

# Basic Data Adolescents and Media 2019

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

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

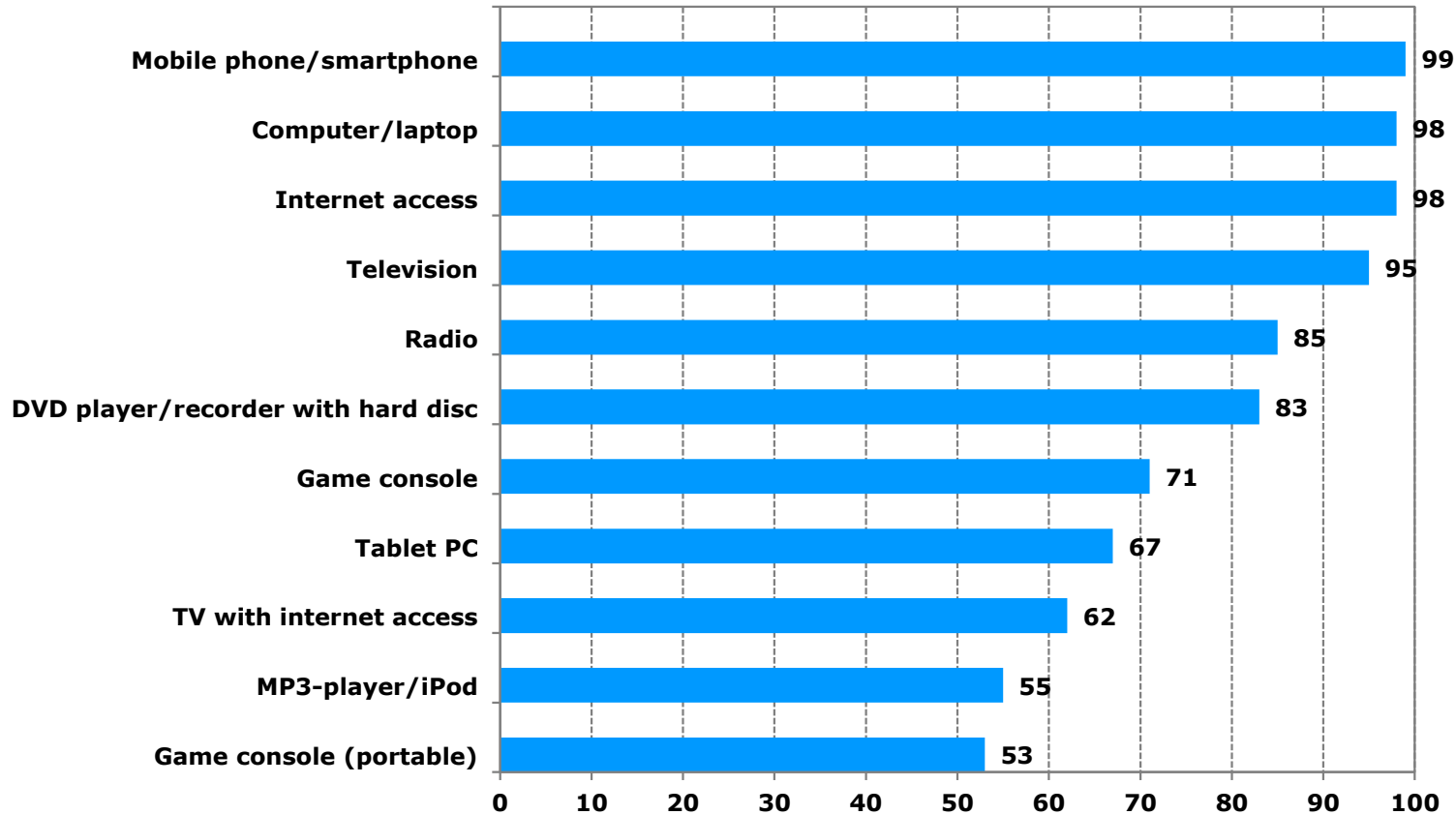
## Overview

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# Media Use, Media Ownership and Importance of Media

## Media devices at home

Media in German households, 2018, selection (percentages)

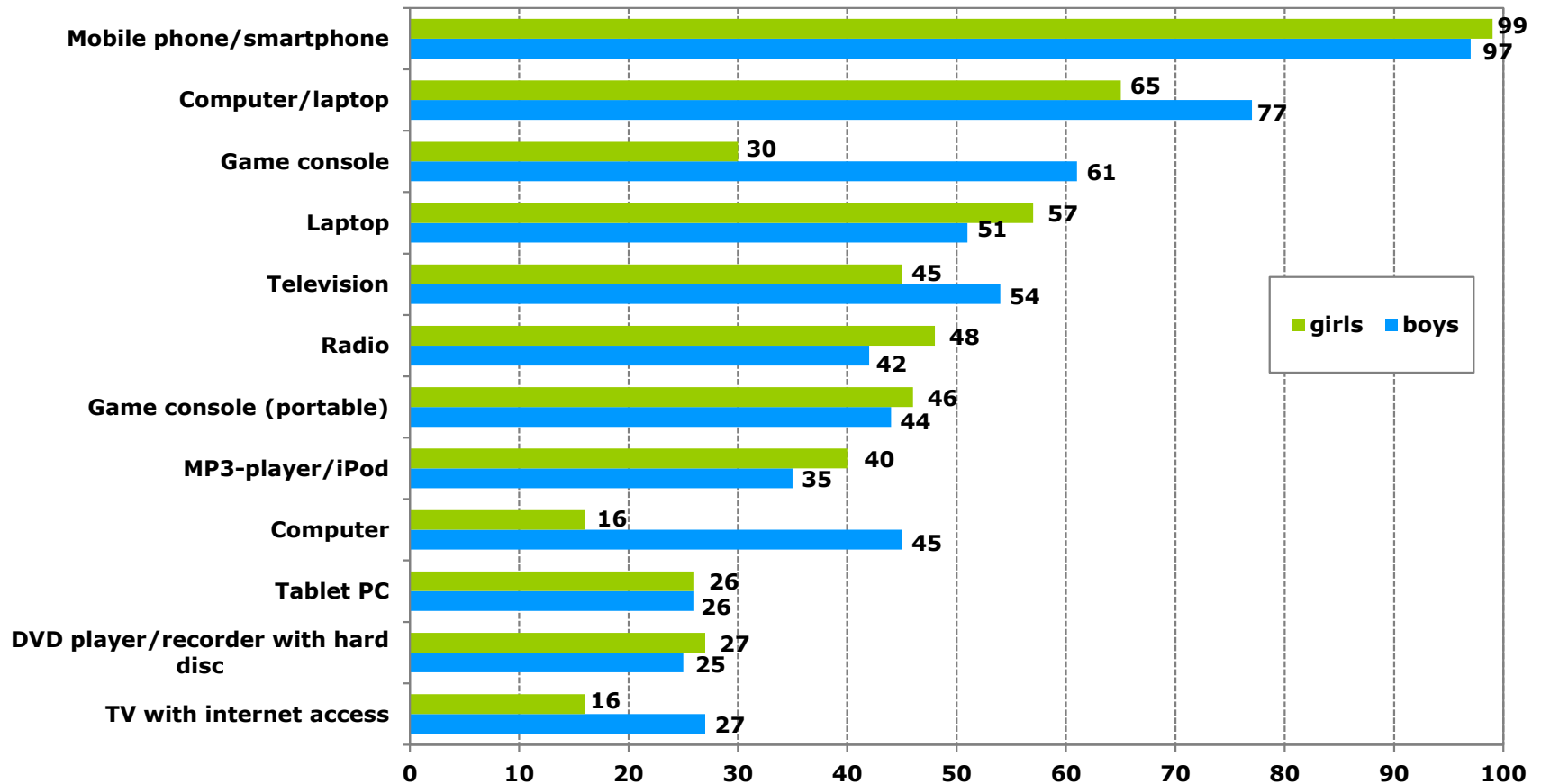


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 6.

## Personal media equipment of German adolescents

By gender, selection, 2018 (percentages)

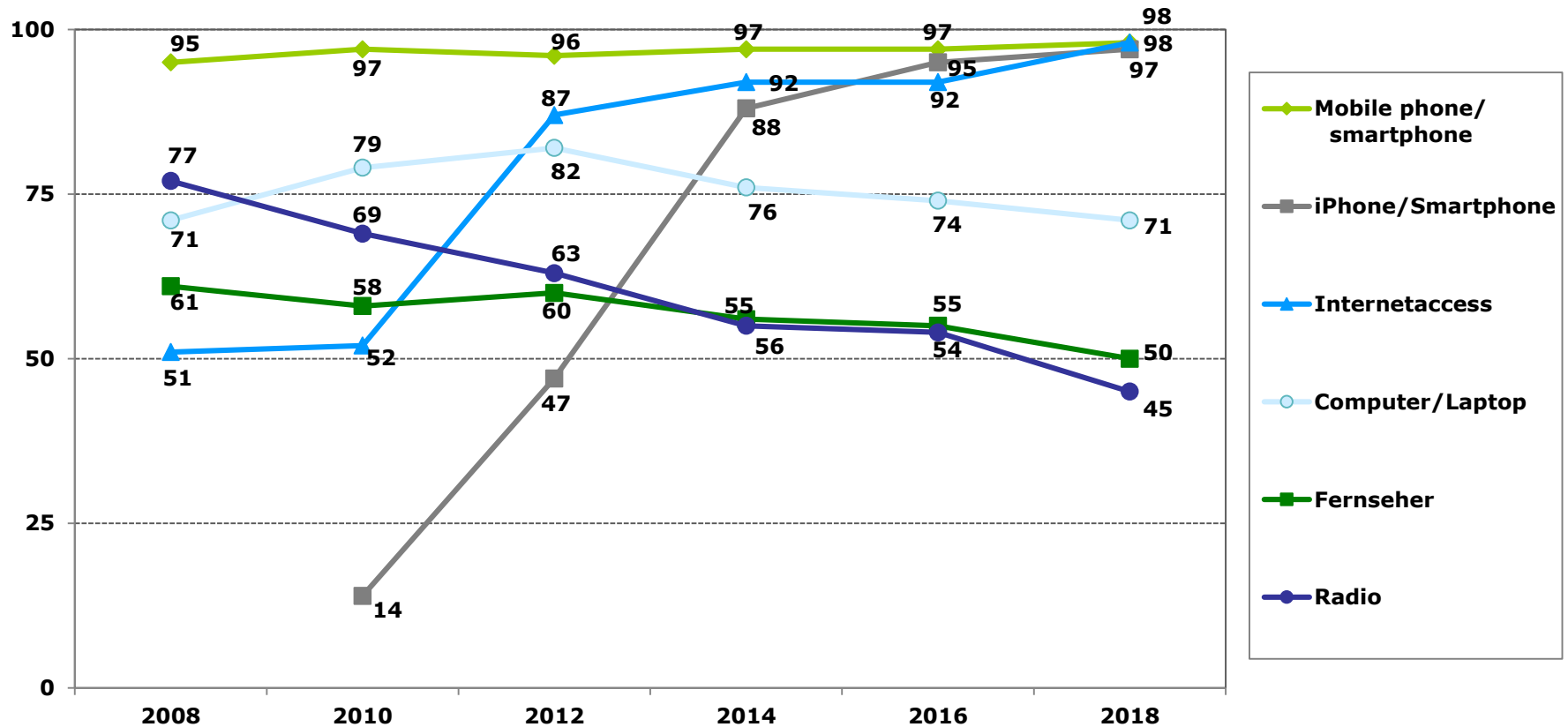


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 9.

## Personal media equipment of German adolescents from 2008 to 2018

Selection (percentages)

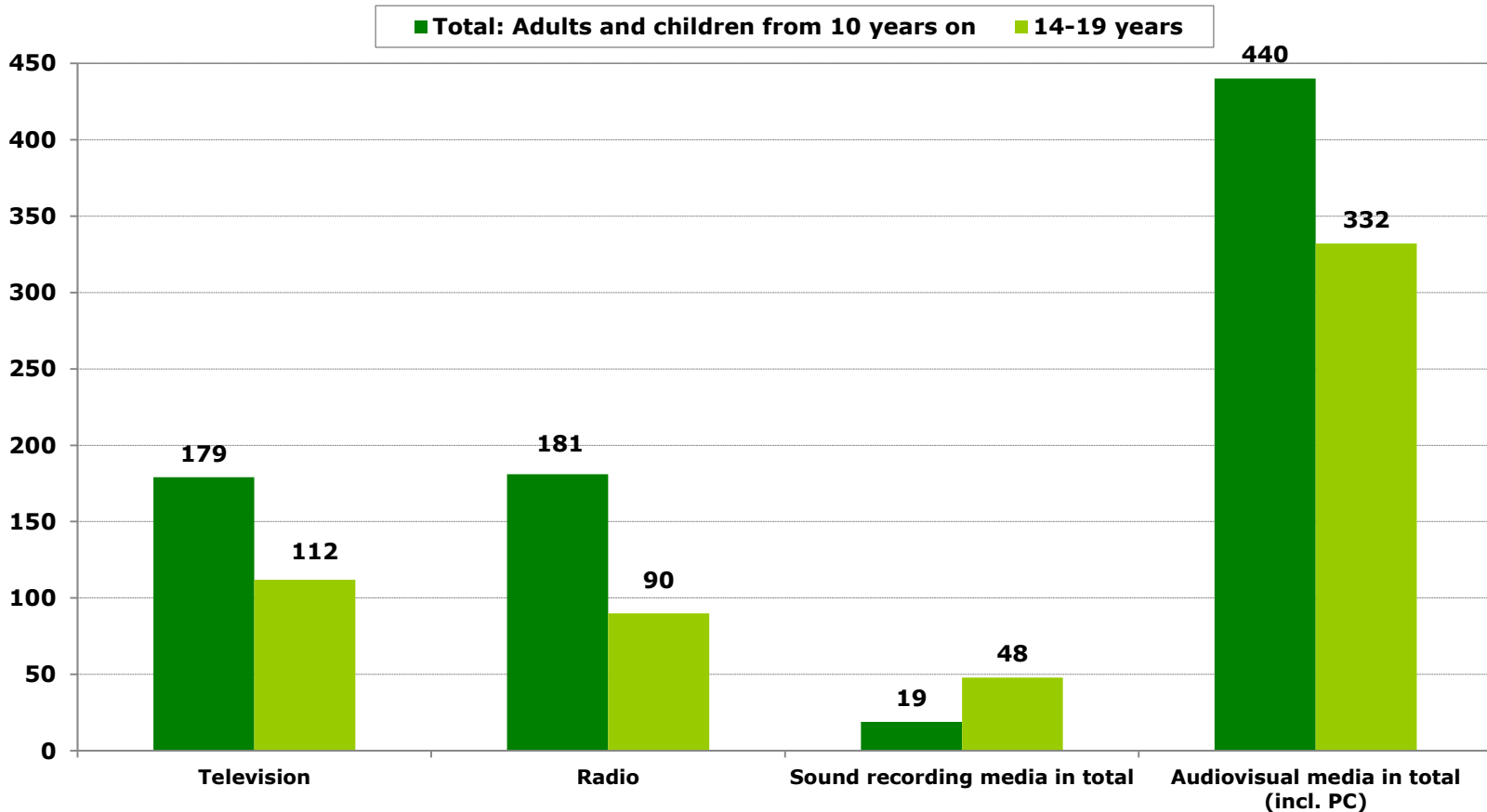


Basis: 2008: n=1,208, 2010: n=1,208, 2012: n=1,201, 2014: n=1,200, 2016: n=1,200, 2018: n=1,200; 12-19 years.

Source: Feierabend/Rathgeb/Reutter, in: Media Perspektiven 2018, p. 588.

## Average amount of time spent with various media in 2017

### Minutes per day, by age groups

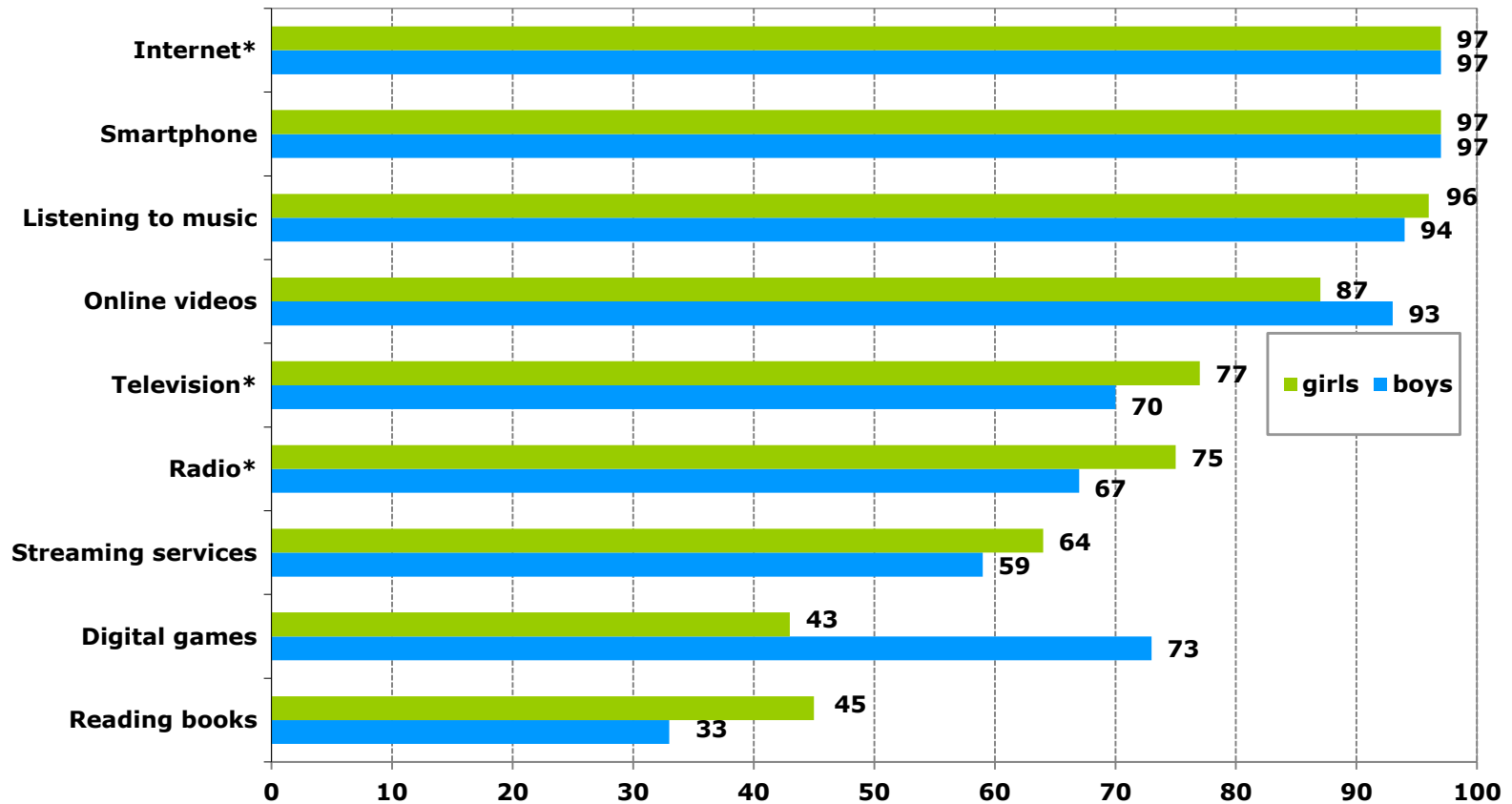


Basis: ma 2017, German speaking people 10 years and older, Mon-Sun, 5:00 a.m.-12:00 p.m. Sound recording media = record, tape, CD, MP3.

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

## Media use in leisure time

Daily/several times a week, by gender, selection, 2018 (percentages)



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

Source: JIM-Studie 2018, mpfs, p. 14.



## How often do young Germans read books?

By age groups (percentages)

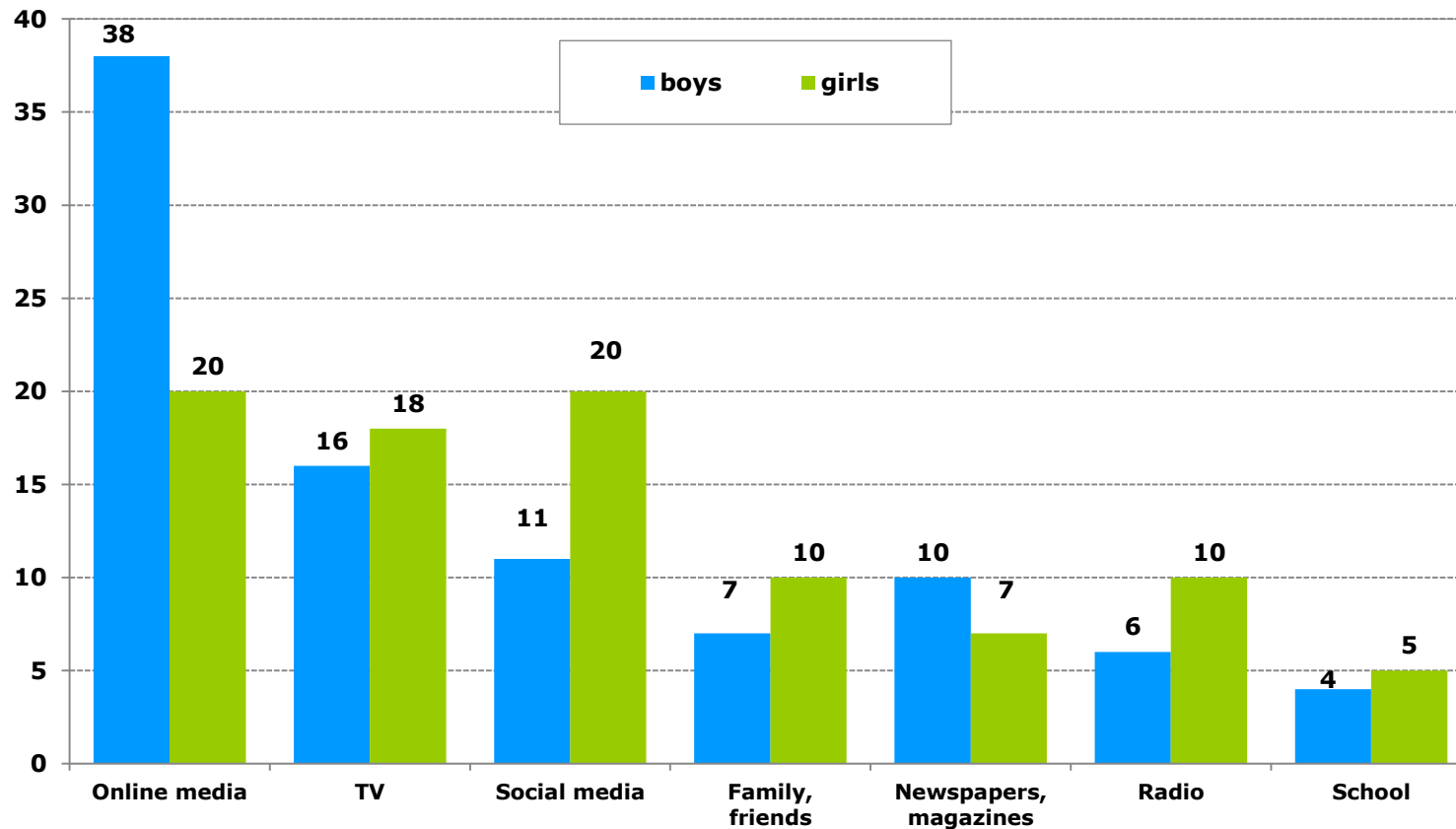


Basis: n=1,502, FRG in total, 15 years and older.

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

## Current news sources of adolescents and young adults in Germany

By gender, selection, 2018 (percentages)

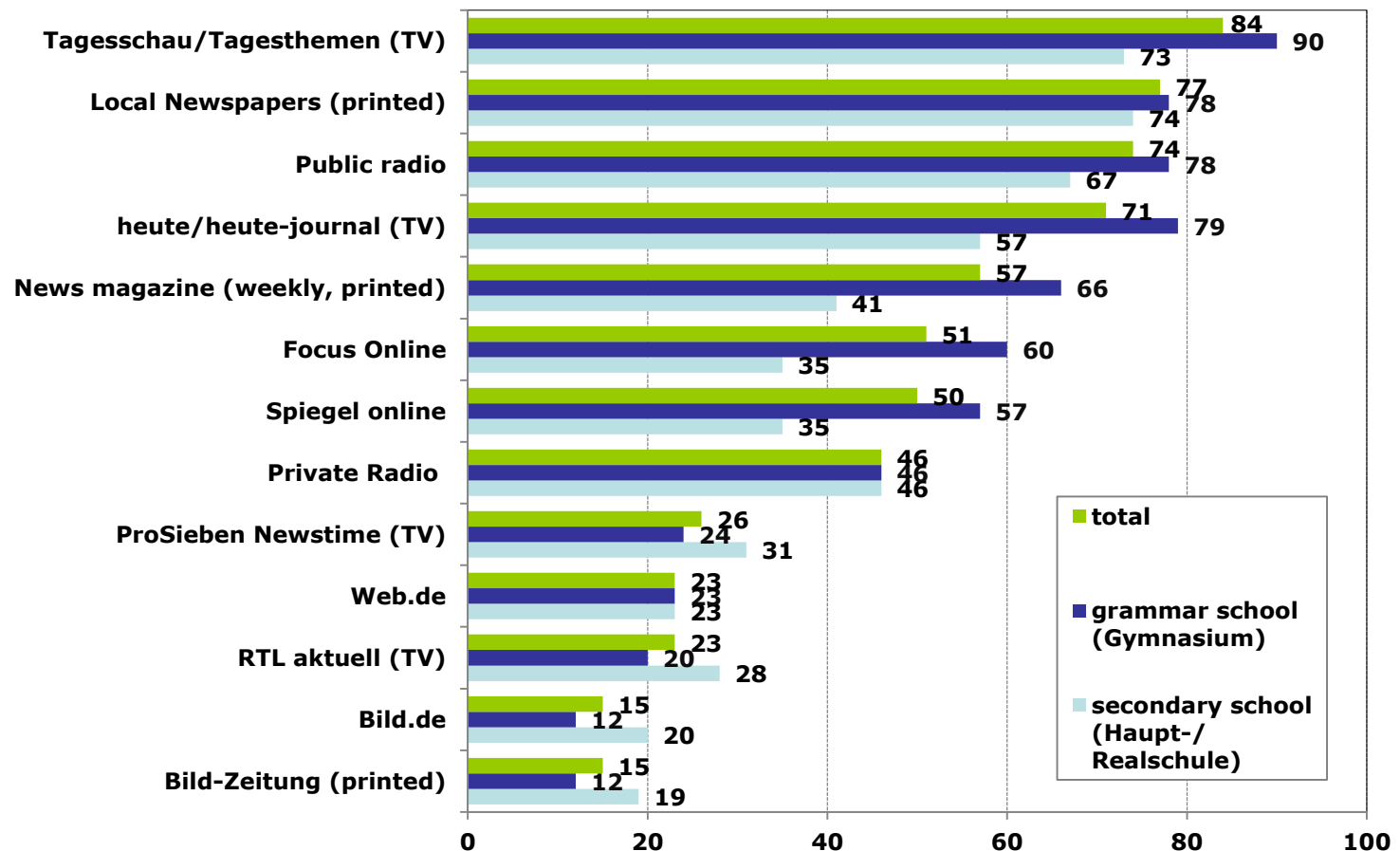


Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 38.

## Which German news media are trustworthy according to young people?

By school type, 2018 (percentages)

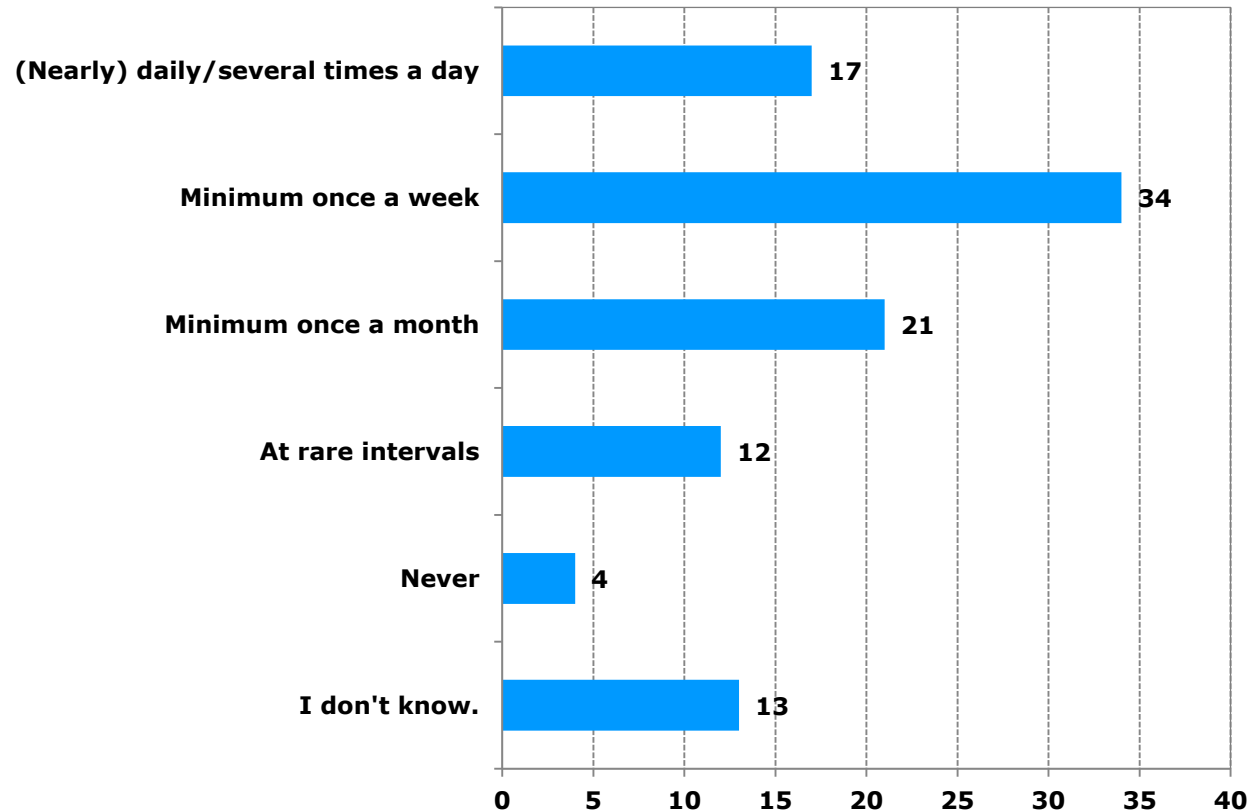


Basis: n=1,200, 12-19 years.

Source: Feierabend/Rathgeb/Reutter, in: *Media Perspektiven 12/2018*, p. 591.

## How often do young people come across "fake news" in social media?

2018 (percentages)

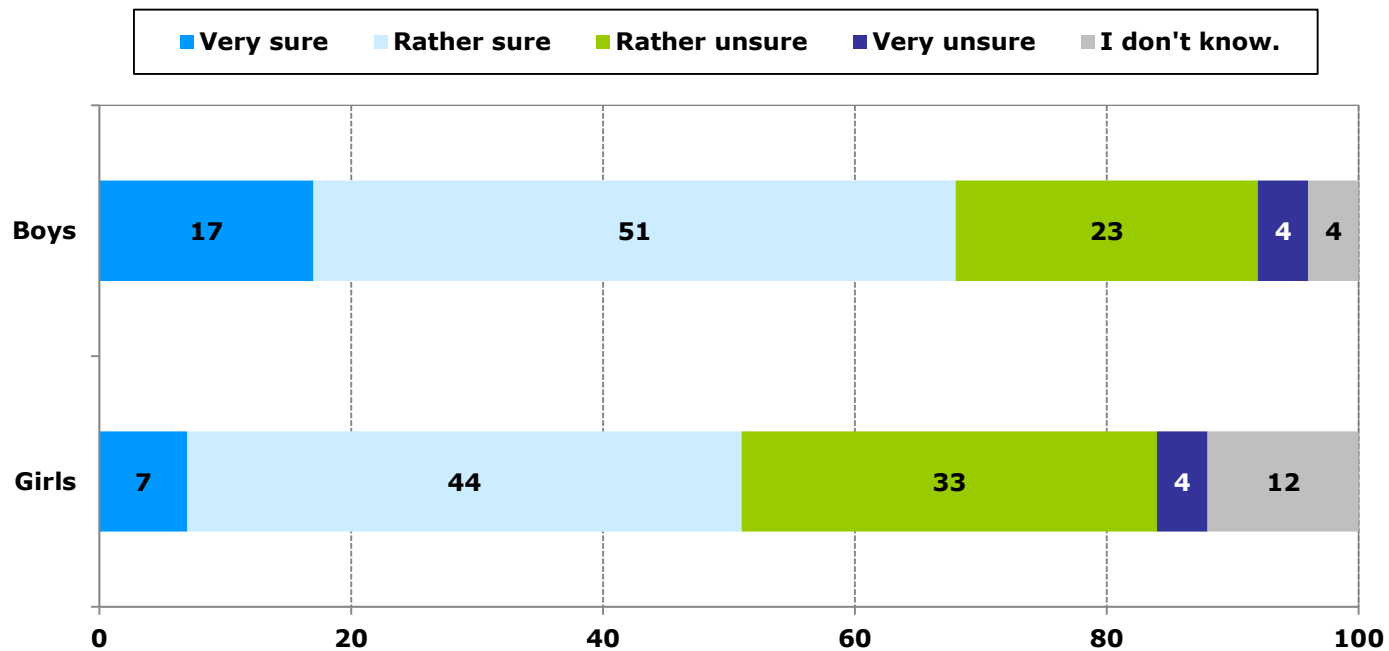


Basis: n=618, social media users, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 24.

## Epecially boys are confident to detect "fake news"

How sure/unsure do you feel to detect fake news?  
By gender, 2018 (percentages)

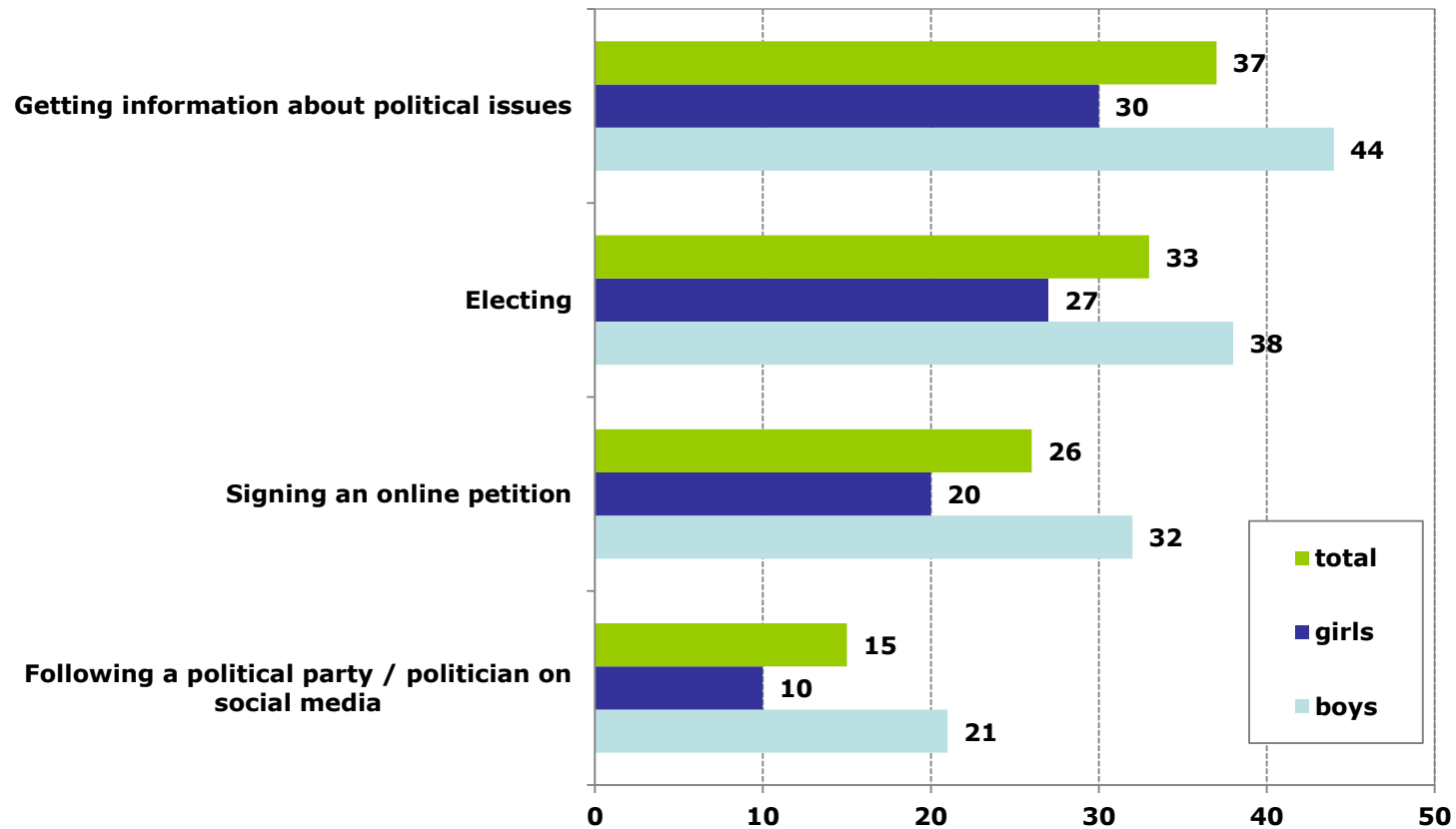


Basis: n=618, social media users, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 26.

## German adolescents' political media use

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

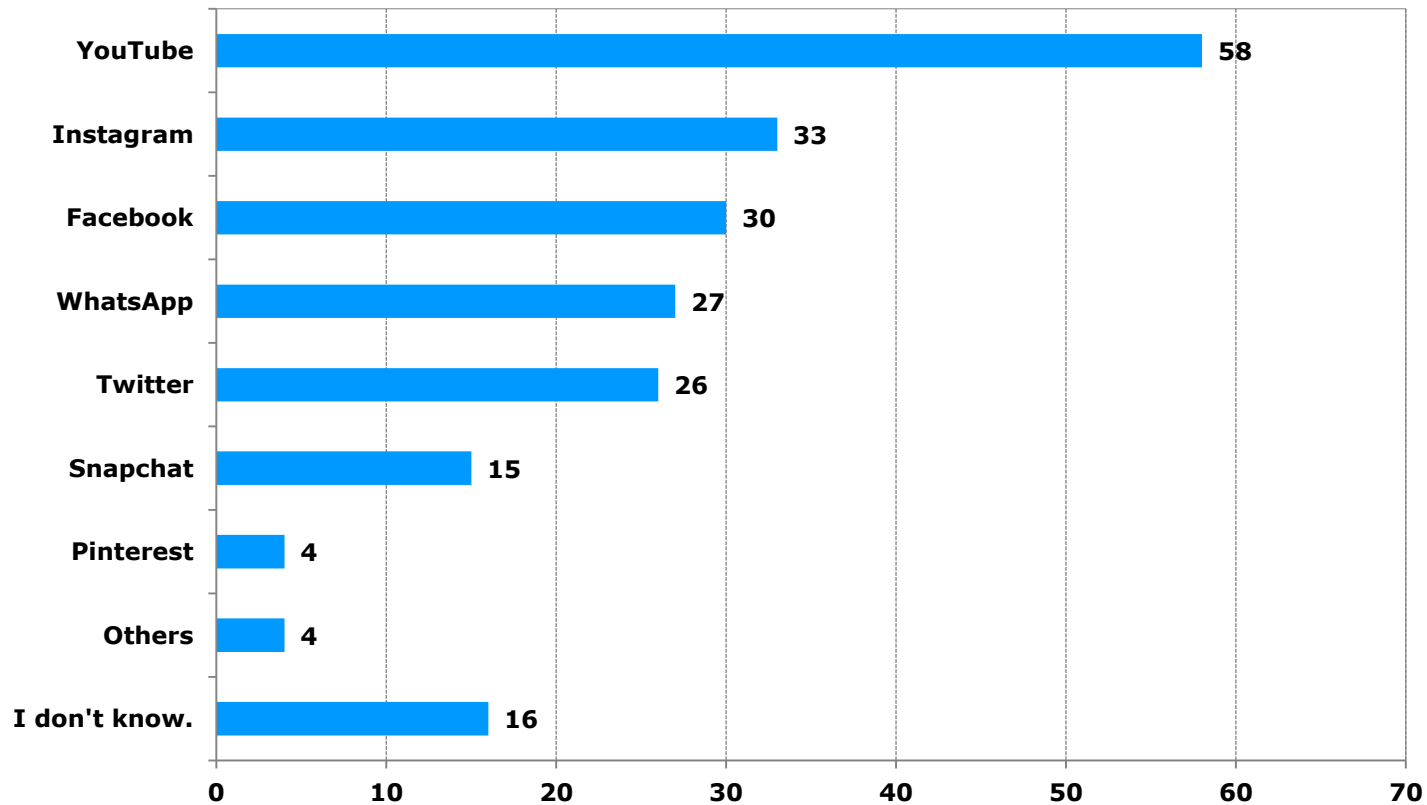


Basis: n=522, 14-17 years.

Source: Bravo/YouGov 2017, p. 10

## Favourite social media used for political information

2017, multiple nominations possible (percentages)

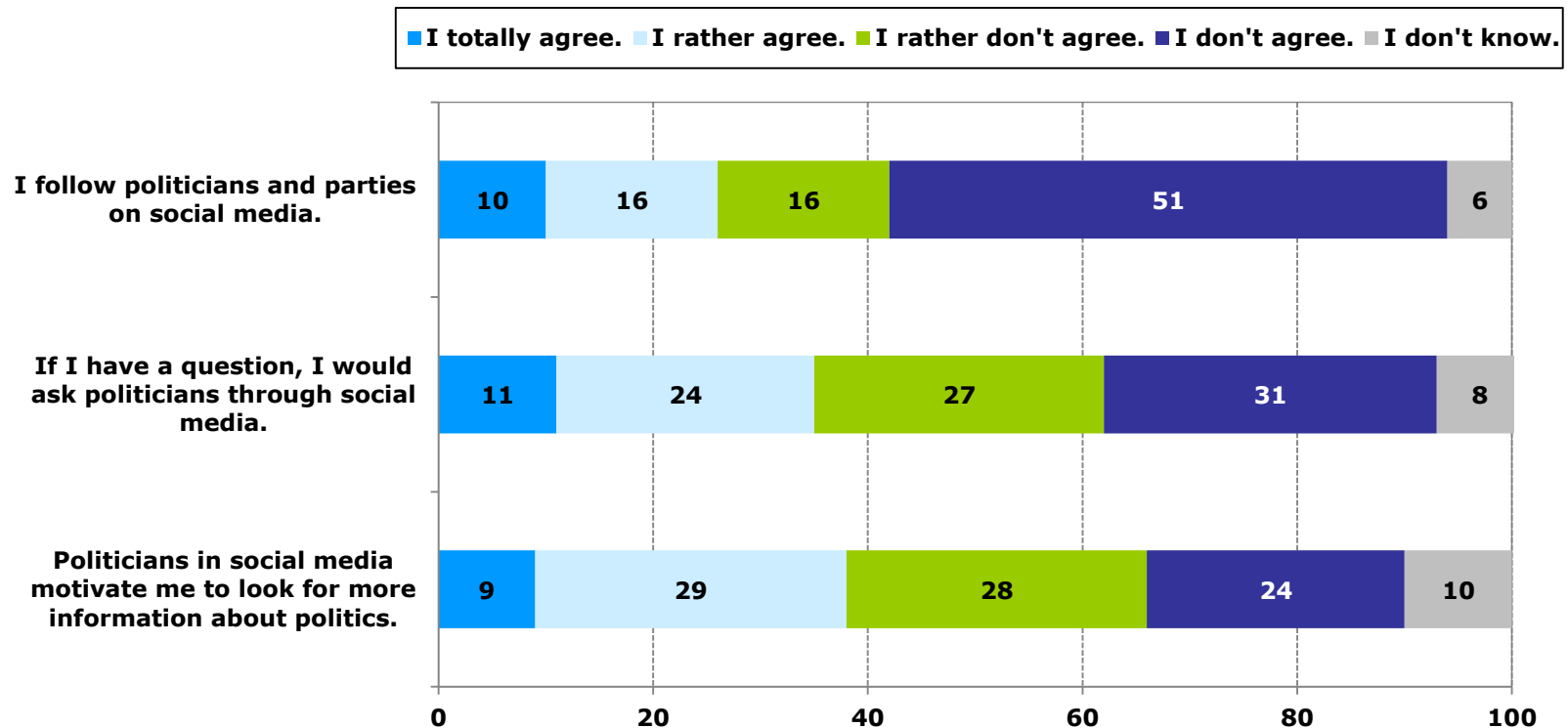


Basis: n=418, 14-17 years; social media users.

Source: Bravo/YouGov 2017, p. 16.

## What do German young people think about politicians in social media?

2018 (percentages)



Basis: n=618, social media users, 14-24 years.

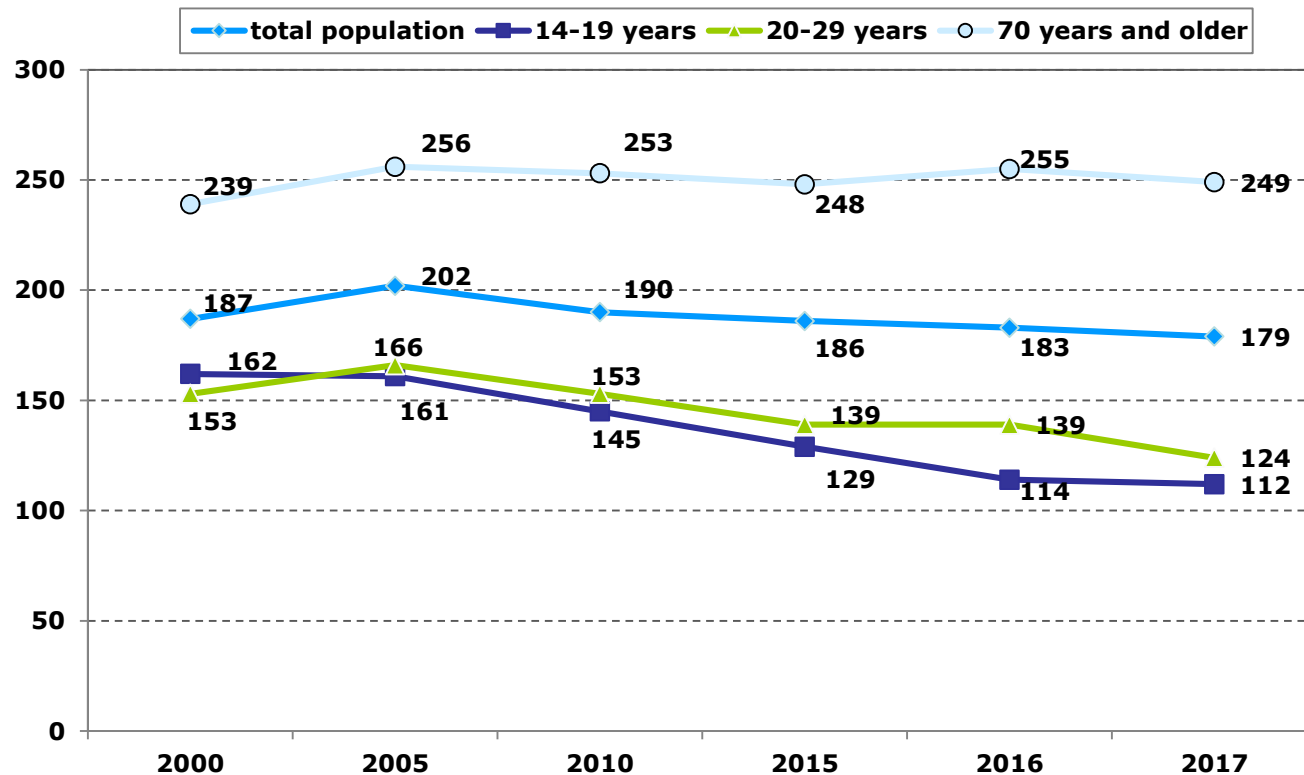
Source: Vodafone Stiftung Deutschland 2018, p. 41.



# Adolescents and Television

## Development of TV viewing time by age groups

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

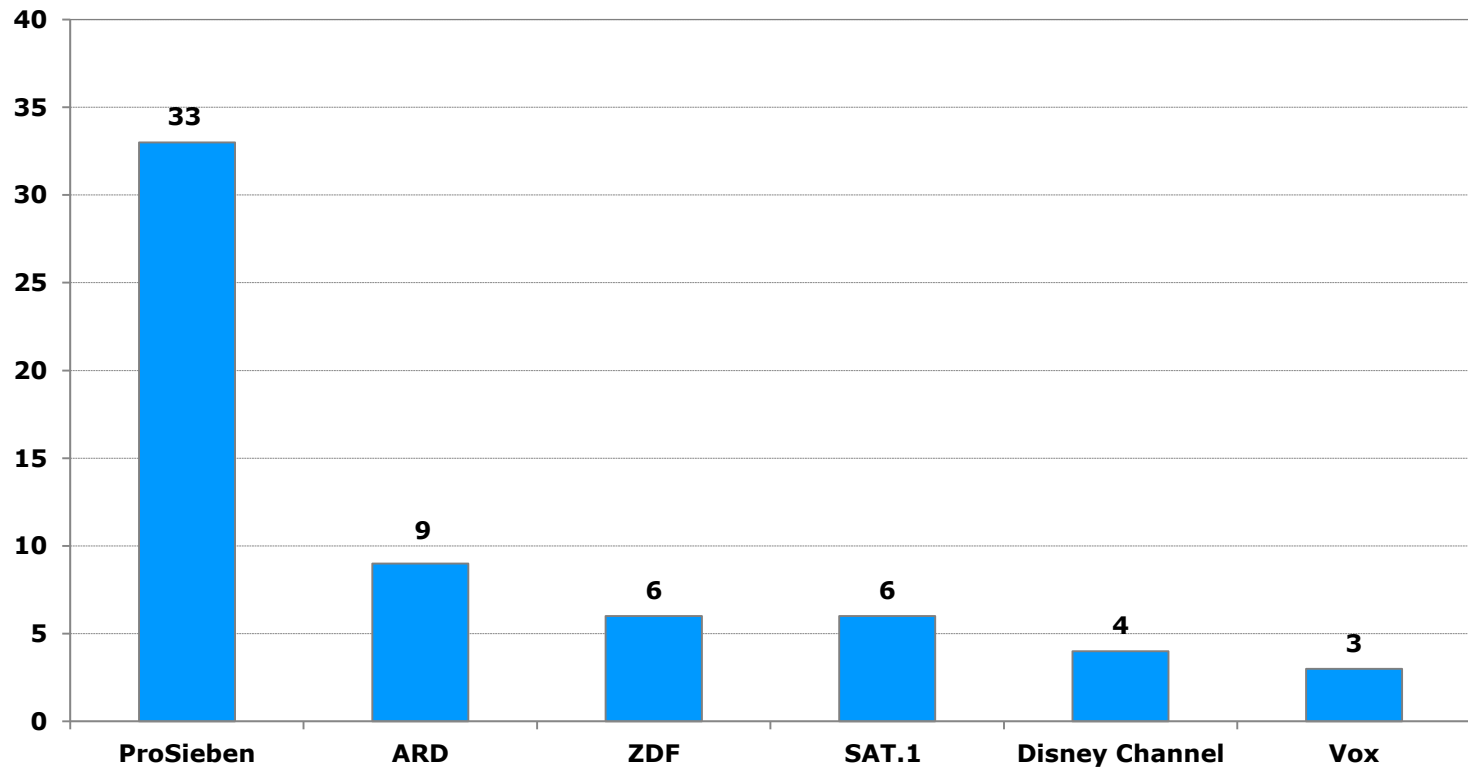


Basis: FRG in total, 14 years and older, 5:00 a.m.-12:00 p.m., Mon-Sun.

Source: Media Perspektiven Basisdaten 2017, p. 69.

## Popular TV broadcasters among German adolescents in 2018

Market shares in age group 12-19 years, 2018 (percentages)



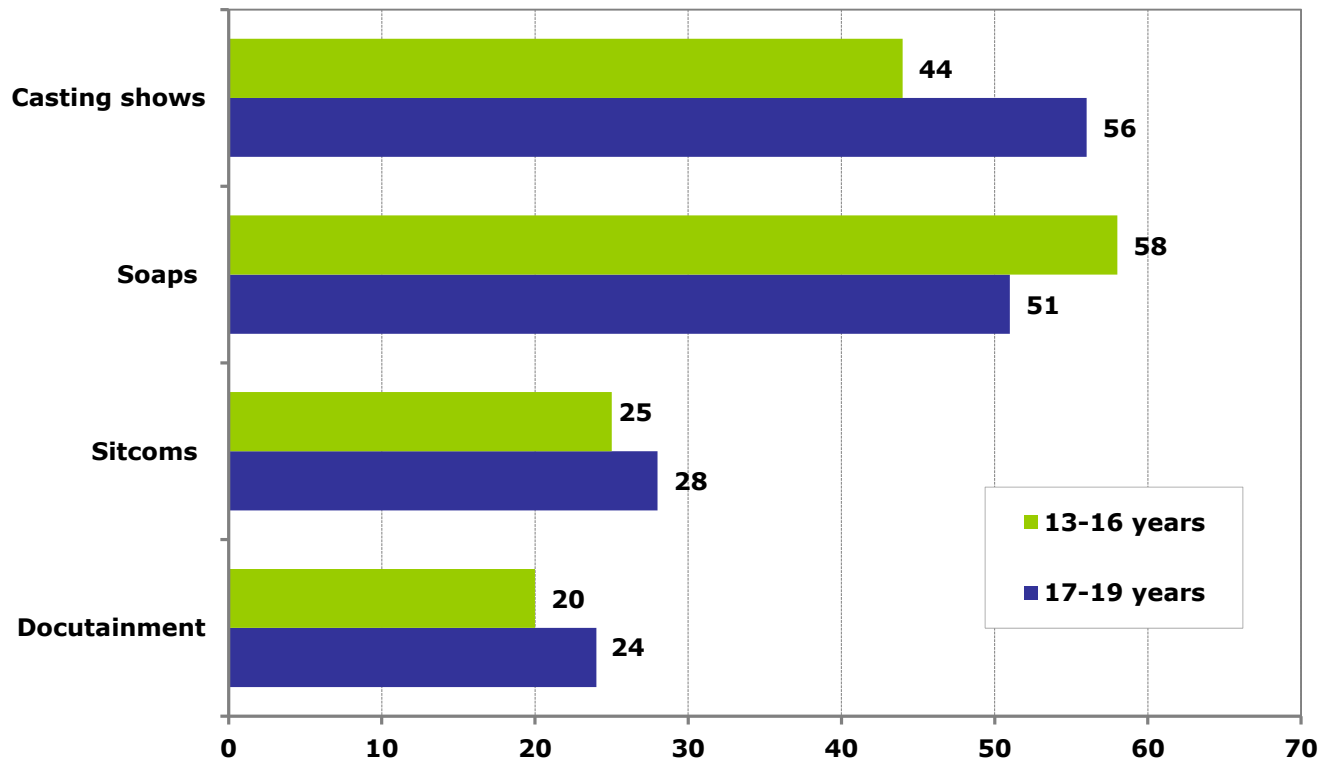
Basis: n=1,2000, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 45.

## Girls' favourite TV genres in 2018

"What type of programme do you like best?"

Multiple nominations possible, 2018, selection (percentages)

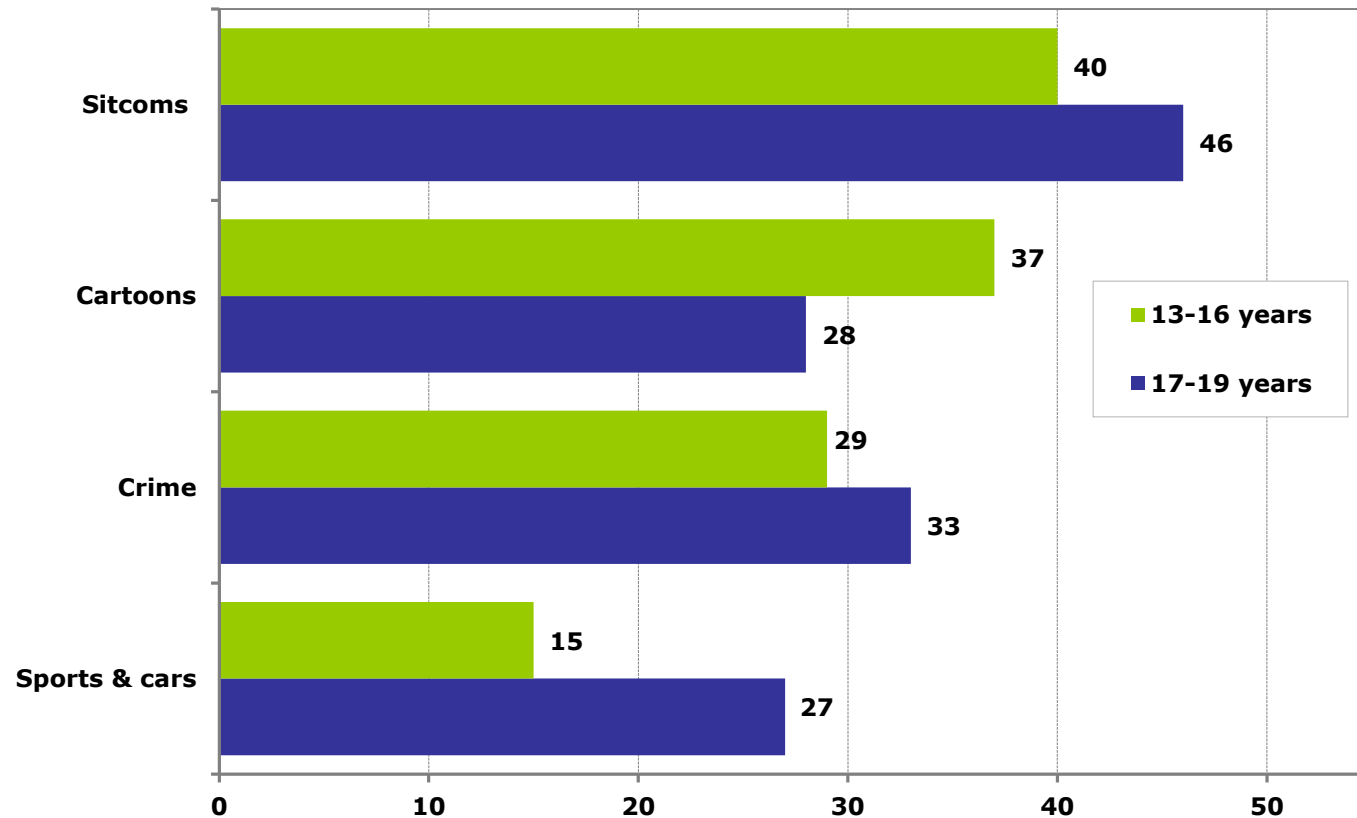


Basis: n=698 girls, 6 bis 19 years.

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

## Boys' favourite TV genres 2018

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

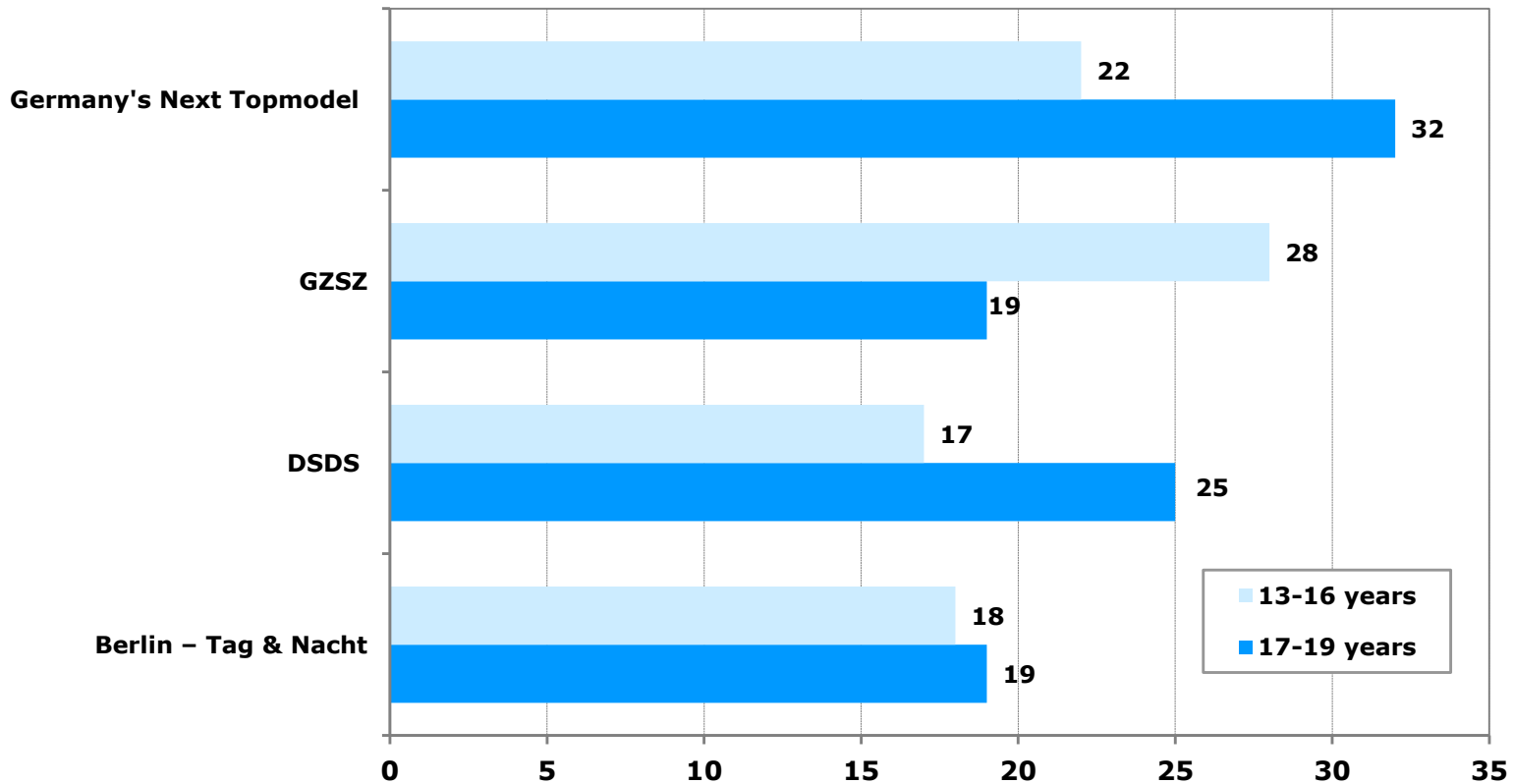


Basis: n=751 boys, 6-19 years.

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

## Which TV programmes do German girls like best?

2018, multiple nominations possible, selection (percentages)

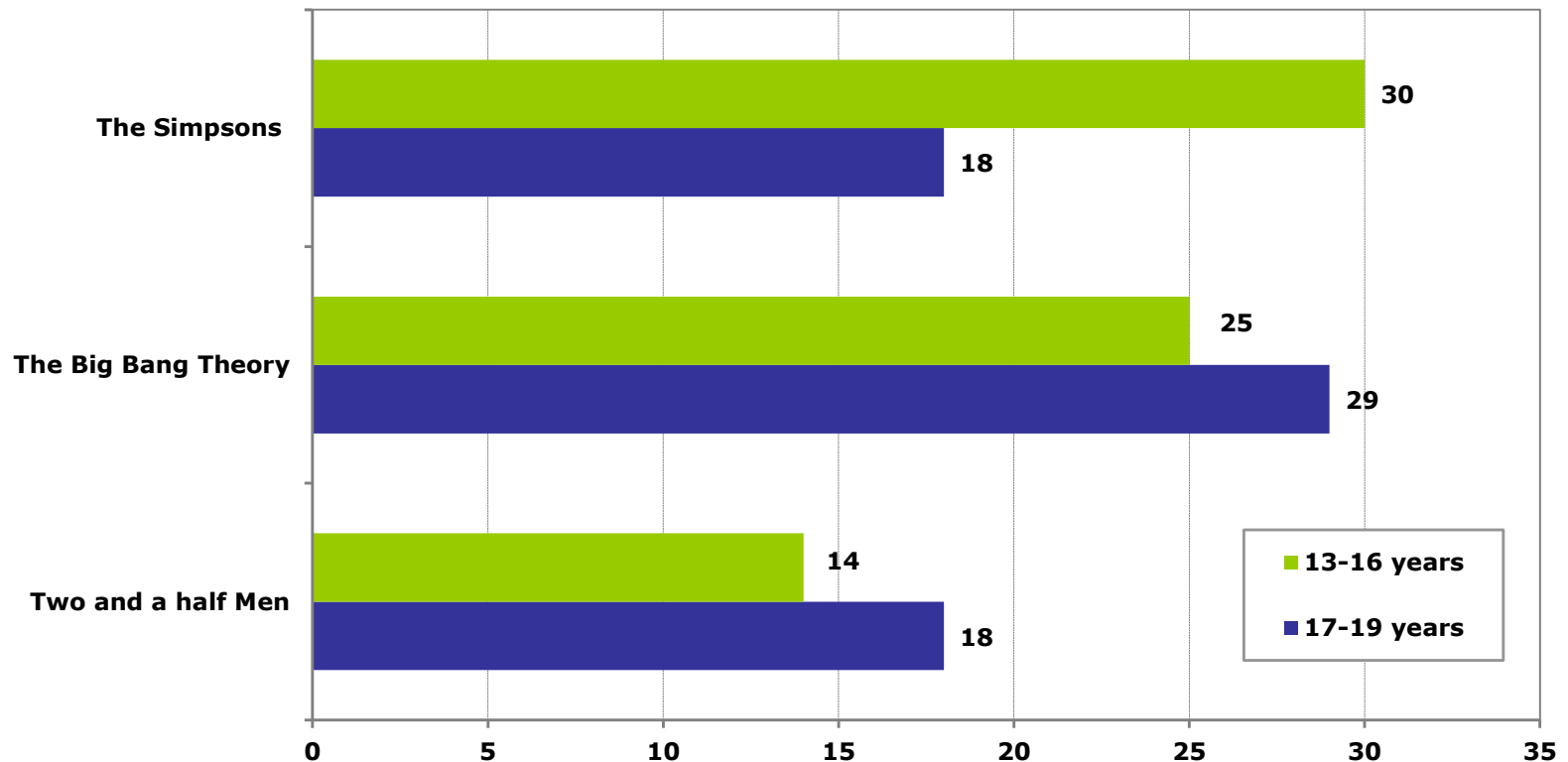


Basis: n=698 girls, 6-19 years.

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

## Which TV programmes do German boys like best?

2018, multiple nominations possible, selection (percentages)



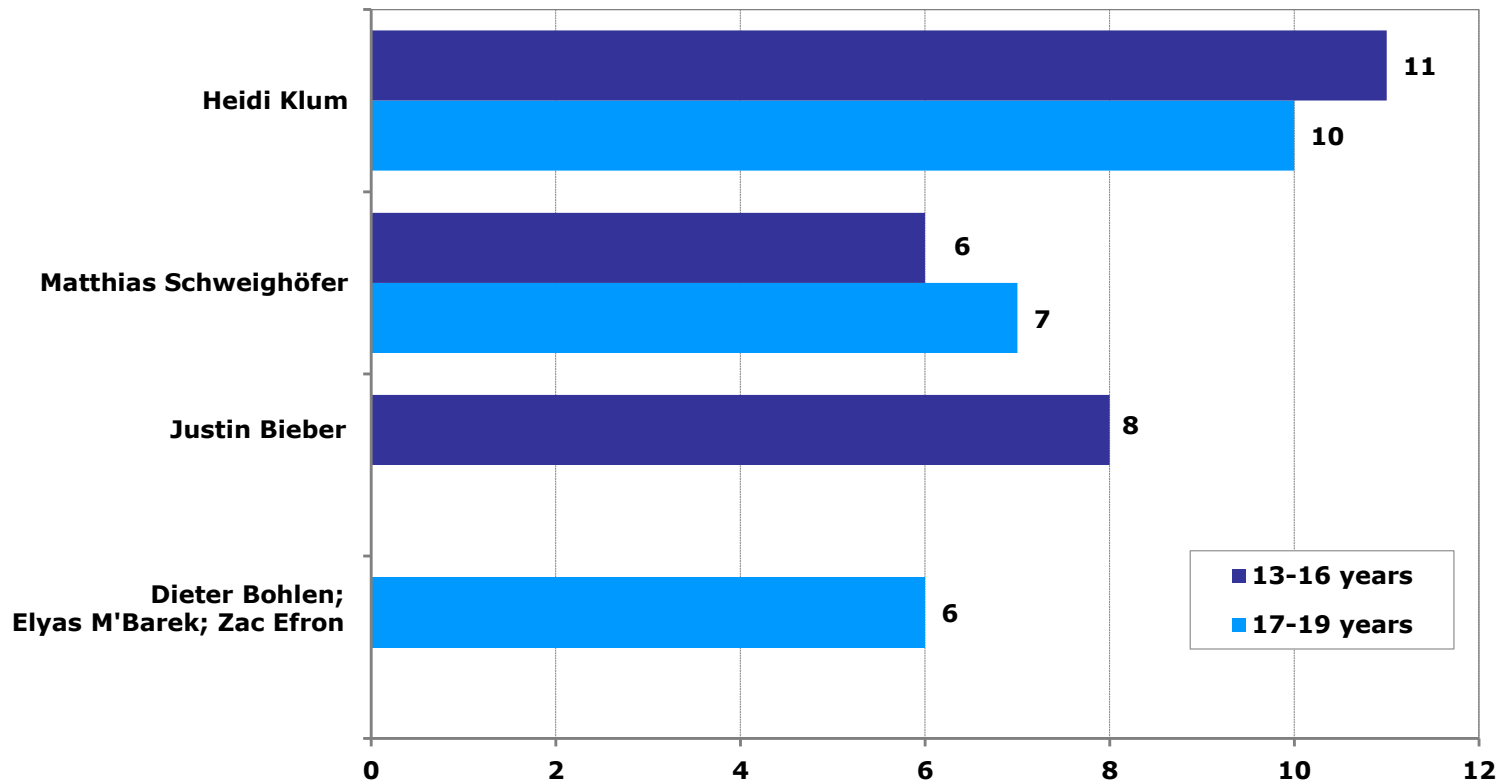
Basis: n=751 boys, 6-19 years.

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.

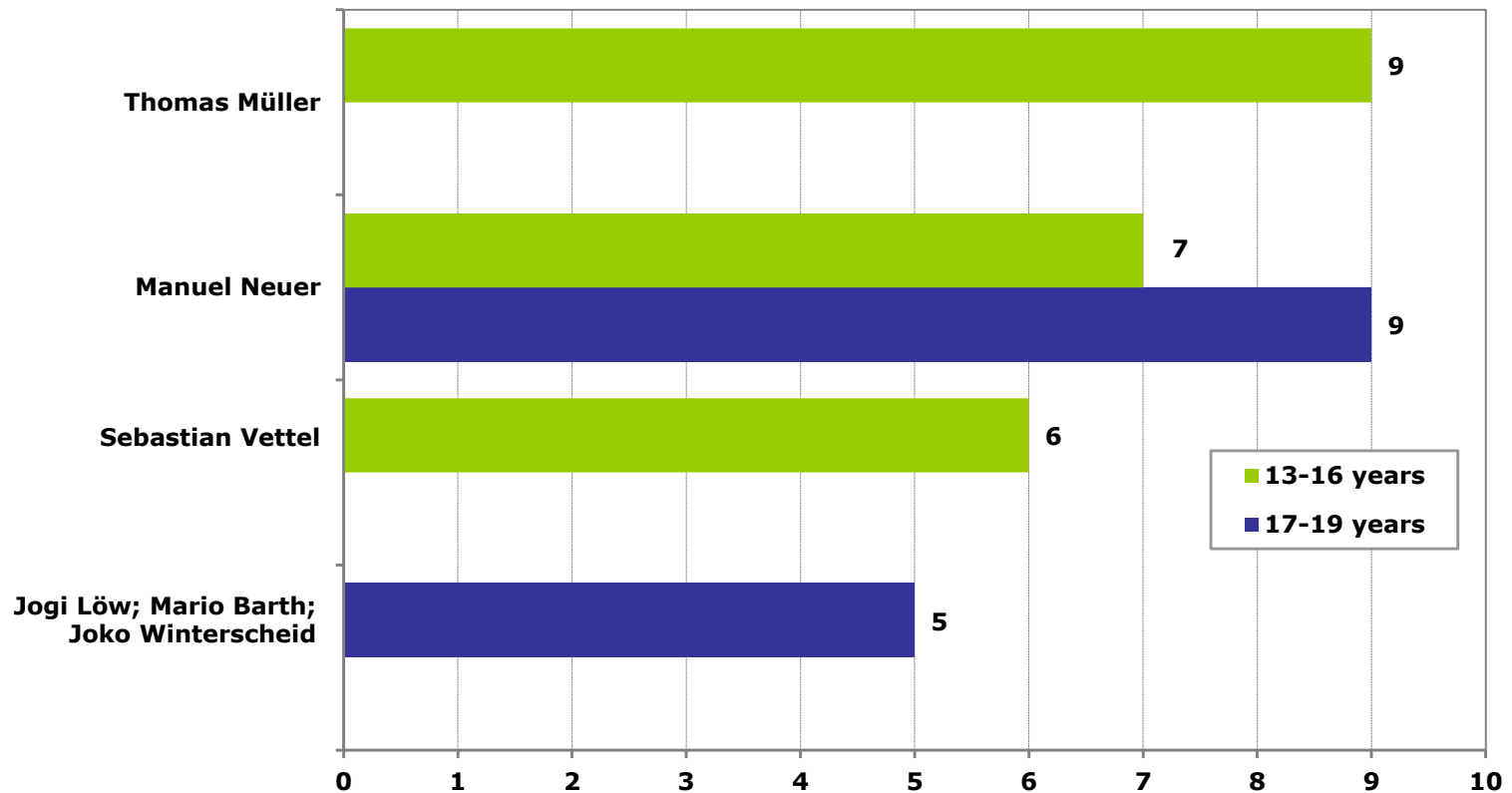
Source: iconkids & youth international research:  
Trend Tracking Kids 2018, p. 66.



## German Boys' media idols 2018

"Who do you find really awesome currently?"

Unsupported, multiple nominations possible, selection (percentages)

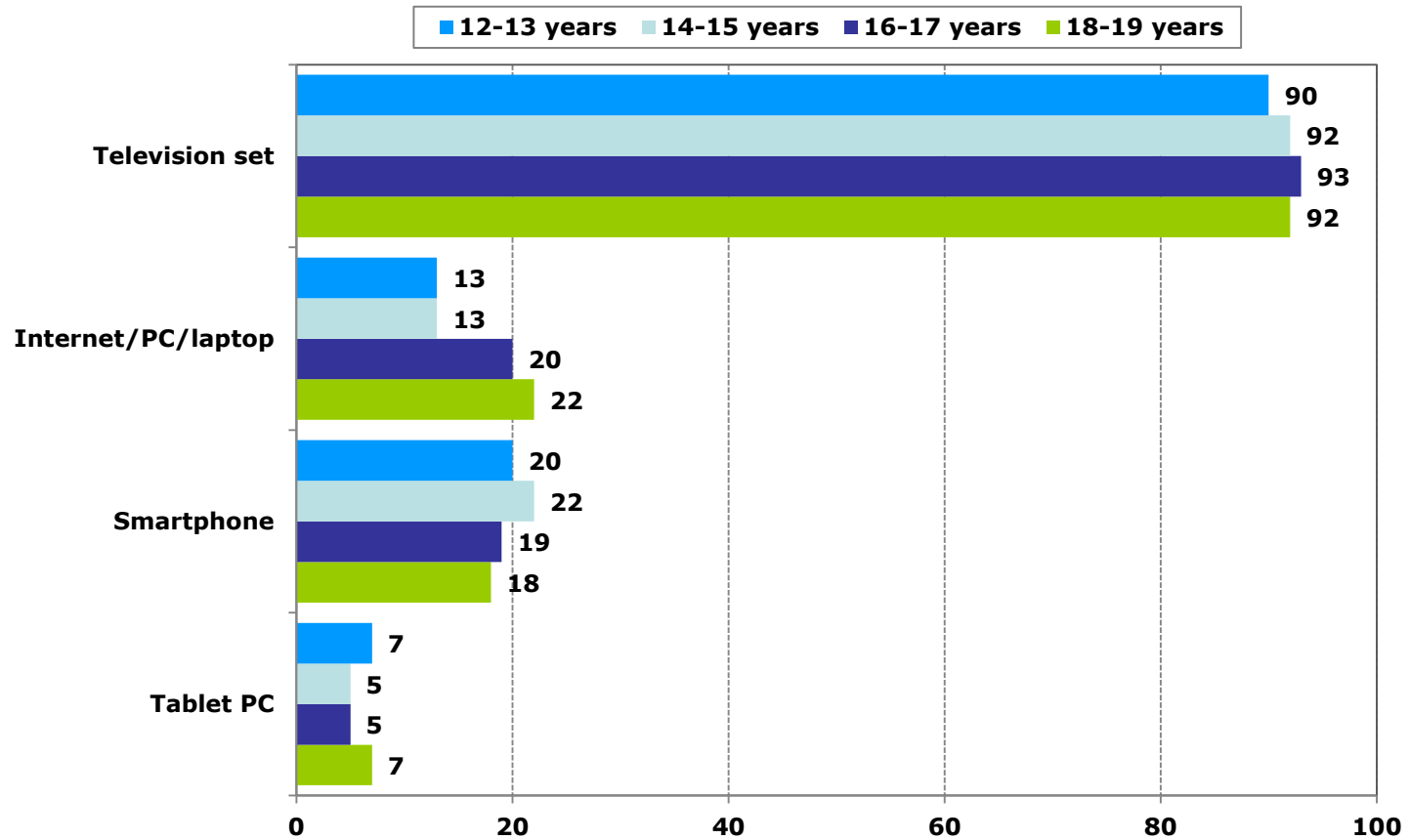


Basis: n=751 boys, 6-19 years.

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

## Ways of watching TV

In last 14 days, by age groups, 2018, (percentages)

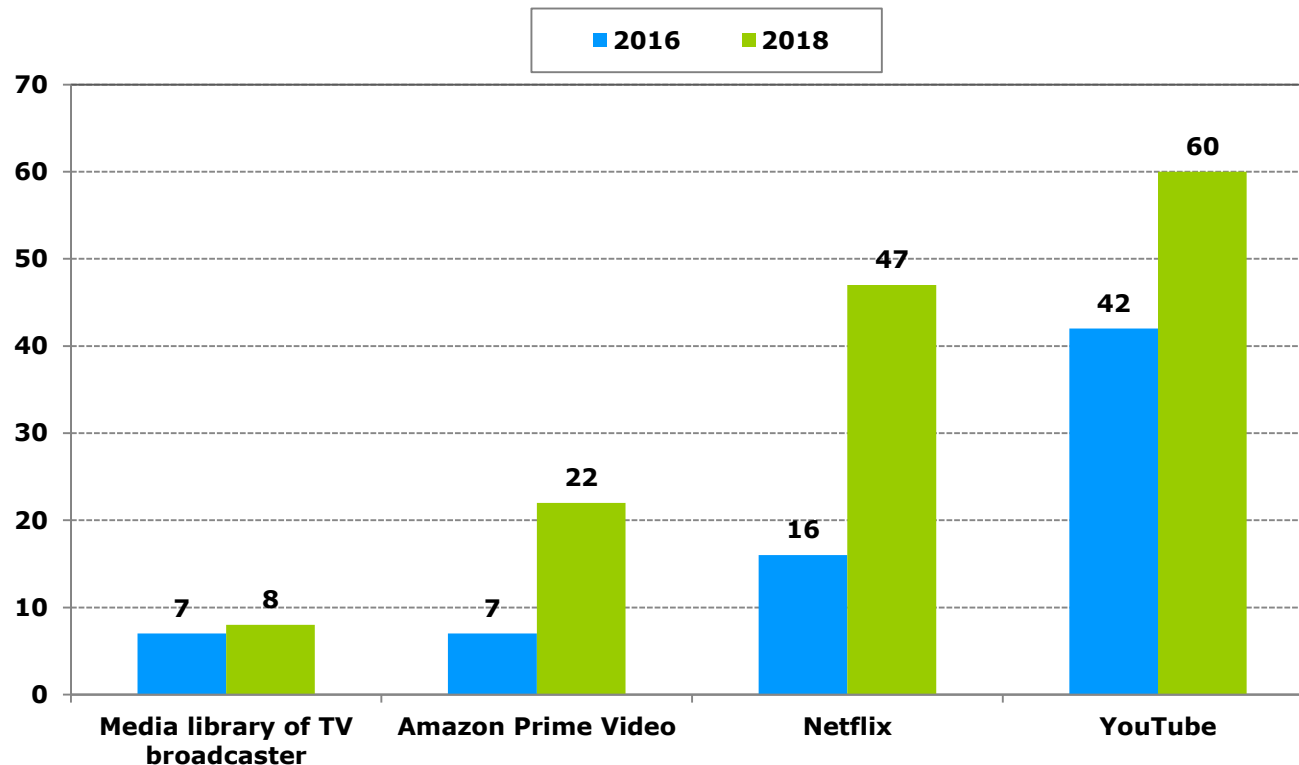


Basis: n=1,031 girls and boys, who are watching TV minimum once in 14 days, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 44.

## Watching programmes, series and movies online

Daily/several times a week, selection, 2016 and 2018 (percentages)

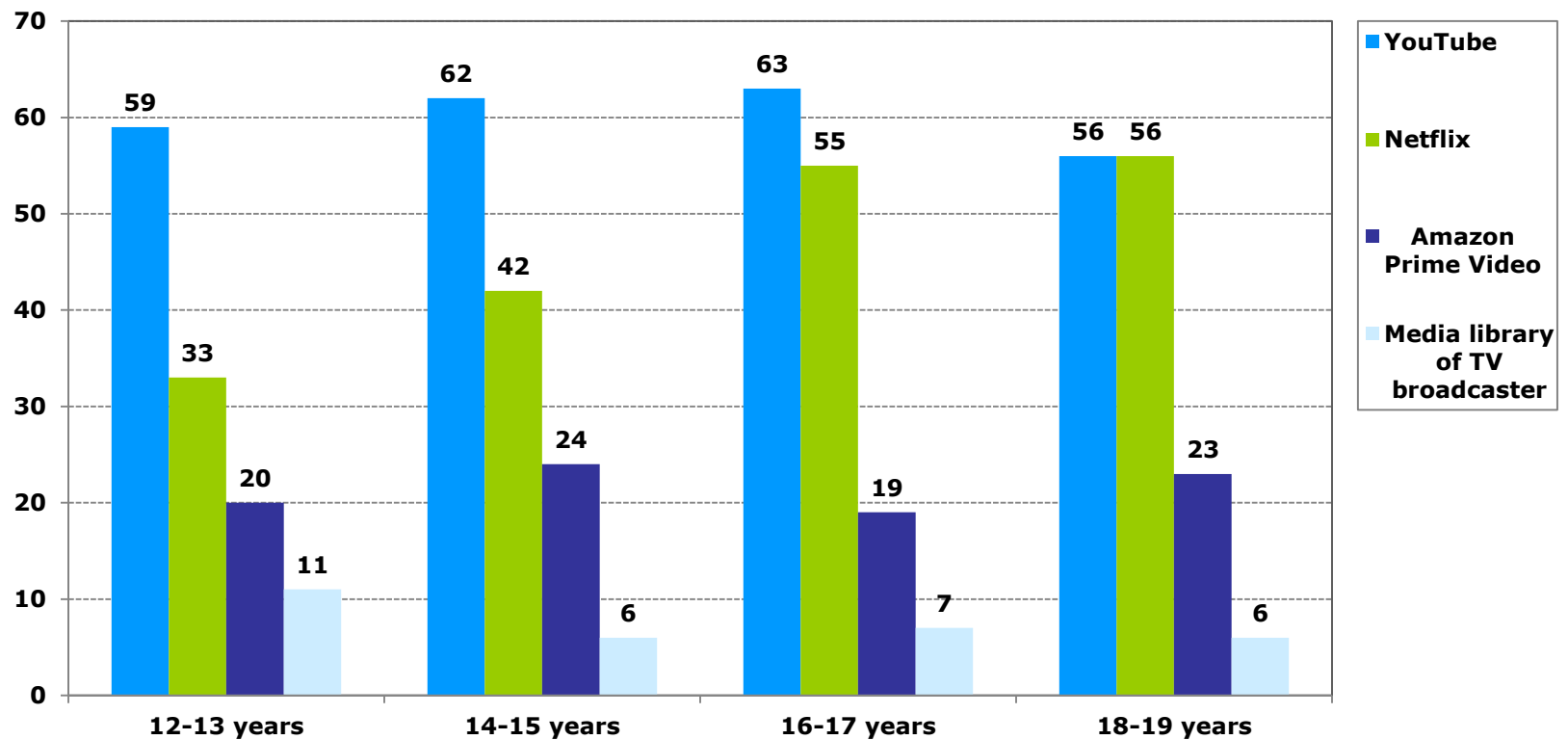


Basis: 2016: n=1,200, 2018: n=1,200, 12-19 years.

Source: Feierabend/Rathgeb/Reutte, in: Media Perspektiven 12/2018, p. 598.

## Watching programmes, series and films on online platforms

Daily/several times a week, by age groups, selection, 2018 (percentages)

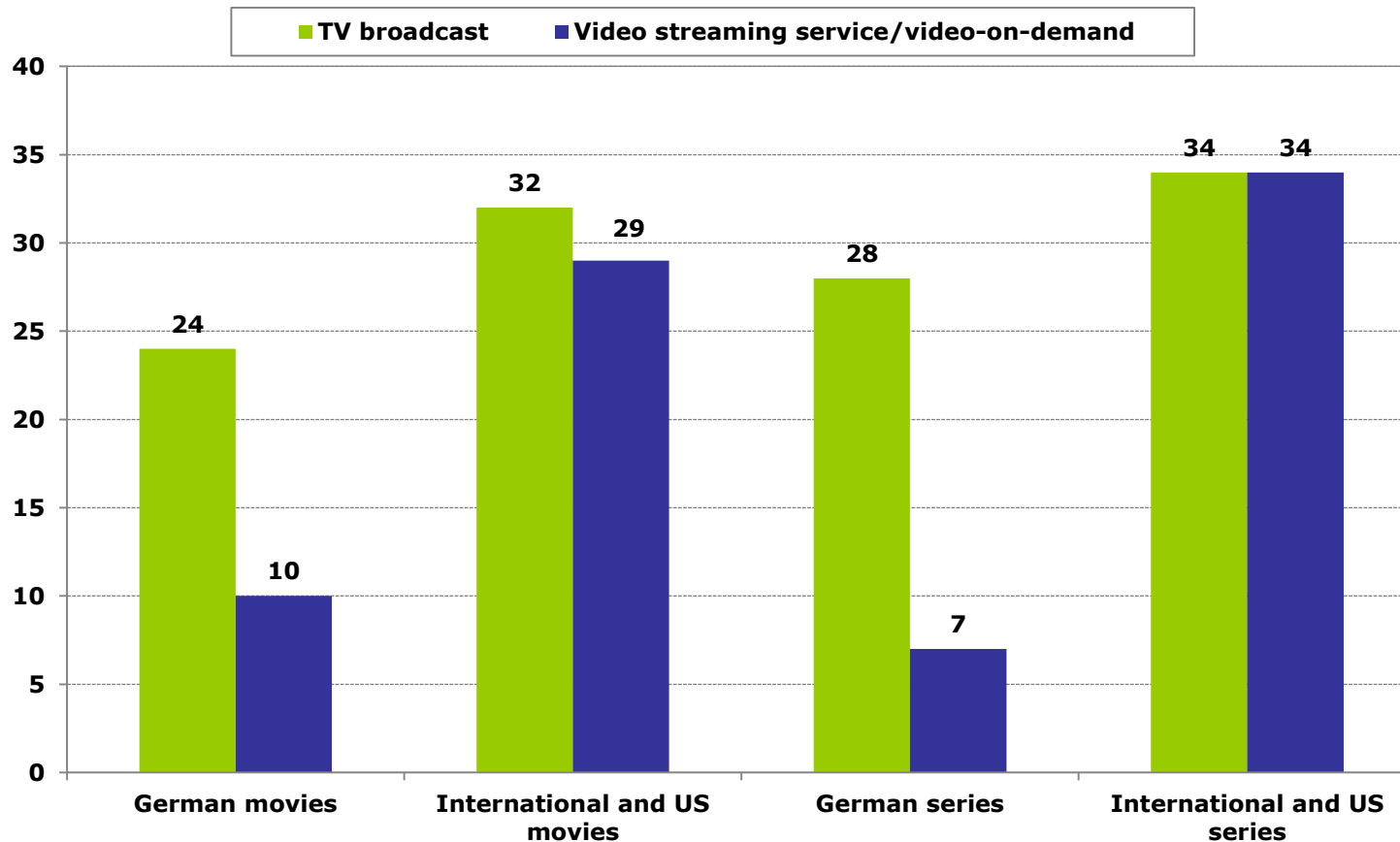


Basis: n=1,200, 12-19 years.

Source: Feierabend/Rathgeb/Reutte, in: Media Perspektiven 12/2018, p. 598.

## How do young Germans watch fictional movies and series?

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

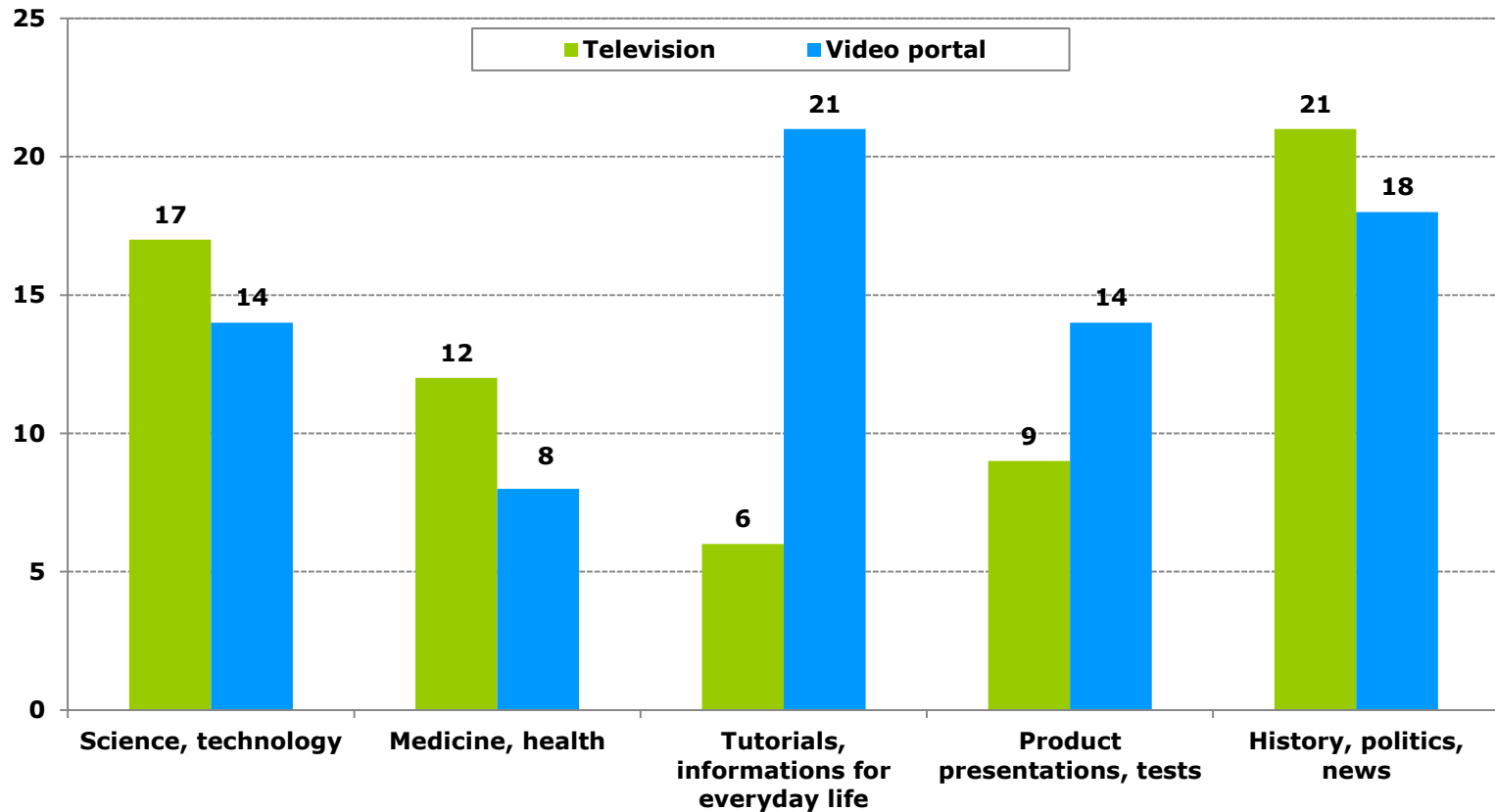


Basis: n=1,505, users of fictional genres, 14 years and older.

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)

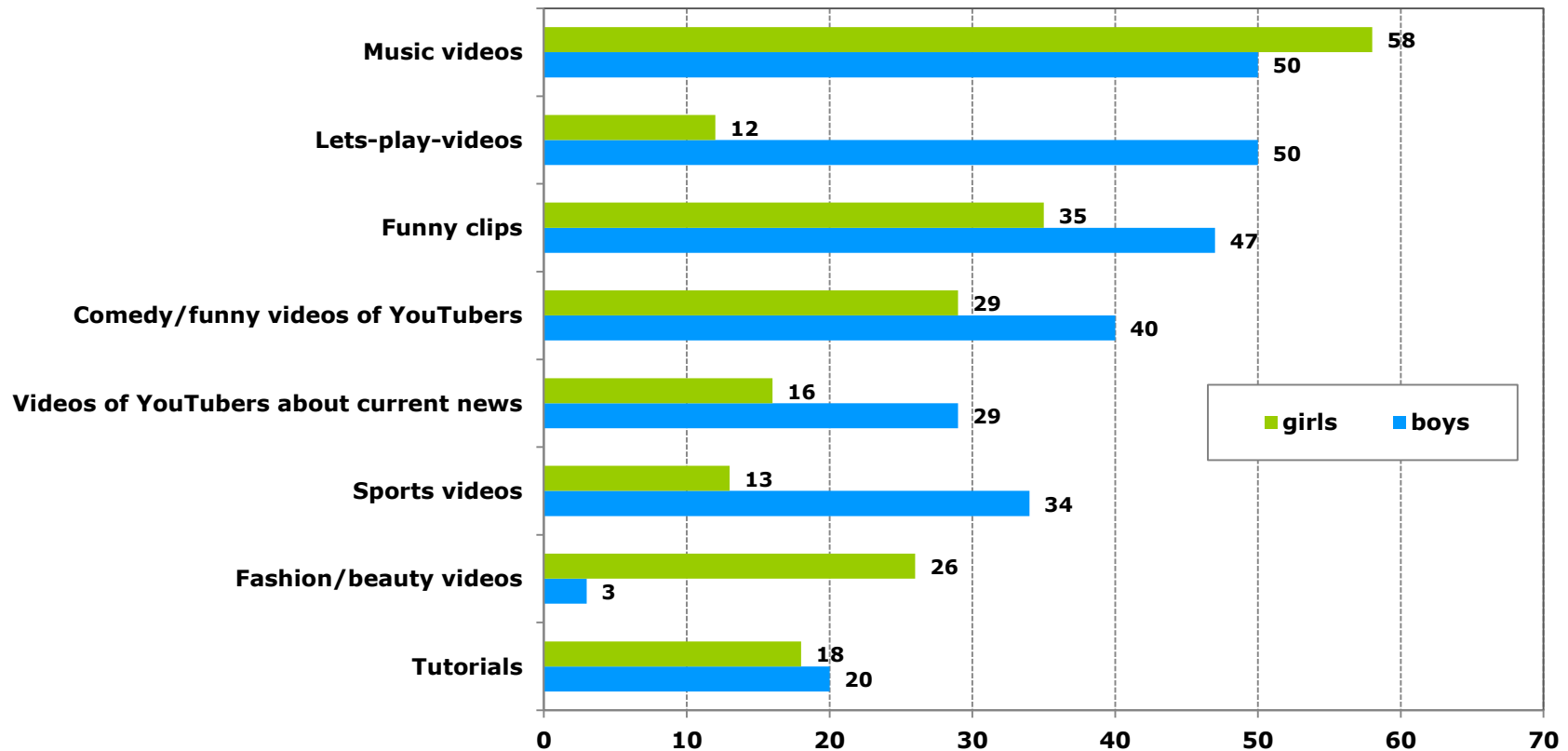


Basis: n=1,345, 14 years and older.

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

## What do adolescents watch on YouTube?

Daily/several times a week, by gender, selection, 2018 (percentages)



Basis: n=1,197, 12-19 years; adolescents who at least more rarely use YouTube.

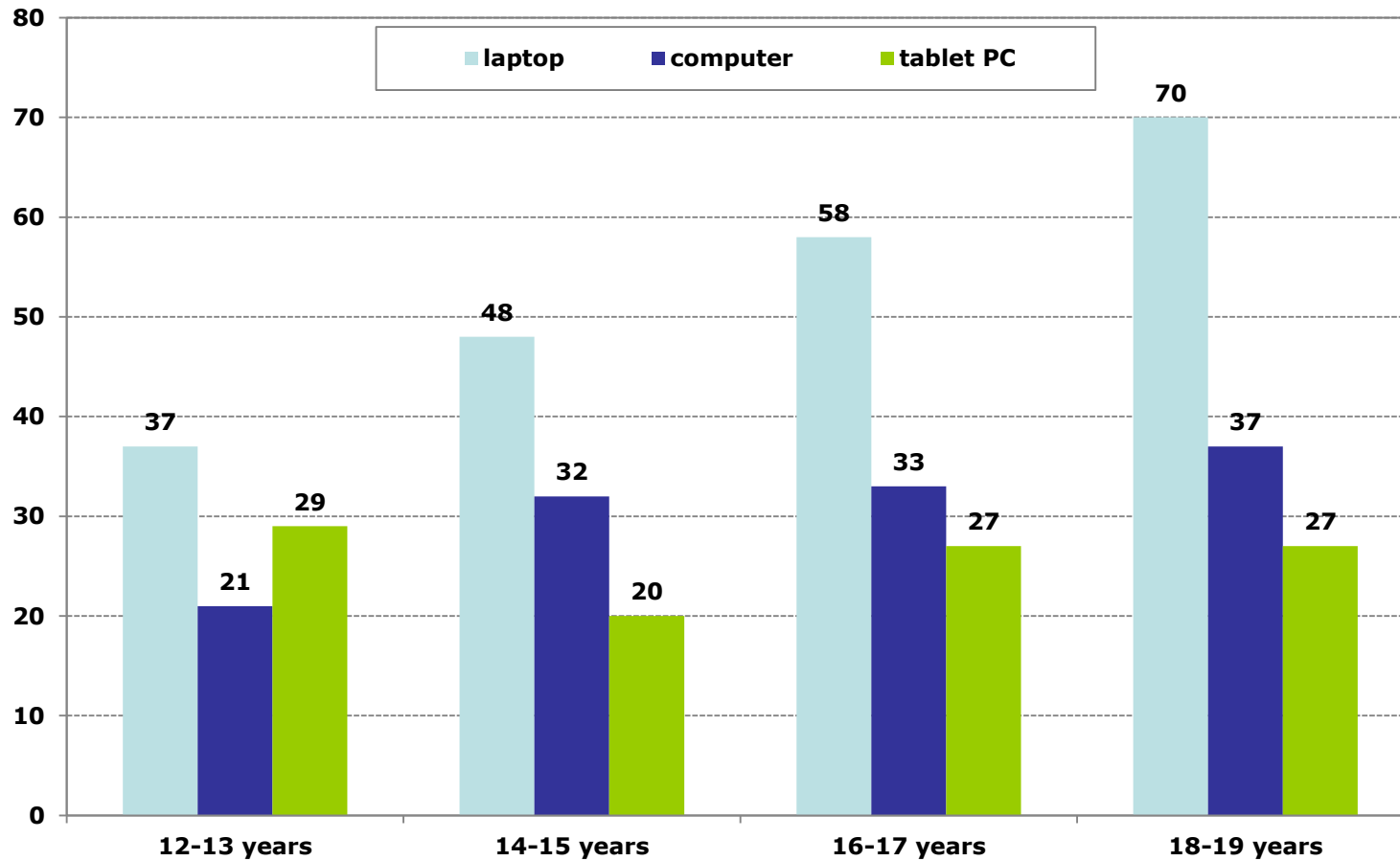
Source: JIM-Studie 2018, mpfs, p. 50.

# Computer, Internet and Social Media



## Computer/laptop in personal ownership of German adolescents

By age groups, 2018, percentages

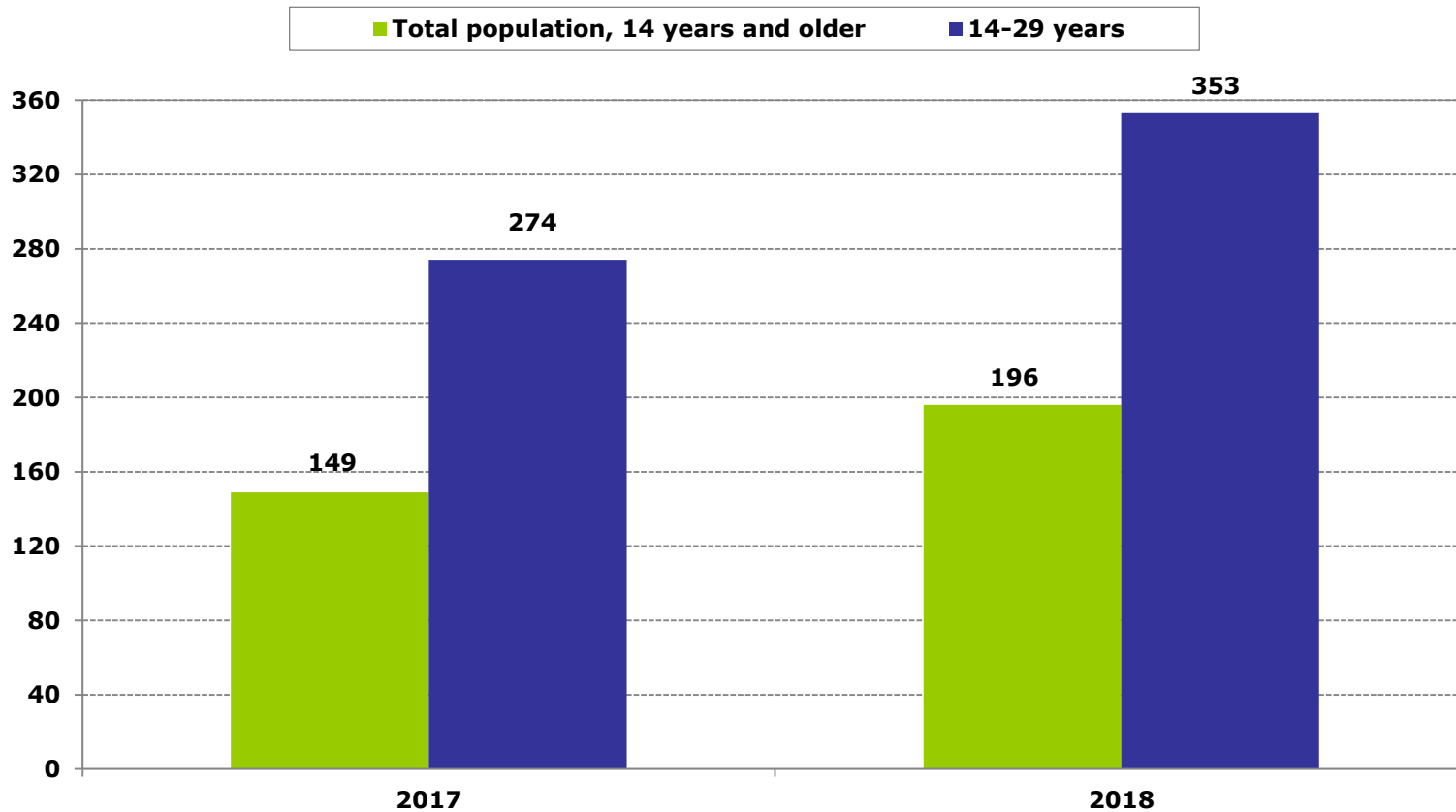


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 10.

## Daily use of Internet 2017 and 2018

By age group, minutes/day

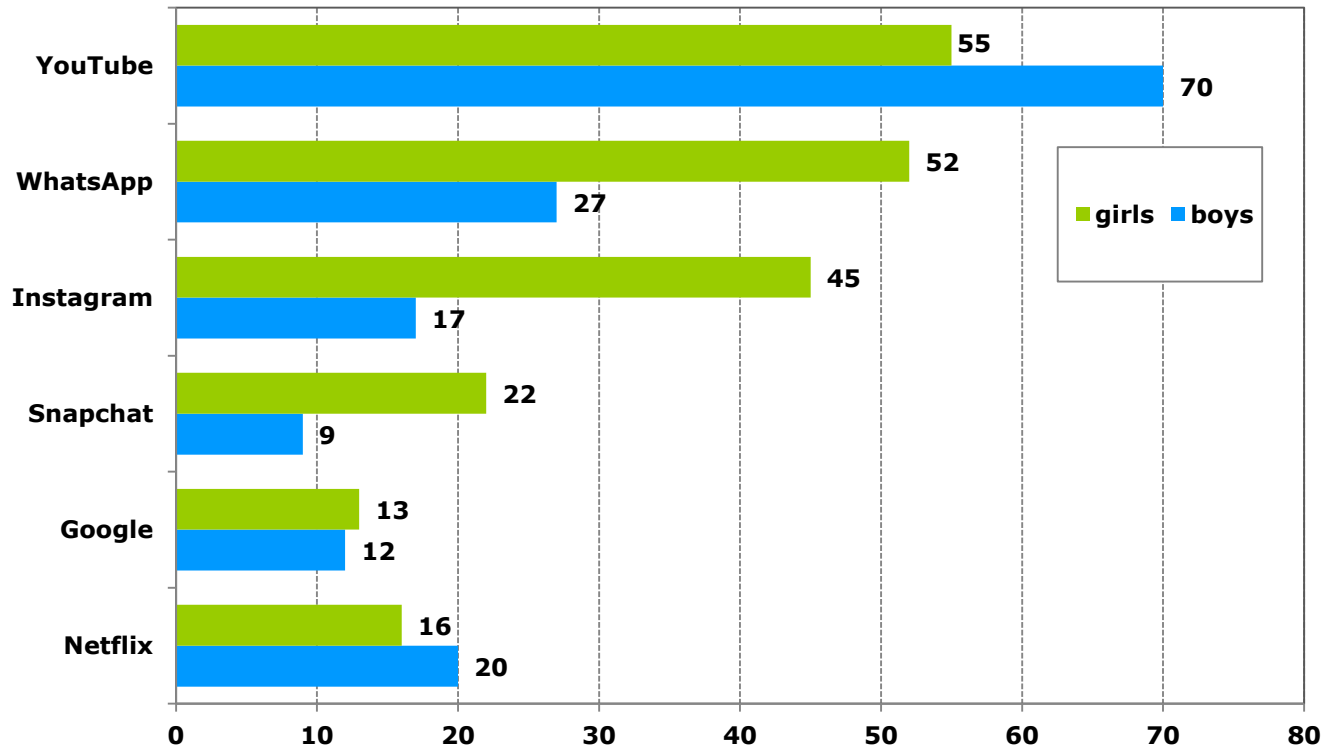


Basis: German speaking people, 14 years and older. 2018: n=2,009, 2017: n=2,017.

Source: ARD/ZDF-Online-Studien 2017 and 2018, Frees/Koch, in: Media Perspektiven 9/2018, p. 404.

## Favourite websites and platforms of German girls and boys

Maximum of 3 nominations, by gender, selection, 2018 (percentages)

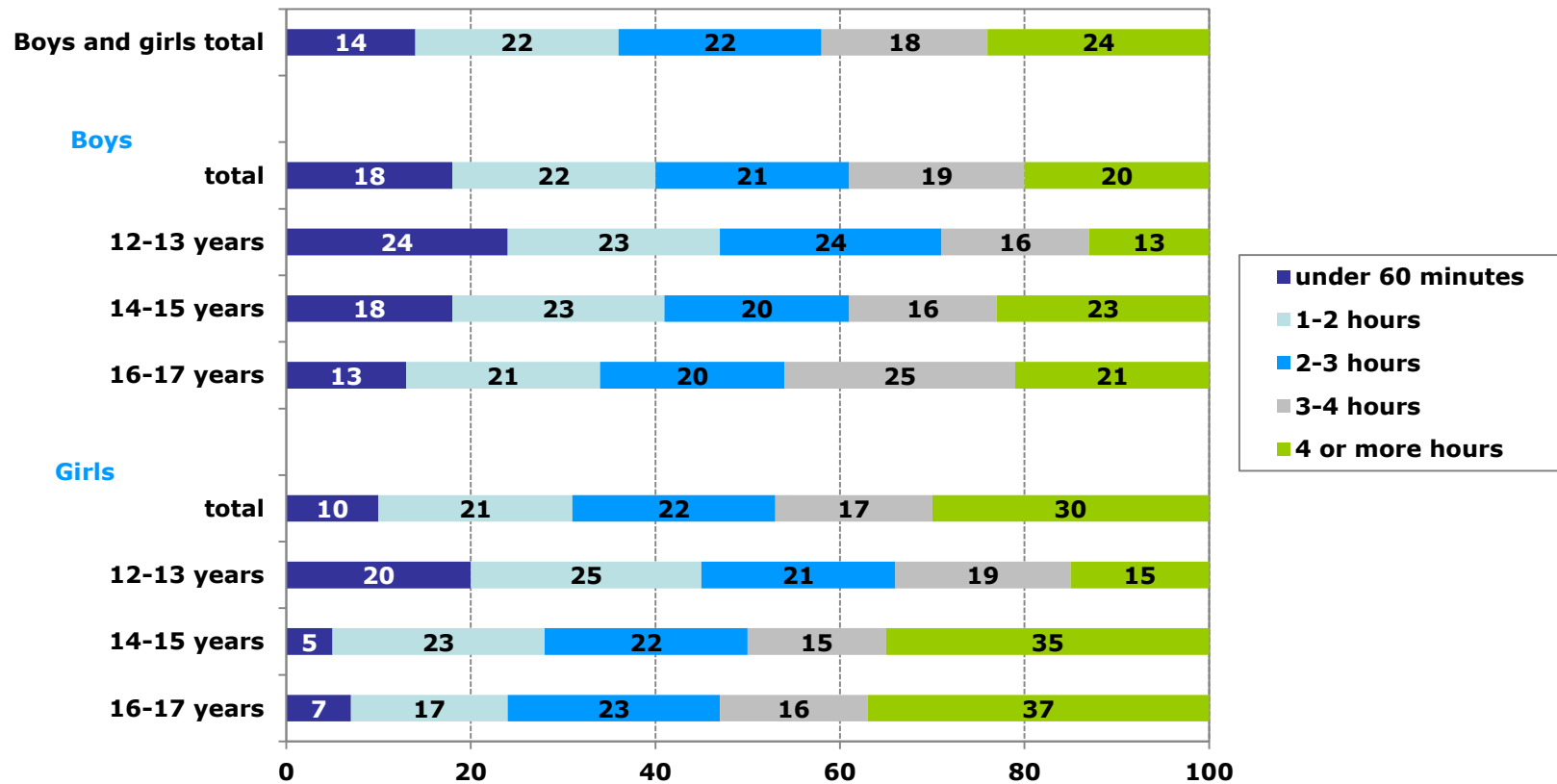


Basis: n=1,198, 12-19 years; internet use at least rarely.

Source: JIM-Studie 2018, mpfs, p. 35.

## Usage of social media

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

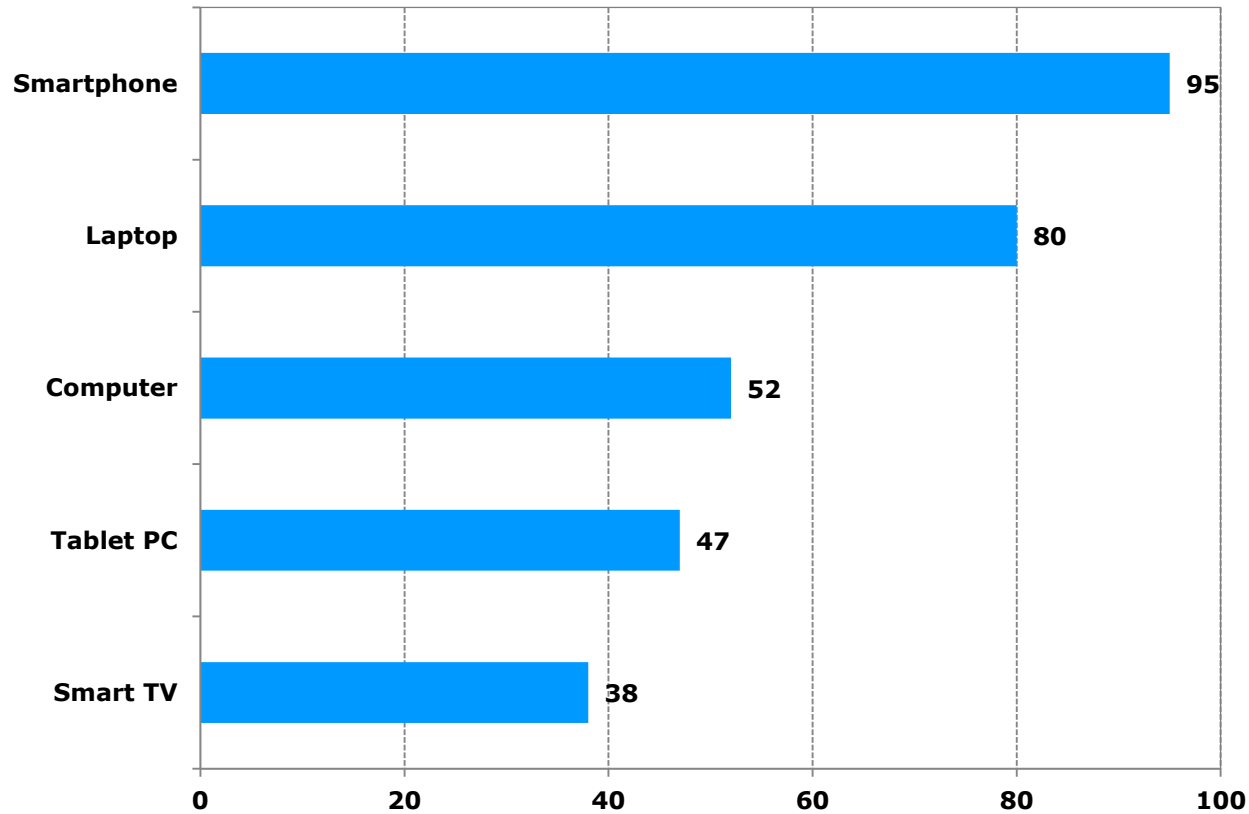


Basis: 1,001, 12- to 17-year-olds.

Source: DAK-Studie 2017, p. 8.

## Favourite ways to use social media

Selection, 14-29 years, 2018 (percentages)

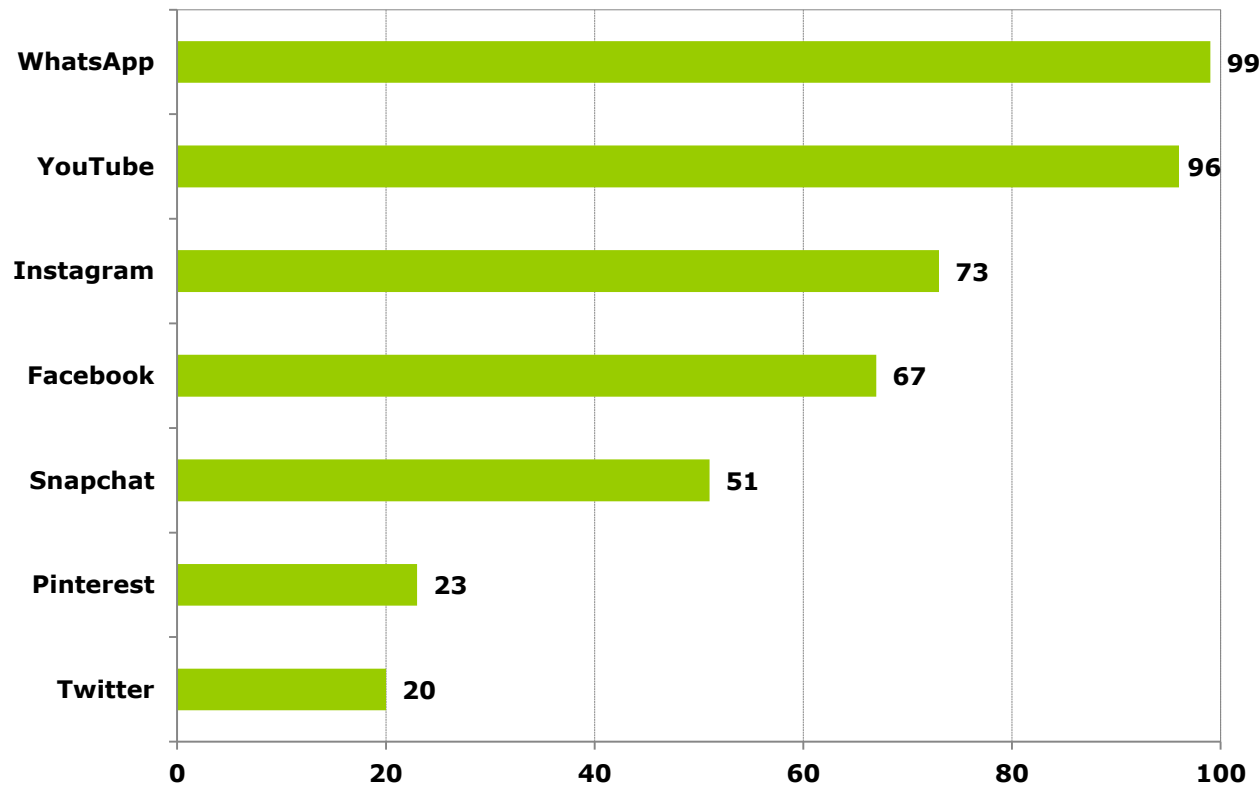


Basis: n=1,001 social media users, 14 years and older, selection of the 14-to-29-year-olds.

Source: Bitkom Research 2018, p. 9.

## Favourite social media platforms of German youth

Regularly/occasionally use, selection, 2018 (percentages)

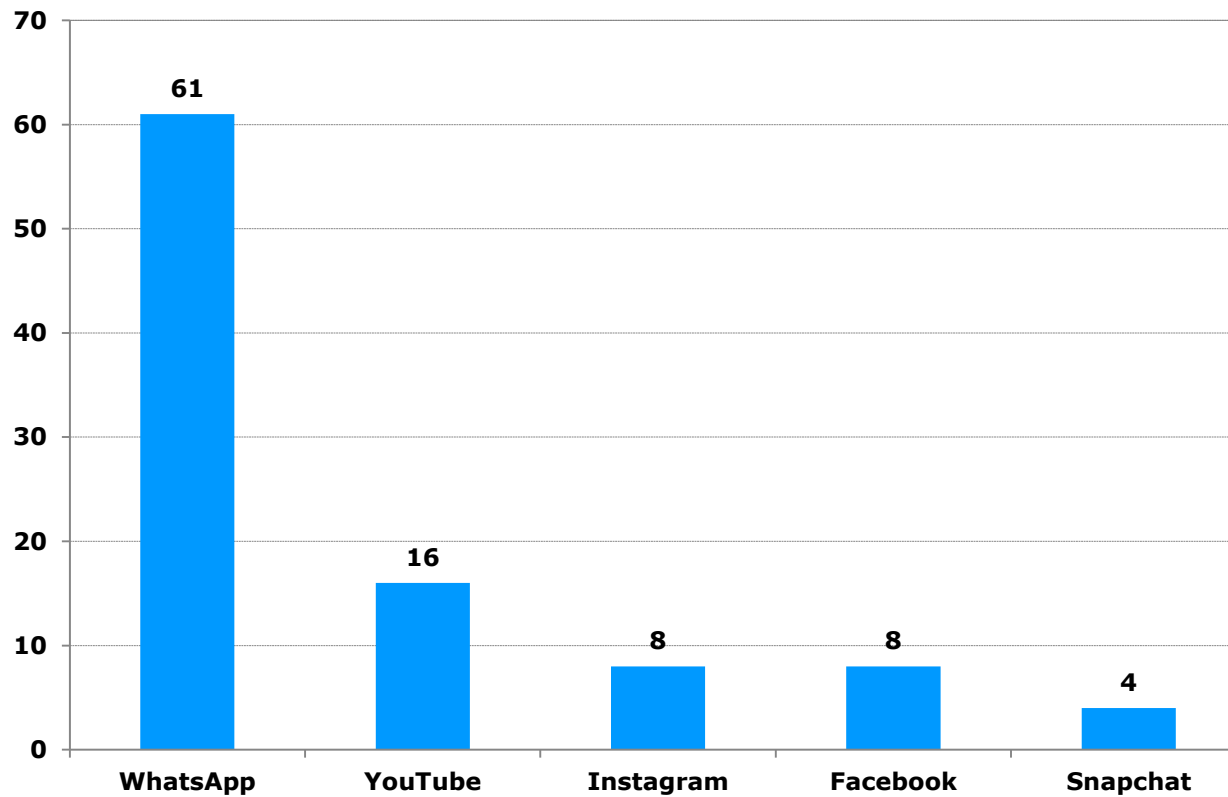


Basis: n=1,730, 14-24 years.

Source: DIVSI U25-Studie 2018, p. 62.

## What social media would young people miss most?

Selection, 2018 (percentages)

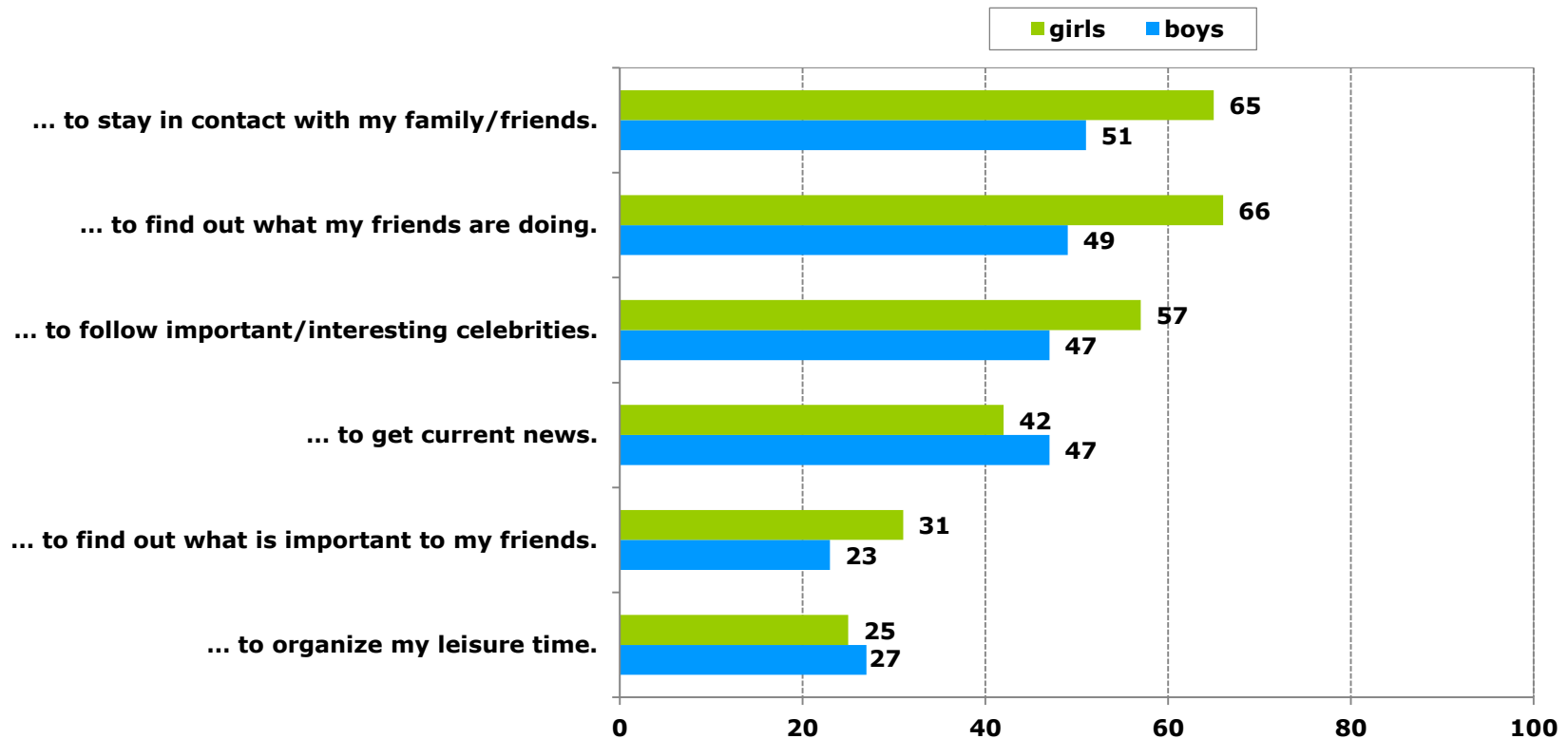


Basis: n=1,730, 14-24 years.

Source: DIVSI U25-Studie 2018, p. 63.

## Motives for social media use

Multiple nominations possible, by gender, 2018, selection (percentages)  
I use social media in order ...



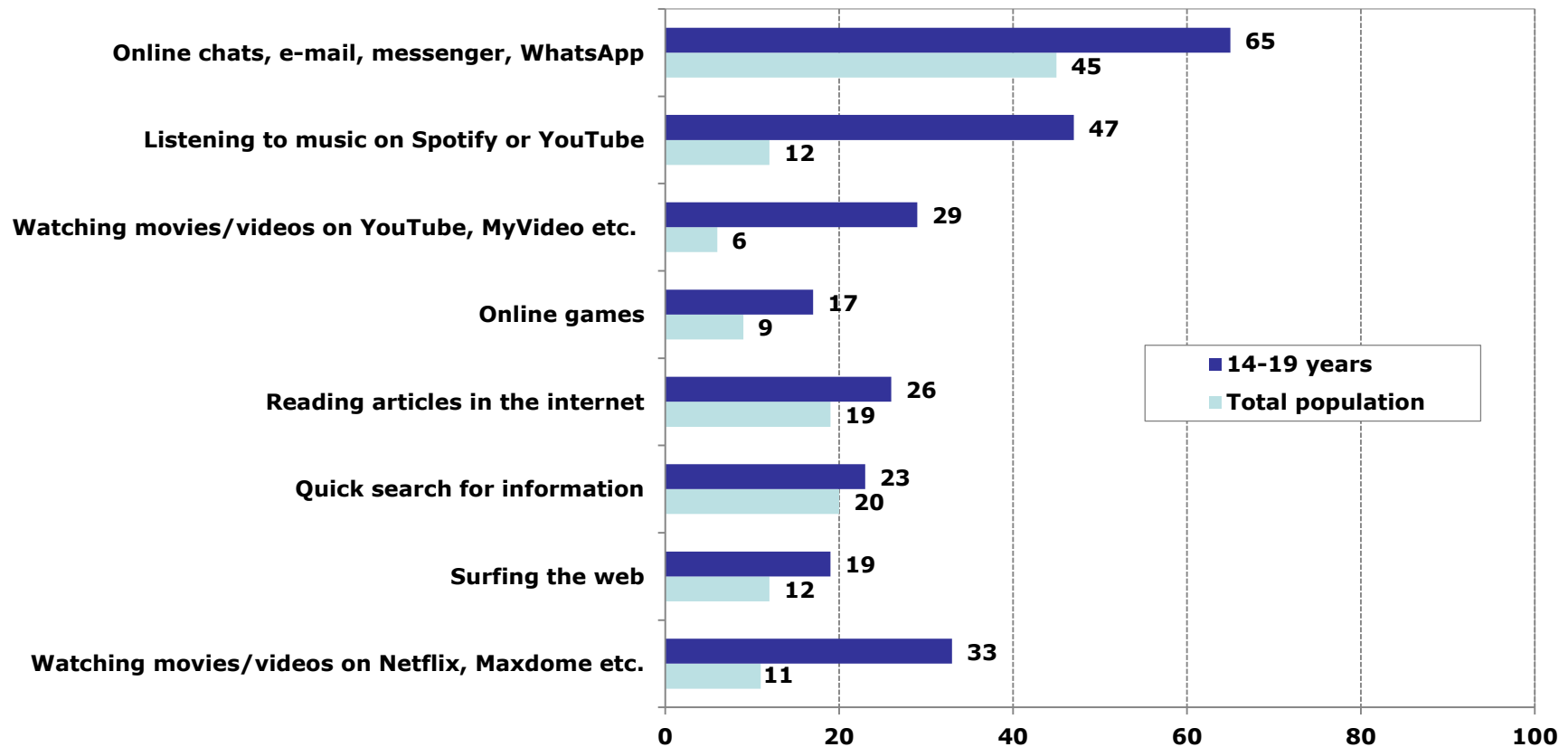
Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 17.



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

2018, selection (percentages)

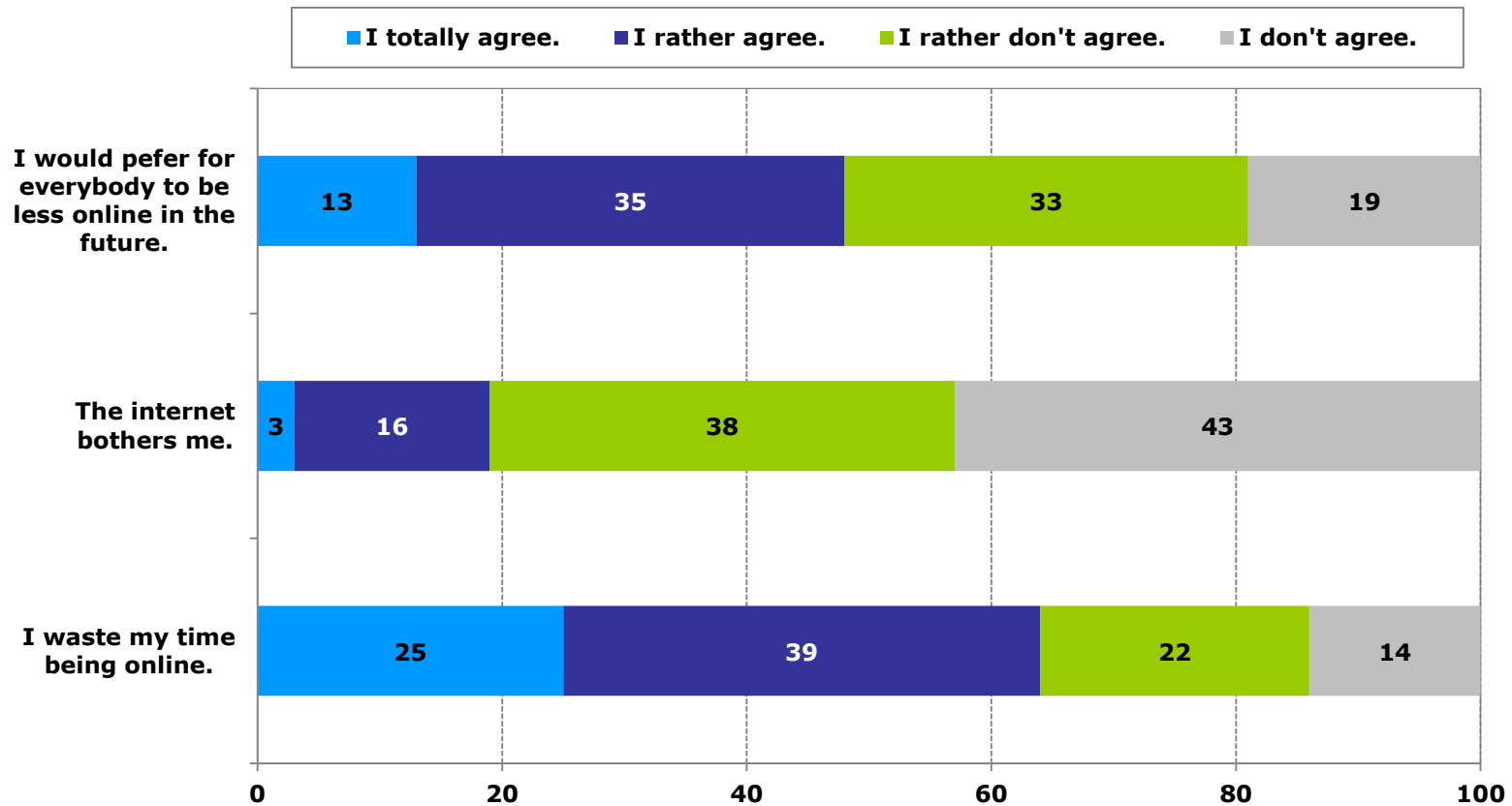


Basis: n=2,009, German speaking people, 14 years and older.

Source: ARD/ZDF-Onlinestudie 2018,  
Frees/Koch, in: Media Perspektiven 9/2018, p. 407.

## Perception of negative aspects of the web

2018 (percentages)

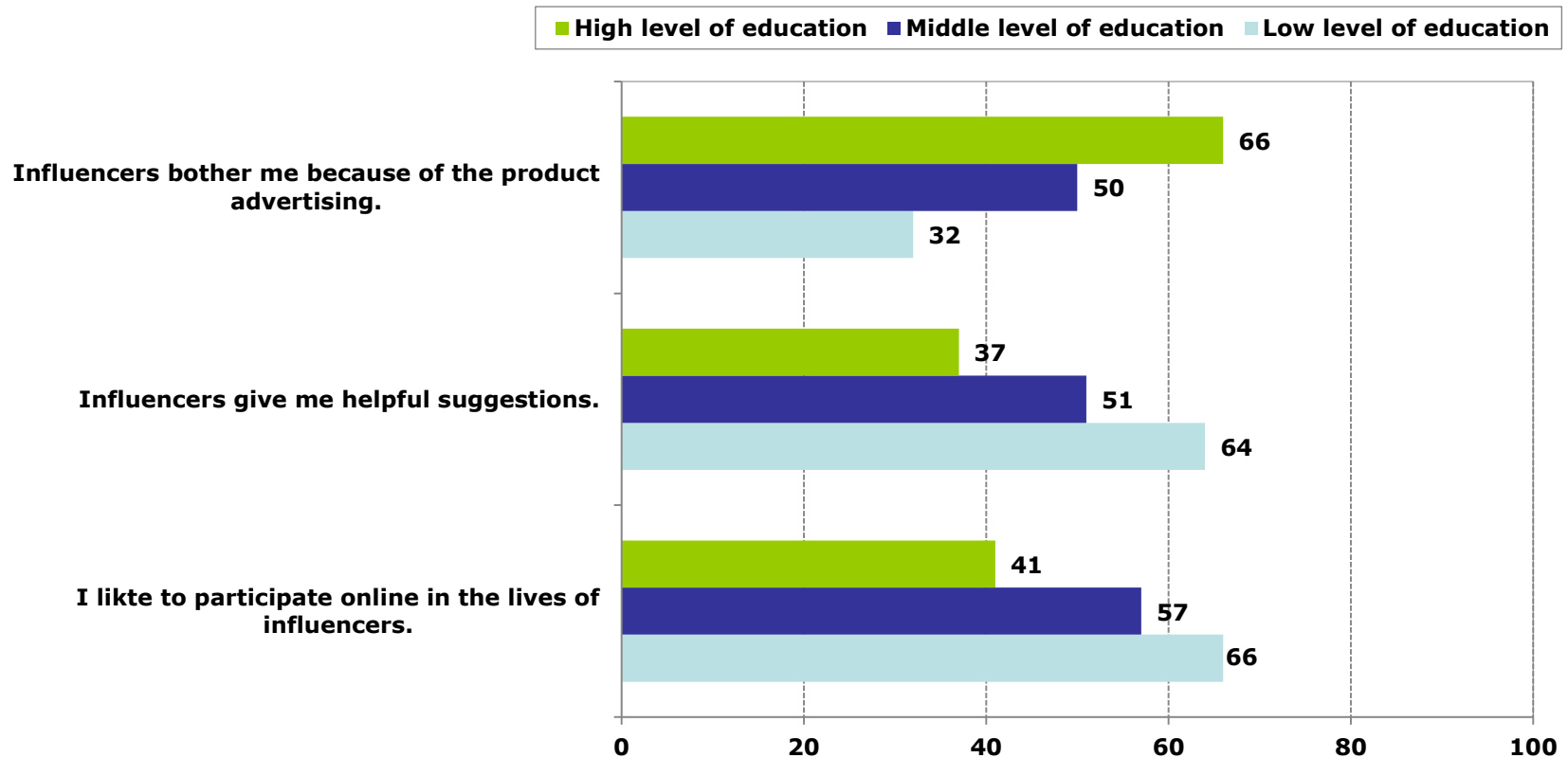


Basis: n=1,730, 14-24 years.

Source: DIVSI U25-Studie 2018, p. 21.

## Opinions towards social media influencers

I totally/rather agree, by educational level (percentages)

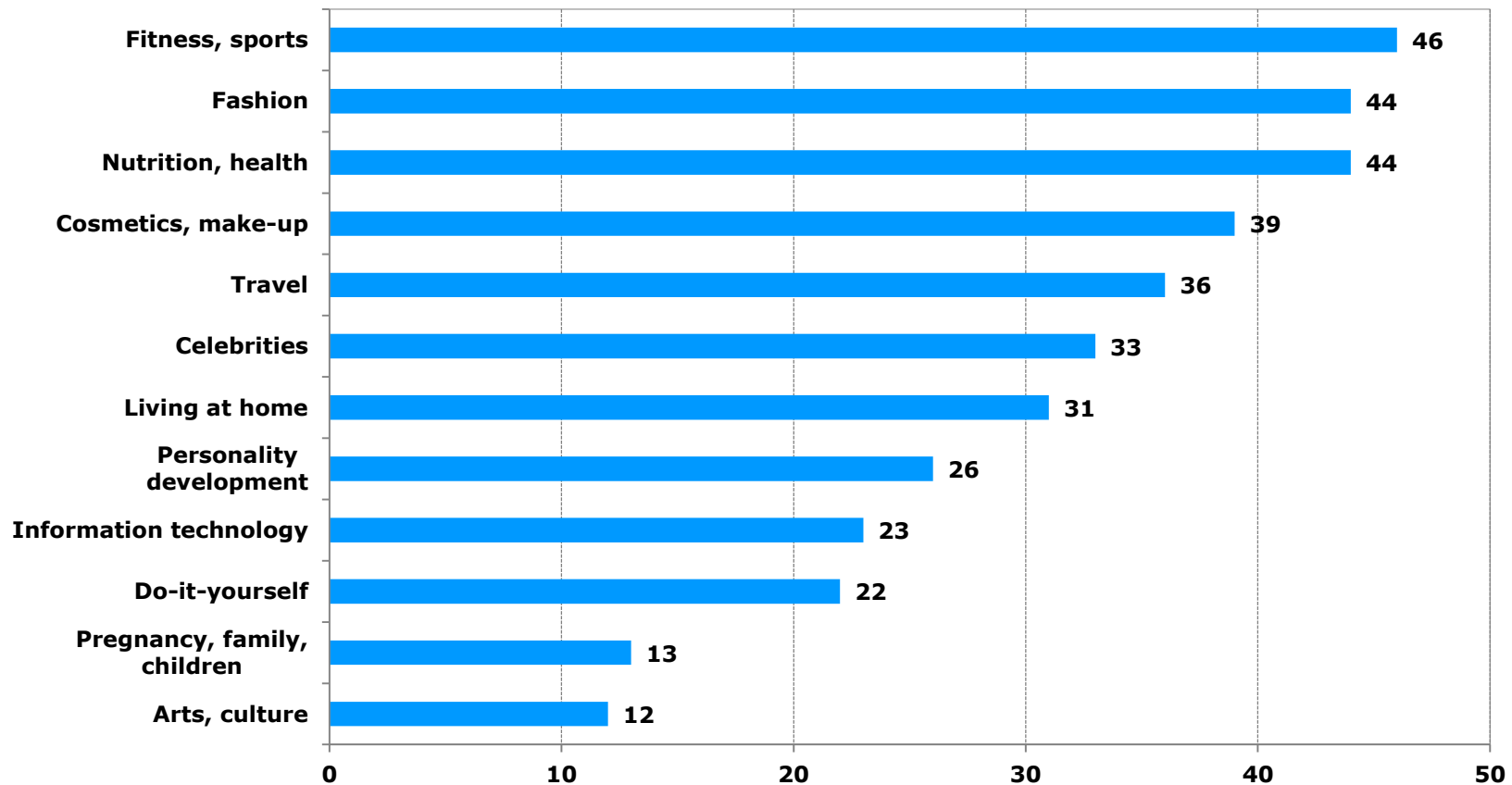


Basis: n=1,730, 14-24 years.

Source: DIVSI U25-Studie 2018, p. 69.

## Favourite subjects of influencers

Multiple nominations possible, 2018 (percentages)

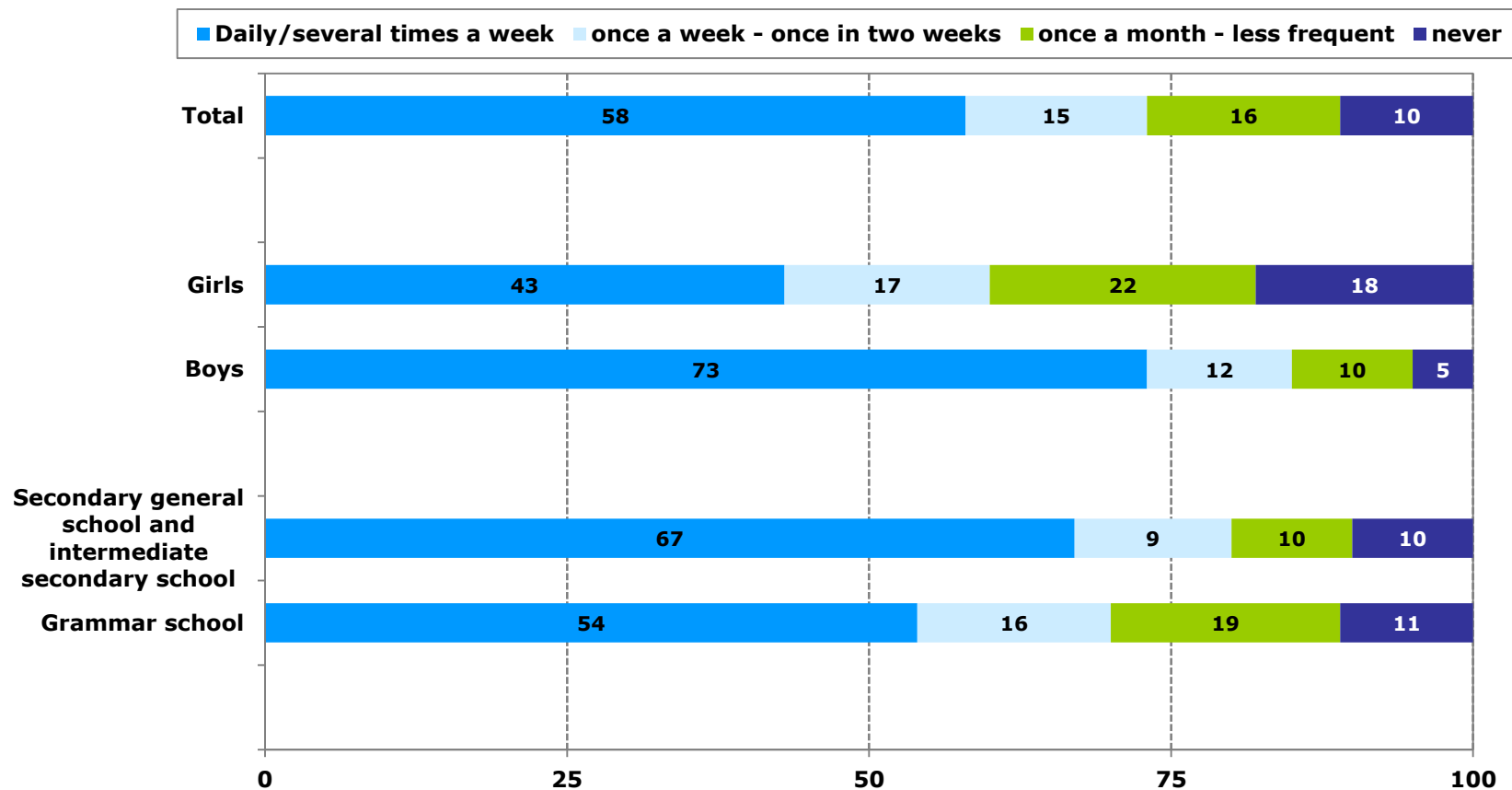


Basis: Followers of influencers on social media (n=198), 14 years and older.

Source: Bitkom Research 2018, p. 22.

## Digital games: frequency of use 2018

PC/console/tablet PC and mobile phone (percentages)

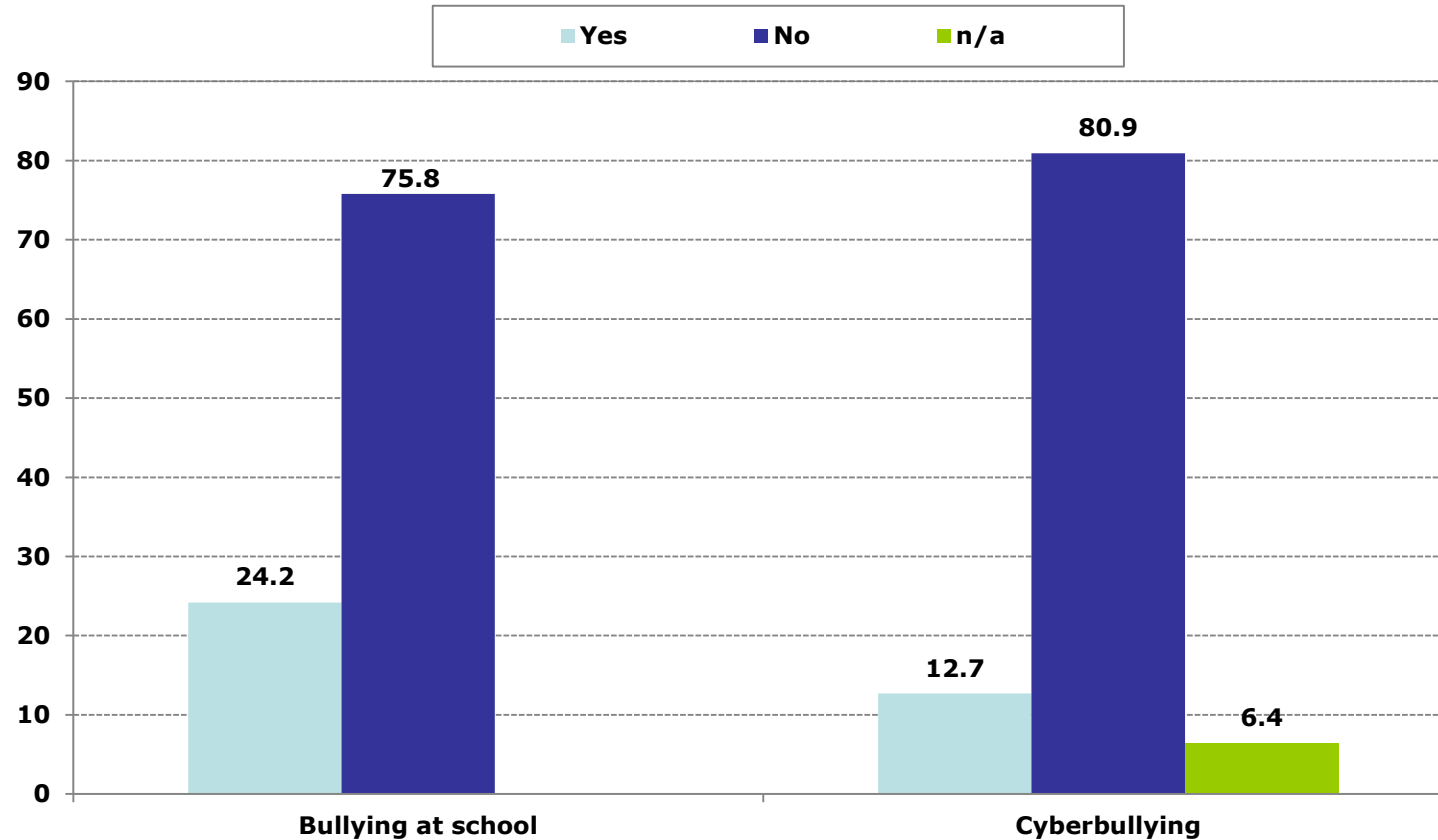


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 56.

## Bullying online and offline – experiences of German students

2017 (percentages)

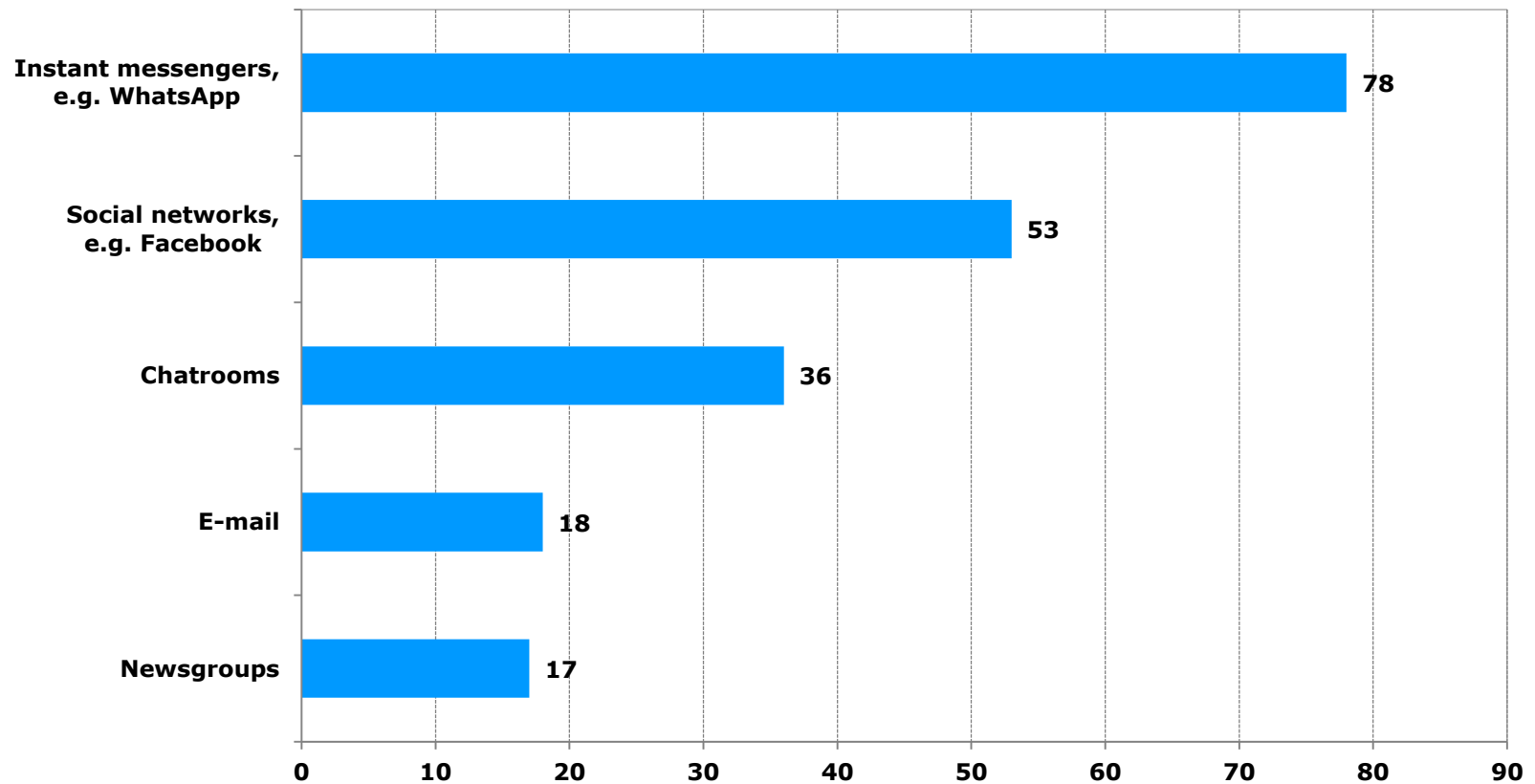


Basis: n=1,586; 10-21 years, students.

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

## Which media are used for cyberbullying?

### Percentages

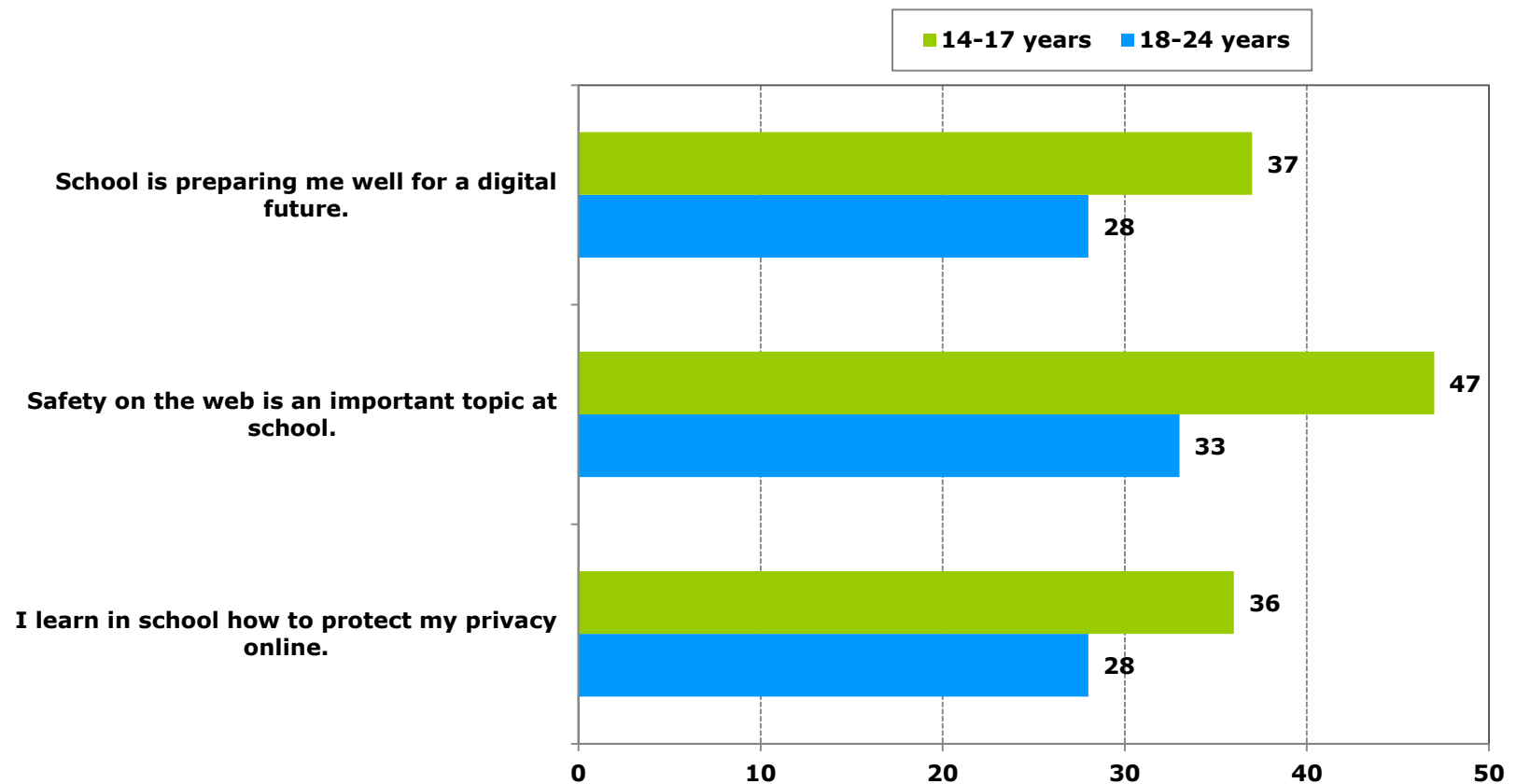


Basis: n=201, students who have been bullied online, 10-21 years.

Source: Bündnis gegen Cybermobbing 2017, p. 83.

## Opinions towards school and internet

I totally/rather agree, by age groups, 2018 (percentages)



Basis: n=1,730, 14-24 years.

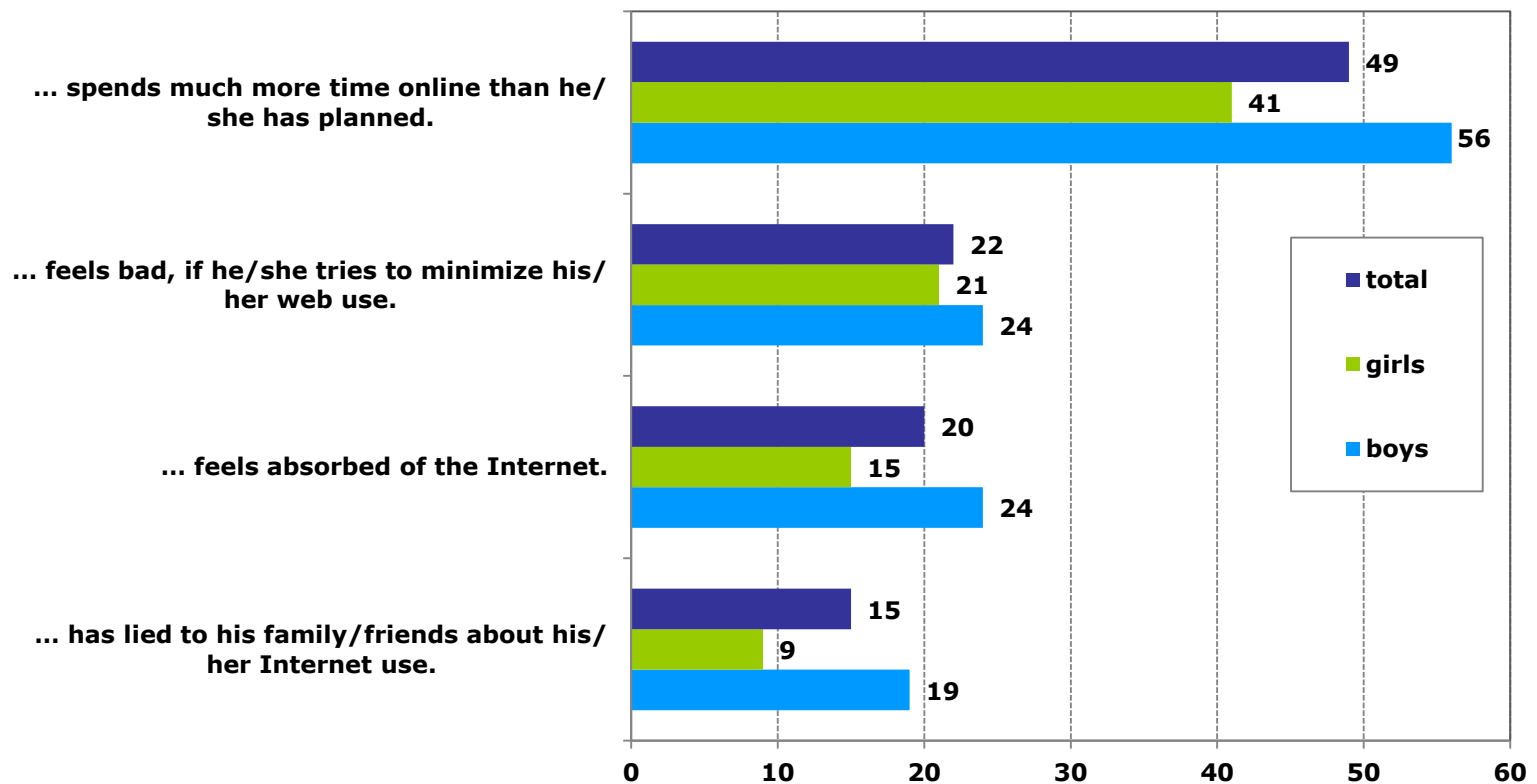
Source: DIVSI U25-Studie 2018, p. 102.



## Risky Internet use from a parental point of view

**"I agree with these statements"**  
**2015, interviews with parents, selection (percentages)**

The adolescent ...

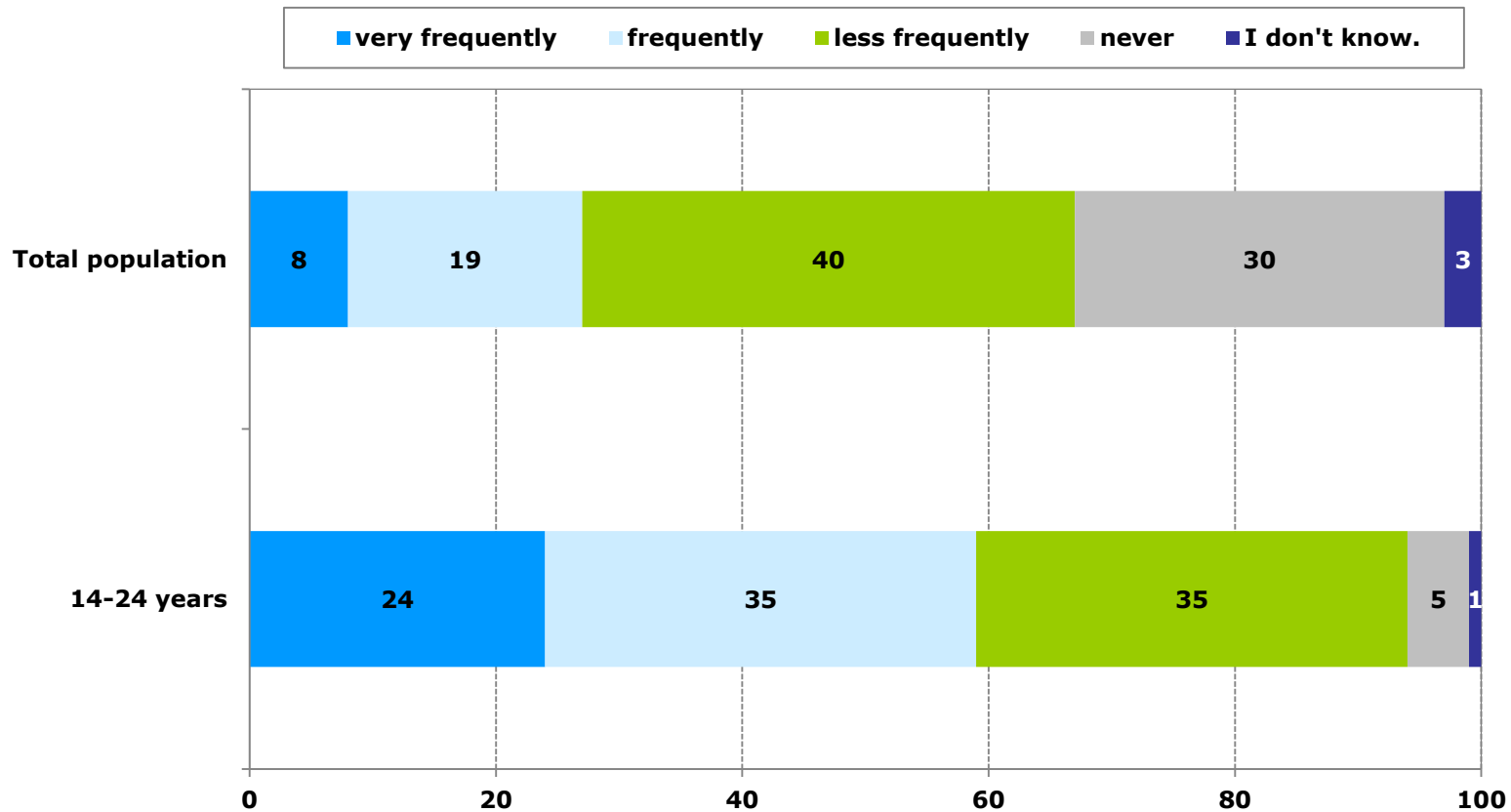


Basis: 1,000 mothers and fathers with 12-17-year-old children; children use the Internet in leisure time.

Source: FORSA/DAK 2015, p. 14.

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

I have experienced hate speech online ...  
Selection, 2017 (percentages)

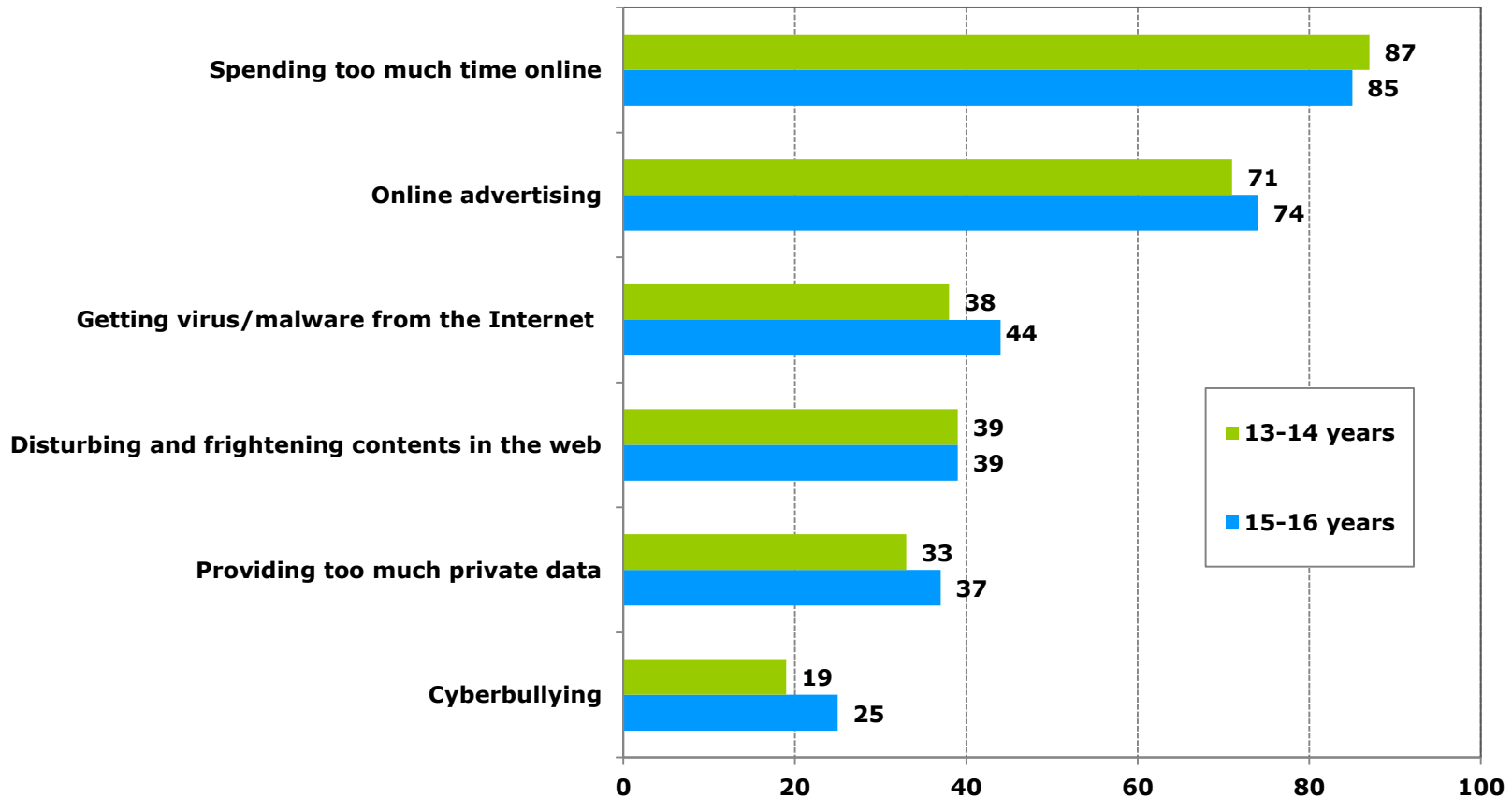


Basis: n=1,011, Internet users, 14 years and older.

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

## Risky Internet use from youth's point of view

Own experiences, 2017, selection (percentages)

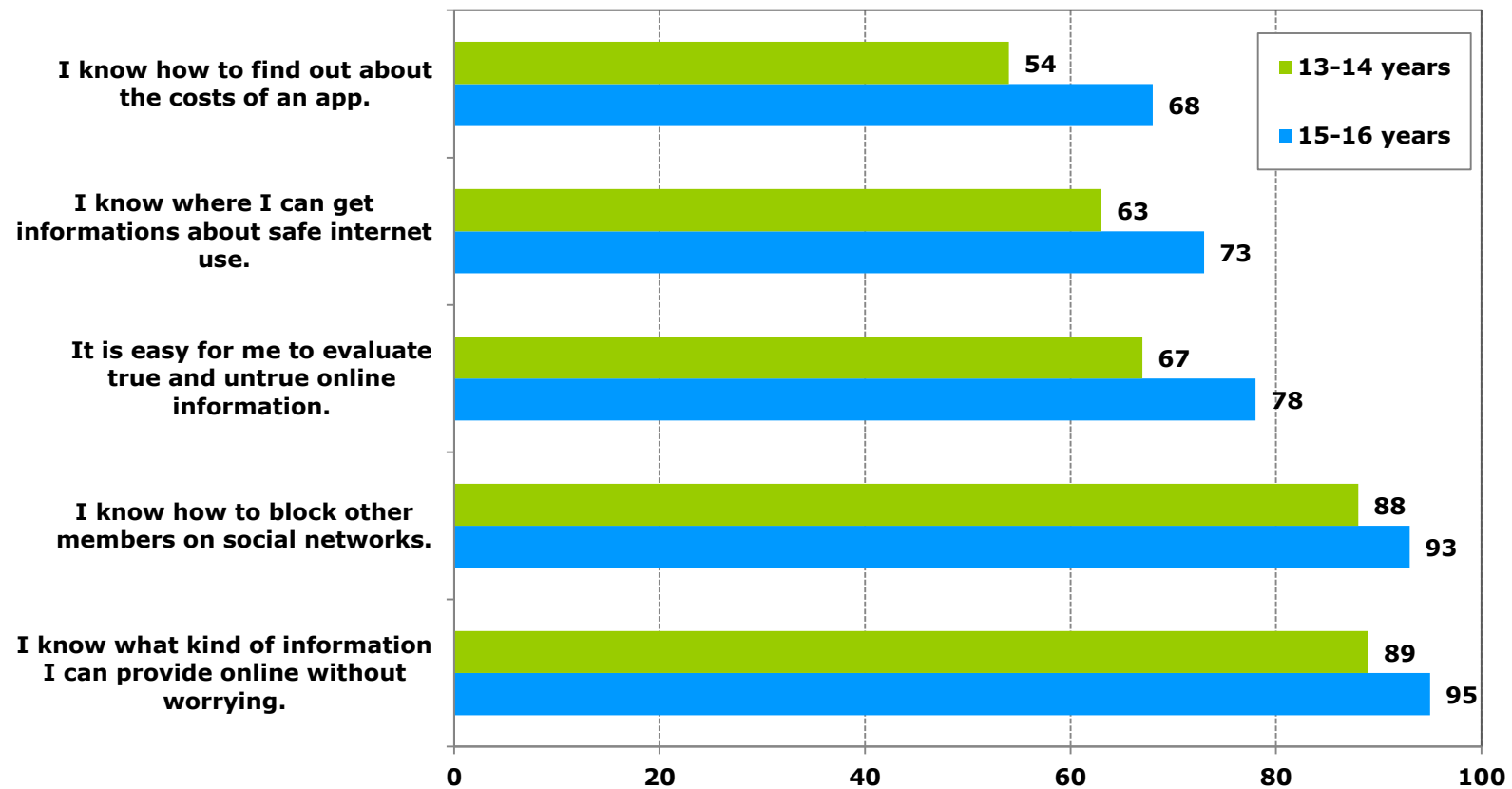


Basis: n=805, 9-16 years, Internet users.

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

## Media literacy competencies

Interviews with adolescents, selection, 2017  
(percentages)



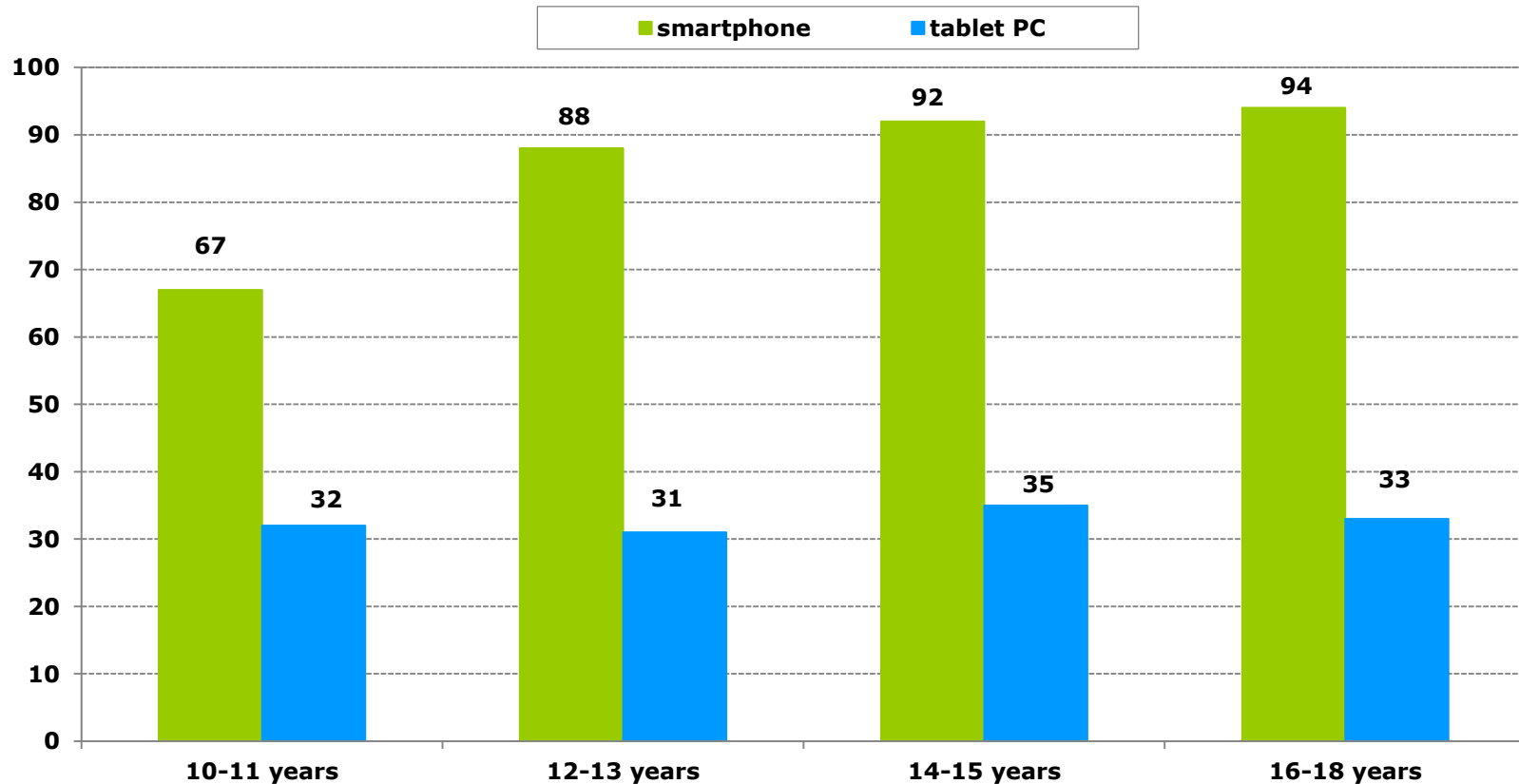
Basis: 805; 9-16 years, Internet users.

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)

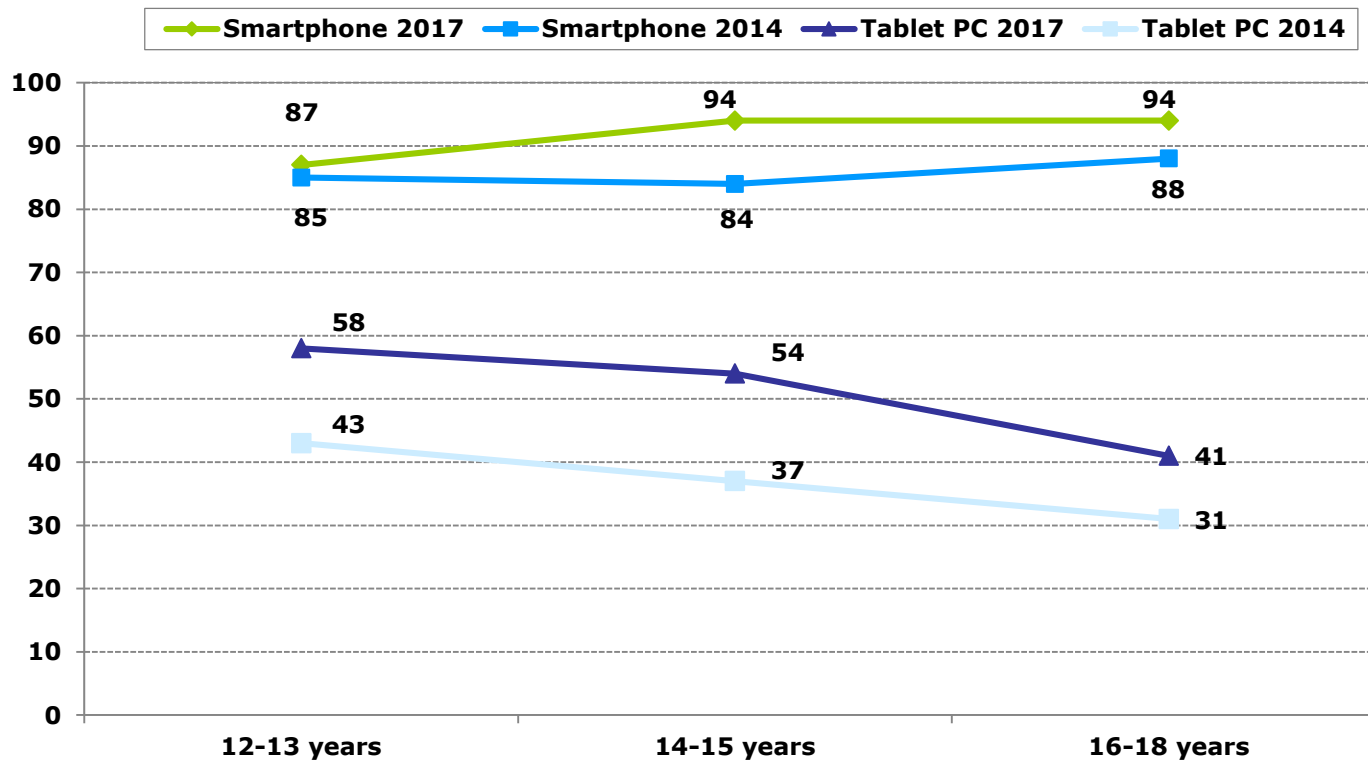


Basis: n=926, 6-18 years.

Source: Bitkom Research 2017, p. 3.

## Use of smartphone and tablet PCs

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

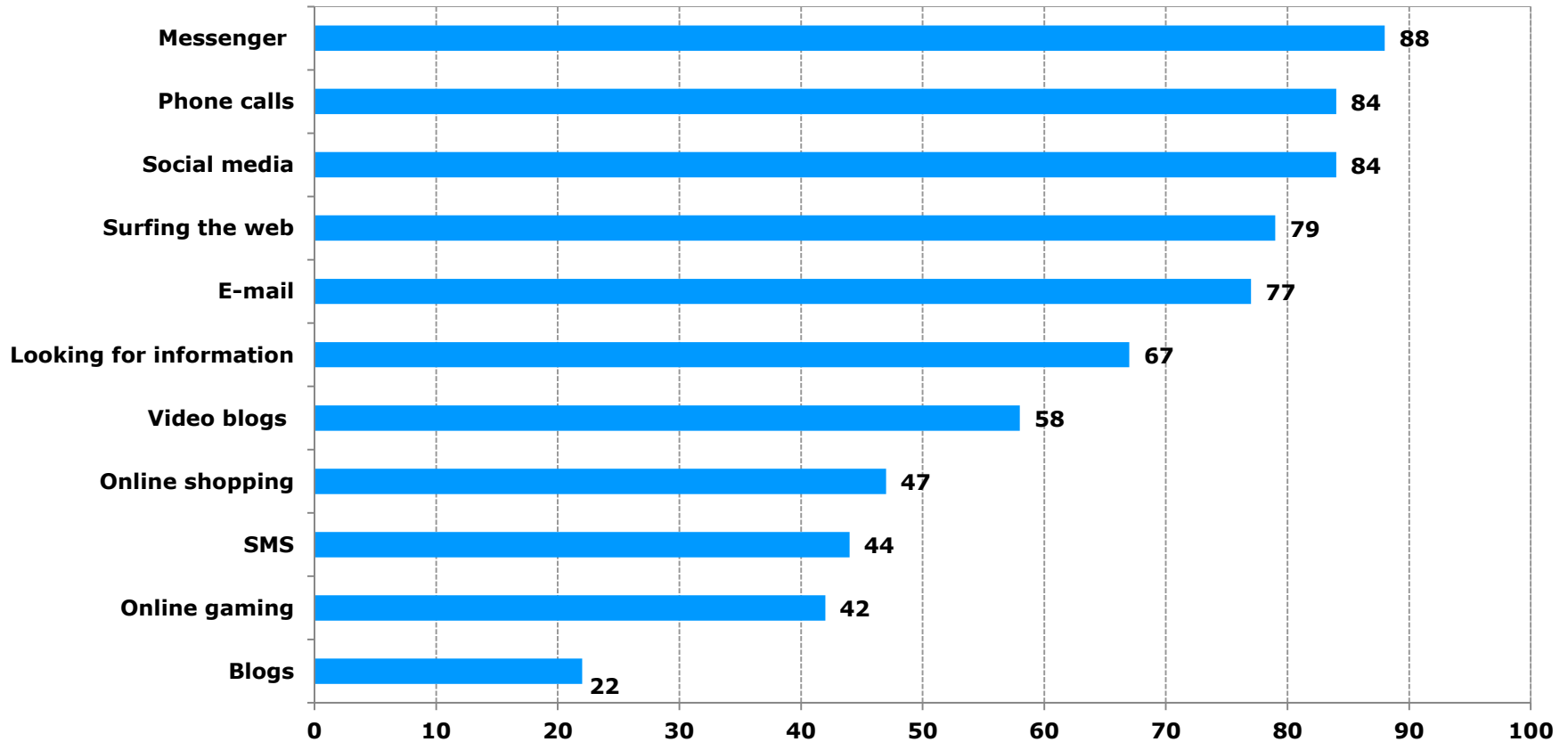


Basis: n=926, 6-18 years.

Source: Bitkom Research 2017, p. 2.

## Smartphone activities of German adolescents

Selection, 2017 (percentages)



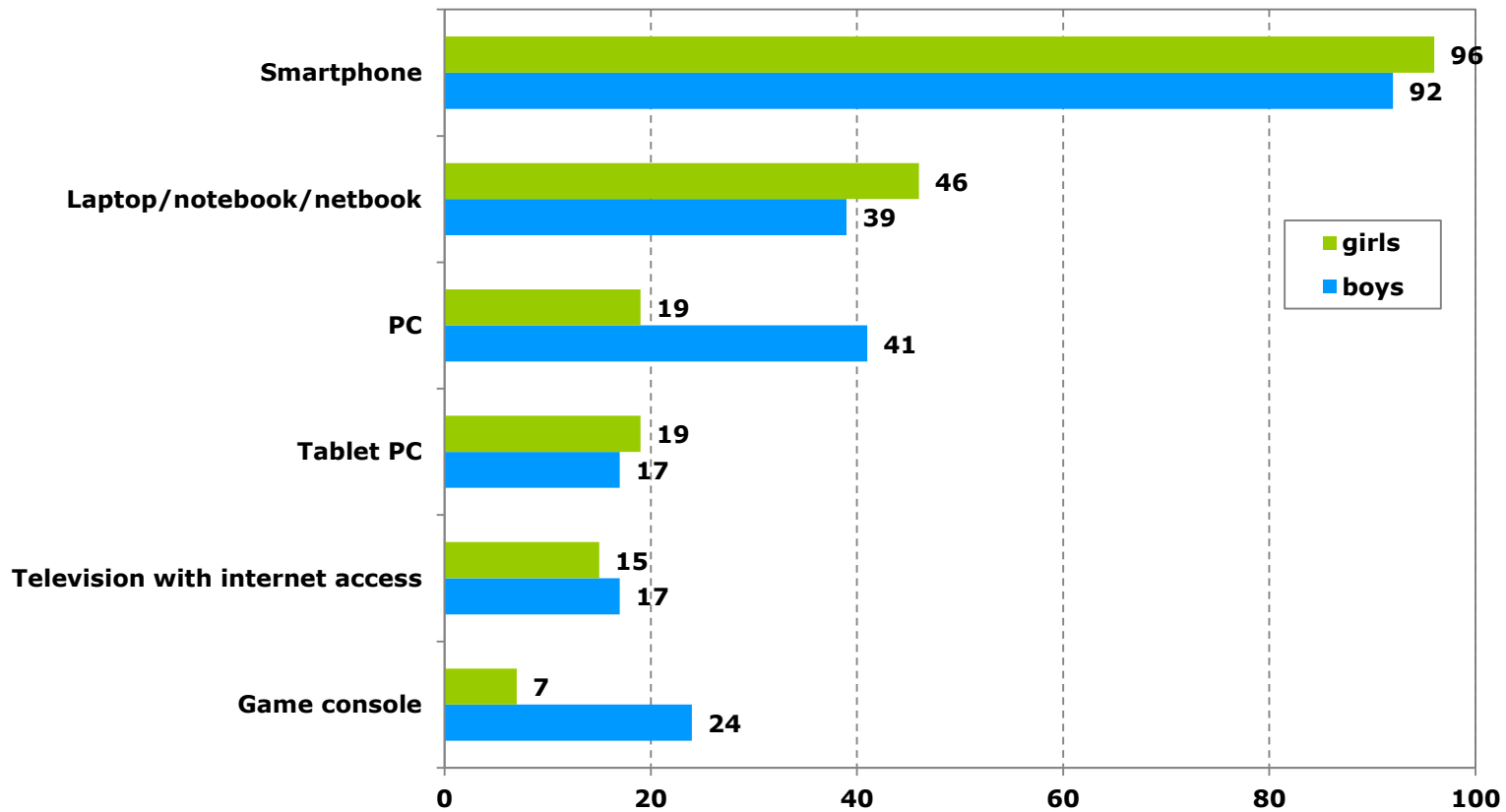
Basis: n=513, 14-18 years.

Source: elbudler Jugendstudie 2018, p. 6.



## Which media do you use to go online?

In the last 14 days, by gender, 2018 (percentages)

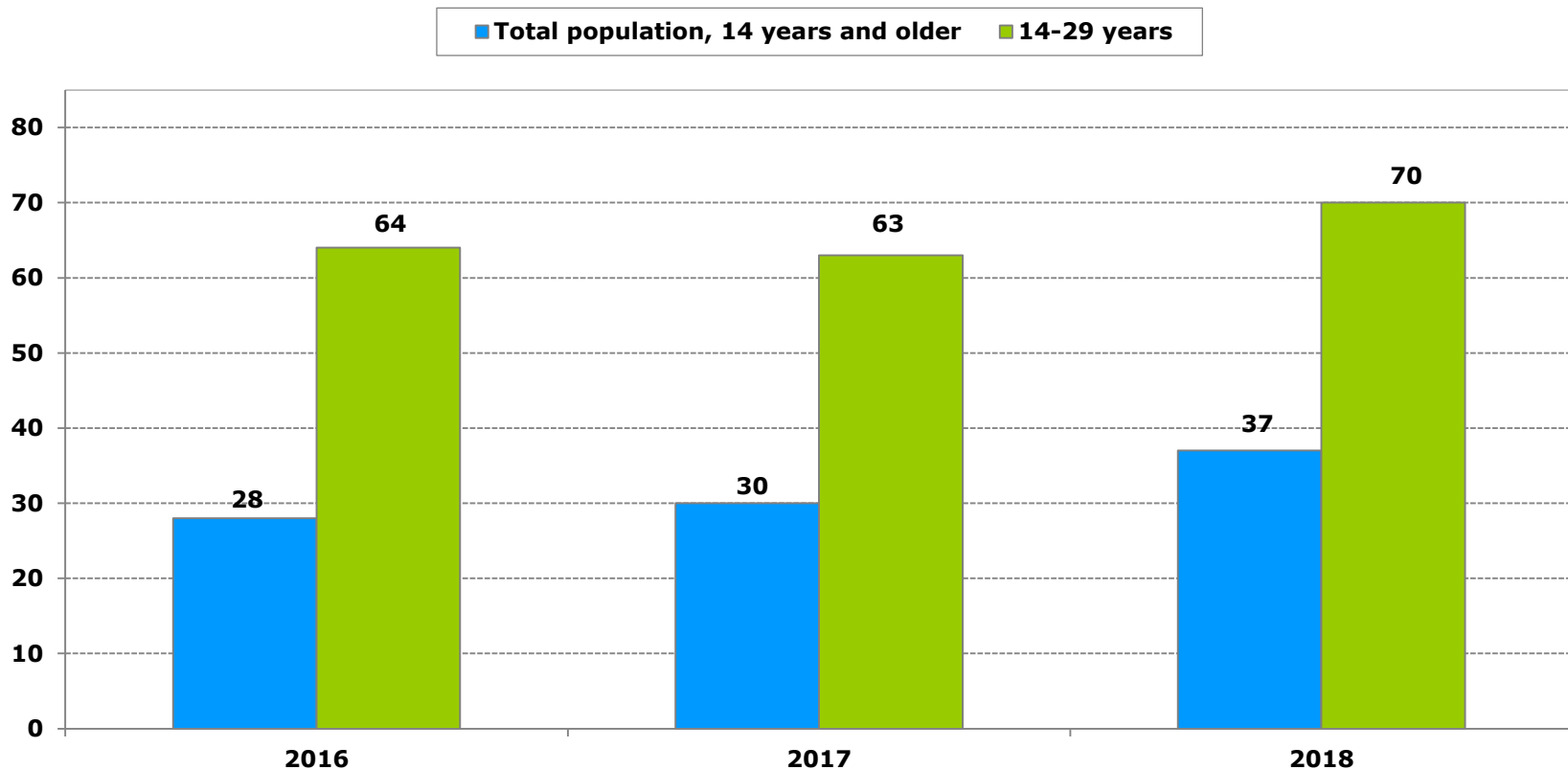


Basis: n=1,195; 12-19 years; Internet use at least once in two weeks.

Source: JIM-Studie, 2018, p. 27.

## Mobile internet usage in Germany

Daily use, comparison total population (14 years and older) and 14- to-29-year-olds 2016-2018, (percentages)

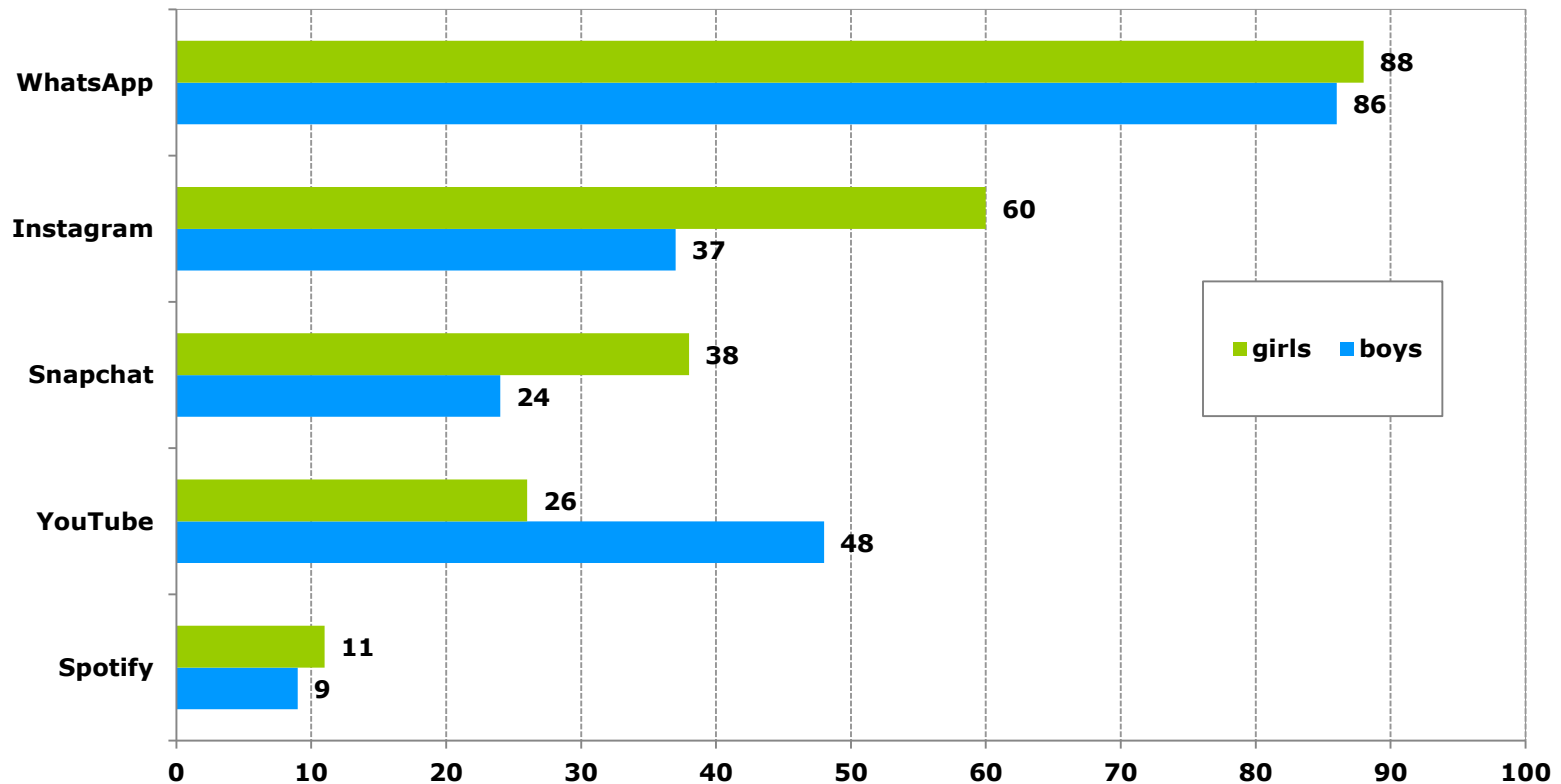


Basis: German speaking people, 14 years and older (2016: n=1,508, 2017: n=2,017, 2018: n=2,009).

Source: ARD/ZDF-Onlinestudien 2016-2018, Frees/Koch in: Media Perspektiven 9/2018, p. 403.

## German boys' and girls' favourite apps

Up to 3 mentions, by gender, selection, 2018 (percentages)



Basis: n=1,149; 12-19 years, app users.

Source: JIM-Studie 2018, mpfs, p. 36.

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