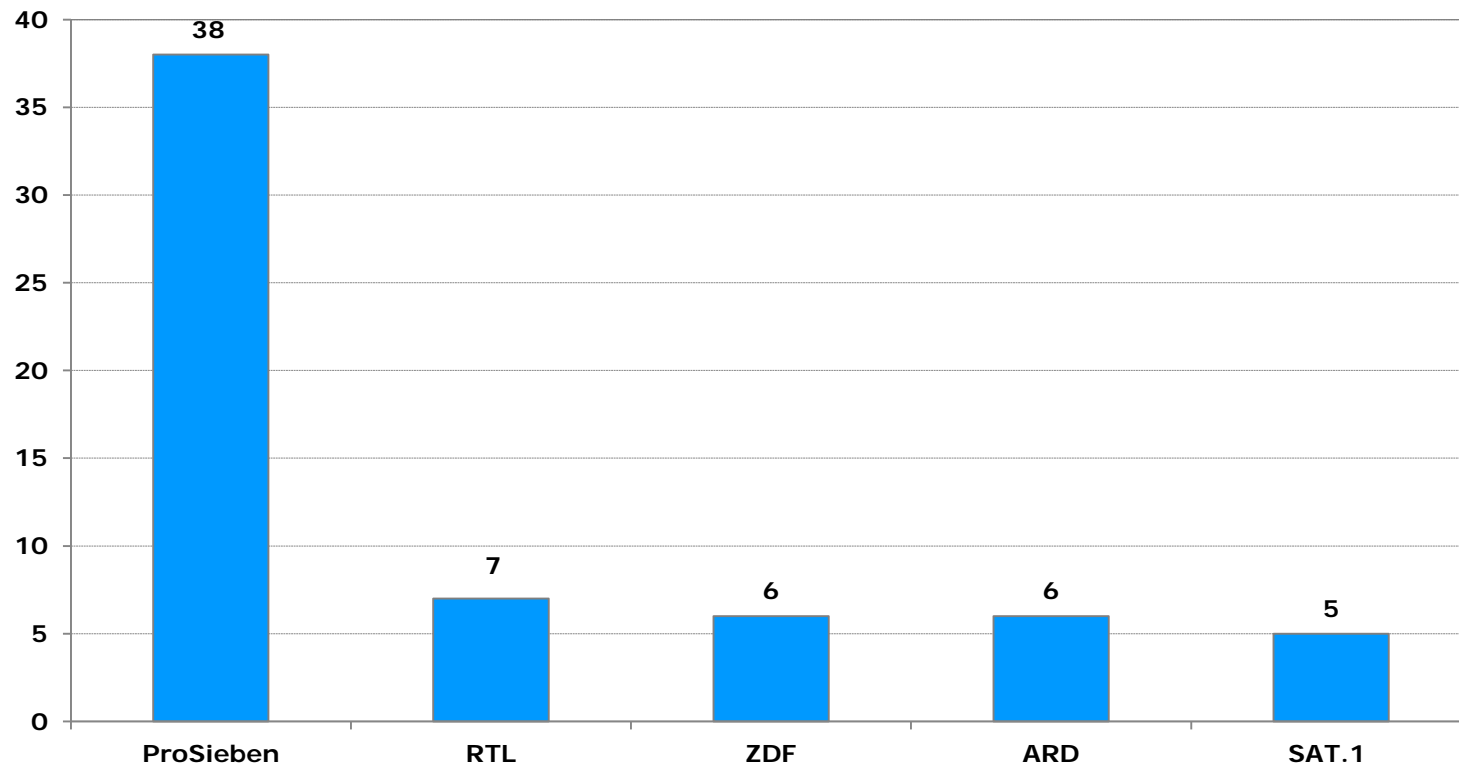


Basis: n=3,953, 14 years and older; watching TV minimum several times a month.

Source: ARD/ZDF-Langzeitstudie
Massenkommunikation. Breunig/Engel 2015, p. 325.

Popular TV broadcasters among German adolescents in 2017

Market shares in age group 12-19 years, 2017 (percentages)

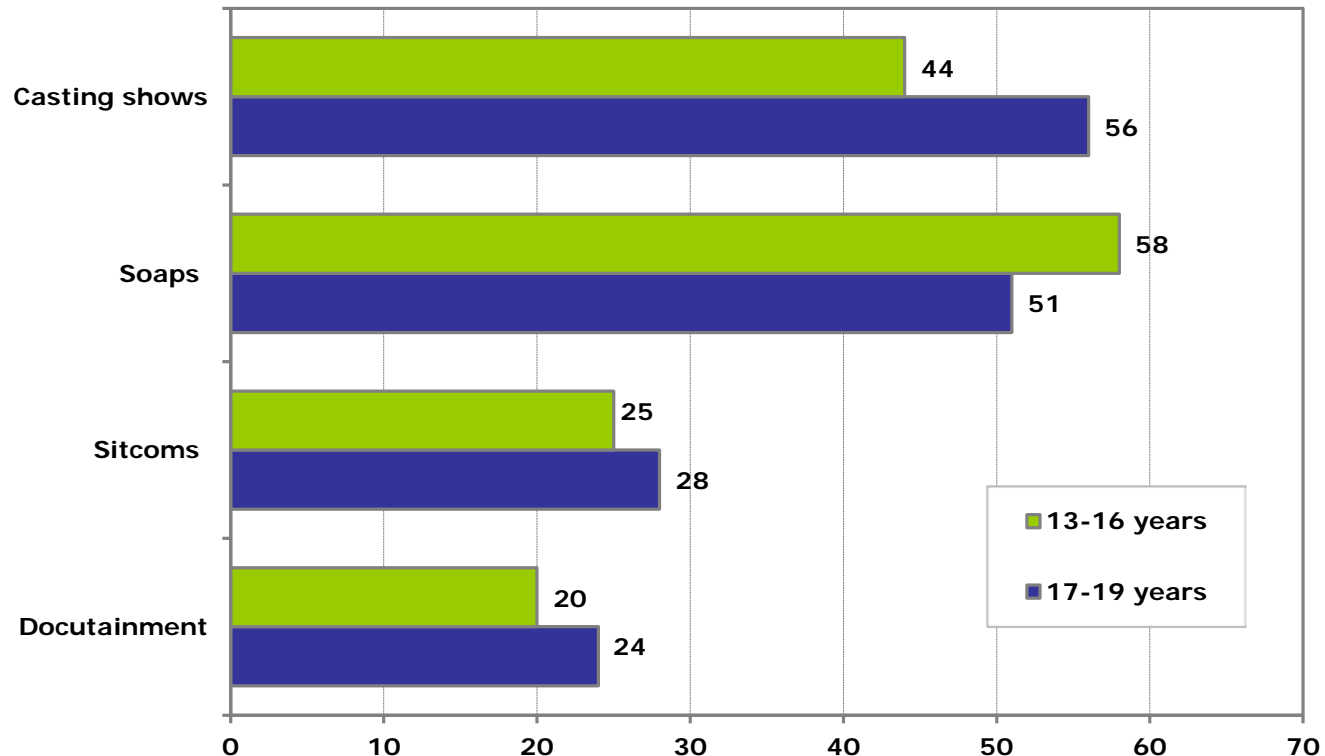


Basis: n=1,2000, 12-19 years.

Source: JIM-Studie 2017, mpfs, p. 40.

Girls' favourite genres in 2018

„What type of programme do you like best?“
multiple nominations possible, 2018, selection (percentages)

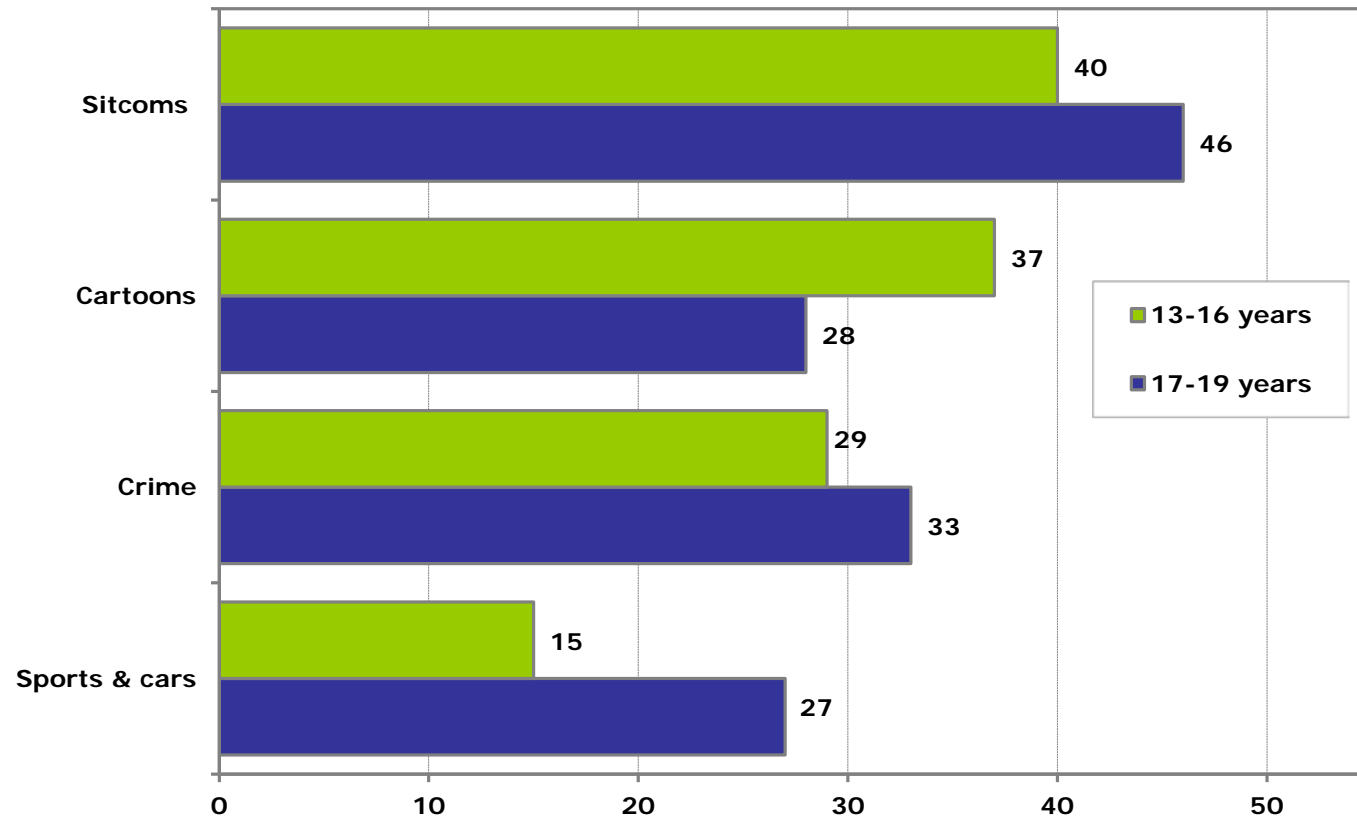


Basis: n=698 girls, 6 bis 19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 23.

Boys' favourite genres 2018

„What type of programme do you like best?“
Multiple nominations possible, 2018, selection (percentages)

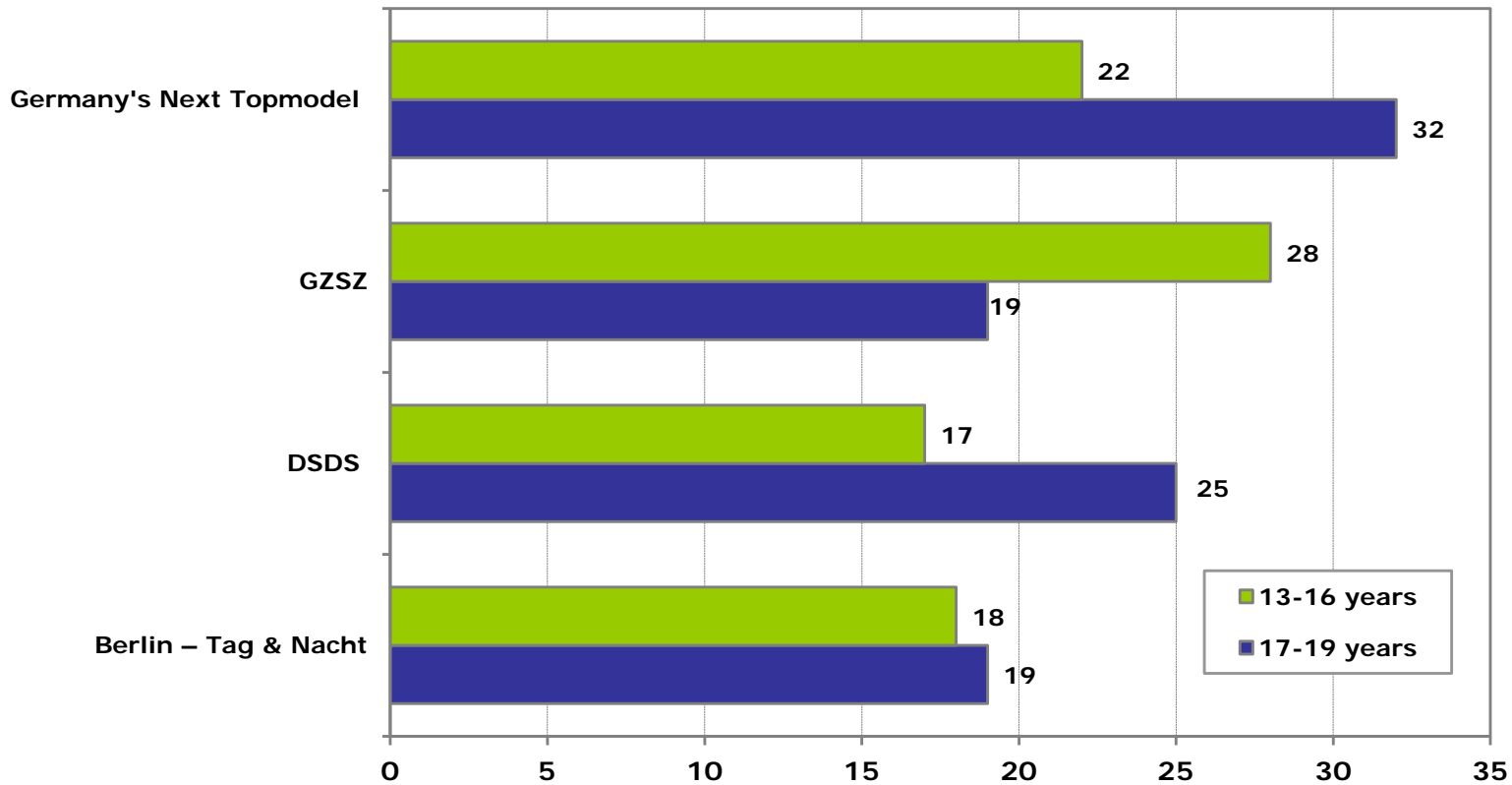


Basis: n=751 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 22.

Which TV programme do German girls like best?

2018, multiple nominations possible, selection (percentages)

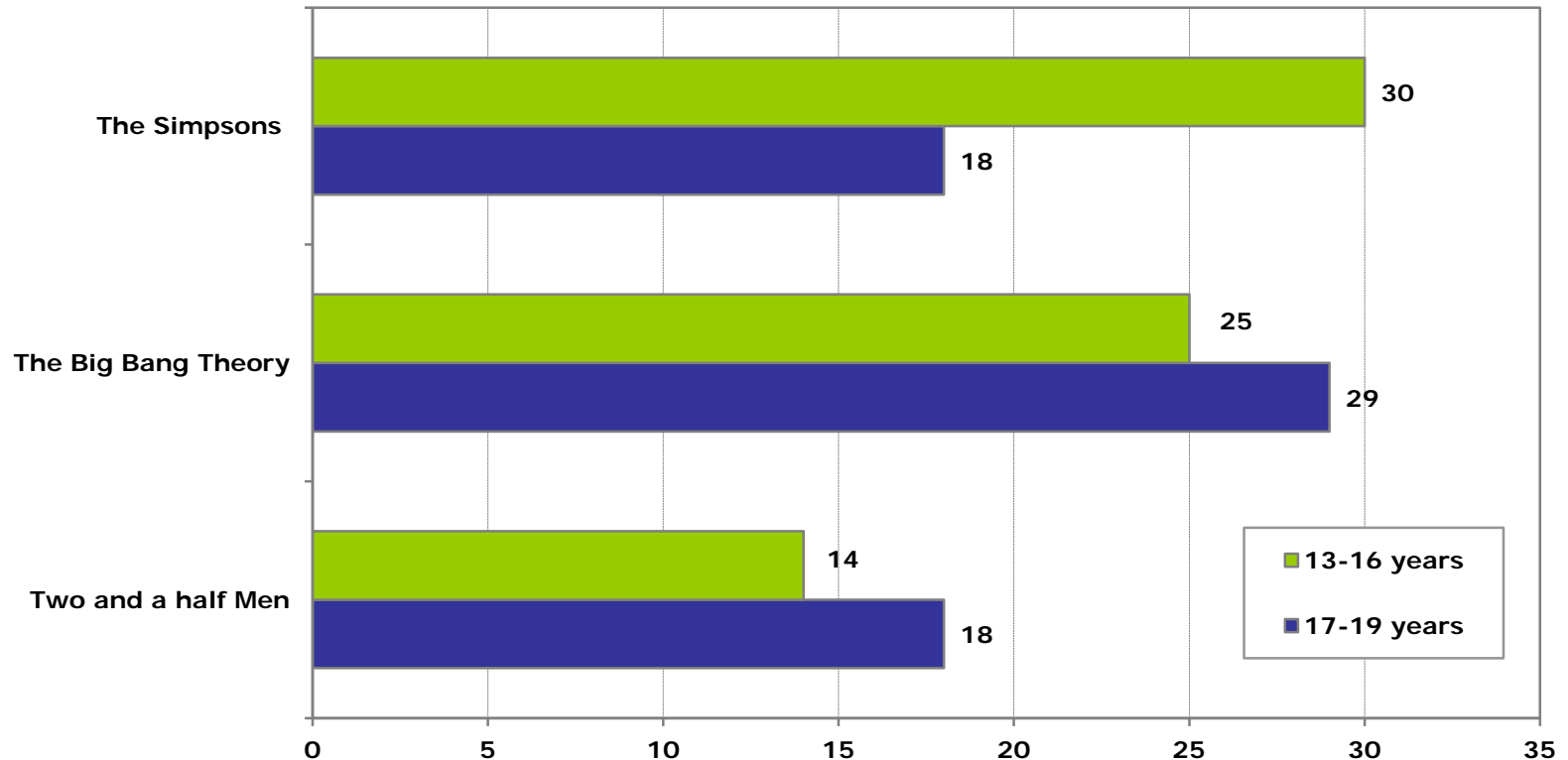


Basis: n=698 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 19.

Which TV programme do German boys like best?

2018, multiple nominations possible, selection (percentages)



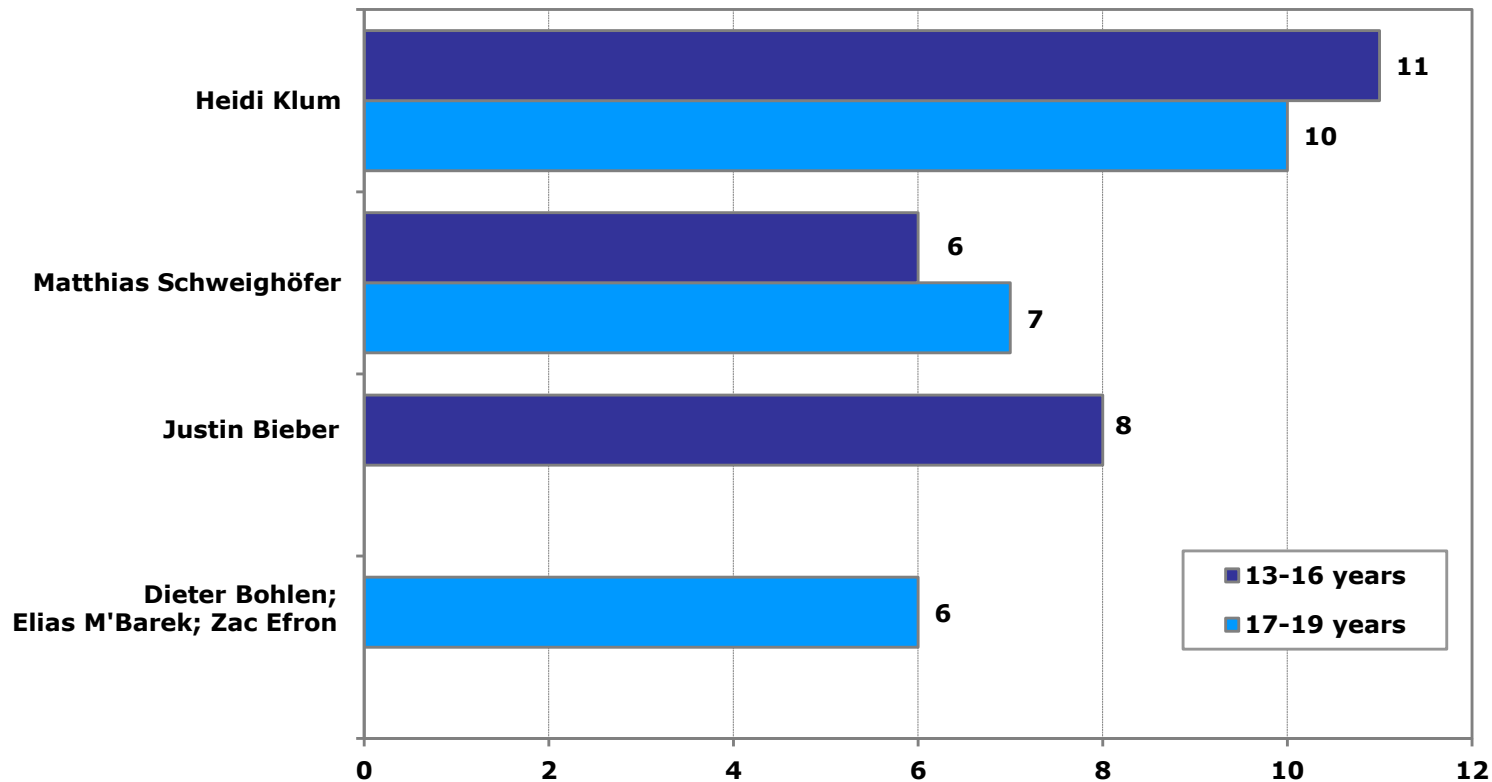
Basis: n=751 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 18.

German Girls' media idols 2018

„Who do you find really awesome currently?“

Unsupported, multiple nominations possible, selection (percentages)



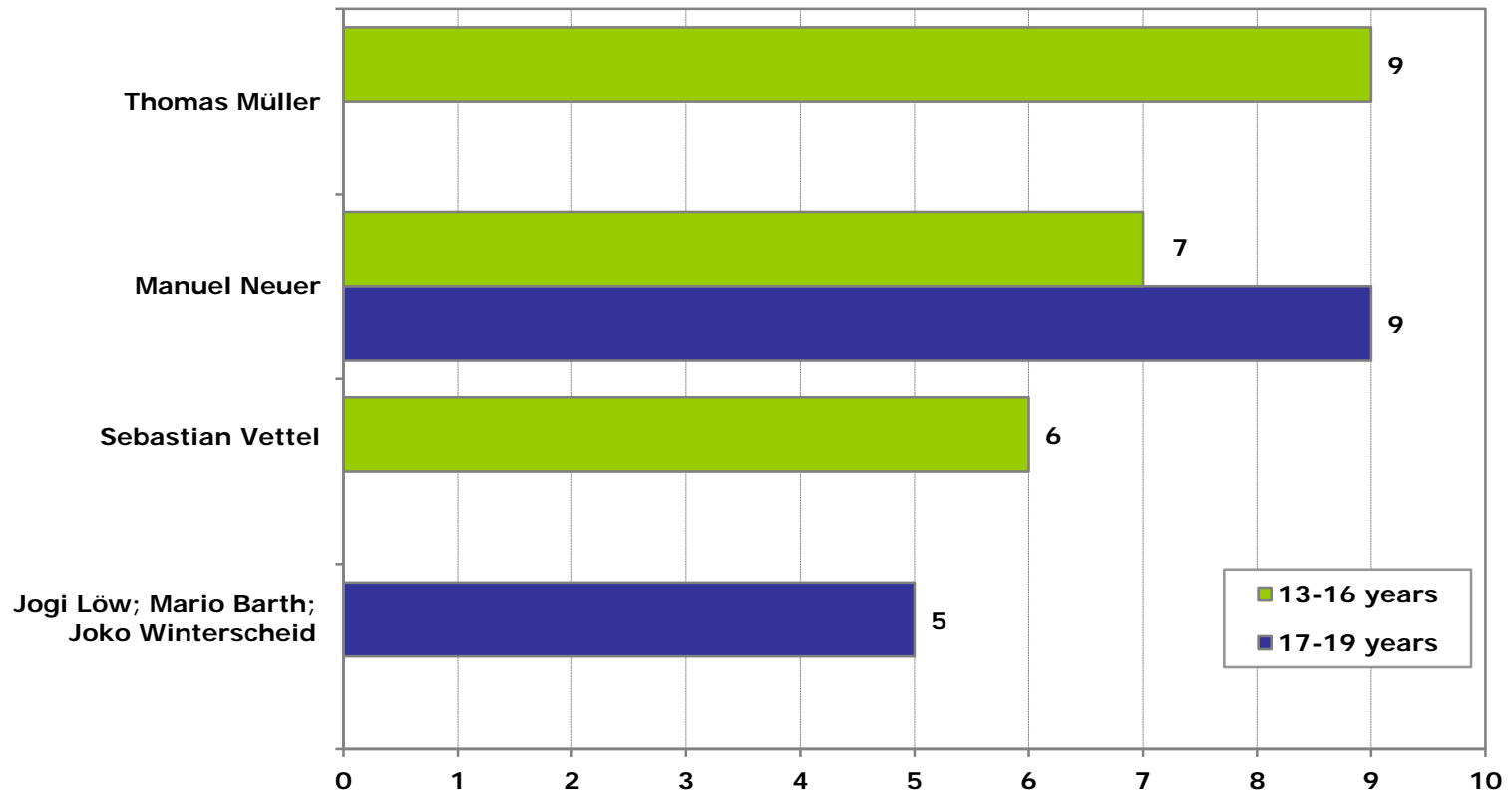
Basis: n=698 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 66.

German Boys' media idols 2018

„Who do you find really awesome currently?“

Unsupported, multiple nominations possible, selection (percentages)

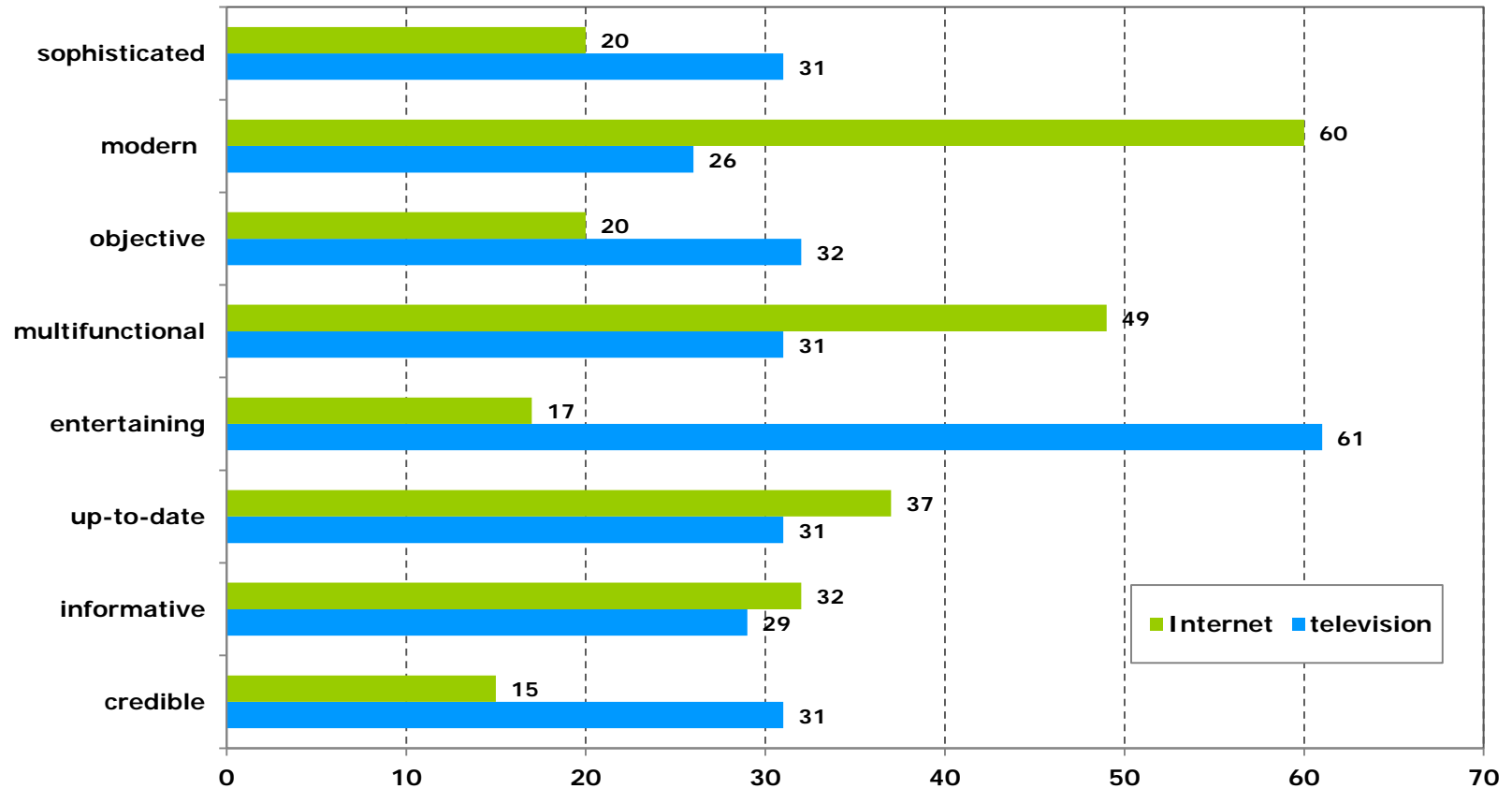


Basis: n=751 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2018, p. 65.

Images of Television and Internet

2015 (percentages)

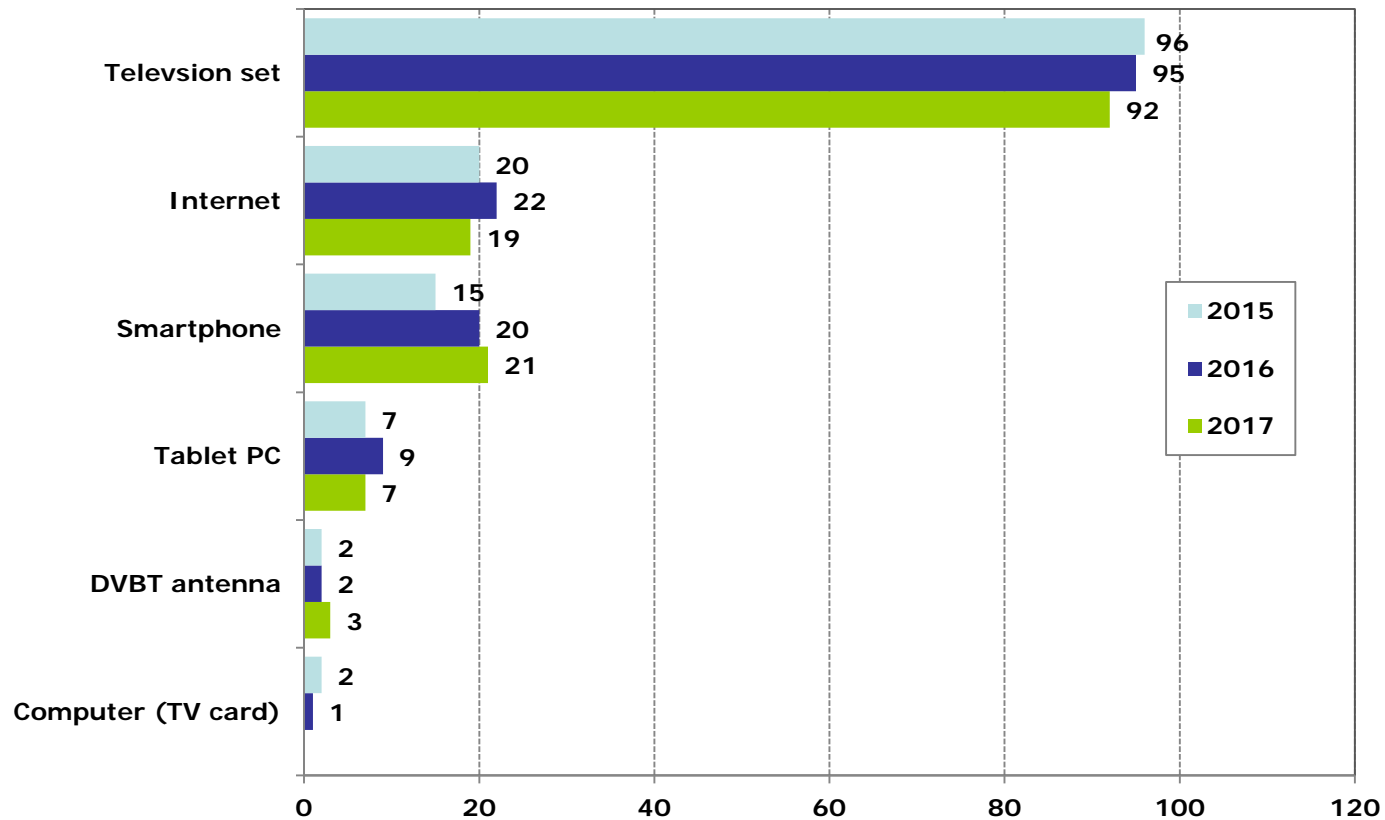


Basis: n=4,300, 14 years and older.

Source: ARD/ZDF-Langzeitstudie
Massenkommunikation. Breunig/Engel 2015, p. 333.

How do German adolescents watch TV?

Last 14 days, 2015-2017 (percentages)

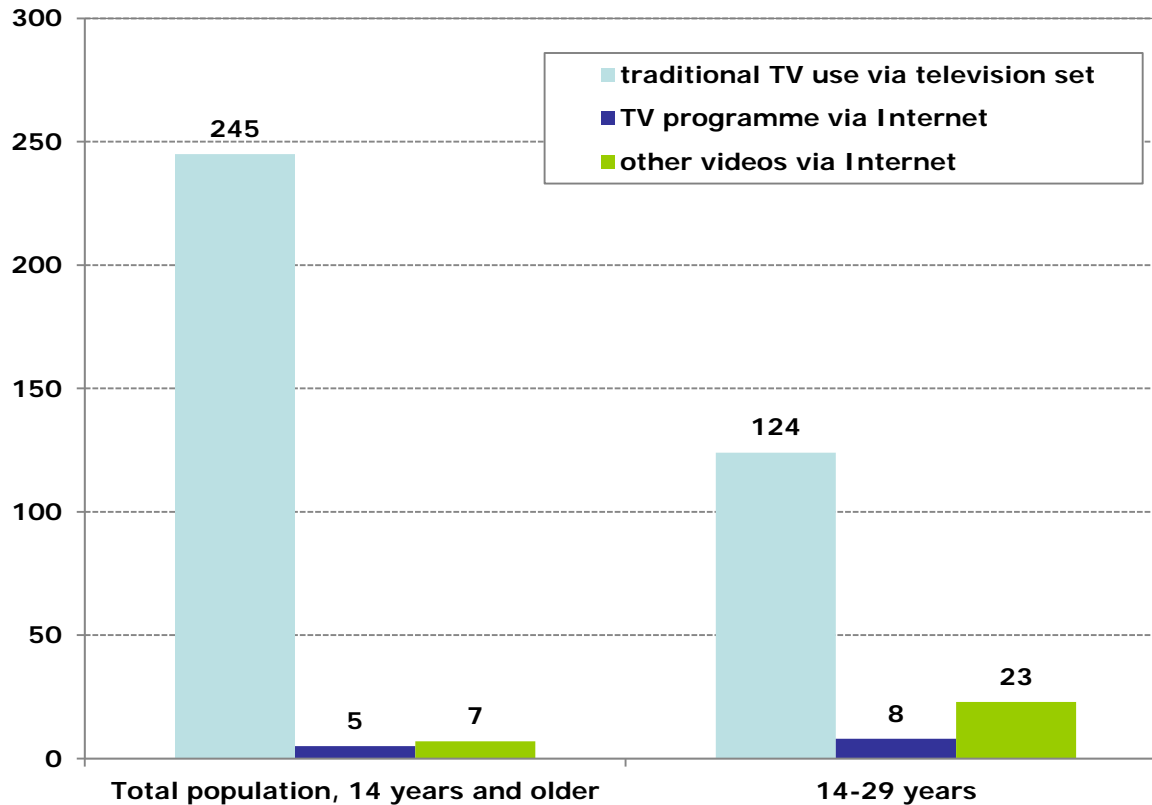


Basis: girls and boys, who are watching TV minimum once in 14 days.

Source: JIM-Studie 2015-2017, mpfs, p. 39.

Traditional TV use and Internet television

2016, in minutes per day

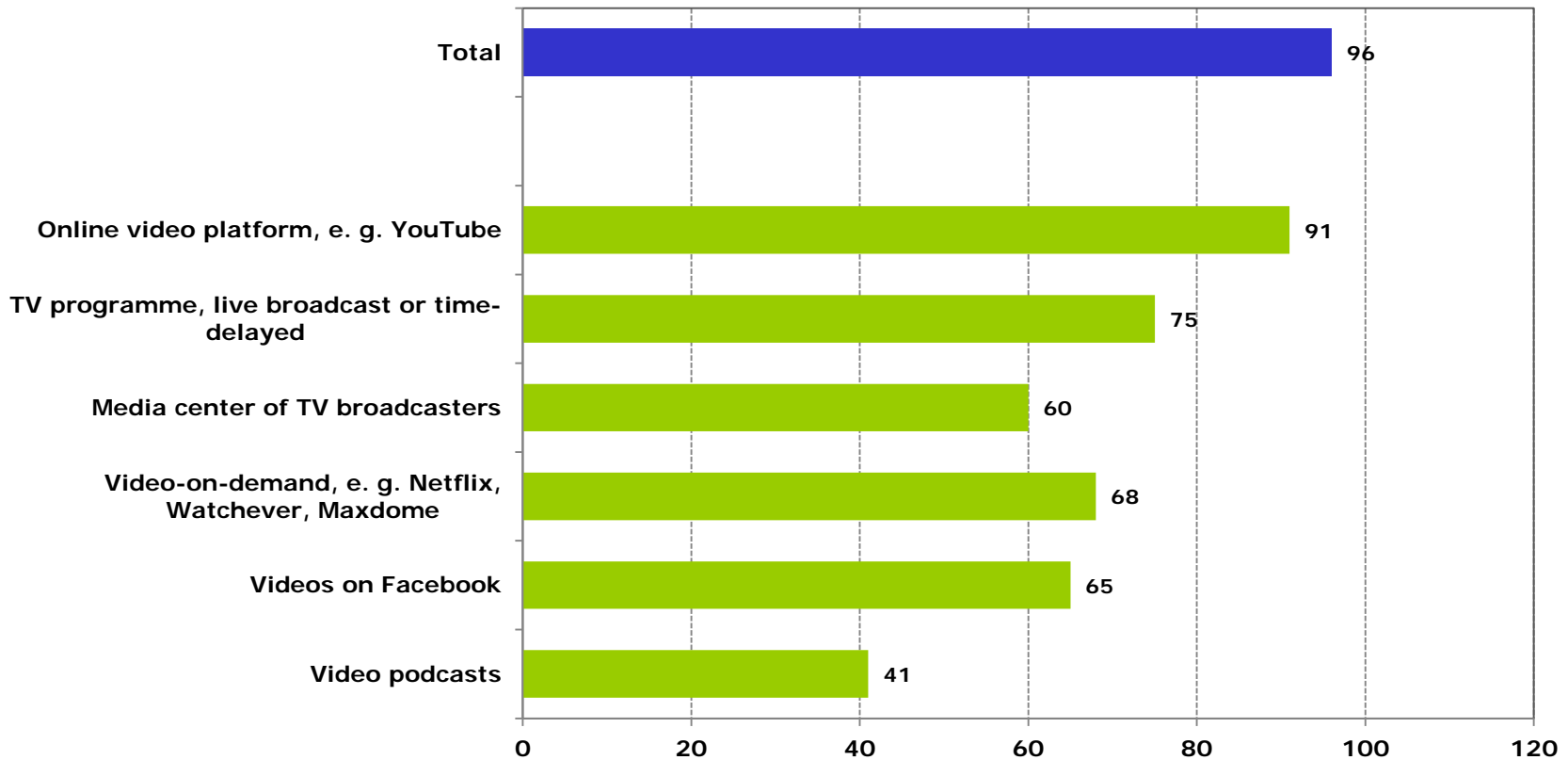


Basis: German speaking people, 14 years and older.

Source: van Eimeren et al., Media Perspektiven 1/2017, p. 21.

Use of TV and web videos

14-29 years, selection, 2017 (percentages)

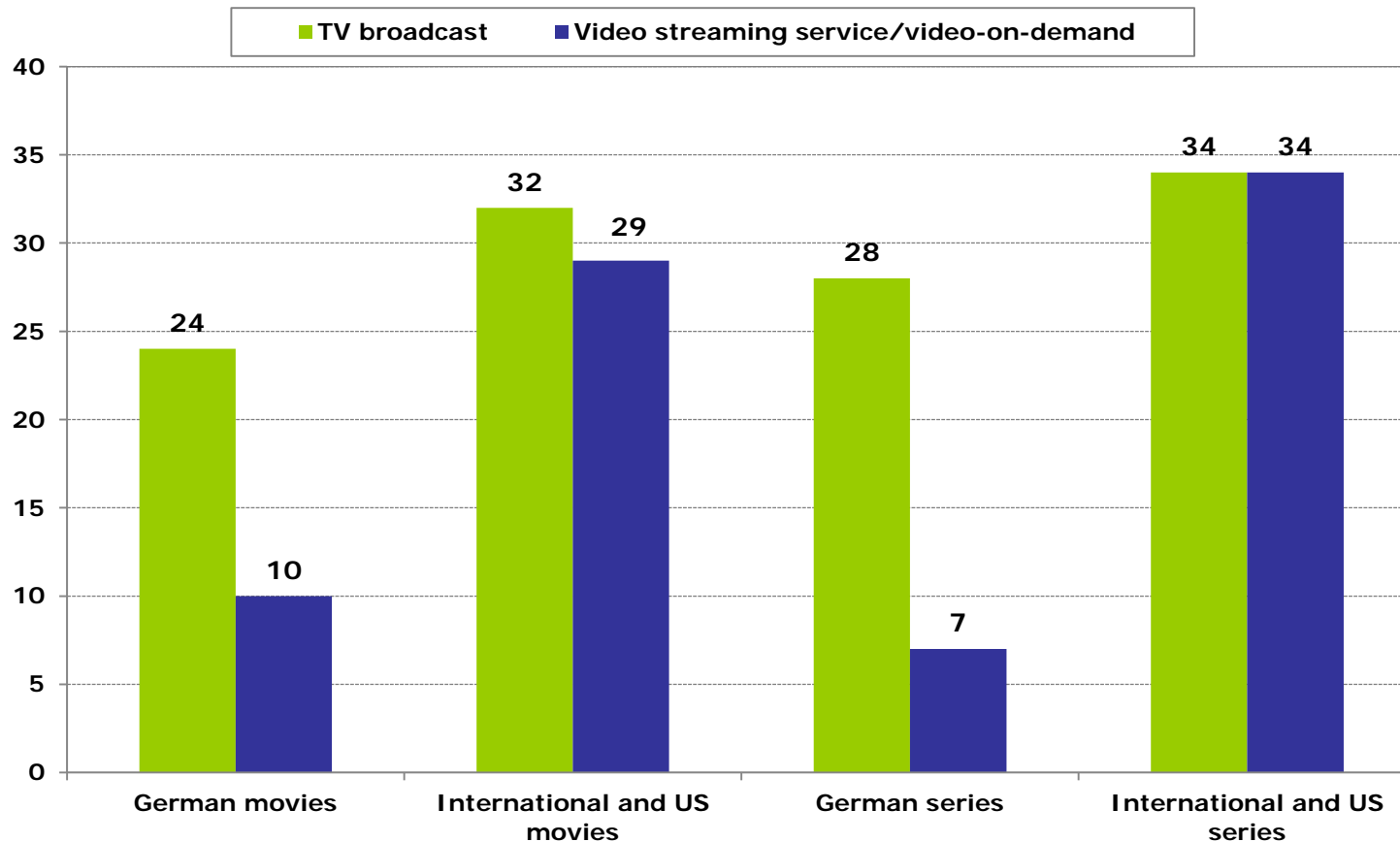


Basis: n=2,017, German speaking people, 14 years and older.

Source: ARD/ZDF-Onlinestudie 2017, Kupferschmitt in: Media Perspektiven 9/2017, p. 450.

How do young Germans watch fictional films and series?

Users of fictional genres, 14-29 years, selection, 2017 (percentages)

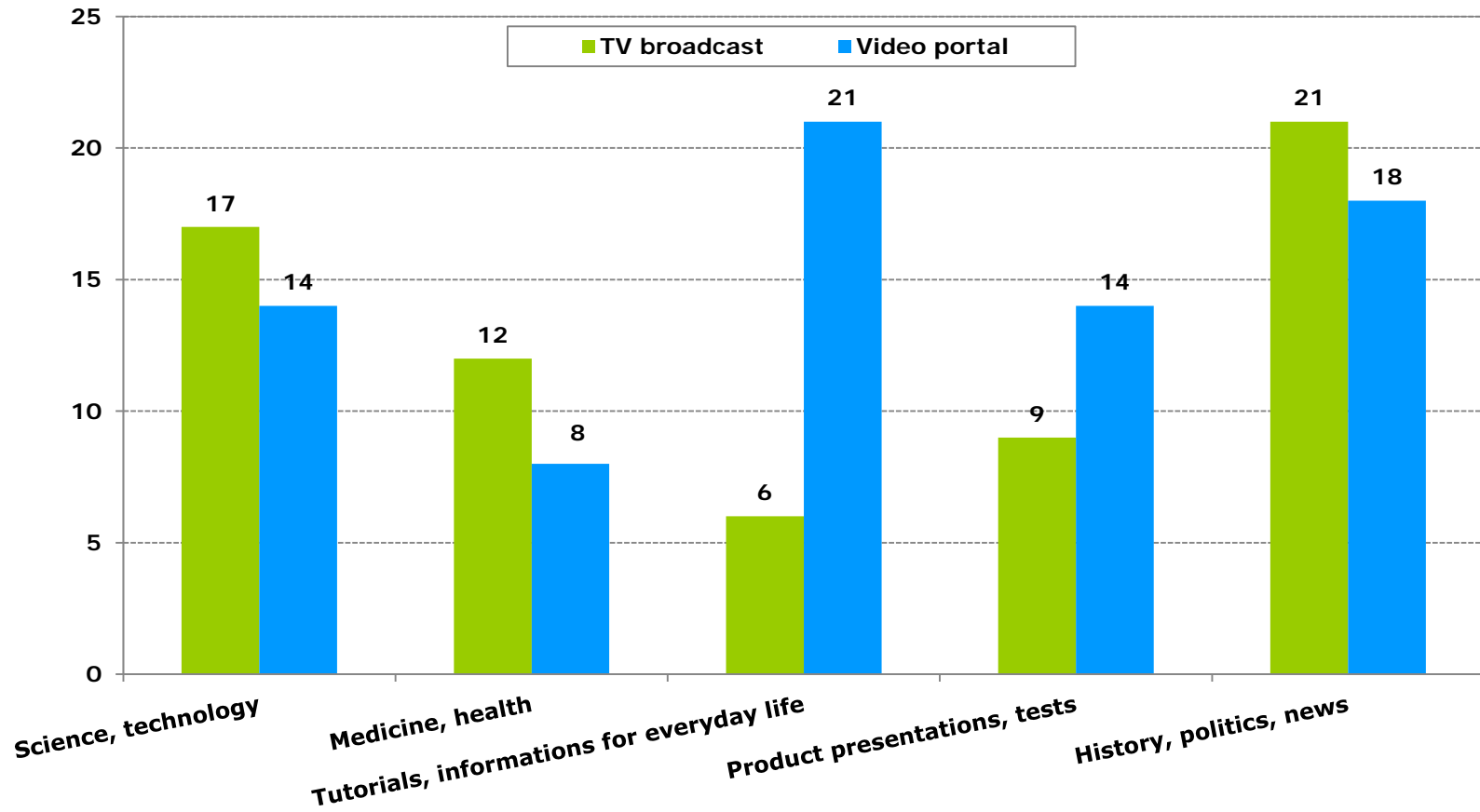


Basis: n=1,505, users of fictional genres, 14 years and older.

Source: ARD/ZDF-Onlinestudie 2017, Kupferschmitt in: Media Perspektiven 9/2017, p. 455.

How do young Germans watch documentaries and how-to-videos?

14-29 years, selection, 2017 (percentages)

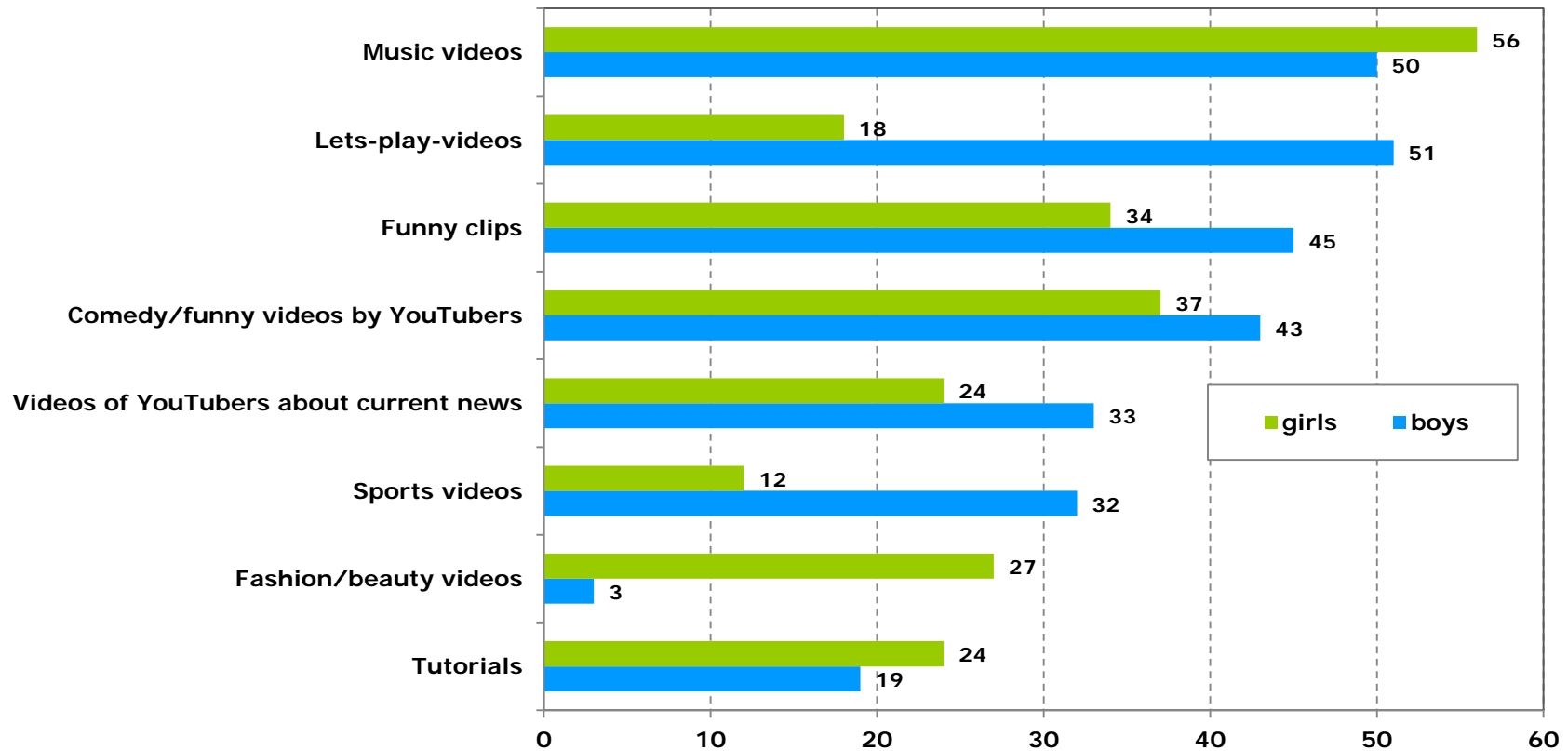


Basis: n=1,345, 14 years and older.

SOURCE: ARD/ZDF-Onlinestudie 2017, Kupferschmitt in: Media Perspektiven 9/2017, p. 460.

What do adolescents watch on YouTube?

By gender, selection, 2017 (percentages)

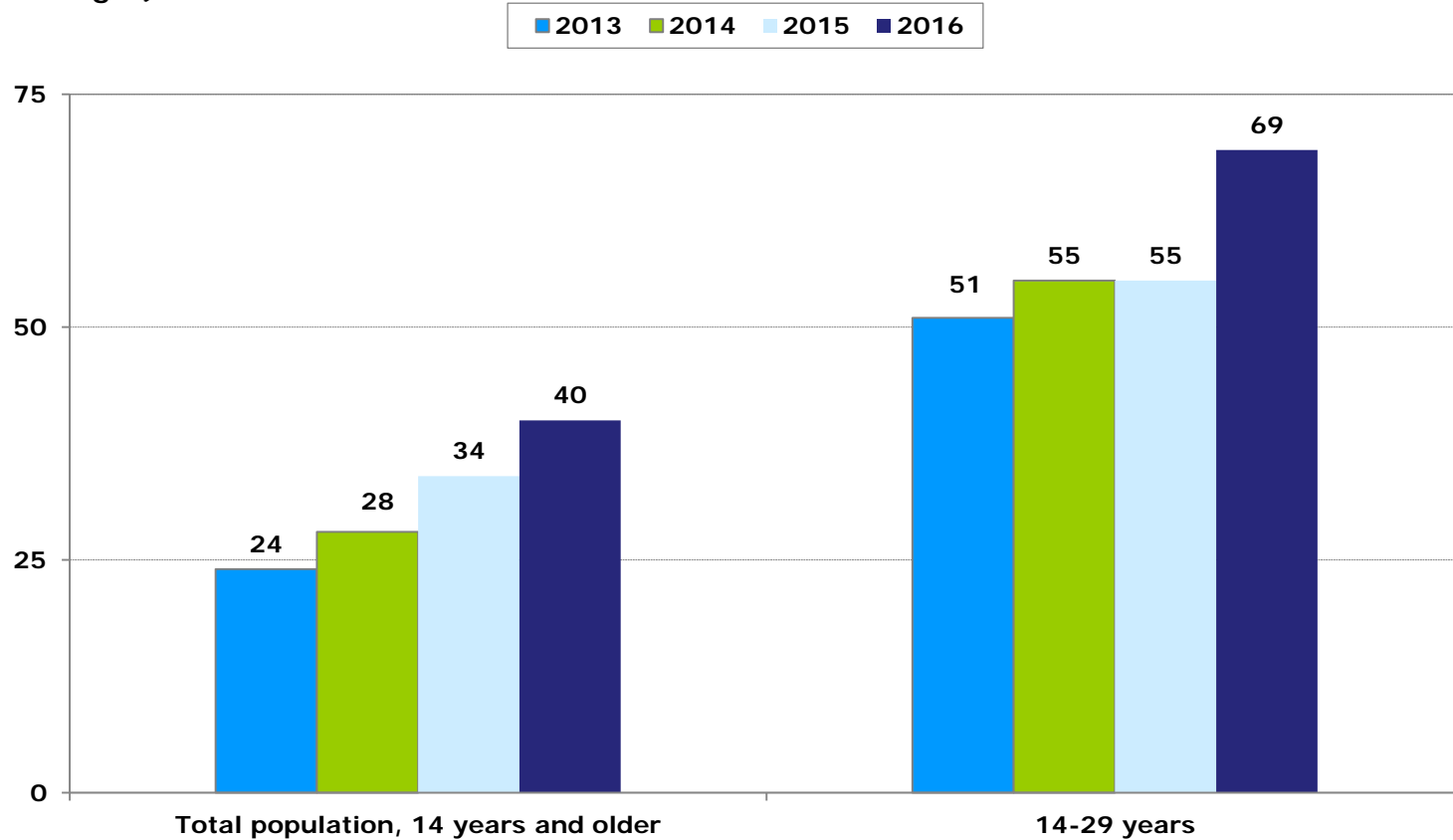


Basis: n=1,191, 12-19 years; adolescents who at least rarely use YouTube.

Source: JIM-Studie 2017, mpfs, p. 44.

Parallel use of TV and Internet

At least weekly parallel Internet use while TV watching, 2013-2016, selection (percentages)



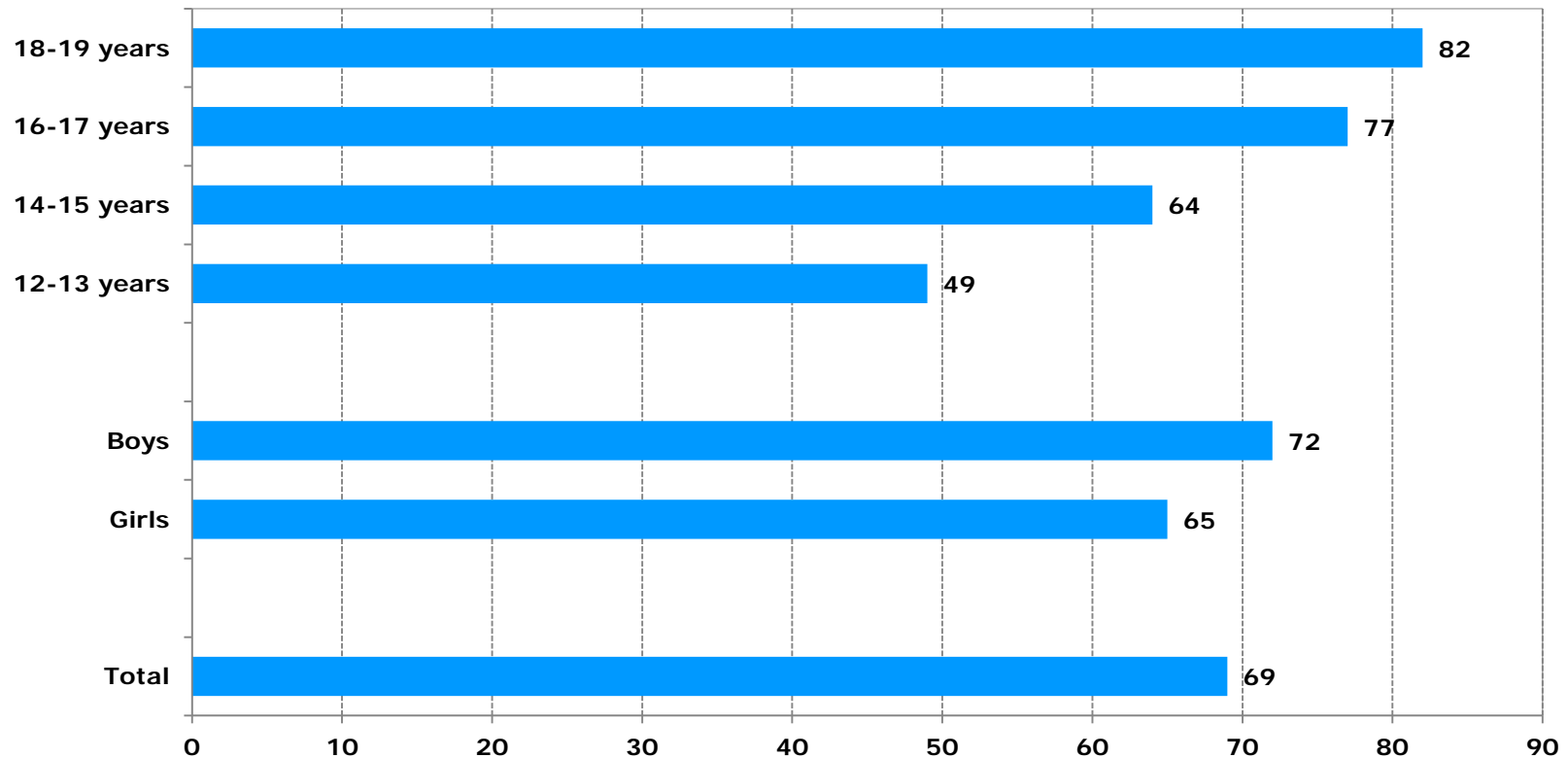
Basis: German speaking people, 14 years and older (2013-2015: n=1,800, 2016: n=1,508).

Source: ARD/ZDF-Onlinestudie 2013-2016. In: Kupferschmitt 2016, p. 455.

Computer, Internet and Social Media

Computer/laptop in personal ownership of German adolescents

By age groups and gender, 2017, percentages

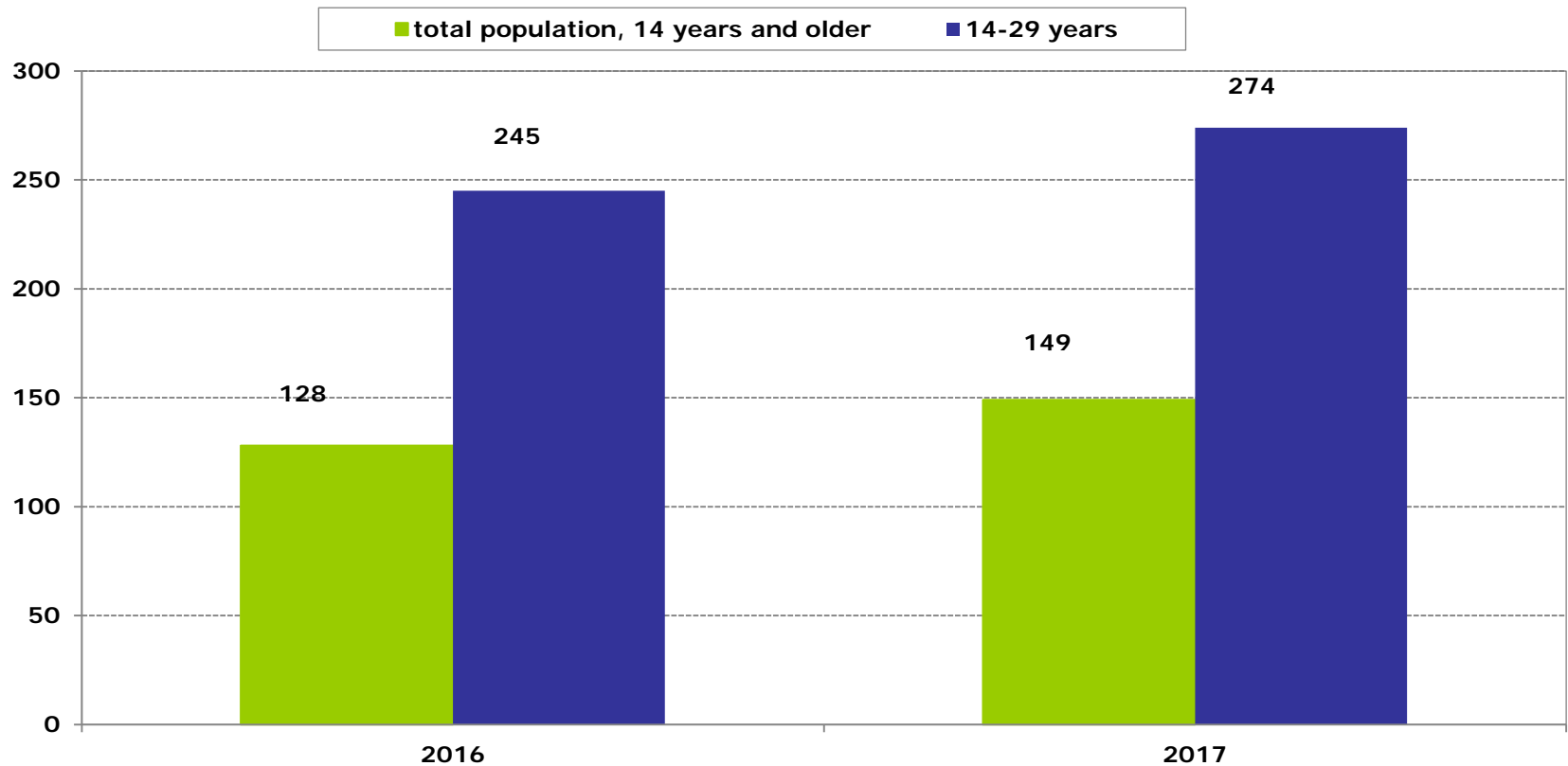


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2017, mpfs, p. 26.

Daily use of Internet 2016 and 2017

By age groups, minutes/day

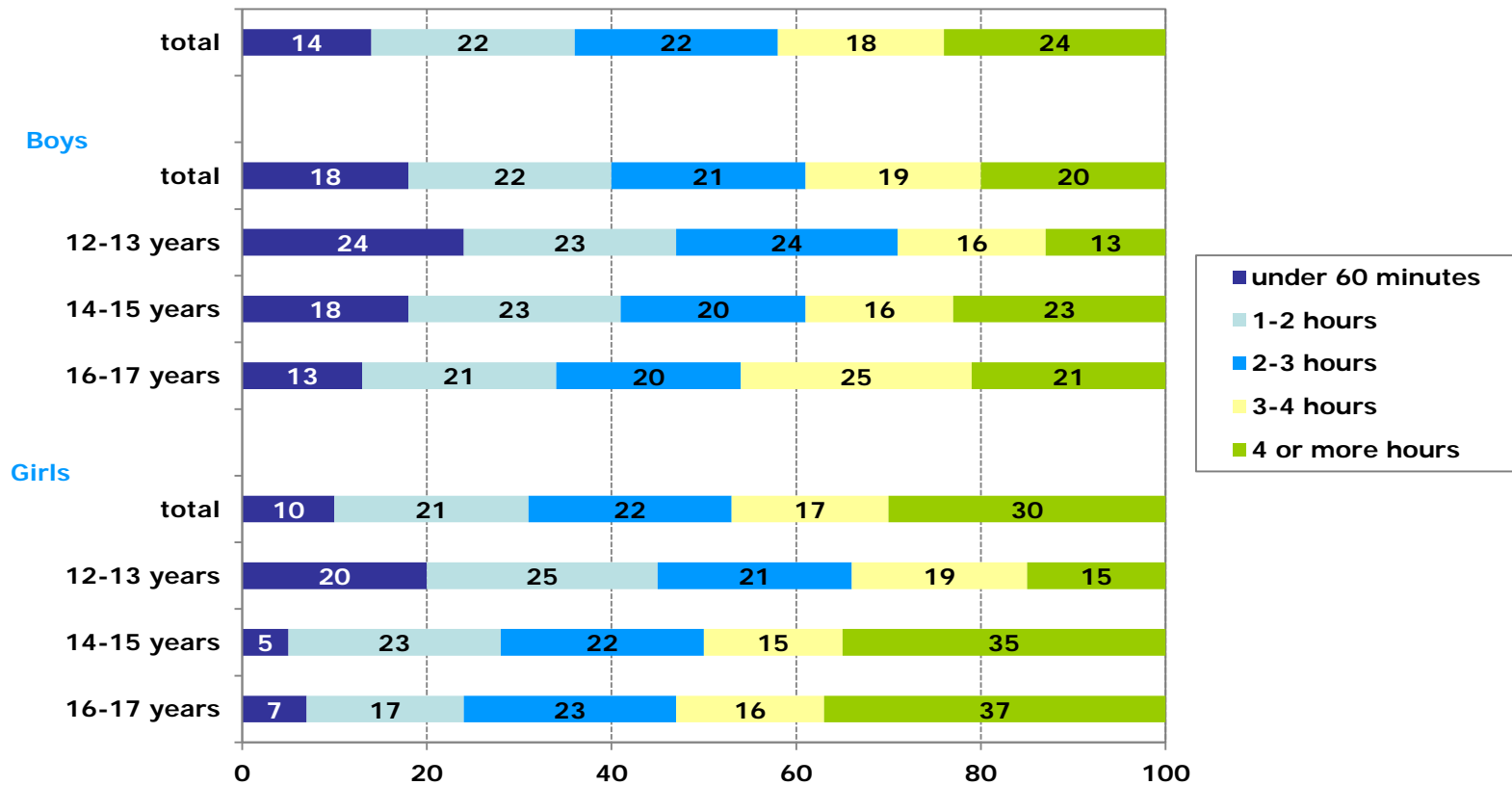


Basis: German speaking people, 14 years and older. 2017: n=2,017; 2016: n=1,508.

Source: ARD/ZDF-Online-Studien 2016 and 2017, in: Koch/Frees 2017, p. 438.

Usage of social media

Daily use of social media (Computer, tablet or smartphone), percentages

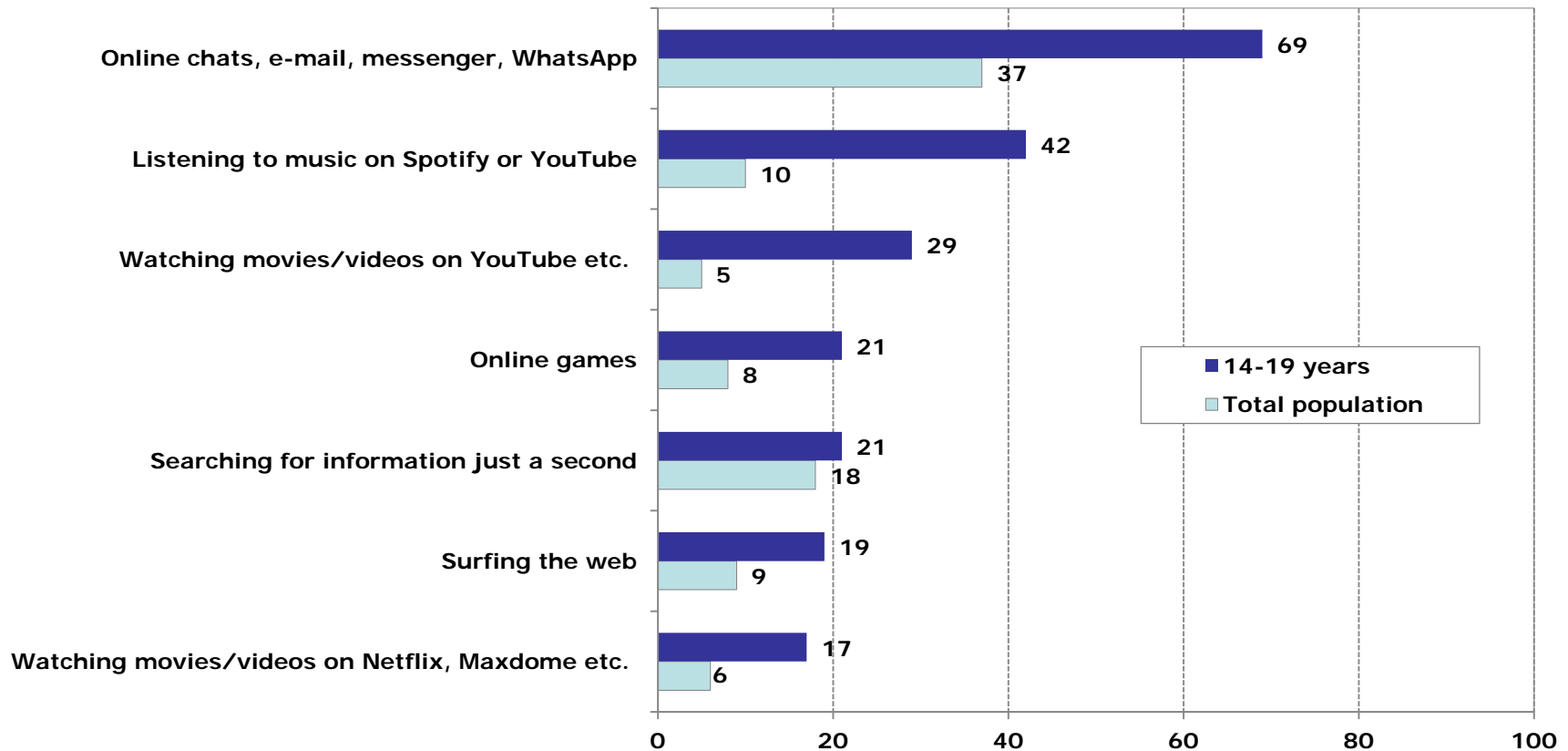


Basis: 1.001 12- to 17-year-olds.

Source : DAK-Studie 2017, p. 8.

Activities on the web: a comparison between total population and 14- to 19-year-olds

2017, selection (percentages)

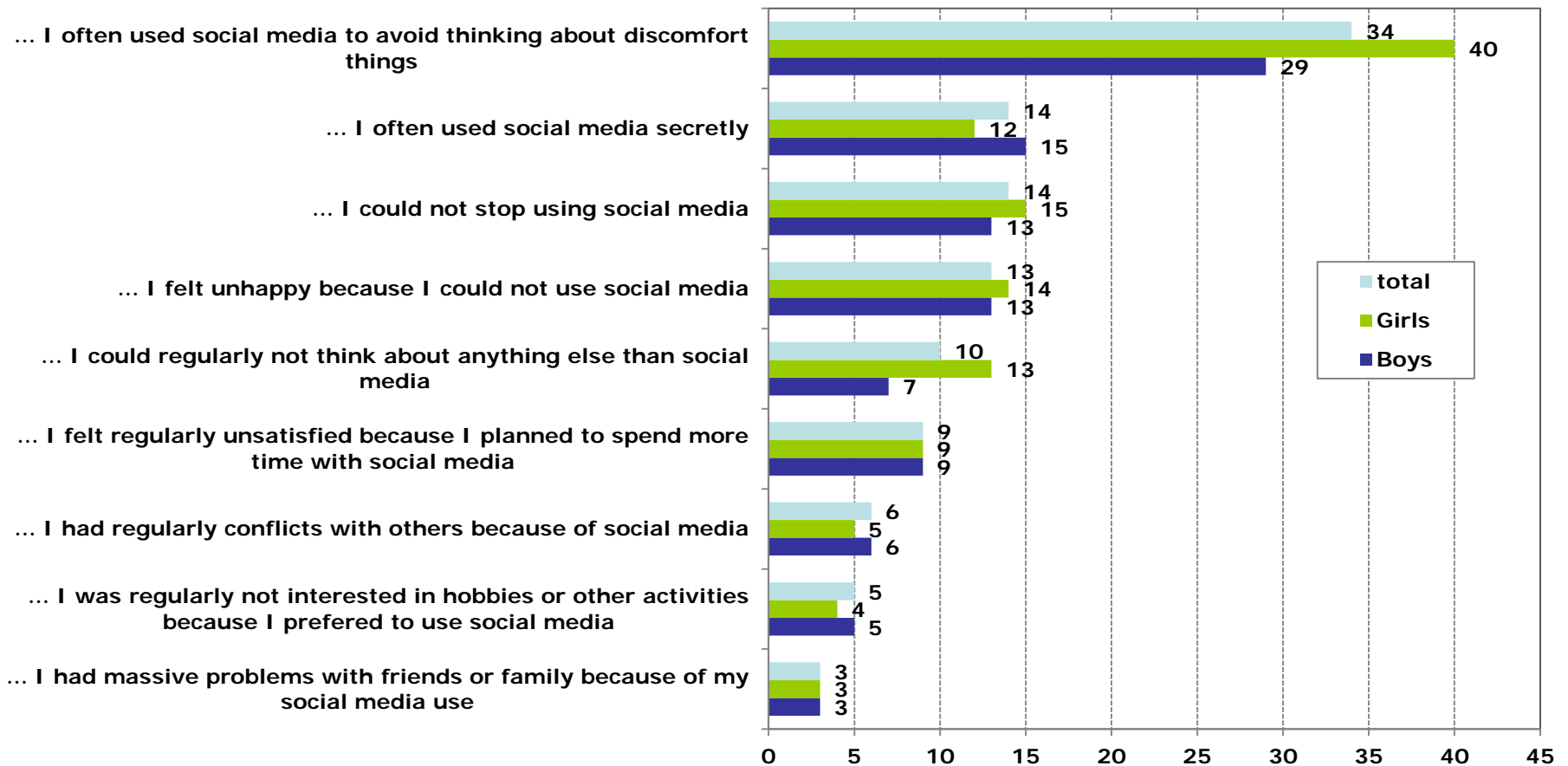


Basis: n=2,017, German speaking people, 14 years and older.

Source: ARD/ZDF-Onlinestudie 2017,
Koch/Frees in: Media Perspektiven 9/2017, p. 442.

Effects of social media on adolescents

Percentages
Last year ...

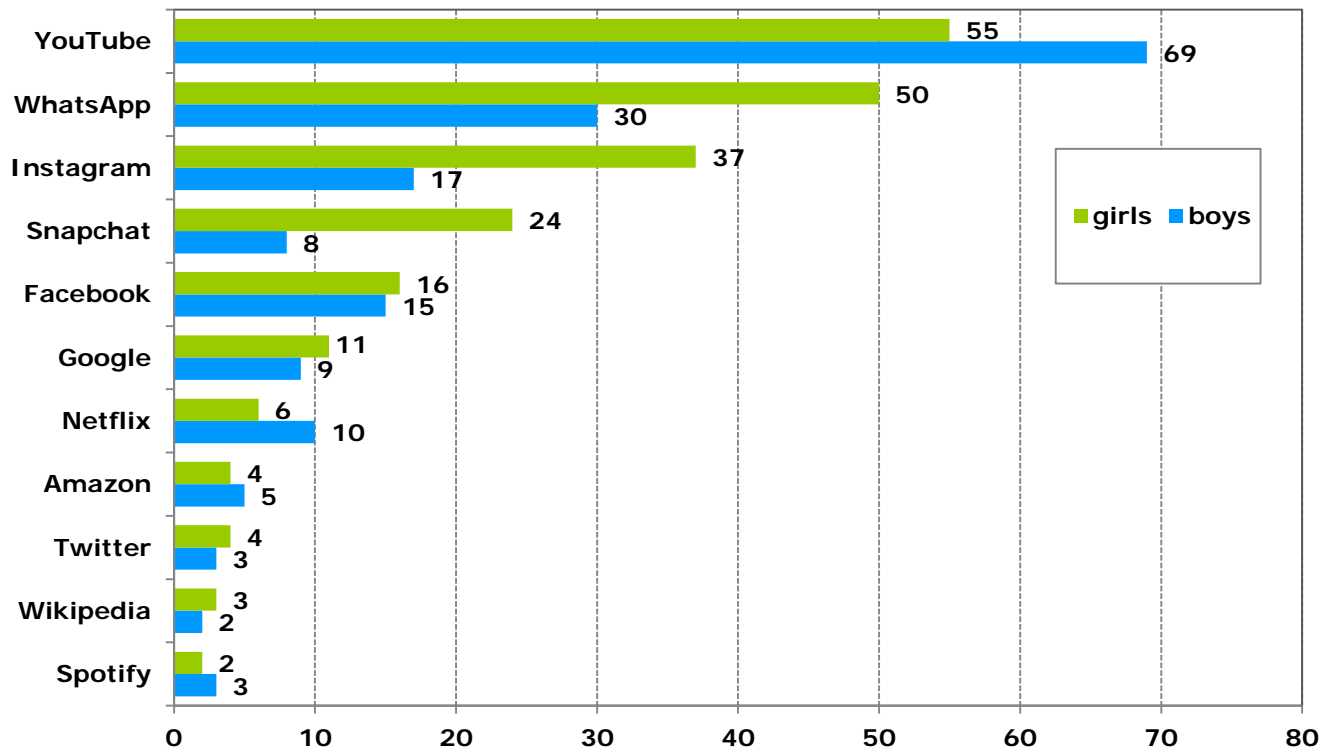


Basis: n=1.001 12-17-year-olds.

DAK-Studie 2017, p. 21.

Favourite websites and platforms of German girls and boys

Maximum of 3 nominations, by gender, selection, 2017 (percentages)

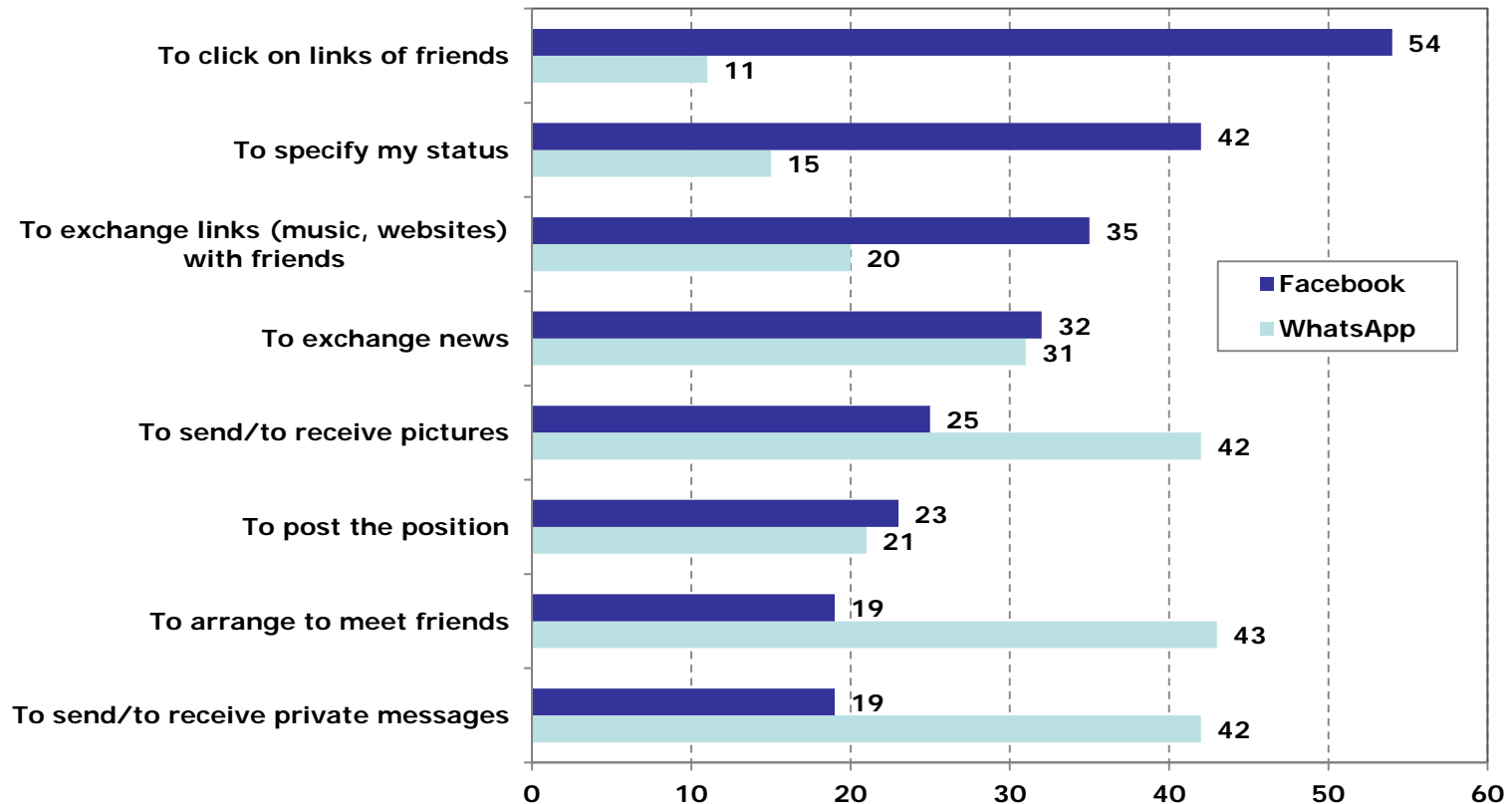


Basis: n=1,183, 12-19 years; adolescents who use online services at least rarely.

Source: JIM-Studie 2017, mpfs, p. 33.

Facebook or WhatsApp – differences in usage

2014 (percentages)

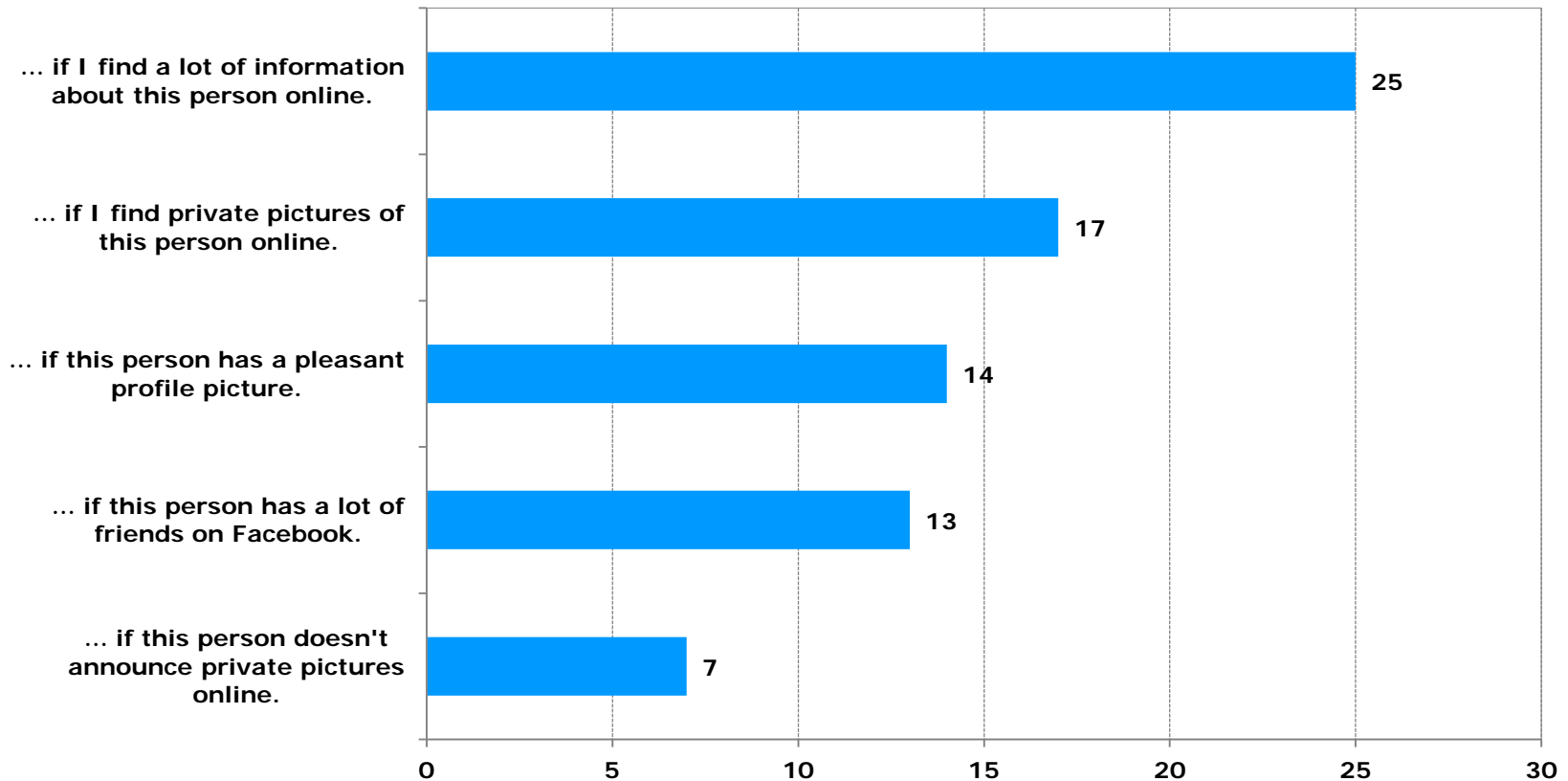


Basis: n=697; 9-24 years.

Source: DIVSI U25-Studie, DIVSI/SINUS/EPI 2014, p. 75.

Social Life: Do you trust in persons you get to know online?

Mean value, 0 (no trust) to 100 (total trust), 2017

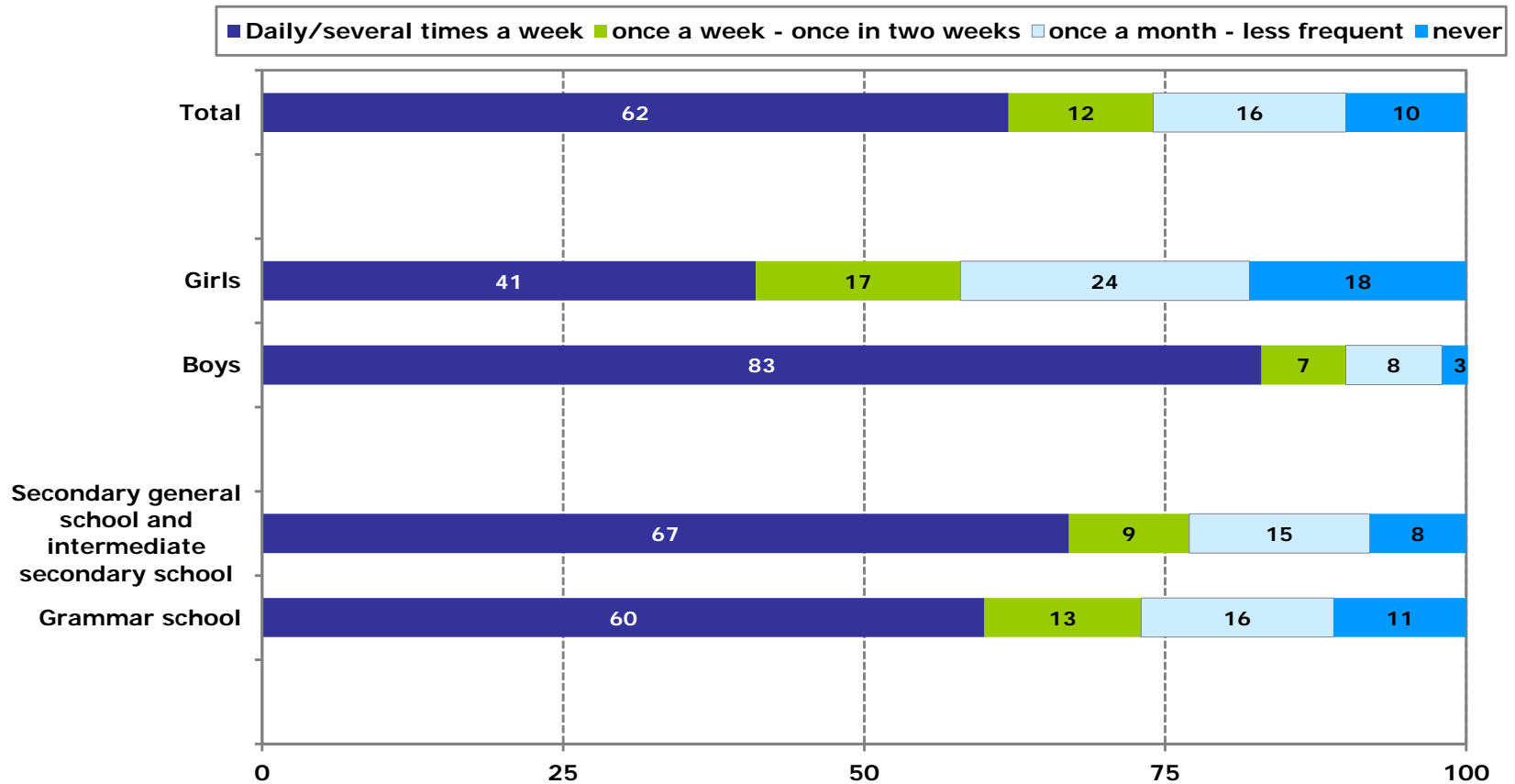


Basis: n=1,586, students, 10-21 years.

Source: Bündnis gegen Cybermobbing 2017, p. 75.

Digital games: frequency of use 2017

Percentages

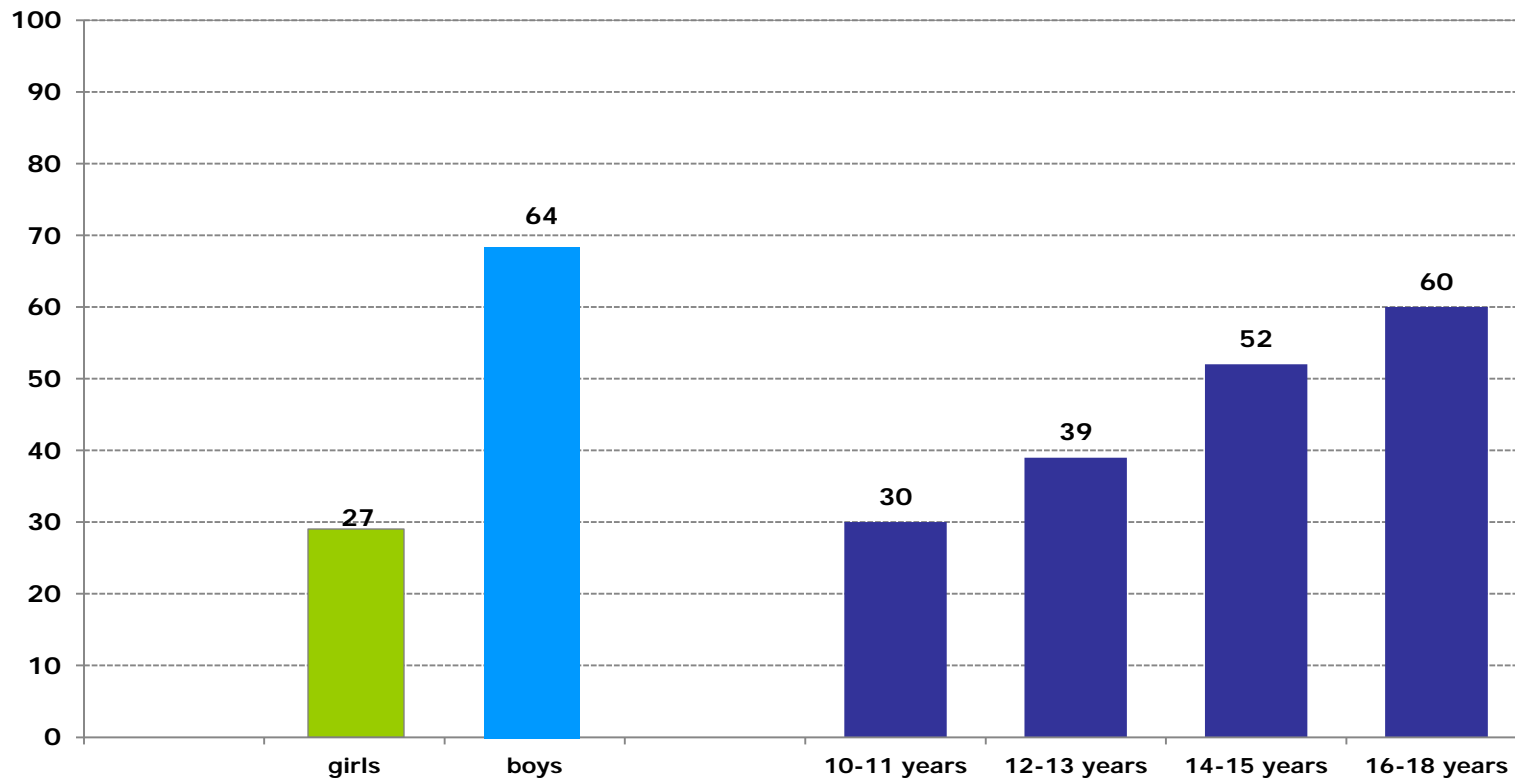


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2017, mpfs, p. 48.

Have you already played PC, video or online games, which are not rated for your age?

“Yes, I have ...”, percentages

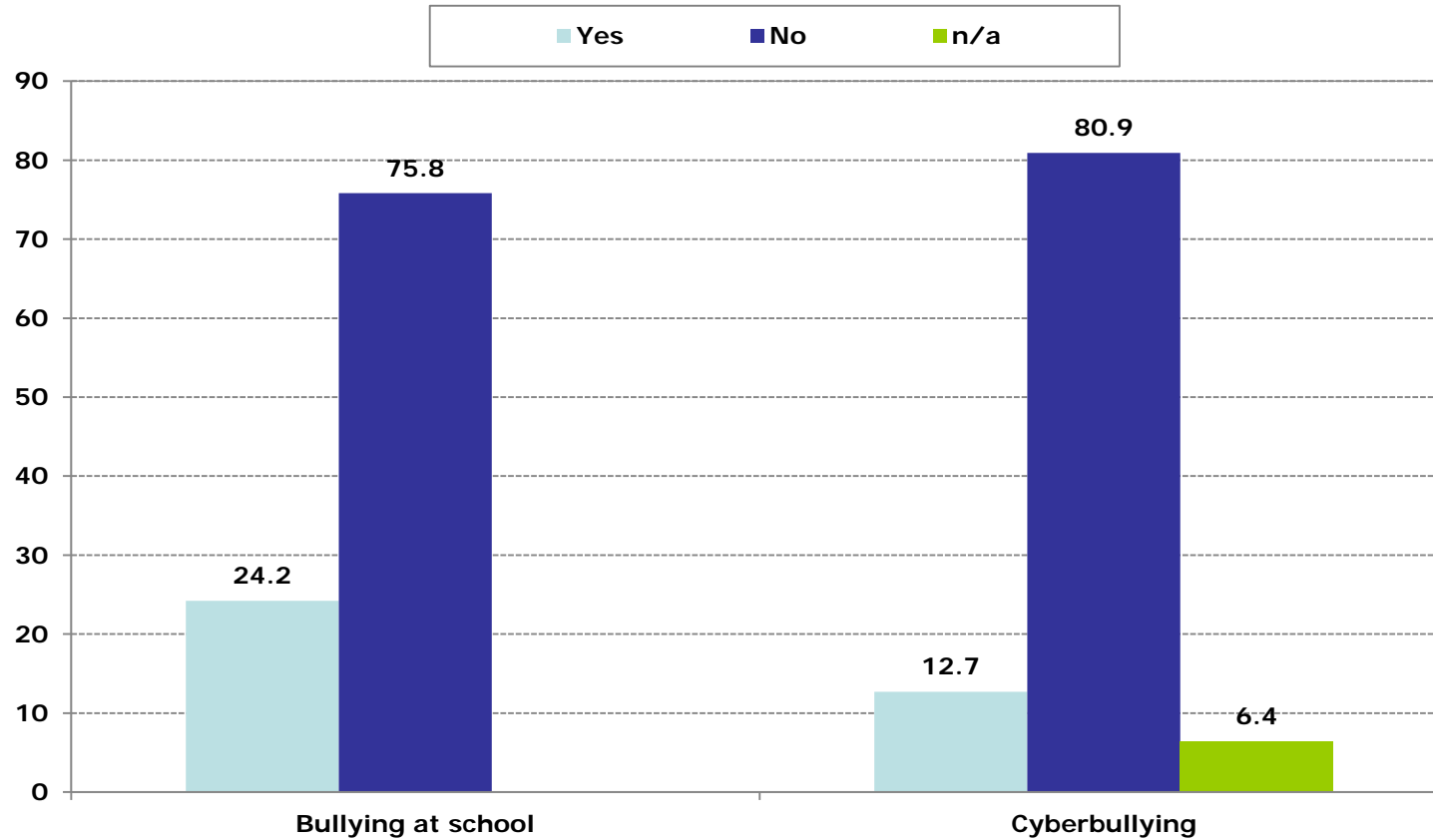


Basis: n=641, game players, 10-18 years.

Source: BITKOM: Jung und vernetzt, 2014, p. 37.

Bullying online and offline – experiences of German students

2017 (percentages)

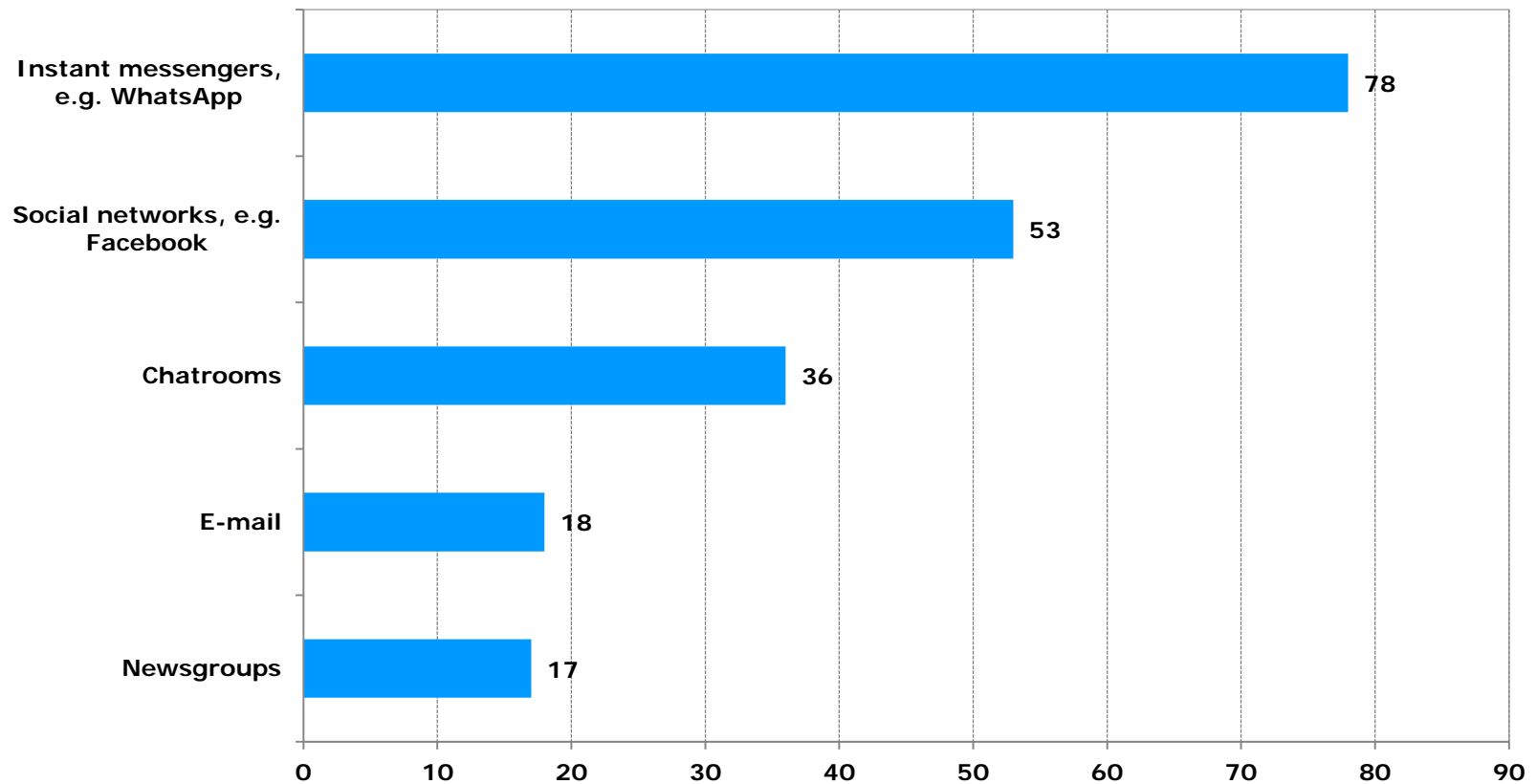


Basis: n=1,586; 10-21 years, students.

Source: Bündnis gegen Cybermobbing 2017, p. 81/82.

Which media are used for cyberbullying?

Percentages

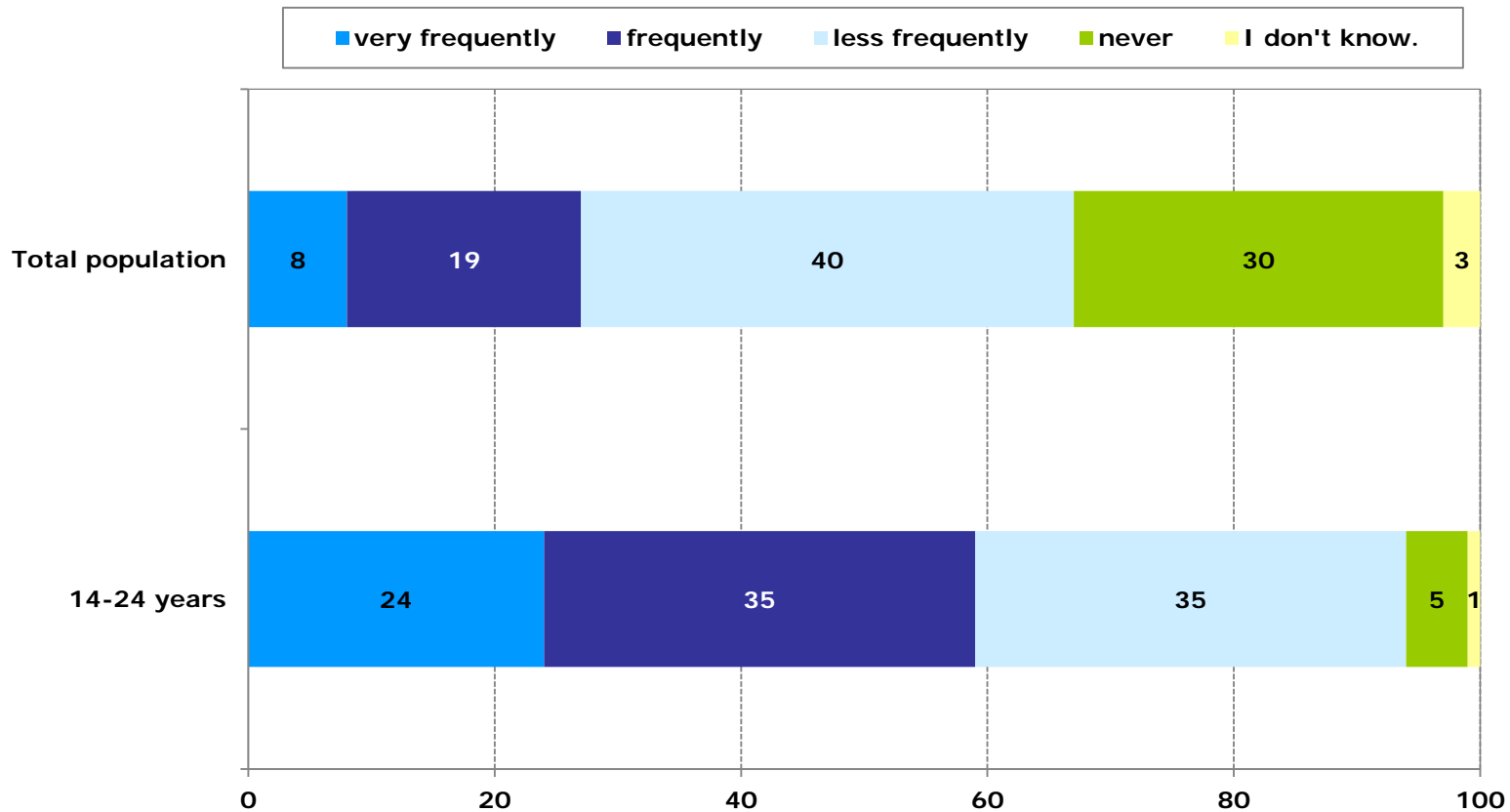


Basis: n=201, students who have been bullied online, 10-21 years.

Source: Bündnis gegen Cybermobbing 2017, p. 83.

Online hate speech experiences: comparison between total population and young Germans

Selection, 2017 (Angaben in %)



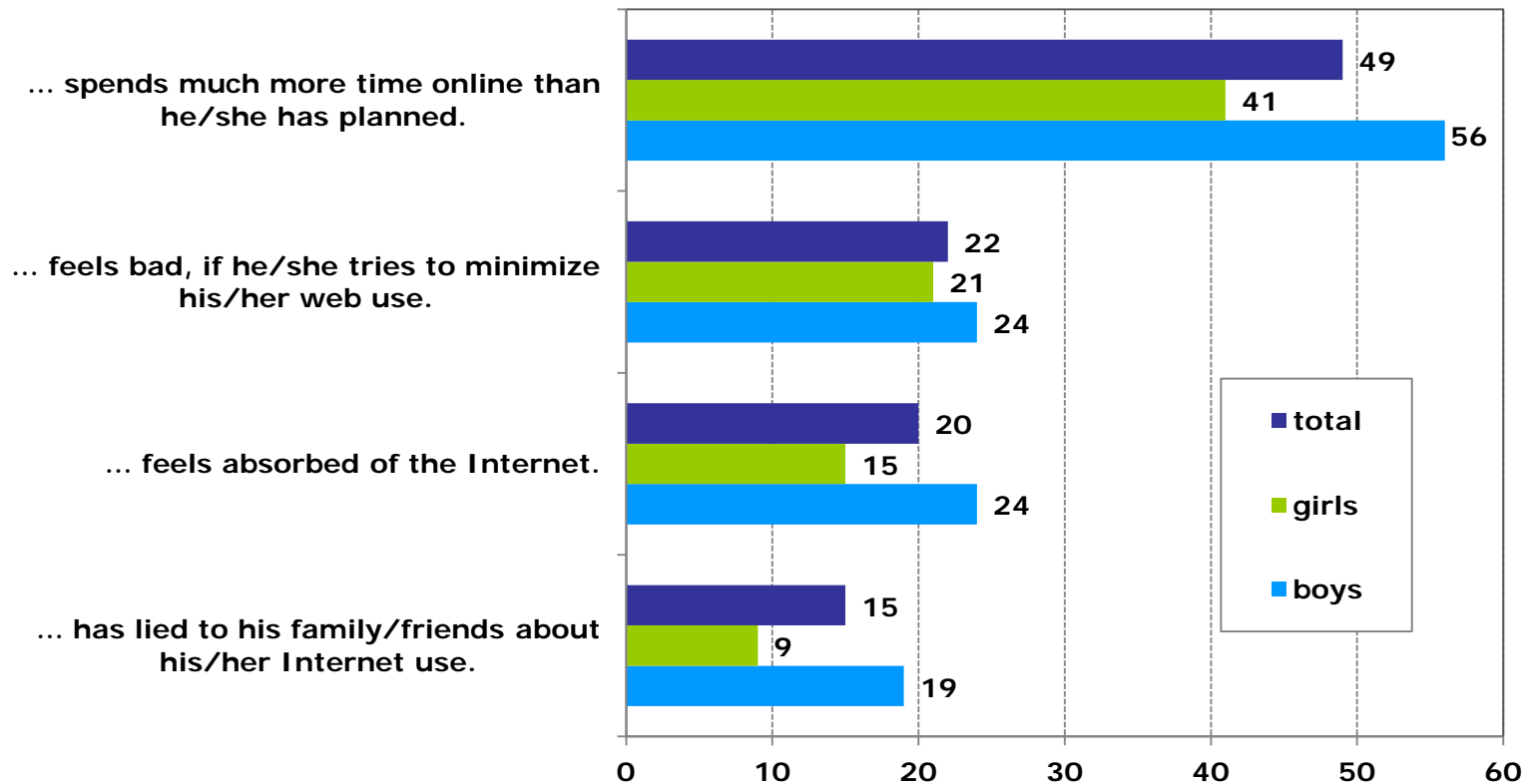
Basis: n=1,011, Internet users, 14 years and older.

Source: Forsa: Hate Speech 2017, p. 2.

Risky Internet use from a parental point of view

„I agree with these statements“
2015, interviews with parents, selection (percentages)

The adolescent ...

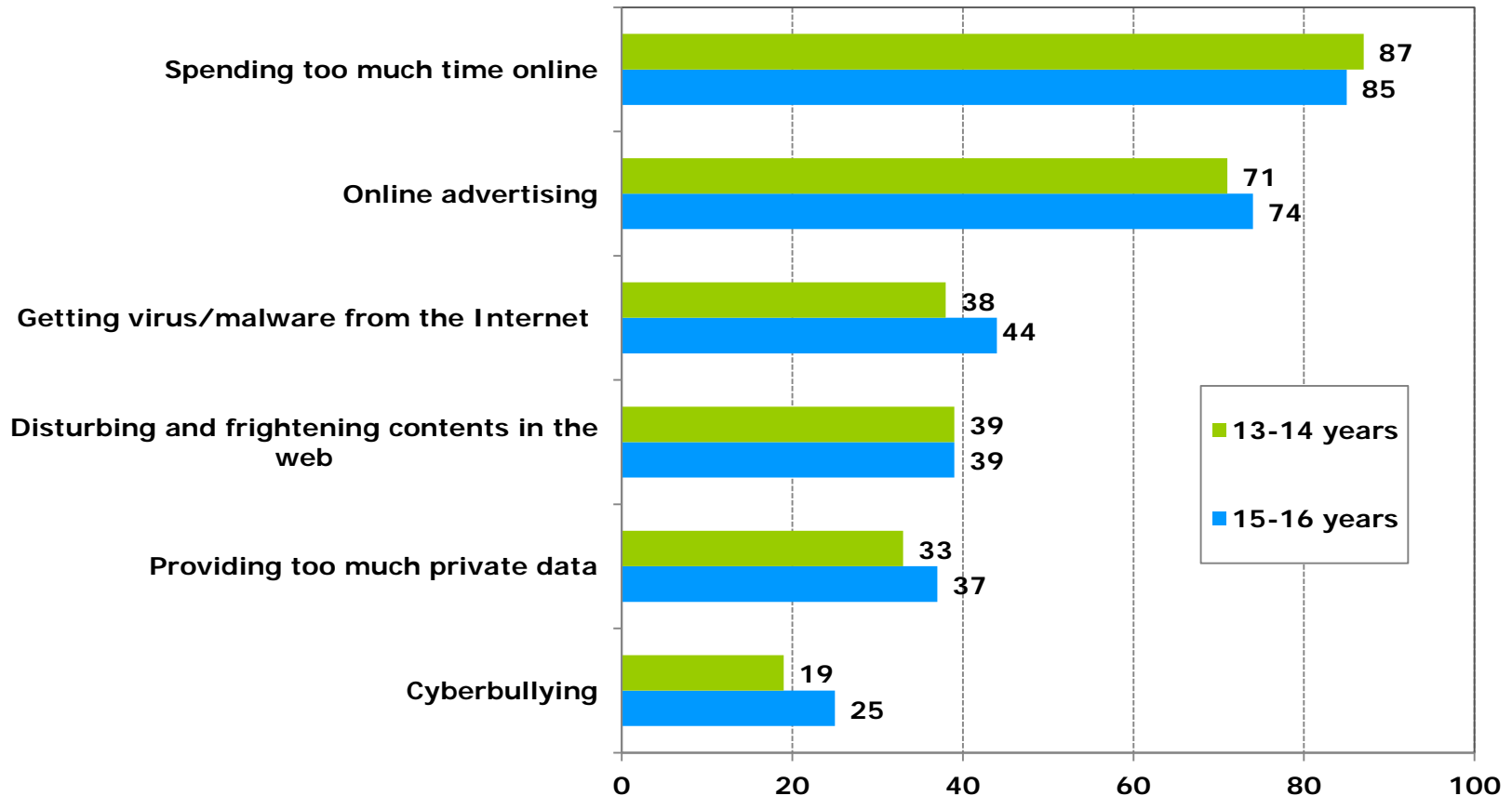


Basis: 1,000 mothers and fathers with 12-17-year-old children; children use the Internet in leisure time.

Source: FORSA/DAK 2015, p. 14.

Risky Internet use from youth's point of view

Own experiences, 2017, selection (percentages)

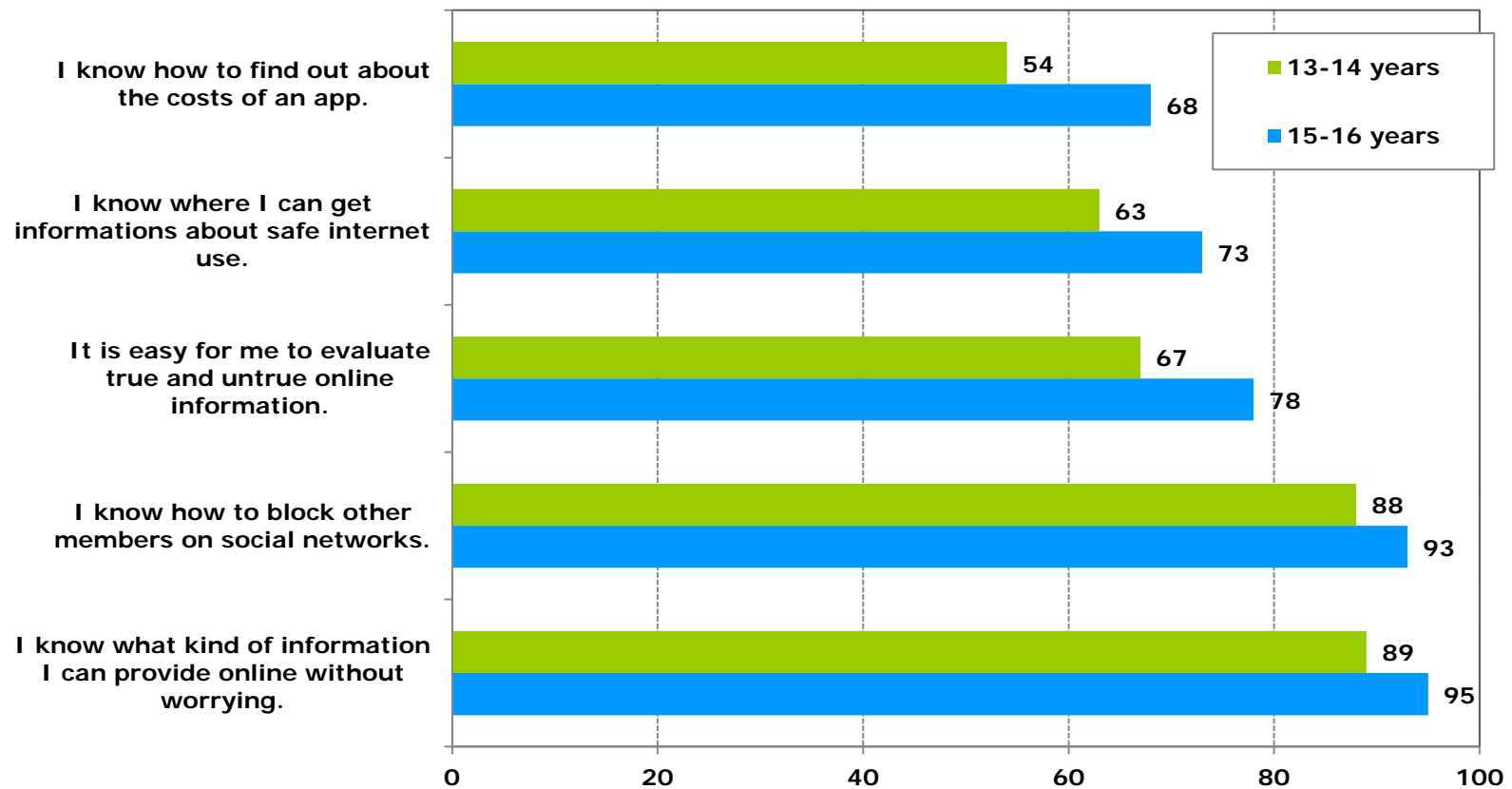


Basis: n=805, 9-16 years, Internet users.

Source: Brüggem u. a.,
Jugendmedienschutzindex 2017, p. 28/29.

Media literacy skills to deal with online risks

Interviews with adolescents, selection, 2017
(percentages)



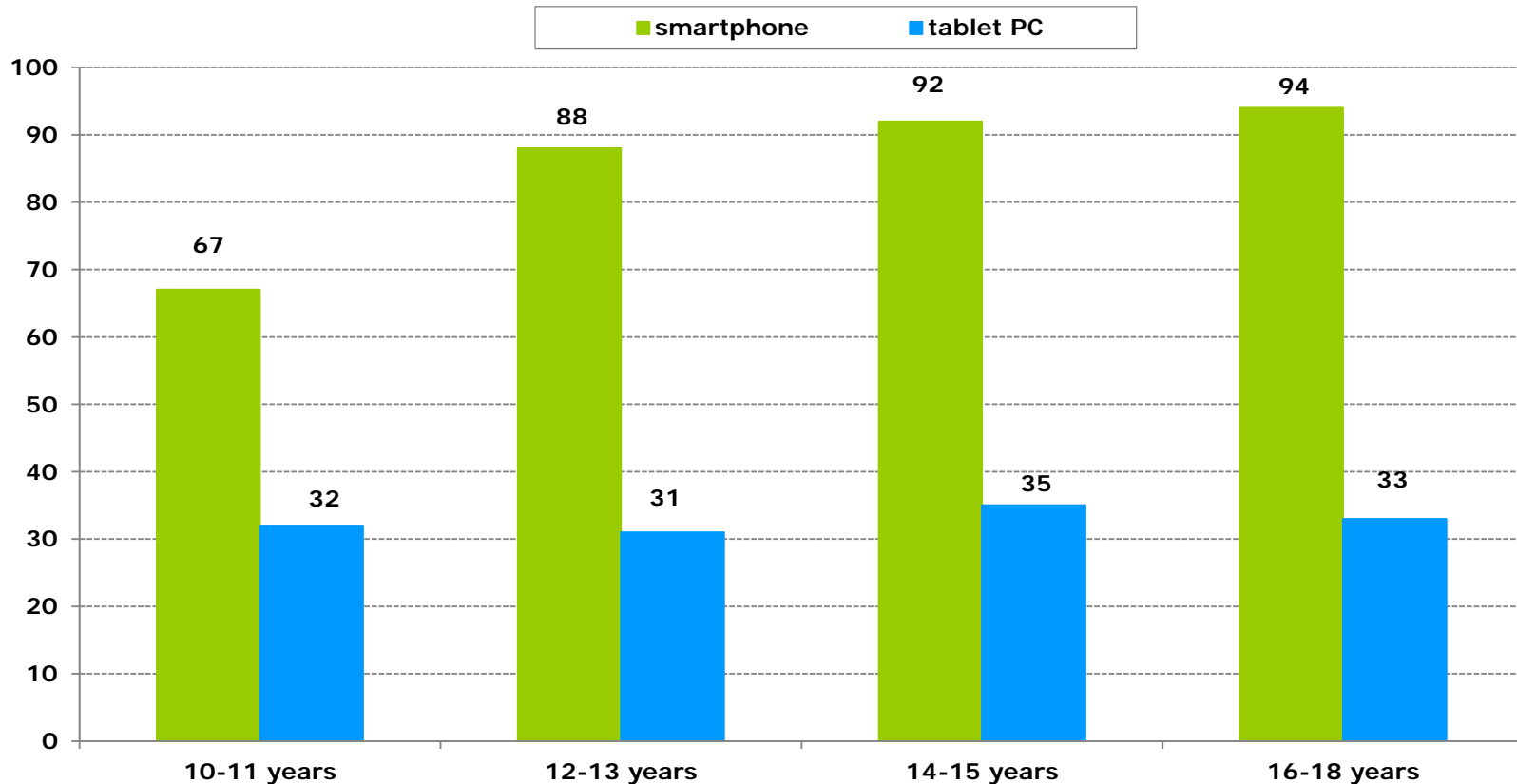
Basis: 805; 9-16 years, Internet users.

Source: Brüggem u. a.,
Jugendmedienschutzindex 2017, p. 70.

Adolescents and Mobile Media

Adolescent smartphone and tablet owners in Germany

By age, selection, multiple nominations possible, 2017
(percentages)

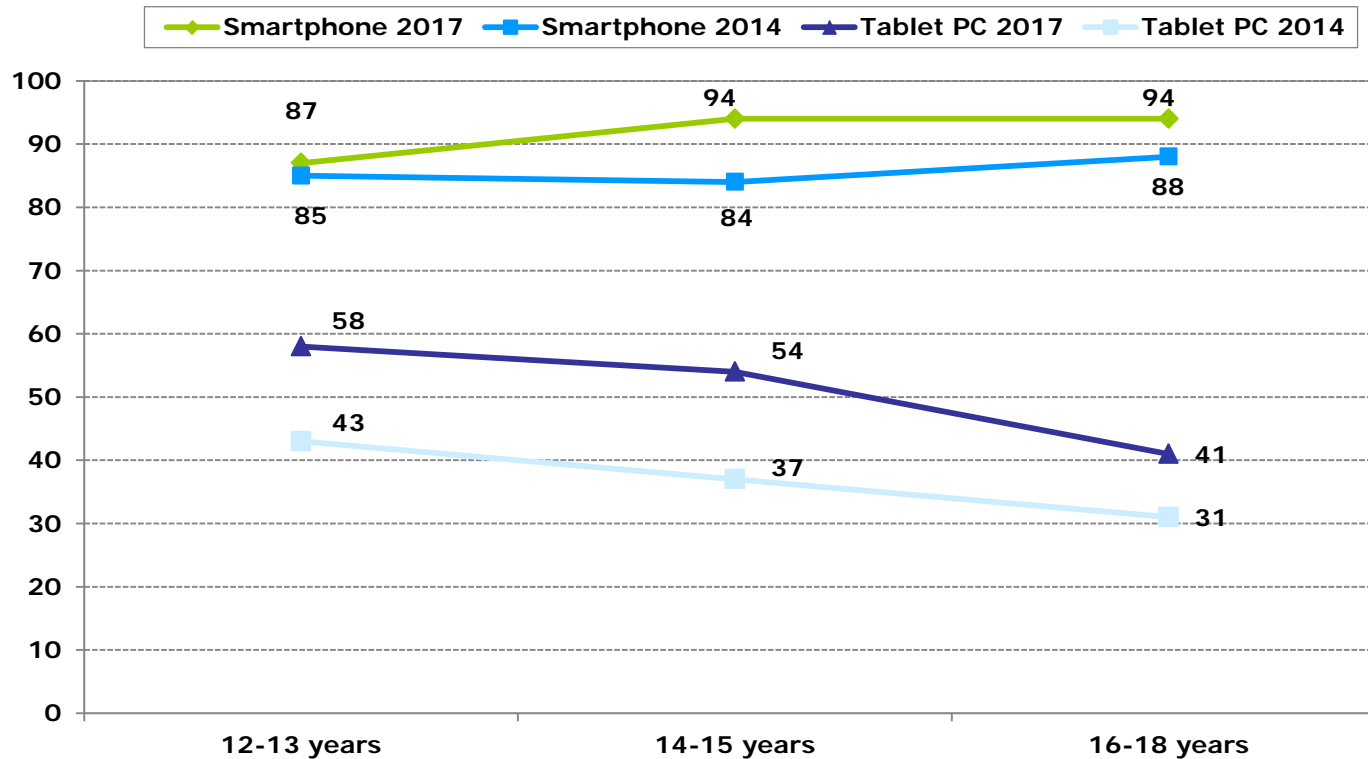


Basis: n=926, 6-18 years.

Source: Bitkom Research 2017, p. 3.

Smartphone and tablet PC use by age groups

At least rarely use, selection, 2014 and 2017
(percentages)

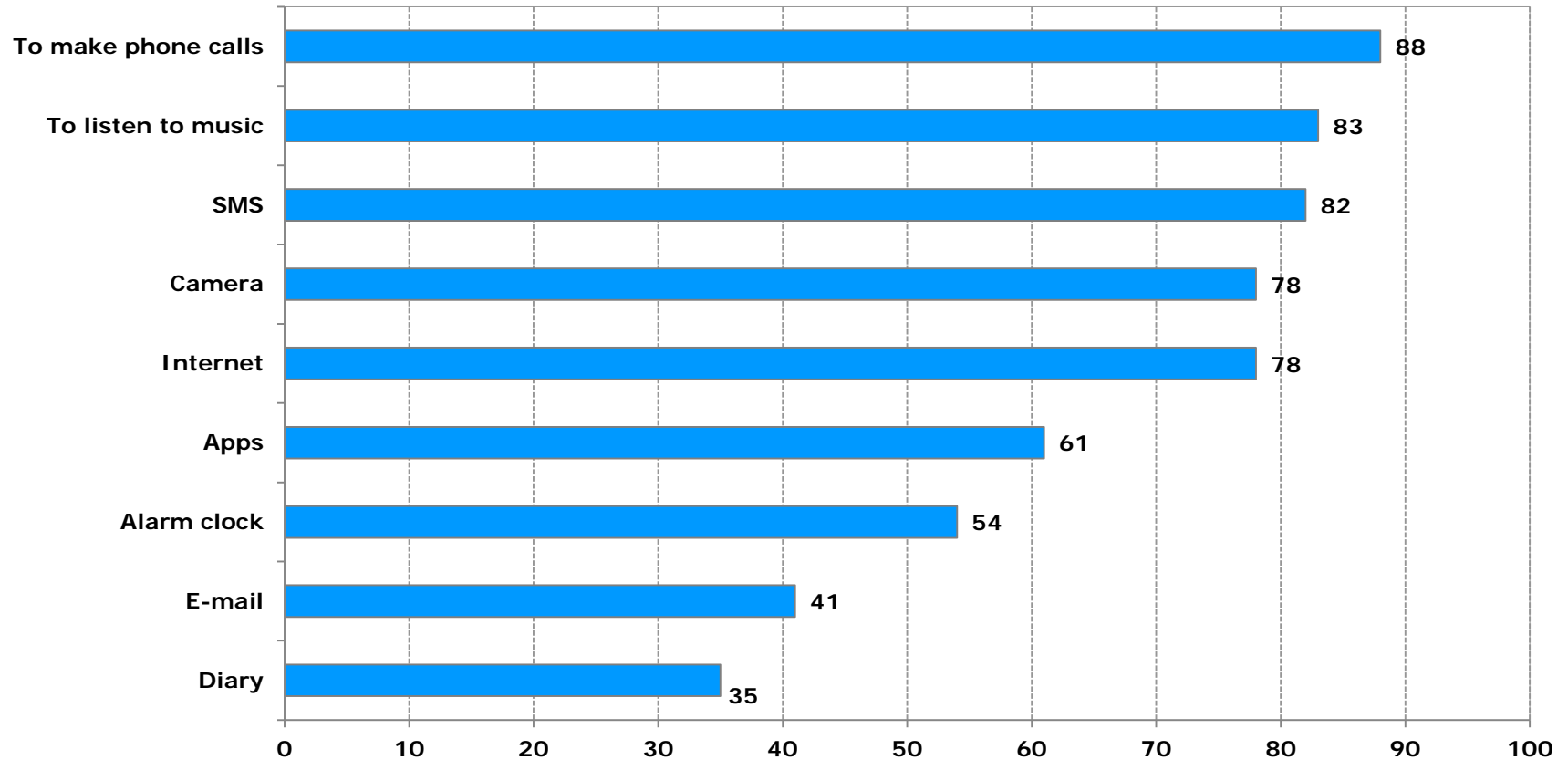


Basis: n=926, 6-18 years.

Source: Bitkom Research 2017, p. 2.

Smartphone/mobile phone activities of German adolescents

Multiple nominations possible, 2017 (percentages)

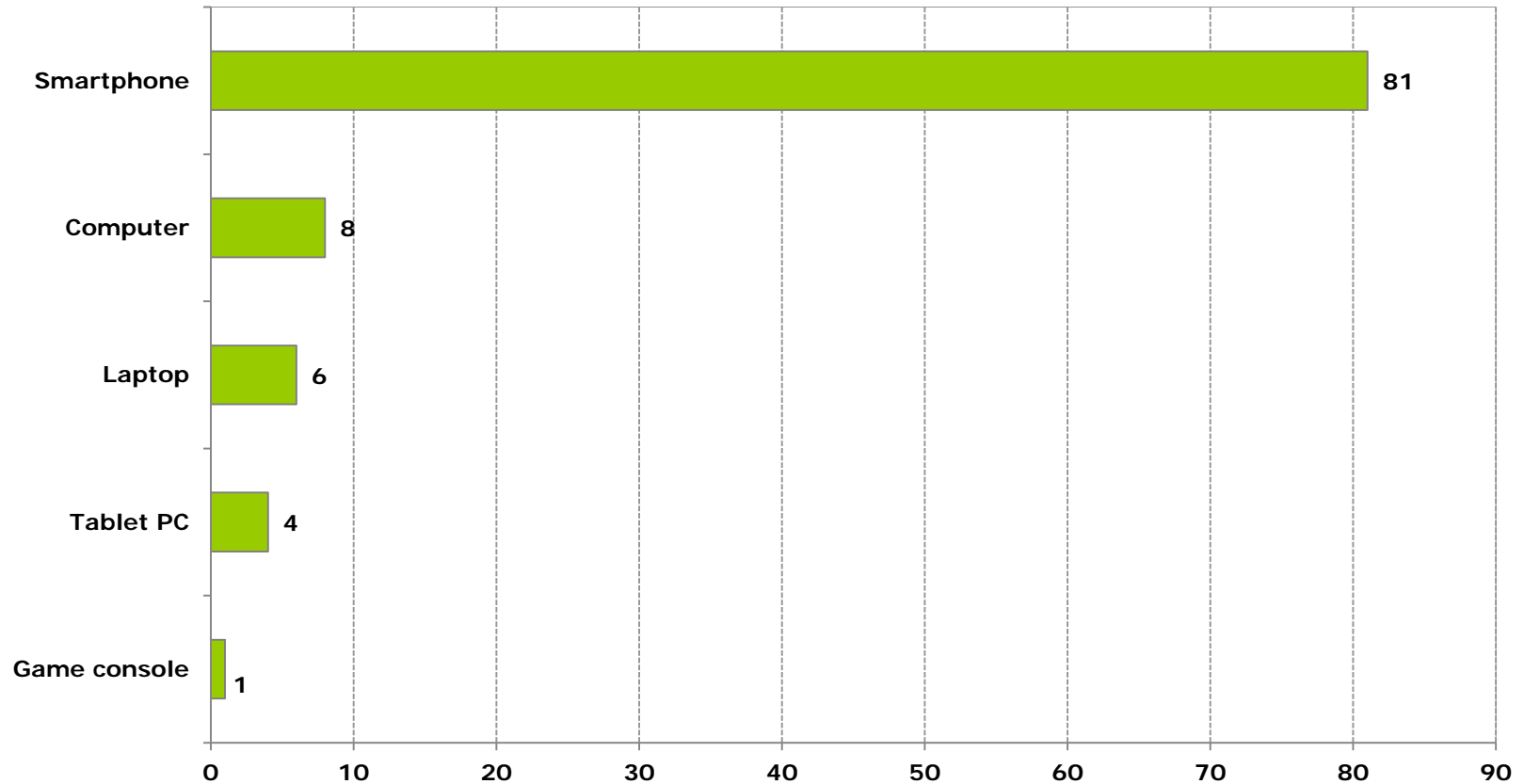


Basis: n=620, 10-18 years, smartphone/mobile phone users.

Source: Bitkom Research 2017, p. 4.

Use of media to access the web

The last 14 days, 2014 (percentages)

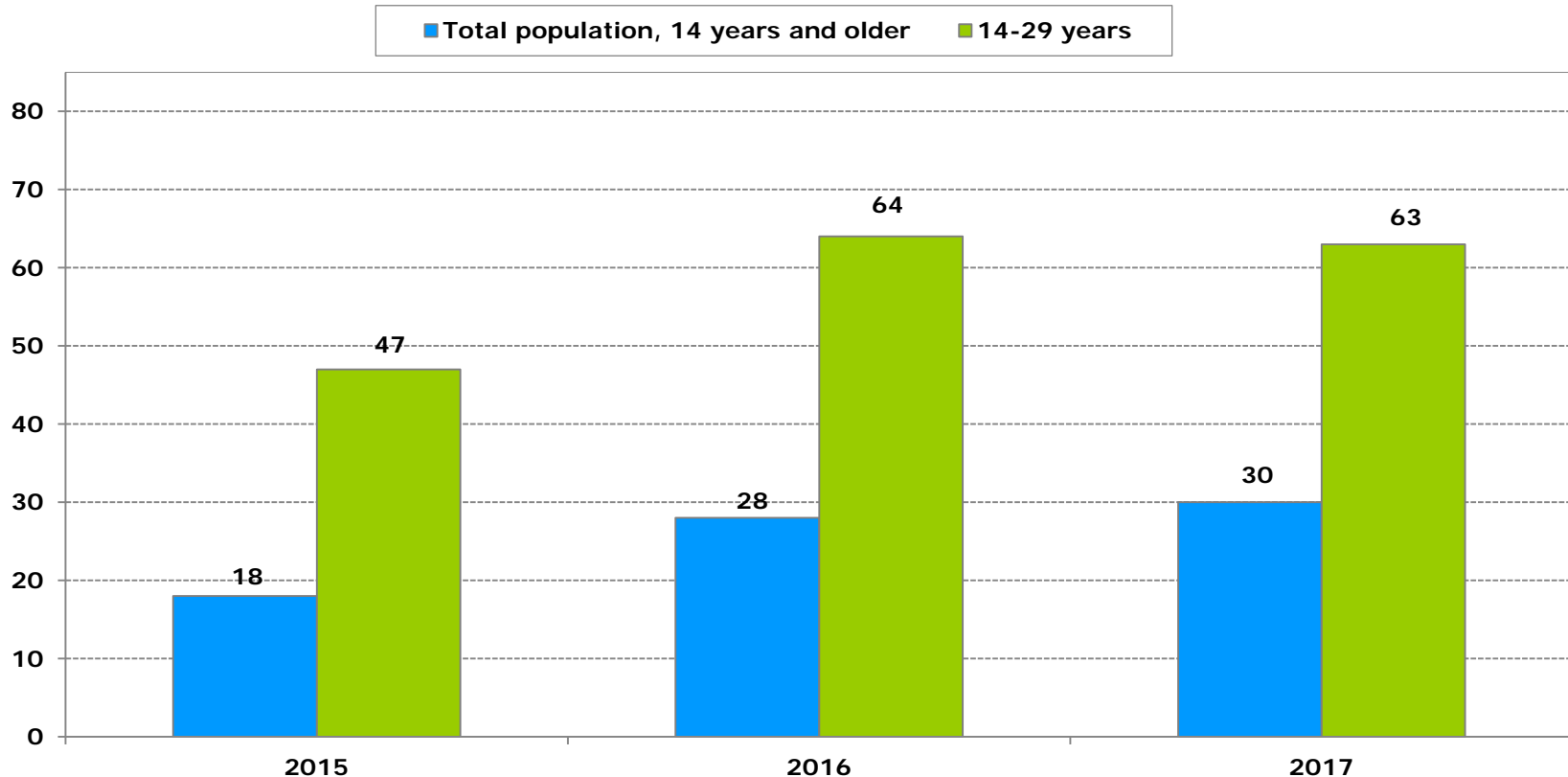


Basis: n=1,175; 12-19 years.

Source: JIM-Studie, 2017, p. 27.

Mobile Internet use in Germany from 2015 to 2017

Daily use, comparison total population (14 years and older) und 14-to-29-year-olds, 2015-2017, (percentages)

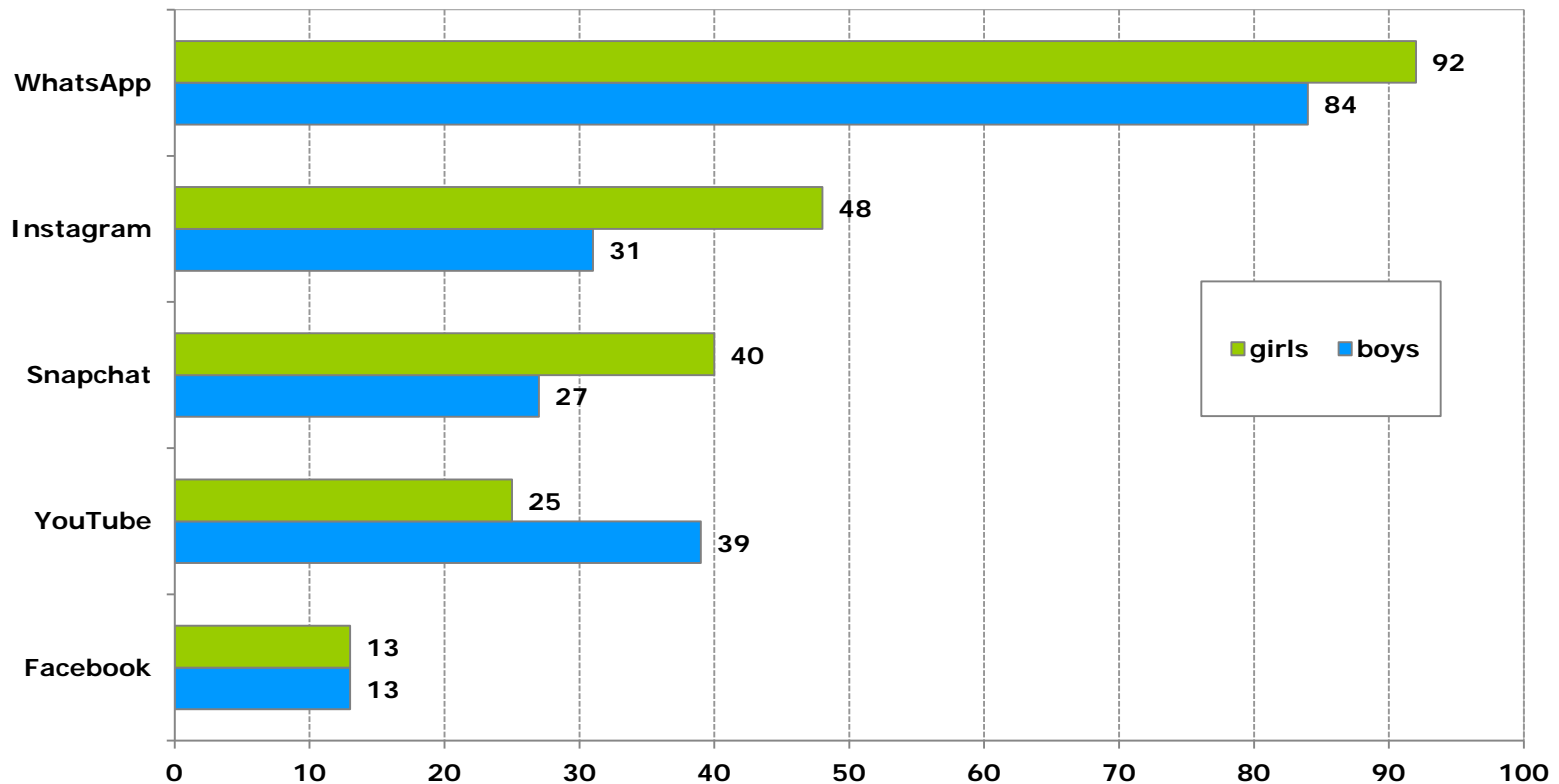


Basis: German speaking people, 14 years and older (2017: n=2,017).

Source: ARD/ZDF-Onlinestudien 2016-2017, in: Koch/Frees 2017, p. 437.

Germany boys' and girls' favourite apps on smartphones

Up to 3 mentions, by gender, selection, 2017 (percentages)



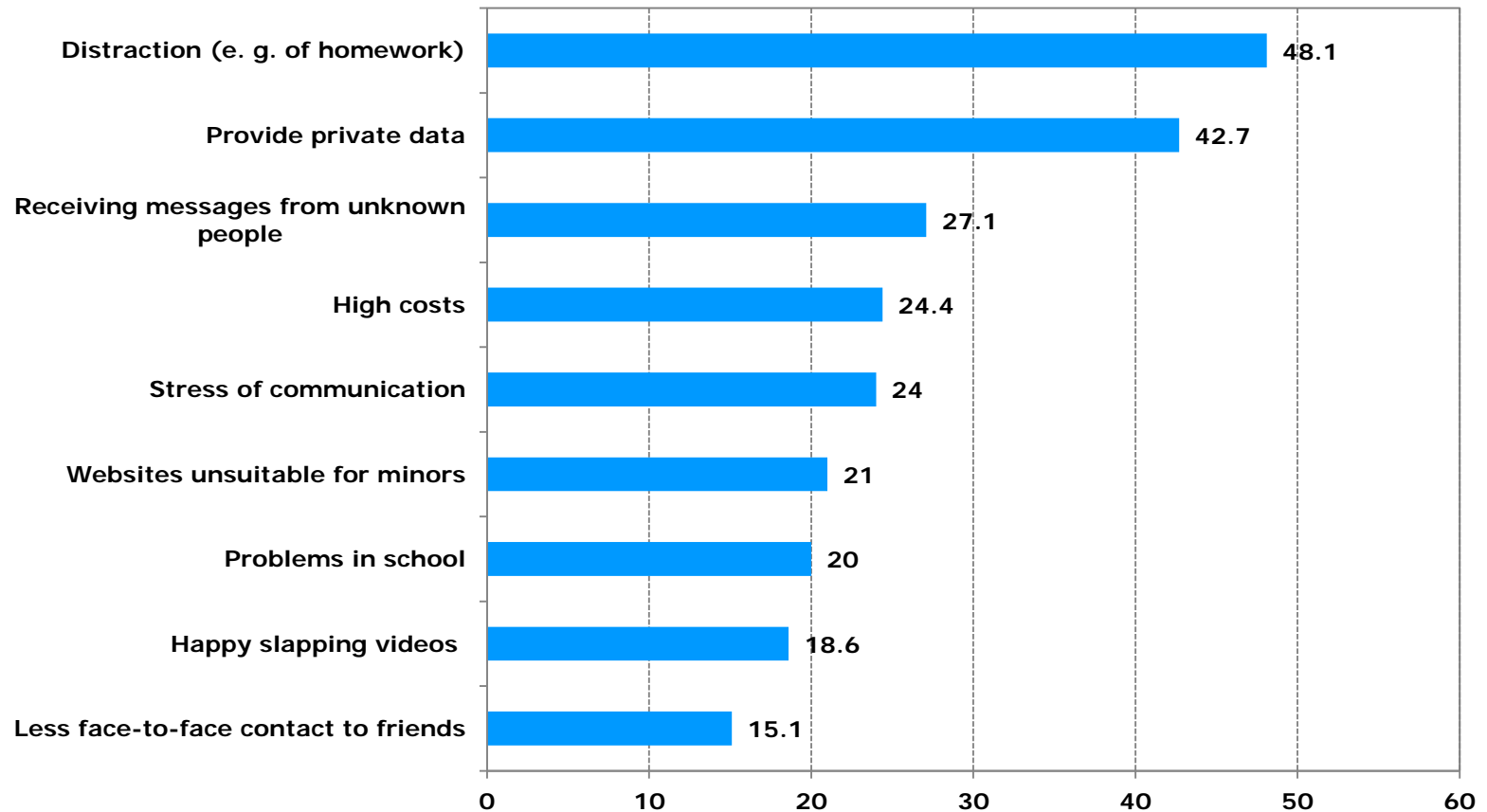
Basis: n=1,183; 12-19 years, app users.

Source: JIM-Studie 2017, mpfs, p. 33.



Risks of mobile phone

2015 (percentages)



Basis: n=321-500, 8-14 years.

Source: Knop/Hefner/Schmitt/Vorderer 2015, p. 6.

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