

International Data on Youth and Media 2017



Current surveys and research compiled by
Heike vom Orde (IZI) and Dr. Alexandra Durner

Overview



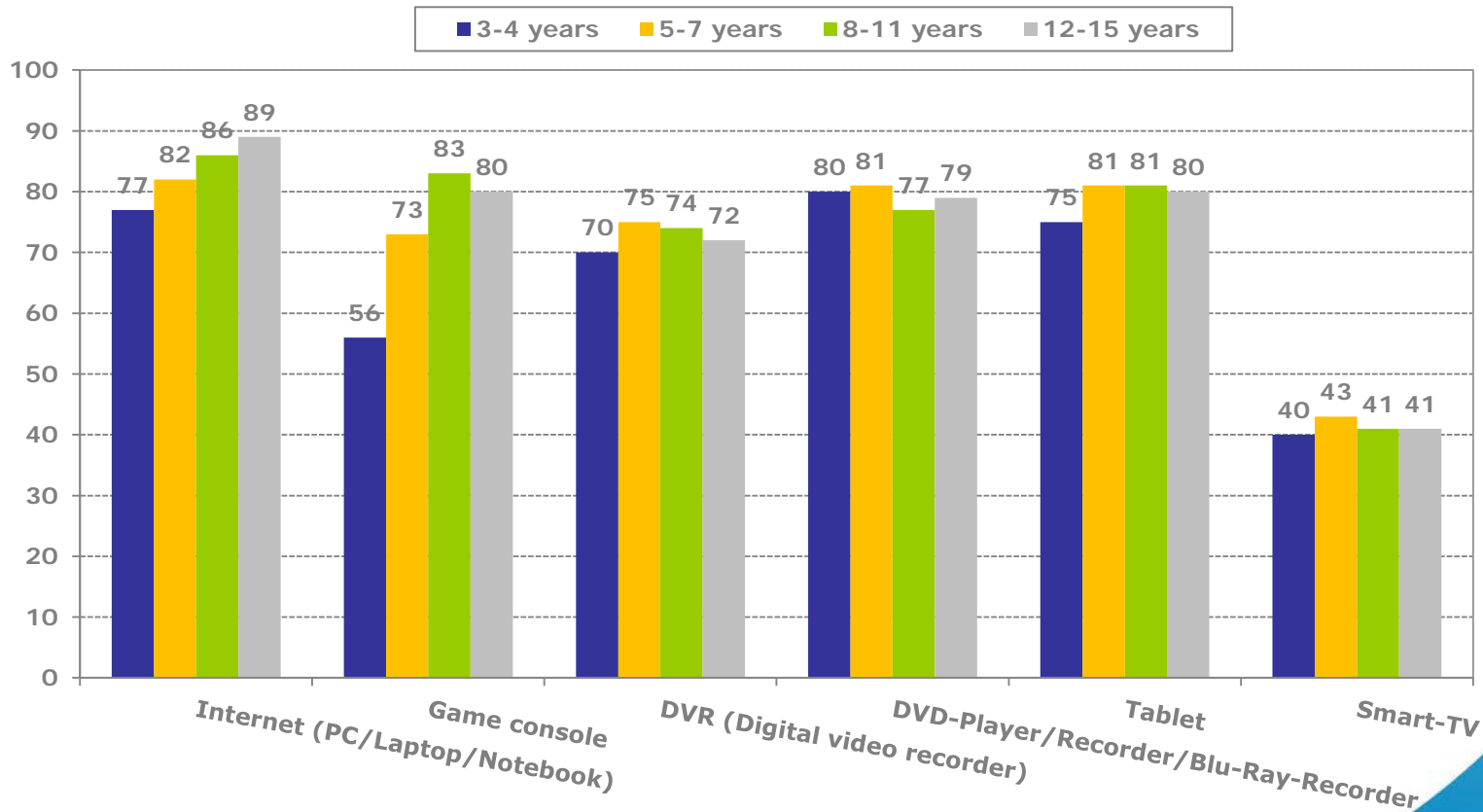
Media Use, Media Ownership and Importance of Media	3
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Media Use, Media Ownership and Importance of Media



Media ownership in parents' homes in Britain

By age of children, UK, 2015, selection (percentages)



Source: Ofcom: Children and Parents 2015, pp. 34/36.

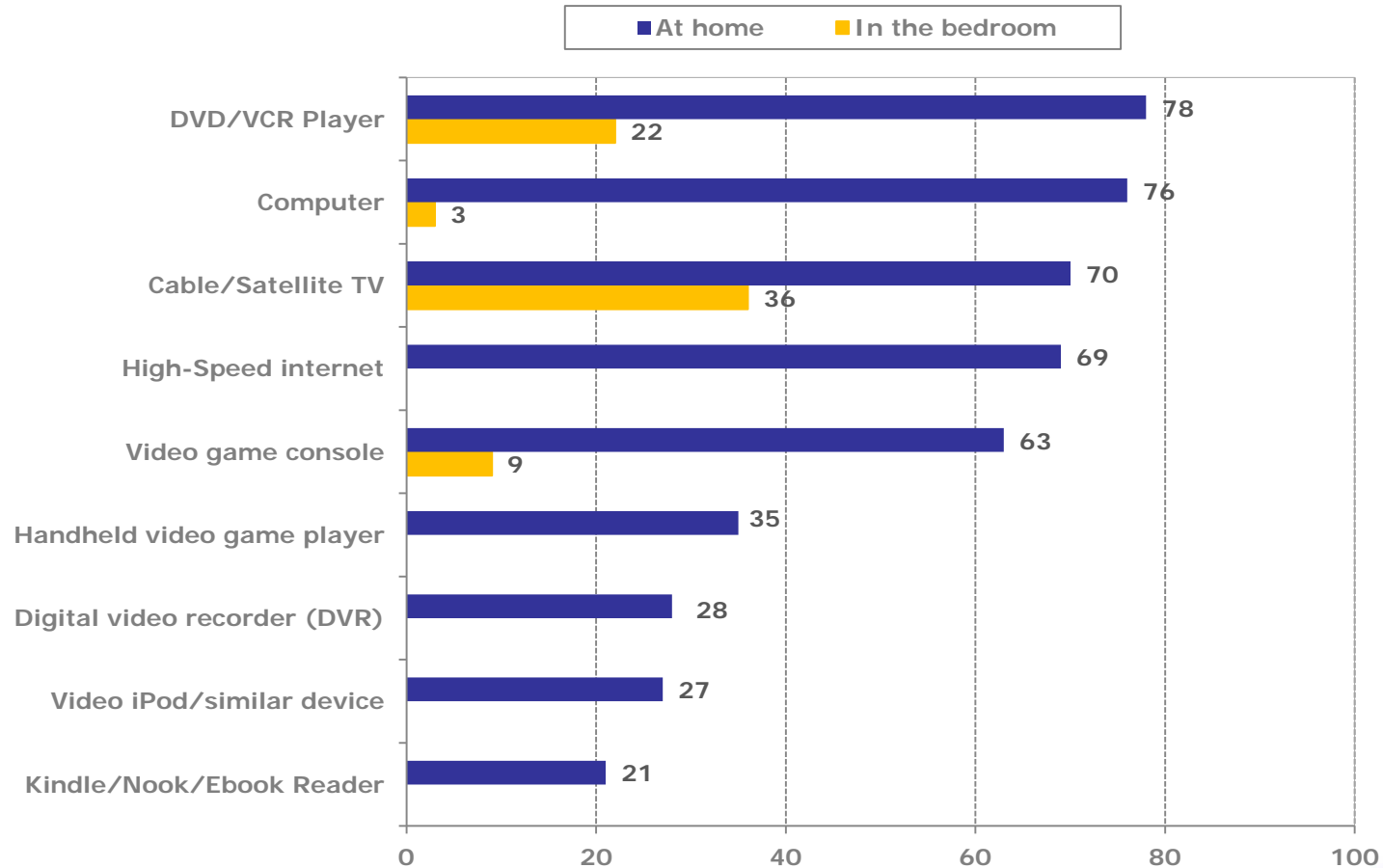
Basis: n=1,379 parents of 5- 15-year-olds; n=688 parents of 3- to 4-year-olds.



Media ownership in the homes of 0- to 8-year-olds



0-8 years, USA, 2013 (percentages)



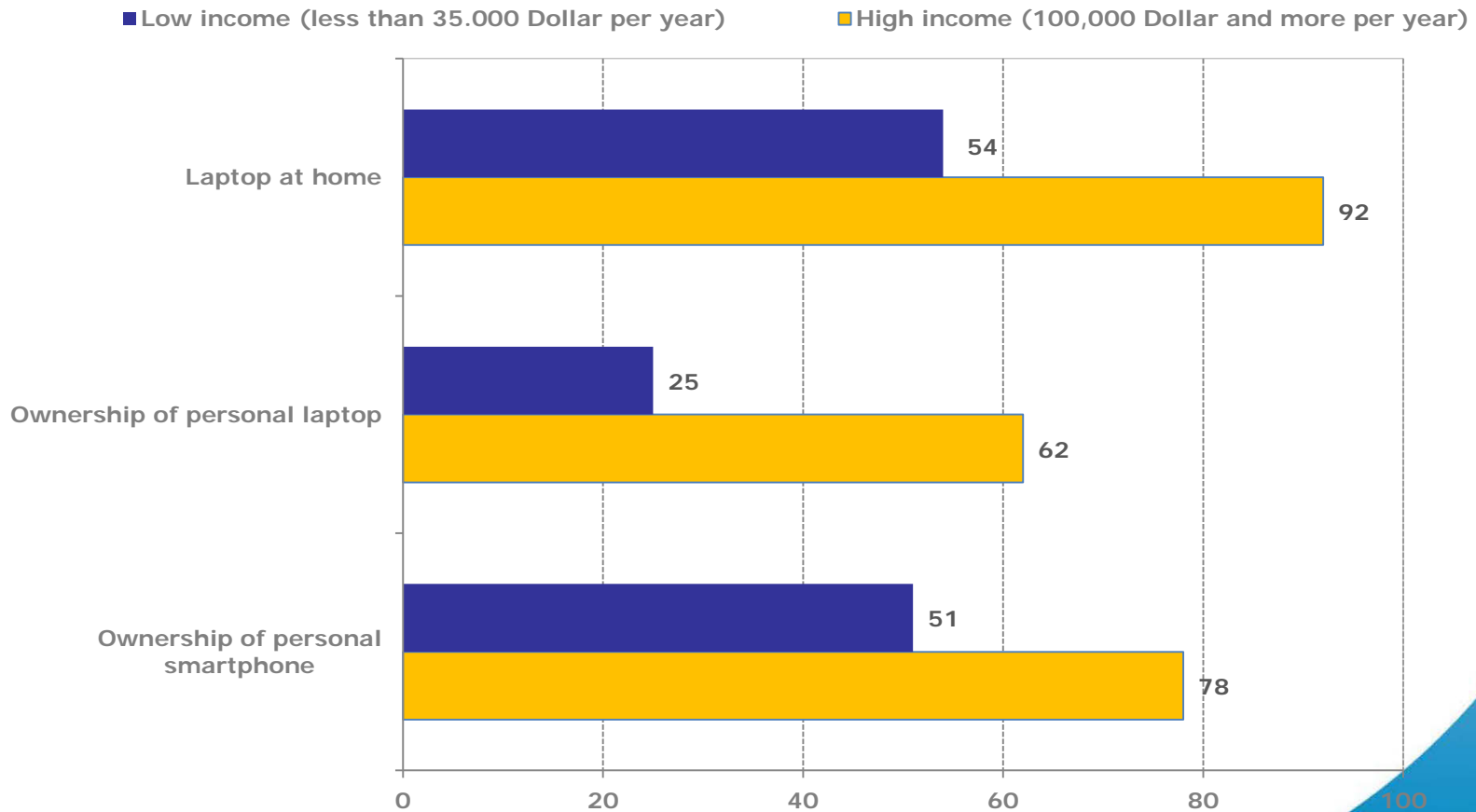
Source: Common Sense Media: Zero to Eight 2013, pp. 31/33.

Basis: n=1,463 parents of 0- to 8-year-olds.



Media ownership and media equipment by family income

13-18 years, USA, by parental income, 2015, selection (percentages)



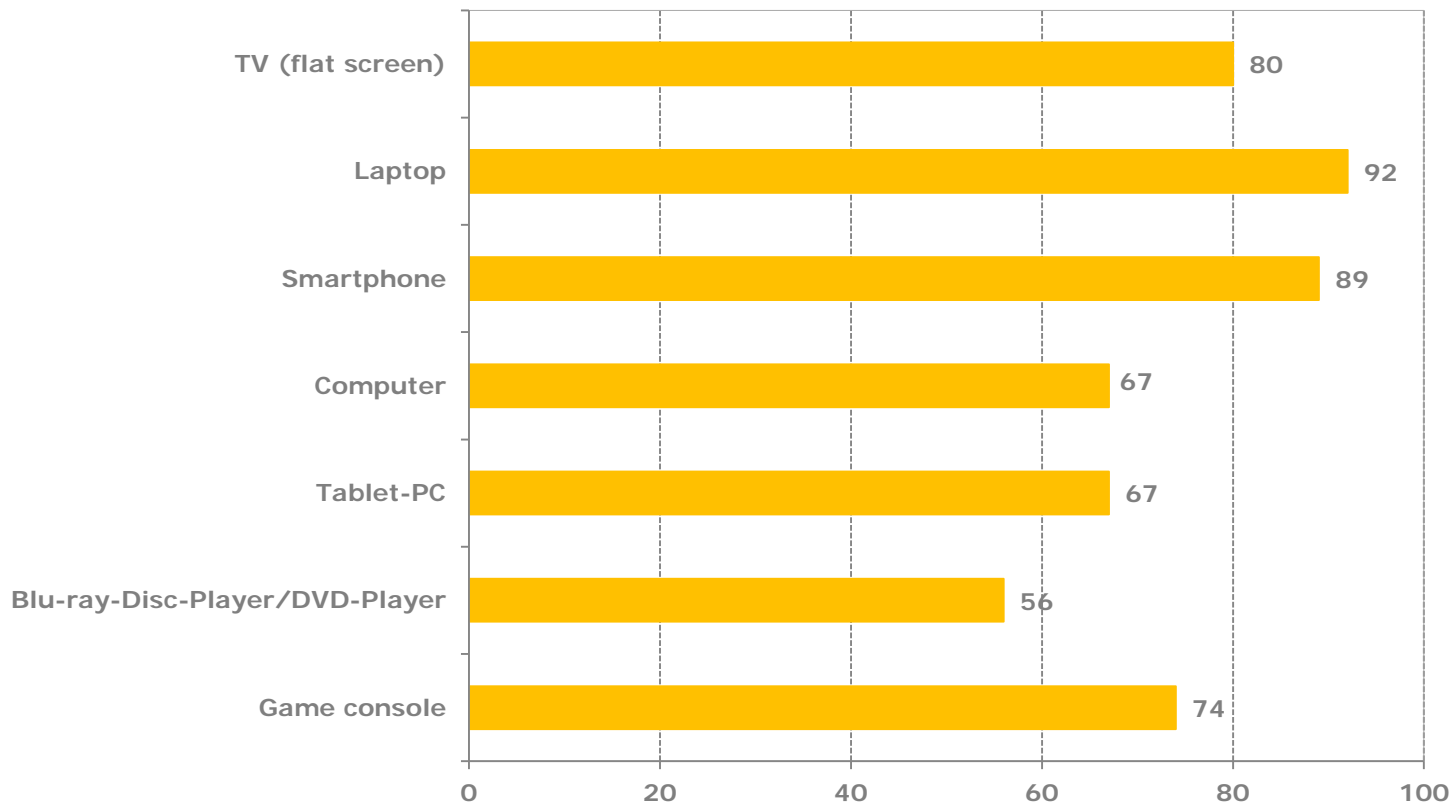
Source: Common Sense Media: Media Use by Tweens and Teens 2015, p. 17.

Basis: n=1,462, 13-18 years.



Media in Australian homes

14-25 years, Australia, 2015, selection (percentages)



Source: Deloitte: Media Consumer Survey 2015, Australien, p. 33.

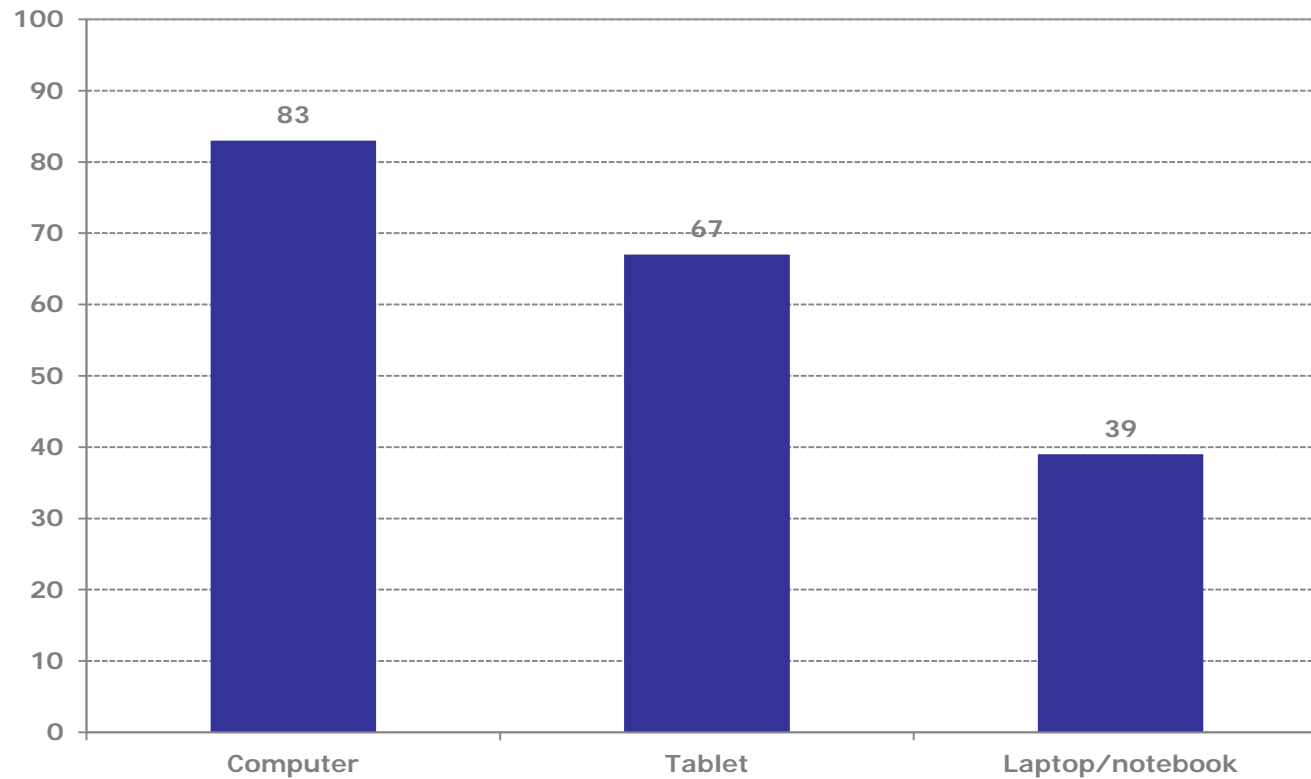
Basis: n=2,000, 14-68+ years.



Personal media ownership of British youth



5-16 years, UK, 2016, selection (percentages)



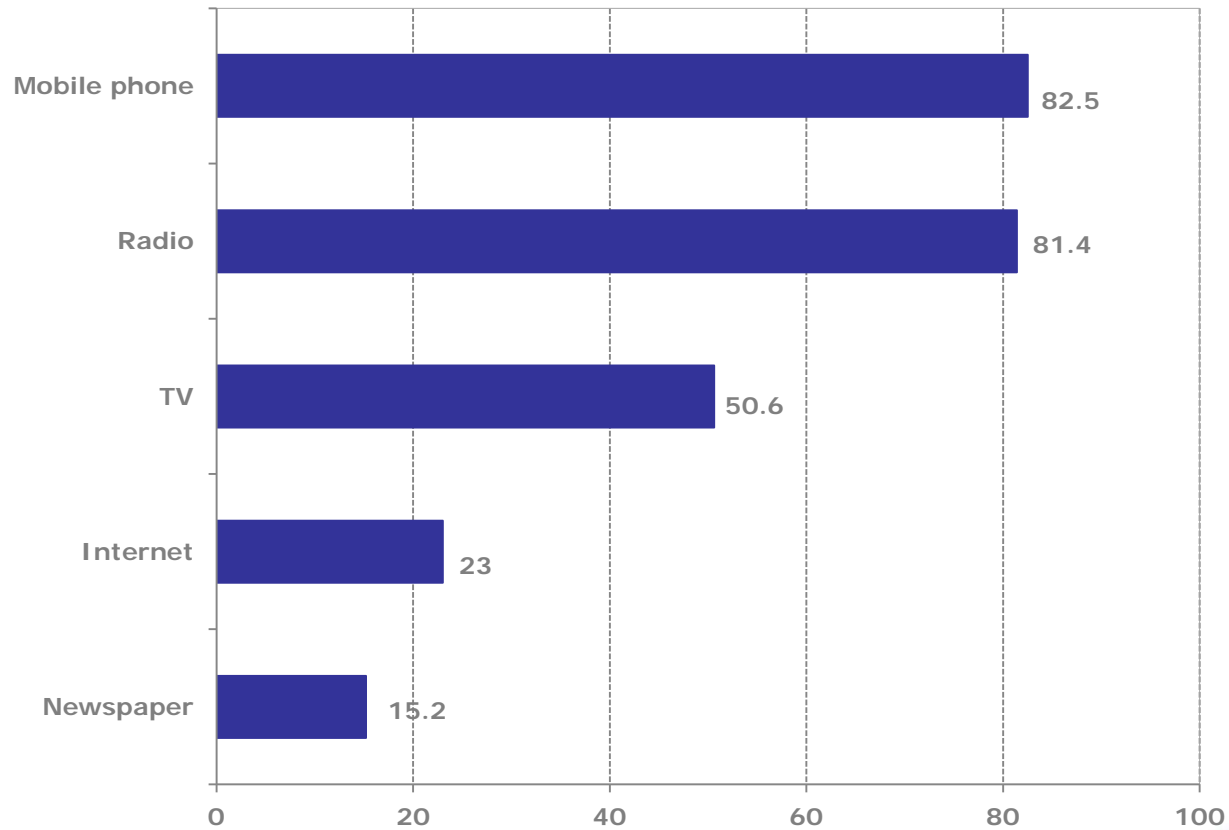
Source: CHILDWISE: The monitor report, 2017, Section 1.

Basis: n=1,936, 5-16 years.



Media access of young people in Sierra Leone

15-24 years, Sierra Leone, 2015, selection (percentages)



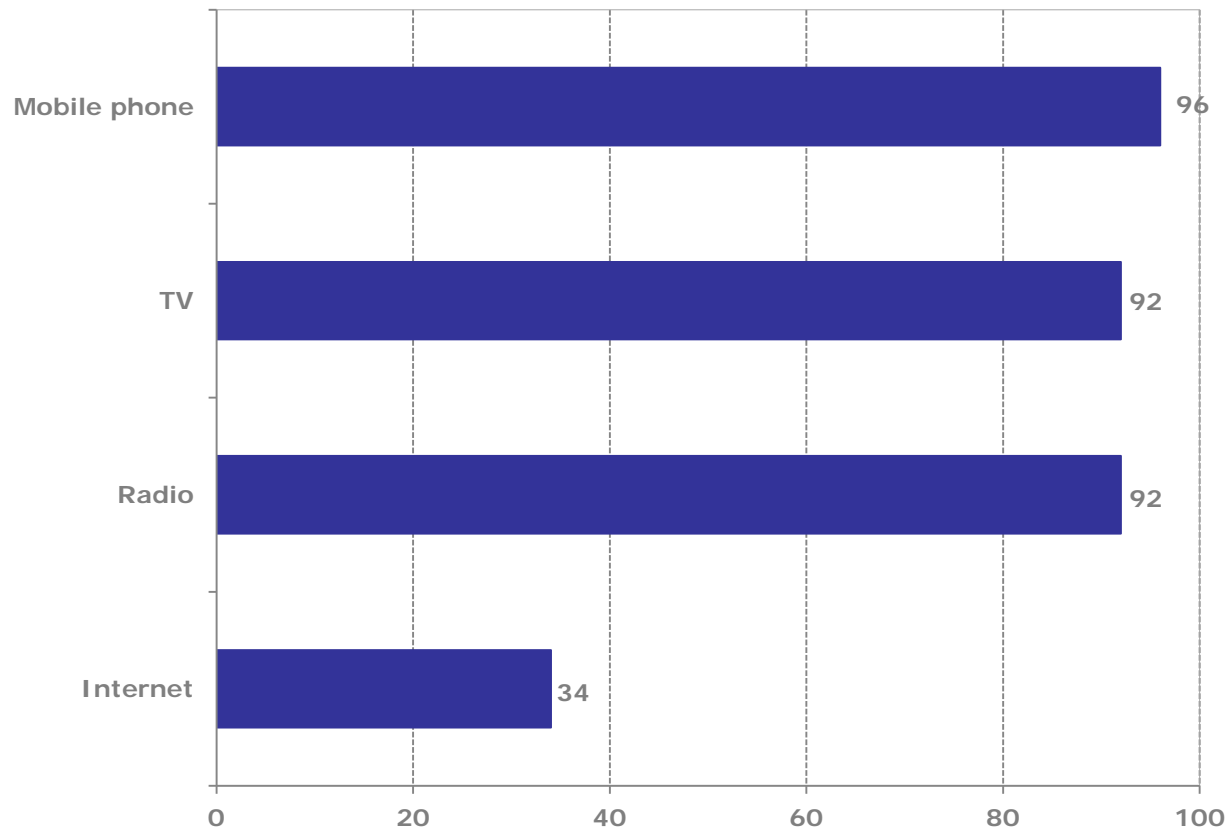
Source: Wittels/Maybanks, 2016, p. 37.

Basis: n=813, 15-24 years.



Media access of young people in Cambodia

15-24 years, Cambodia, 2014 (percentages)



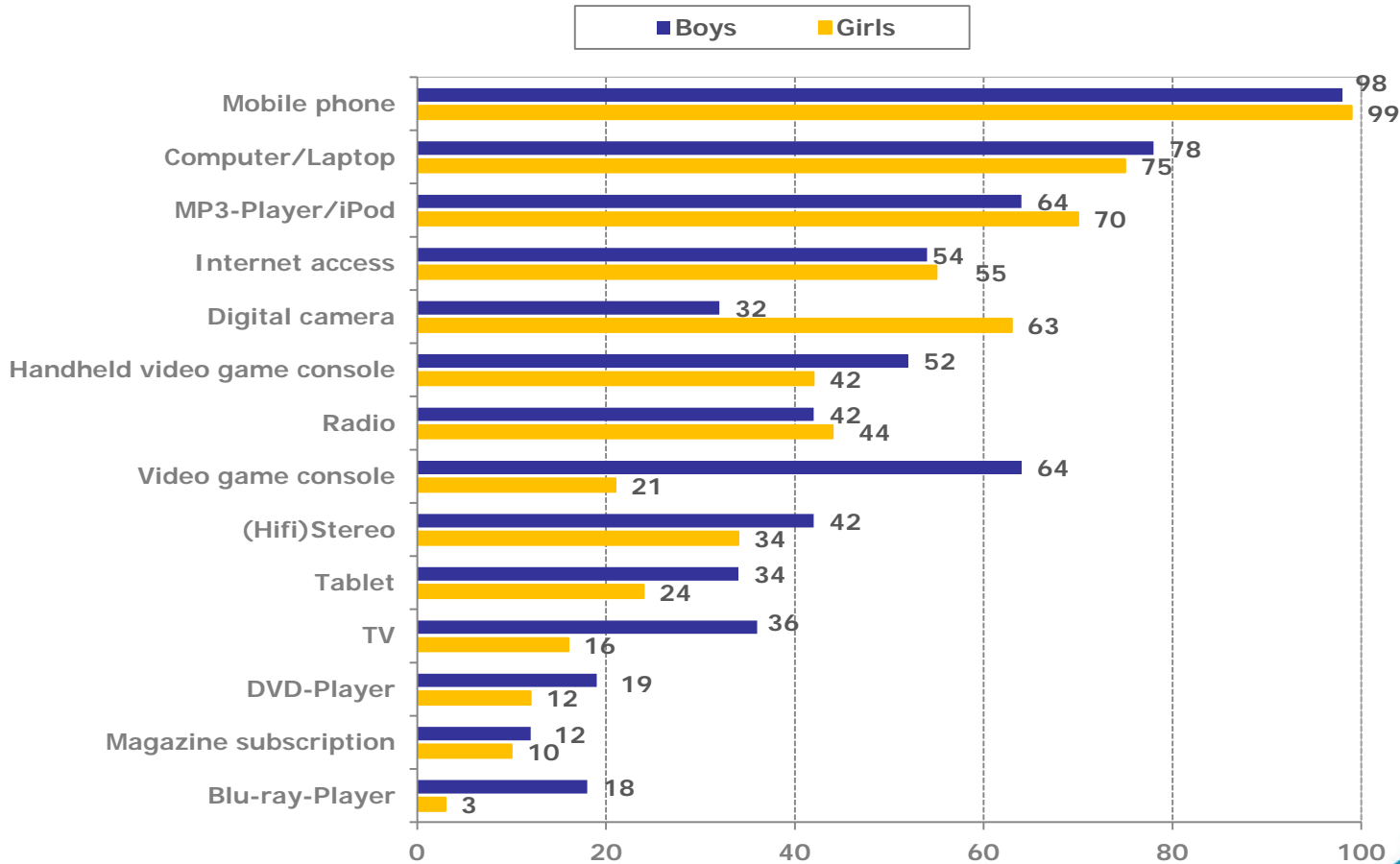
Source: BBC media action research and learning: youth in cambodia 2014, p. 10.

Basis: n=2,597, 15-24 years.



Personal media ownership of adolescents

By age, 12-19 years, Switzerland, 2014, selection (percentages)



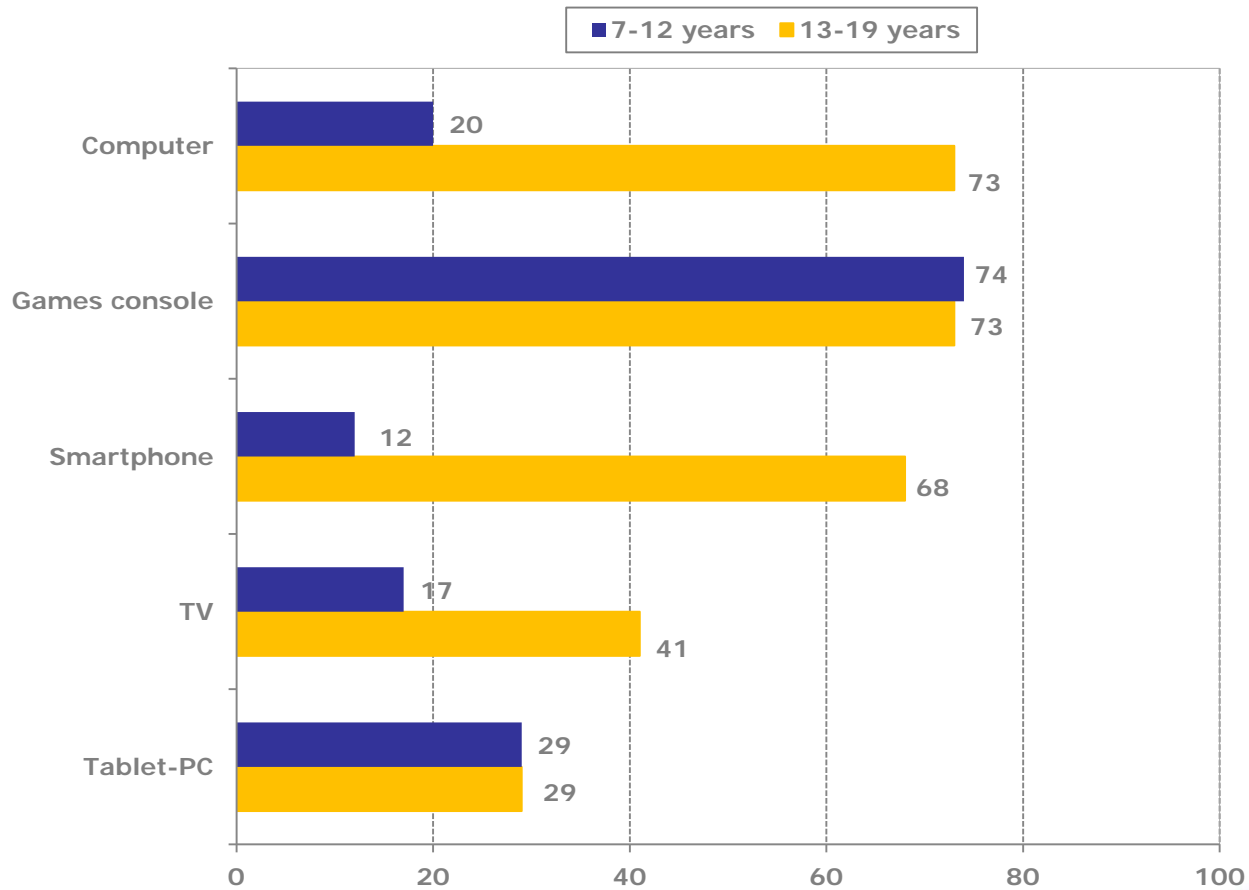
Source: Swisscom/zhaw: James-Studie 2014, p. 16.

Basis: n=1,041, 12-19 years.



Media ownership of young people in France

By age, 7-19 years, France, 2015, selection (percentages)



Source: Ipsos: Junior Connect' 2015, p. 17.

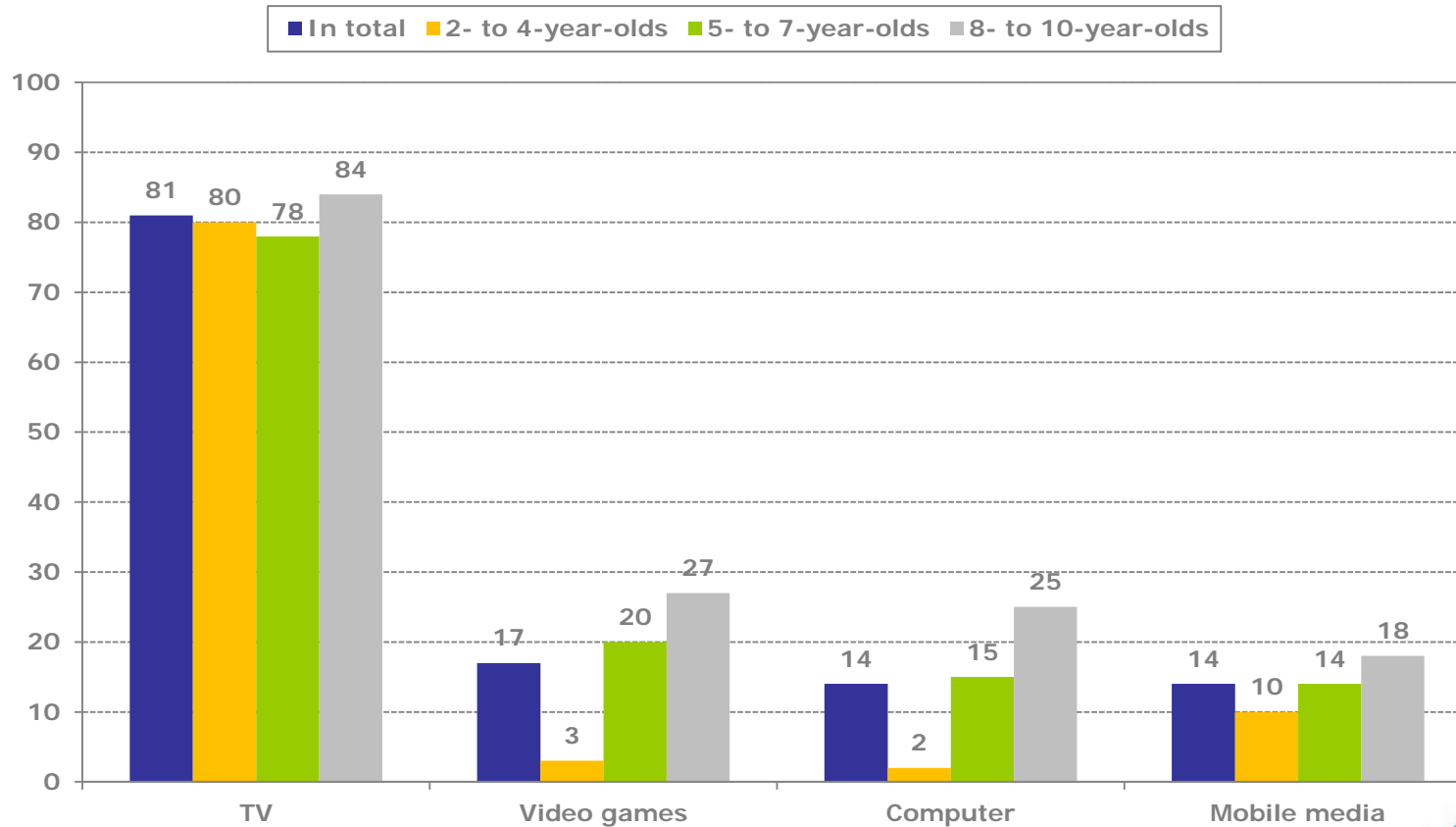
Basis: n=4,000, 1-19 years.



How much time do children in the USA spend with media?

According to parents' response

By age group of children, USA, 2014, selection (minutes/day)



Source: The Joan Ganz Cooney Center:
Learning at home, 2014, p. 14.

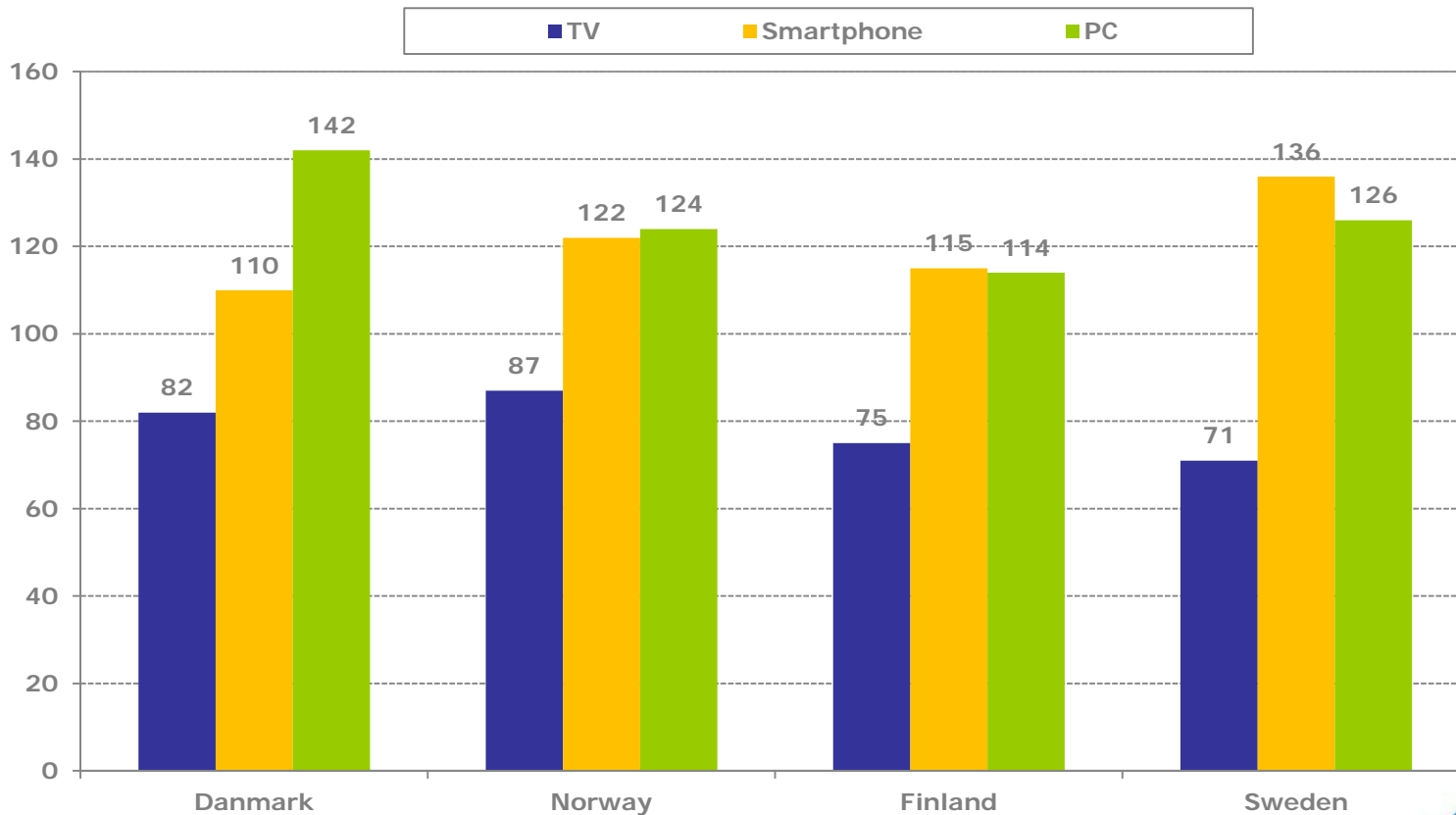
Basis: n=1,577 parents with children
between 2 and 10 years old.



How much time do young people in Scandinavia spend with media?



13-29 years, 2015, selection (minutes/day)



Source: NRK Analyse: Medienbruk i Norge - Oppsummeringen 2015, p. 16.

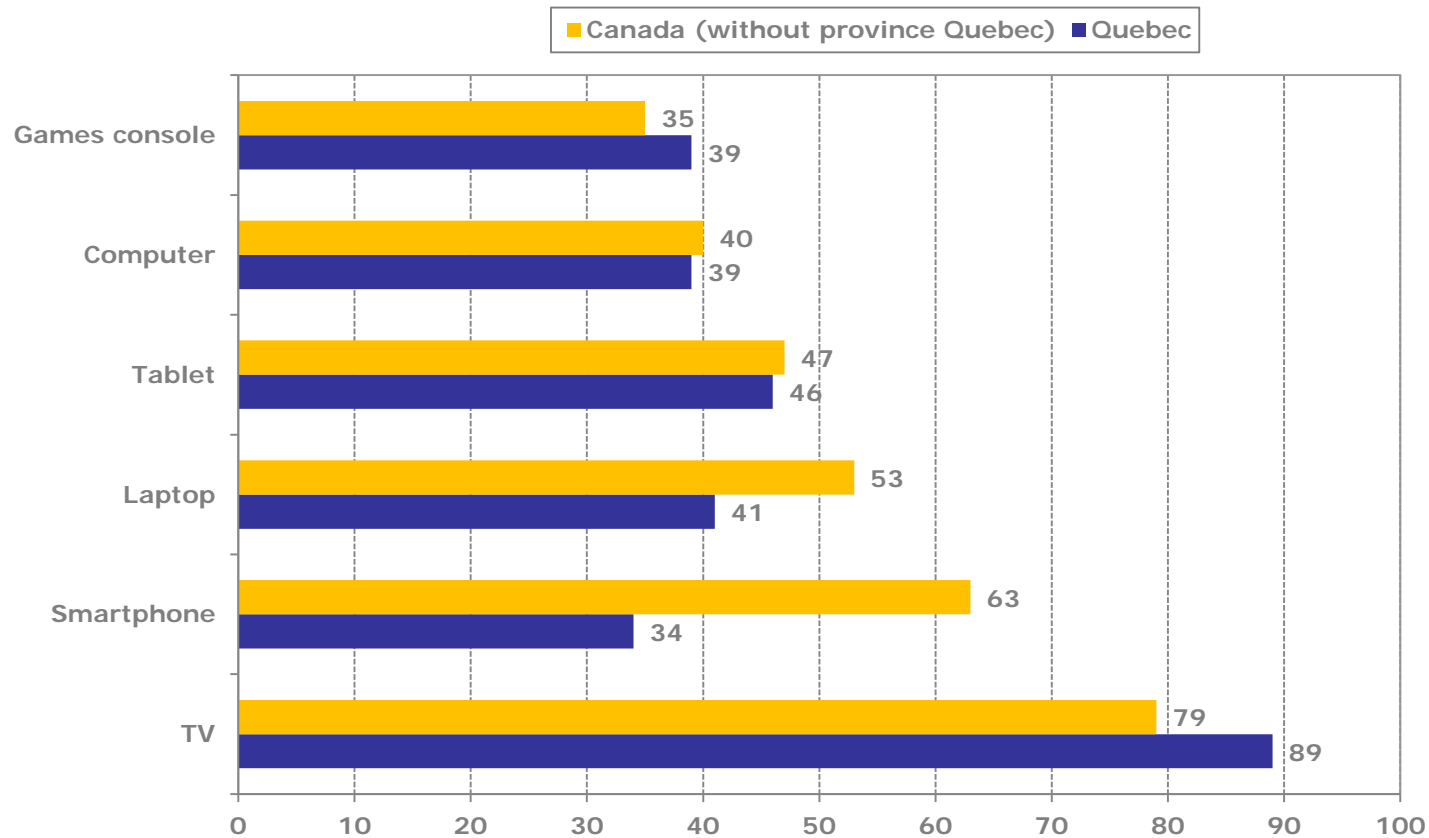
Basis: n=4,000 13-29-year-olds.



Which media do Canadian children and adolescents use on a daily basis?



9-18 years, Canada und Quebec, 2014, selection (percentages)



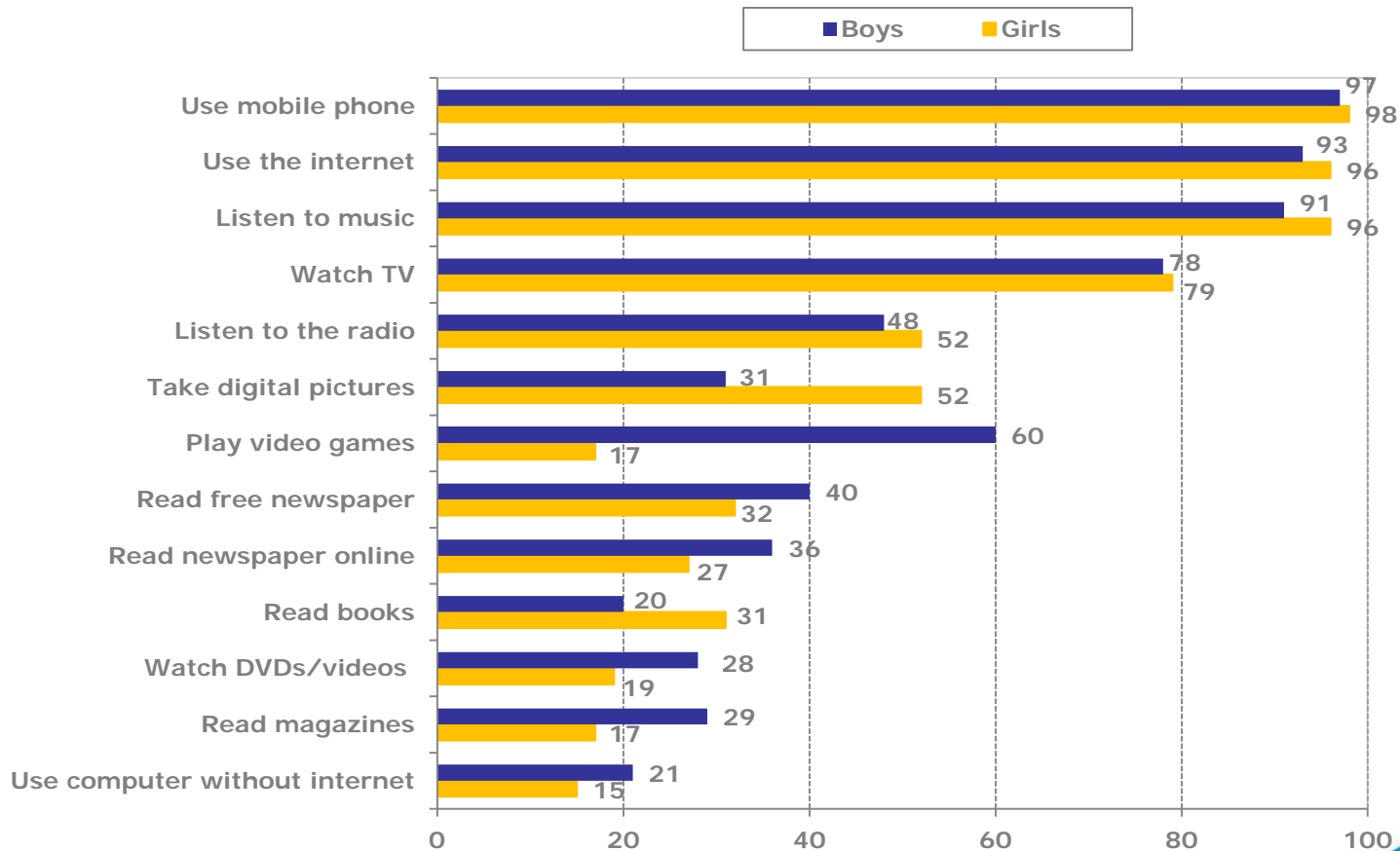
Source: Shaw Rocket, Fund: Media and Technology Habits of Canadian Youth, 2014, p. 12.

Basis: n=1,040, 9-18 years, Quebec and Canada.



Media in the leisure time of Swiss adolescents

Daily/more than once a week, selection
By gender, 12-19 years, Switzerland, 2014 (percentages)



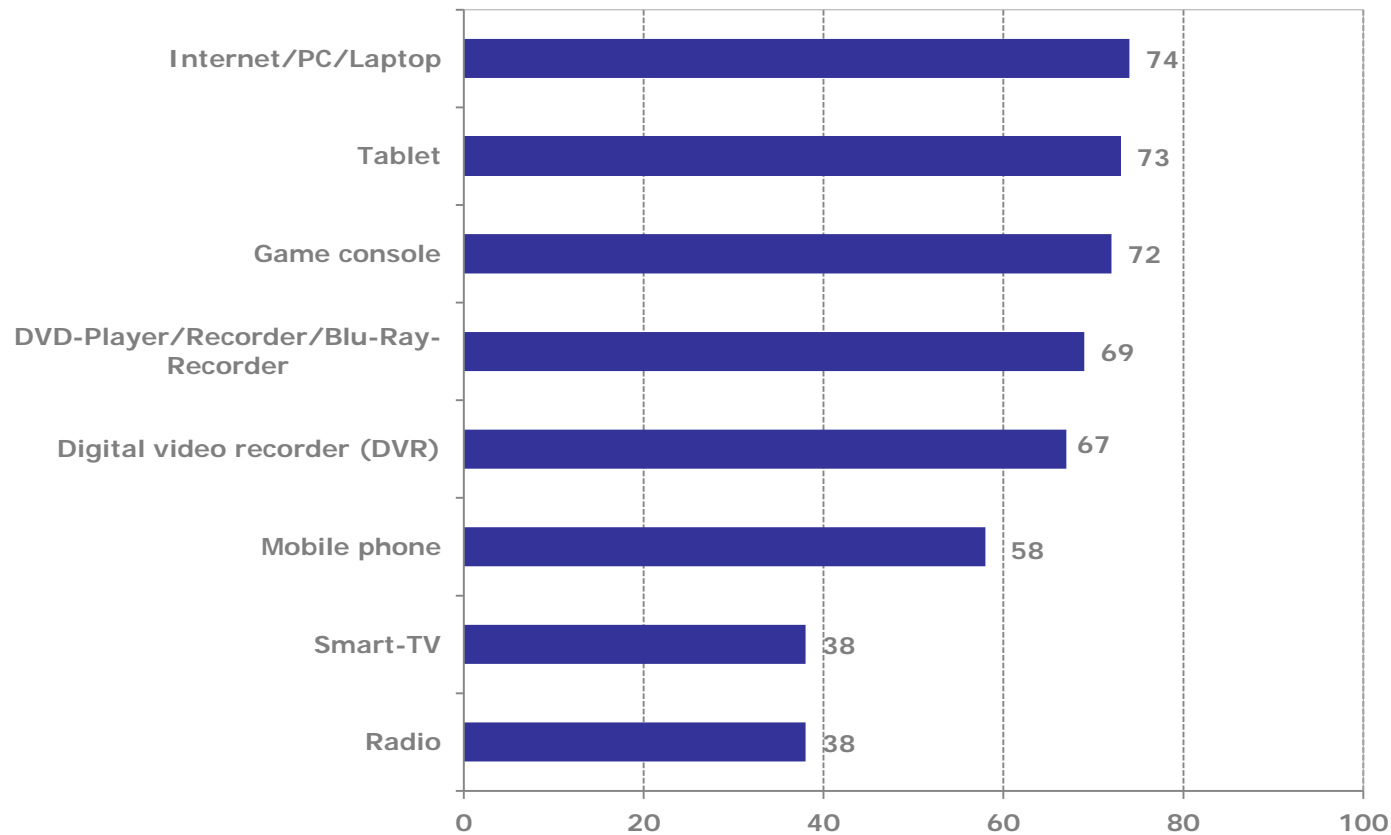
Source: Swisscom/zhaw: James-Studie
2014, p. 19.

Basis: n=1,046 boys and girls between 12 and 19 years.



Media usage of British children and adolescents

5-15 years, UK, 2015, selection (percentages)



Source: Ofcom: Children and Parents
2015, p. 46.

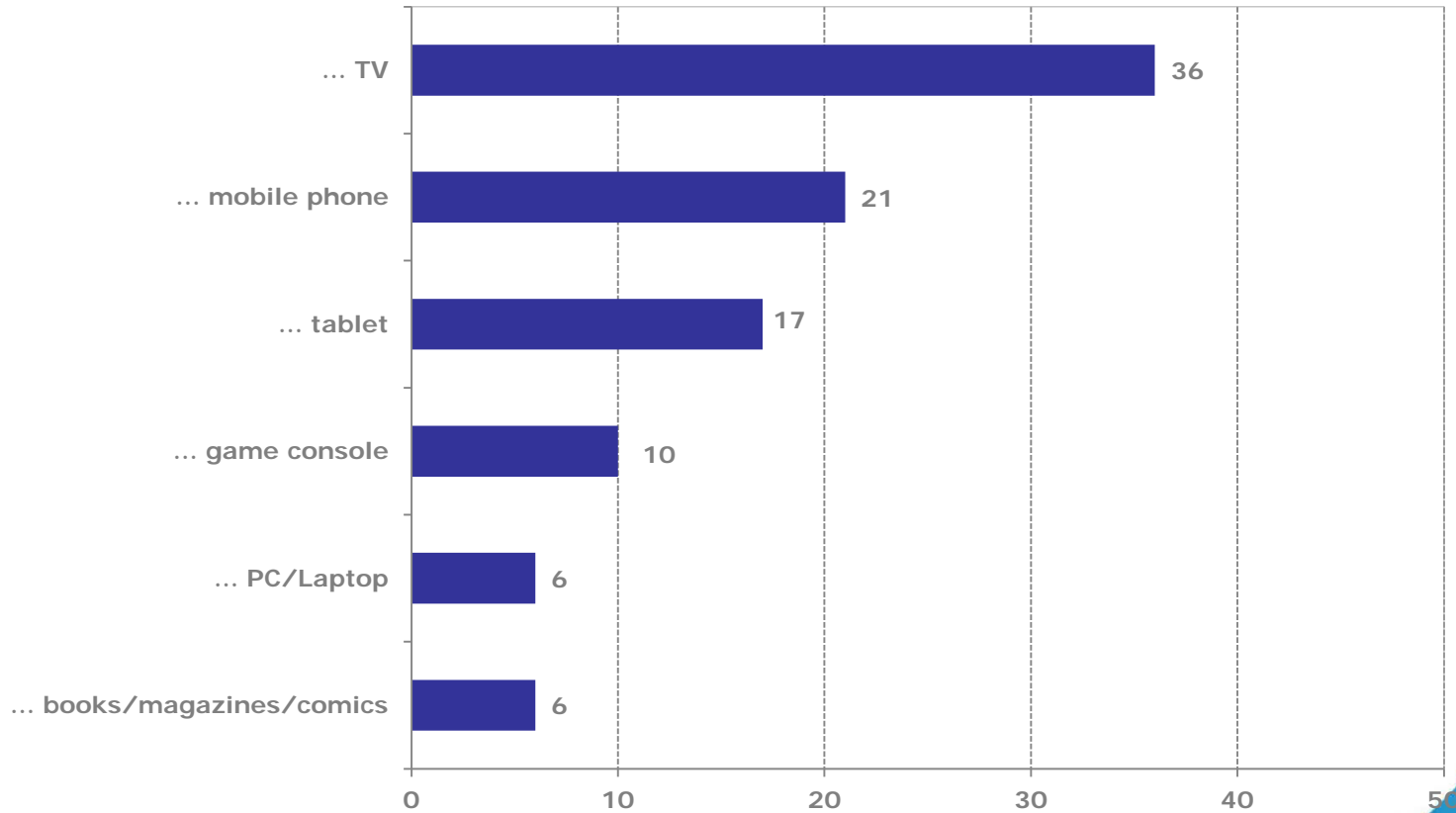
Basis: n=1,379 parents of 5- to 15-year-olds.



Being attached to media: What are the most important media to young people?



“I could not do without ...”
5-15 years, UK, 2014, selection (percentages)



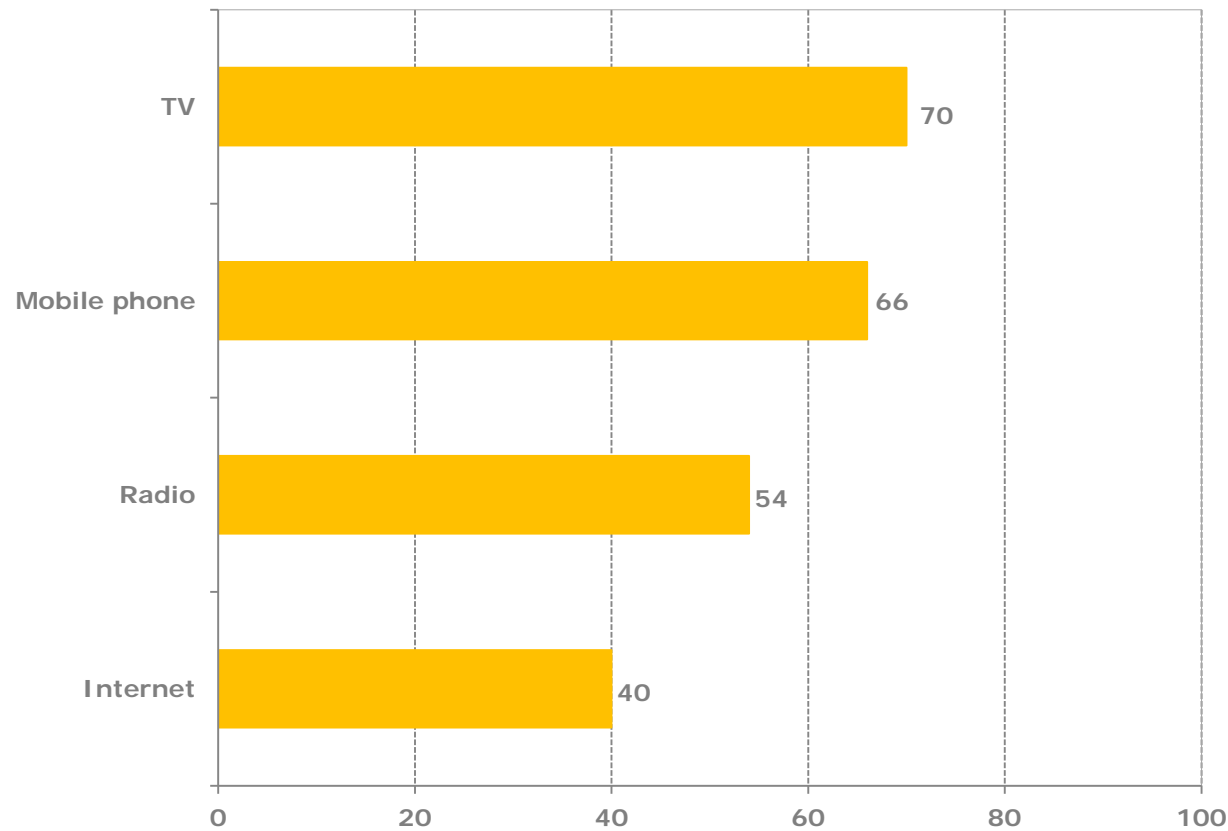
Source: Ofcom: Children and Parents 2015, p. 71.

Basis: n=1,379 children and adolescents, 5-15 years.



Which media do teens in Cambodia use daily?

15-24 years, Cambodia, 2014 (percentages)



Source: BBC media action research and learning: youth in cambodia 2014, p. 10.

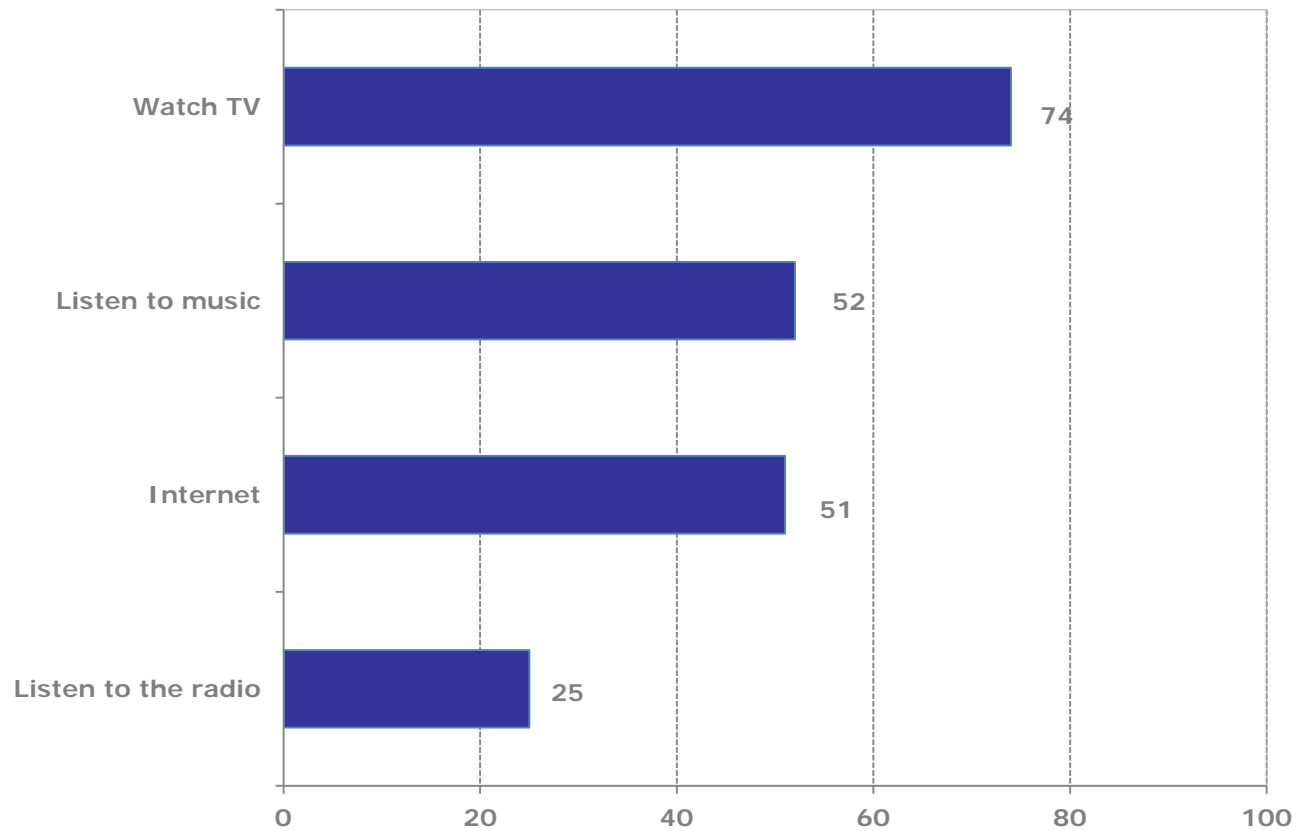
Basis: n=2,597, 15-24 years.



Daily media activities of teens in New Zealand



6-14 years, media usage at home, 2015, selection (percentages)



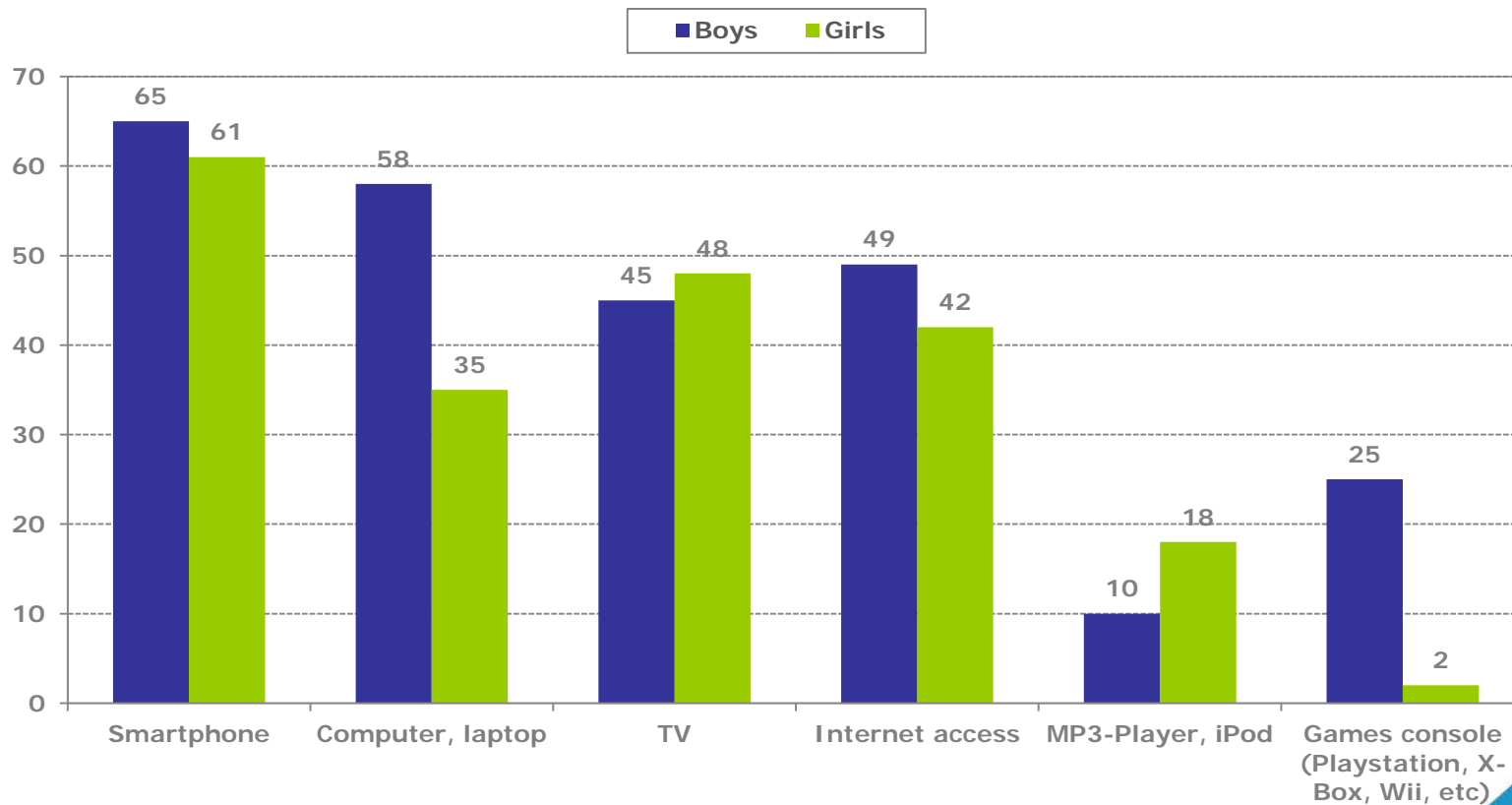
Source: NZ On Air/BSA/Colmar Brunton: Children's Media Use Study 2015, p. 24.

Basis: n=708, 6-14 years.



Media Austrian adolescents can't do without

11-18 years, by gender, selection, Austria 2015 (percentages)



Source: Oö. Jugend-Medien-Studie 2015, p. 15.

Basis: n=512, 11-18 years.

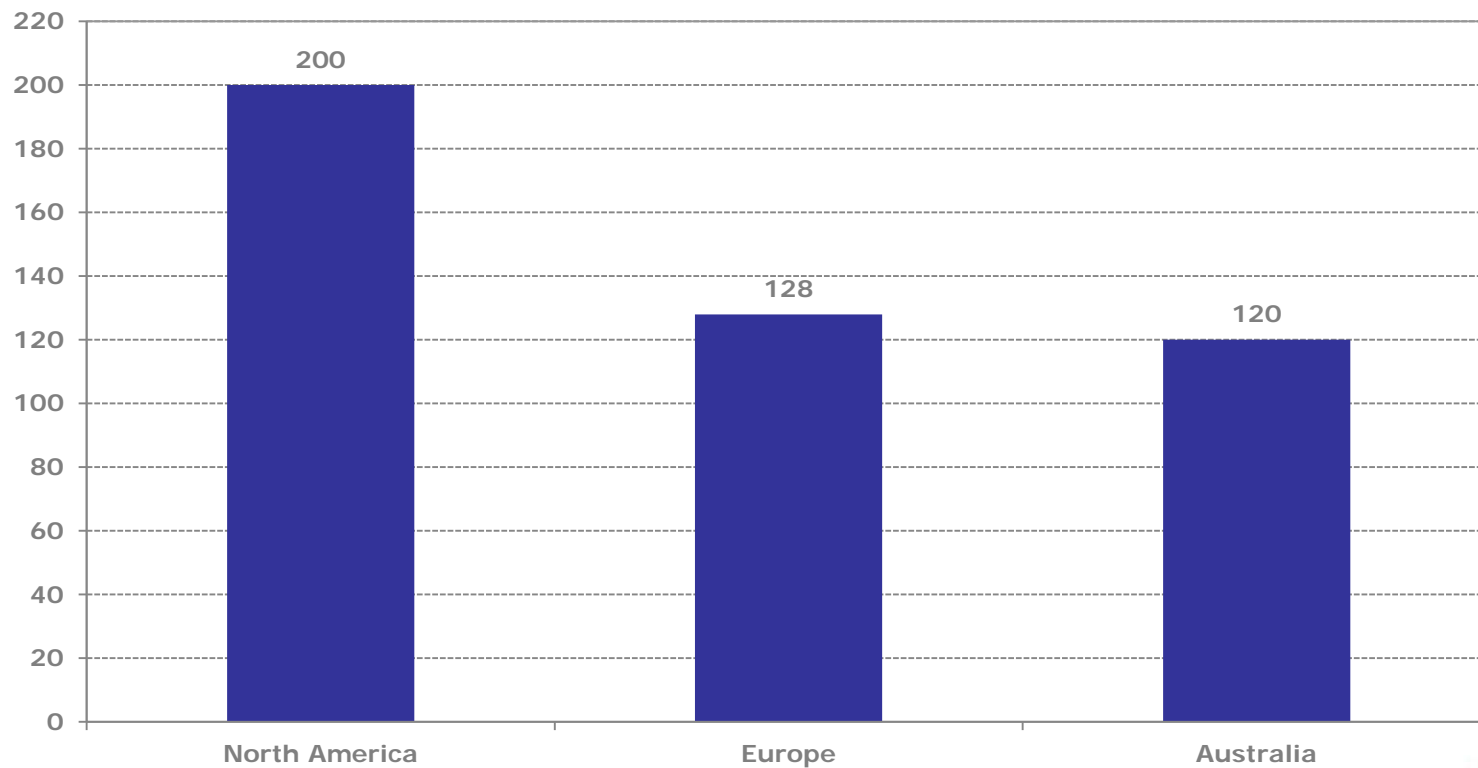
Children, Adolescents and Television



International comparison: TV viewing time of children



Daily viewing time, North America, Europe, Australia, 2014 (minutes)



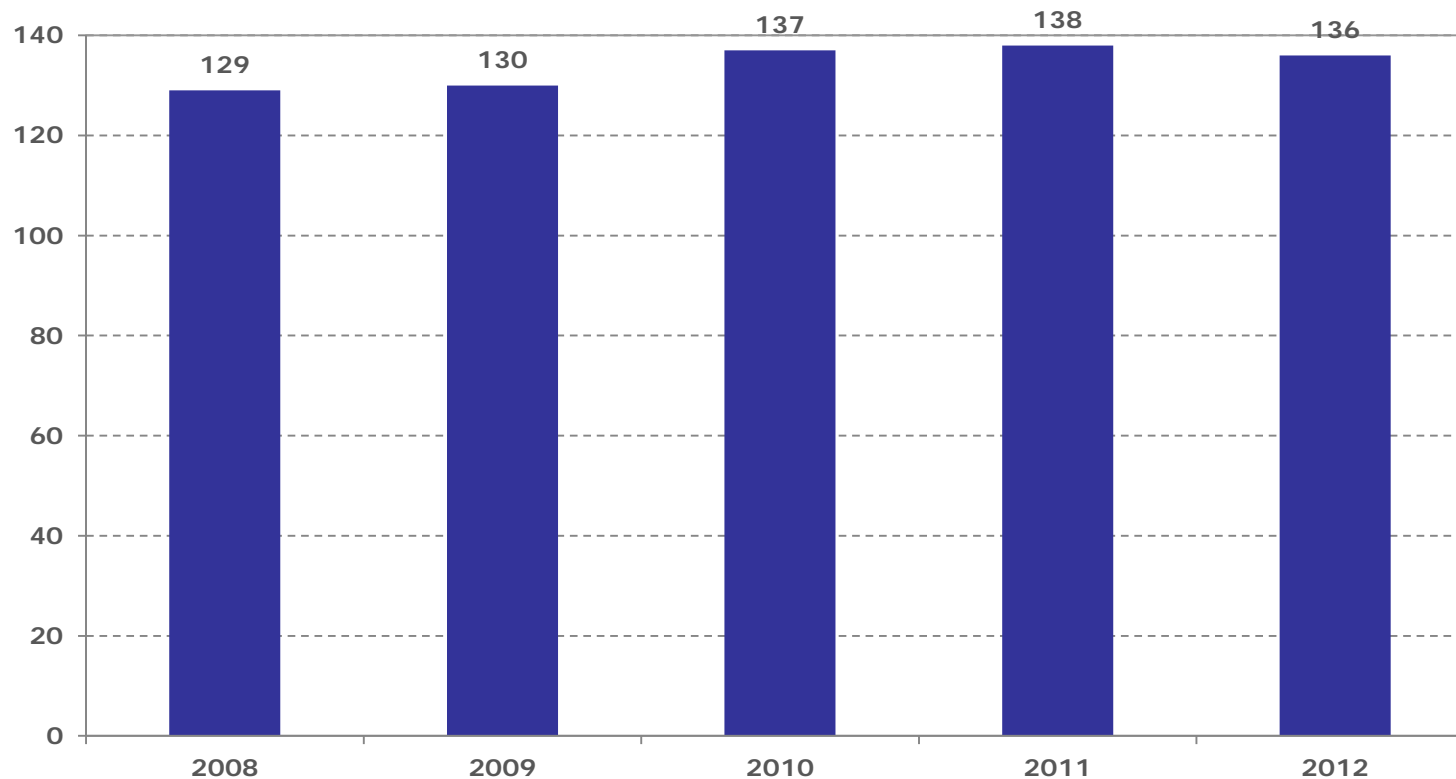
Source: Eurodata TV worldwide: Children's international hits and TV consumption patterns 2015, p. 4.

Basis: Eurodata TV Worldwide.



Development of TV viewing time of European children

Average viewing time in minutes per day, Germany, France, Spain, Italy, UK, 2008-2012



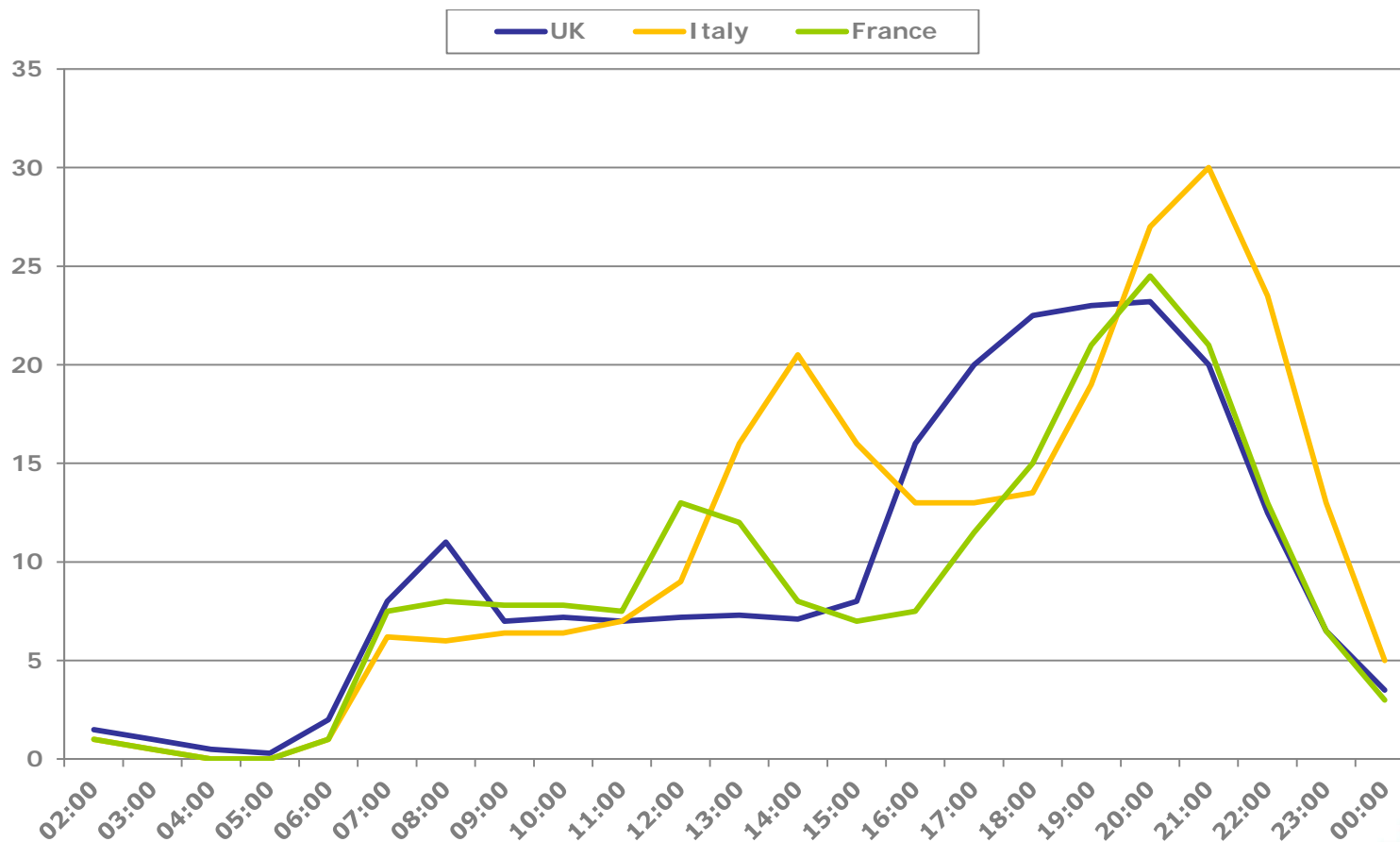
Source: Eurodata TV Worldwide:
International Kids' TV Trends, 2013, p. 5.

Basis: Eurodata TV Worldwide/Kids TV Report
2012-2013 issues/Relevant Partners.



At what time are most children watching TV?

2013 (percentages)



Source: Eurodata TV: International Kids' TV Trends 2013, p. 7.

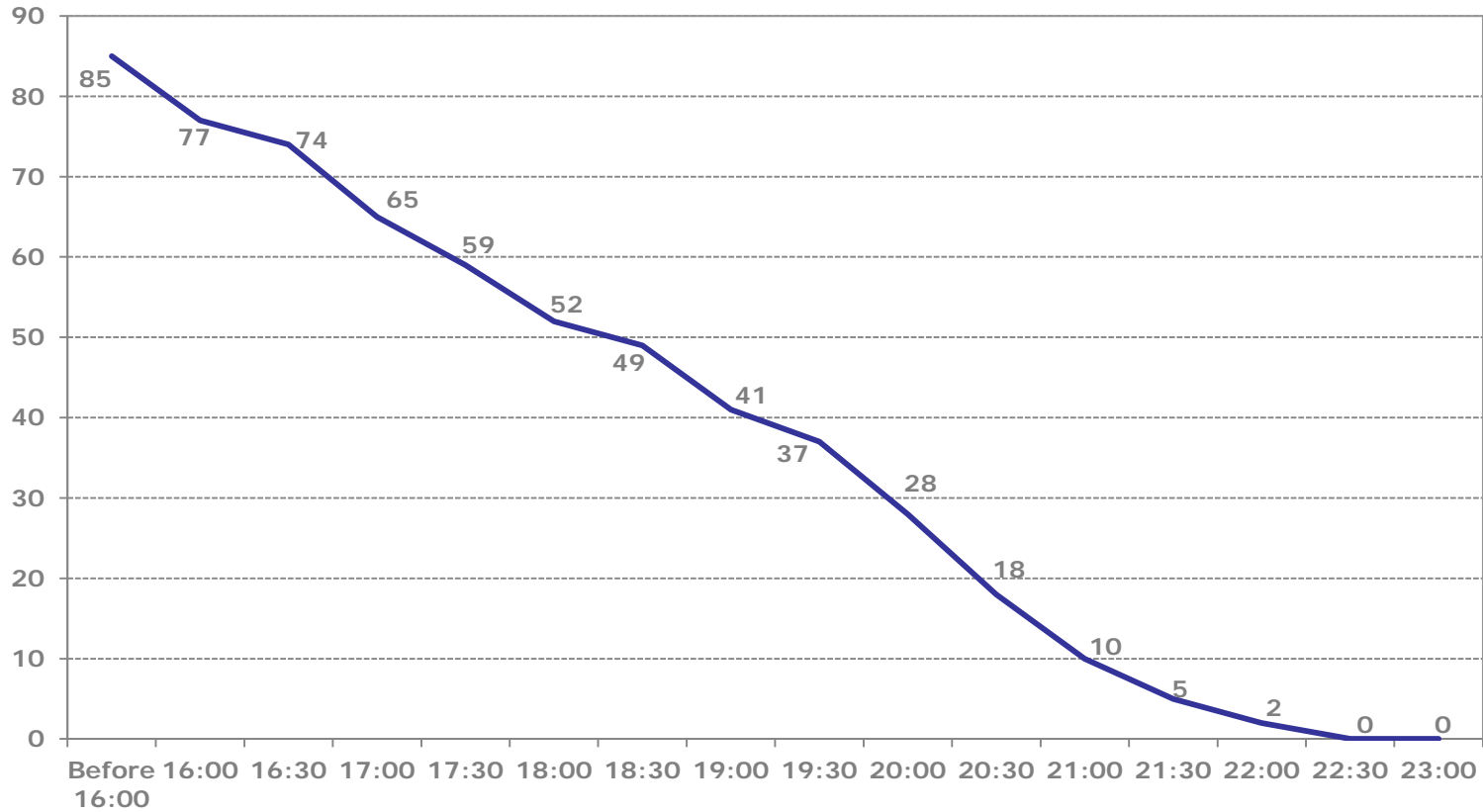
Basis: Eurodata TV Worldwide/Kids TV Report 2012-2013 issues/Relevant Partners.



At what time do children stop watching TV in New Zealand ?



2015 (percentages)



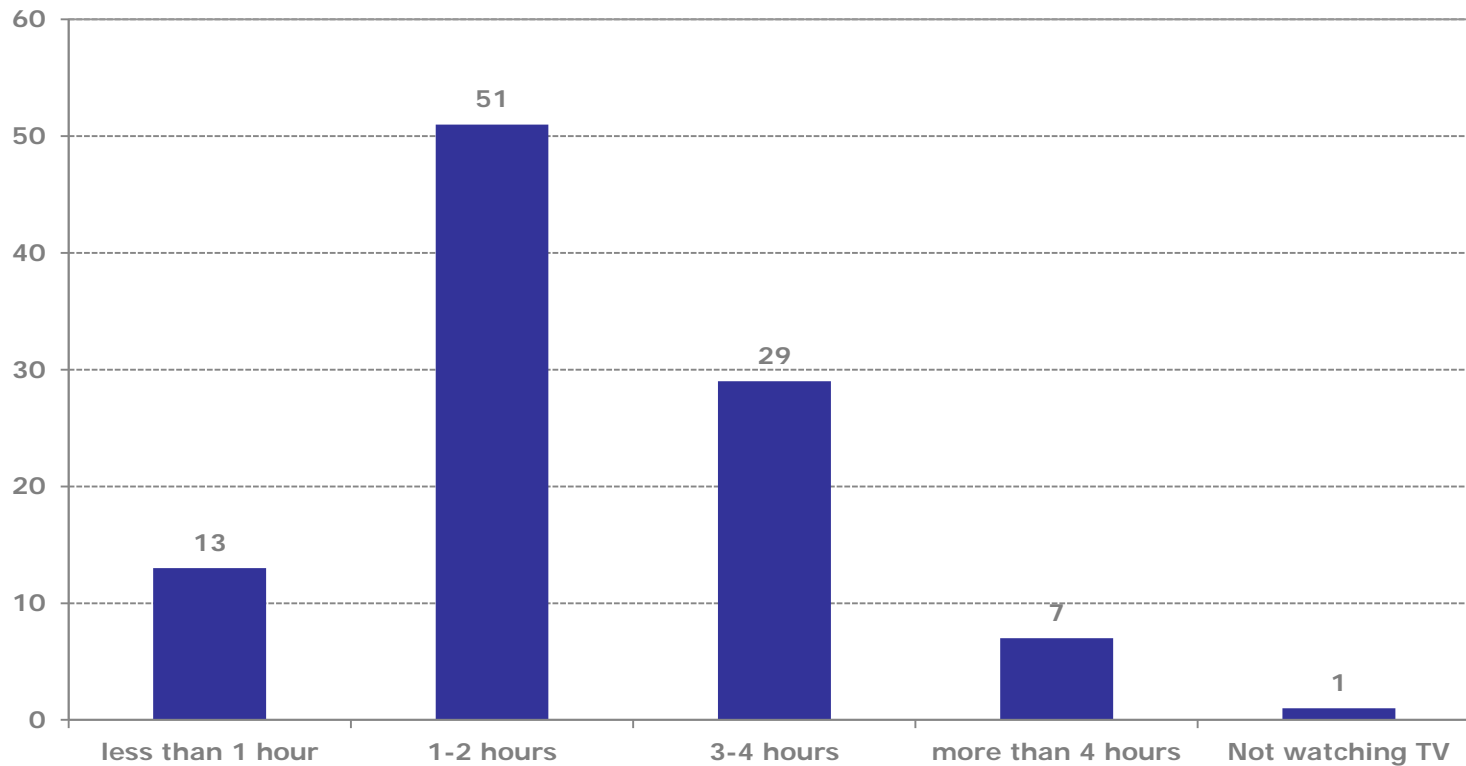
Source: NZ On Air/BSA/Colmar Brunton: Children's Media Use Study 2015, p. 30.

Basis: n=463, 6-14 years; everyone who watched TV the day before the survey.



How much time do young people in Asia spend in front of the TV?

Daily TV viewing time, 6-14 years, Indonesia/Malaysia/Singapore/Thailand/Vietnam, 2016, selection (percentages)



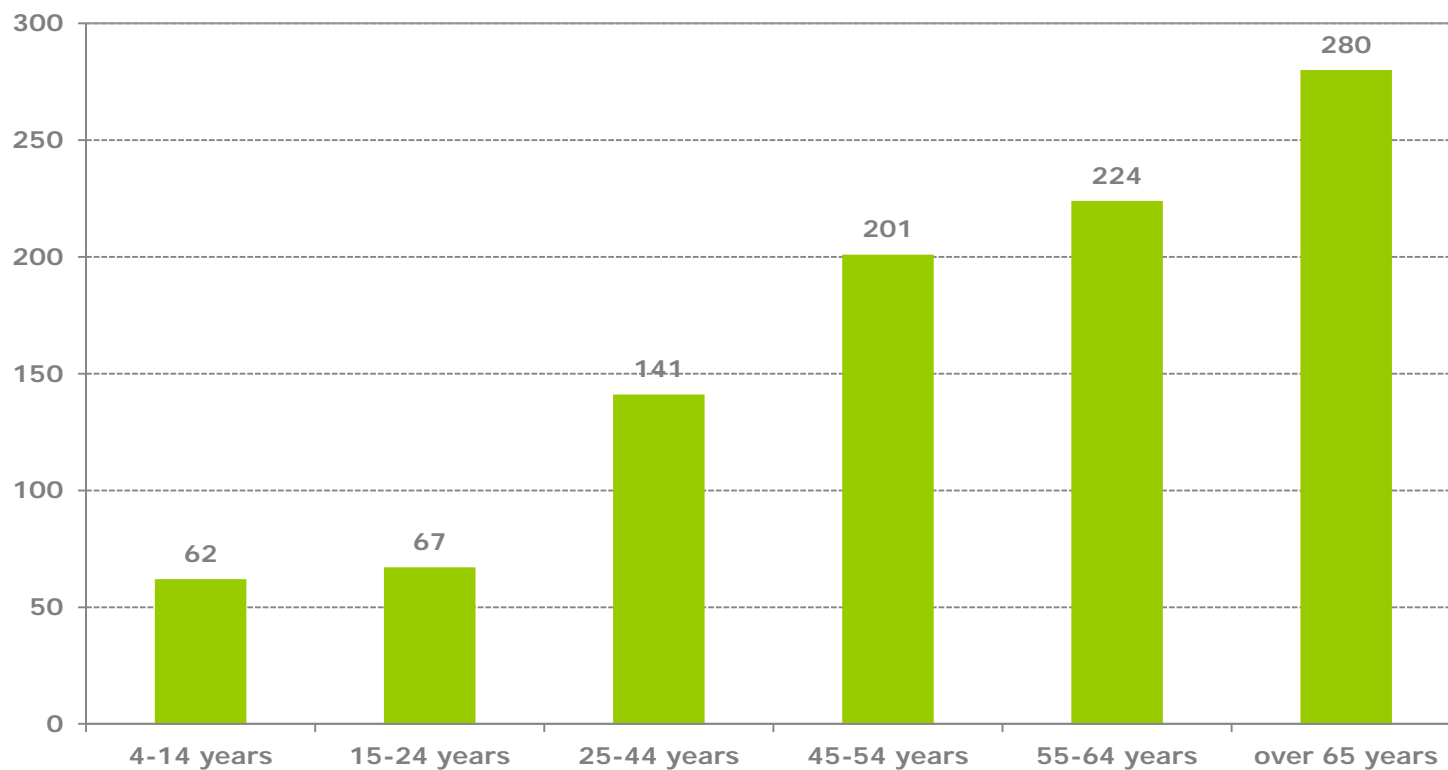
Source: SuperAwesome Kids' Media
Snapshot: ASEAN, 2016.

Basis: n=1,824, 6-14 years.



Viewing time by age group in Finland

Daily TV viewing time, by age group, Finland, 2015,
selection (in minutes)



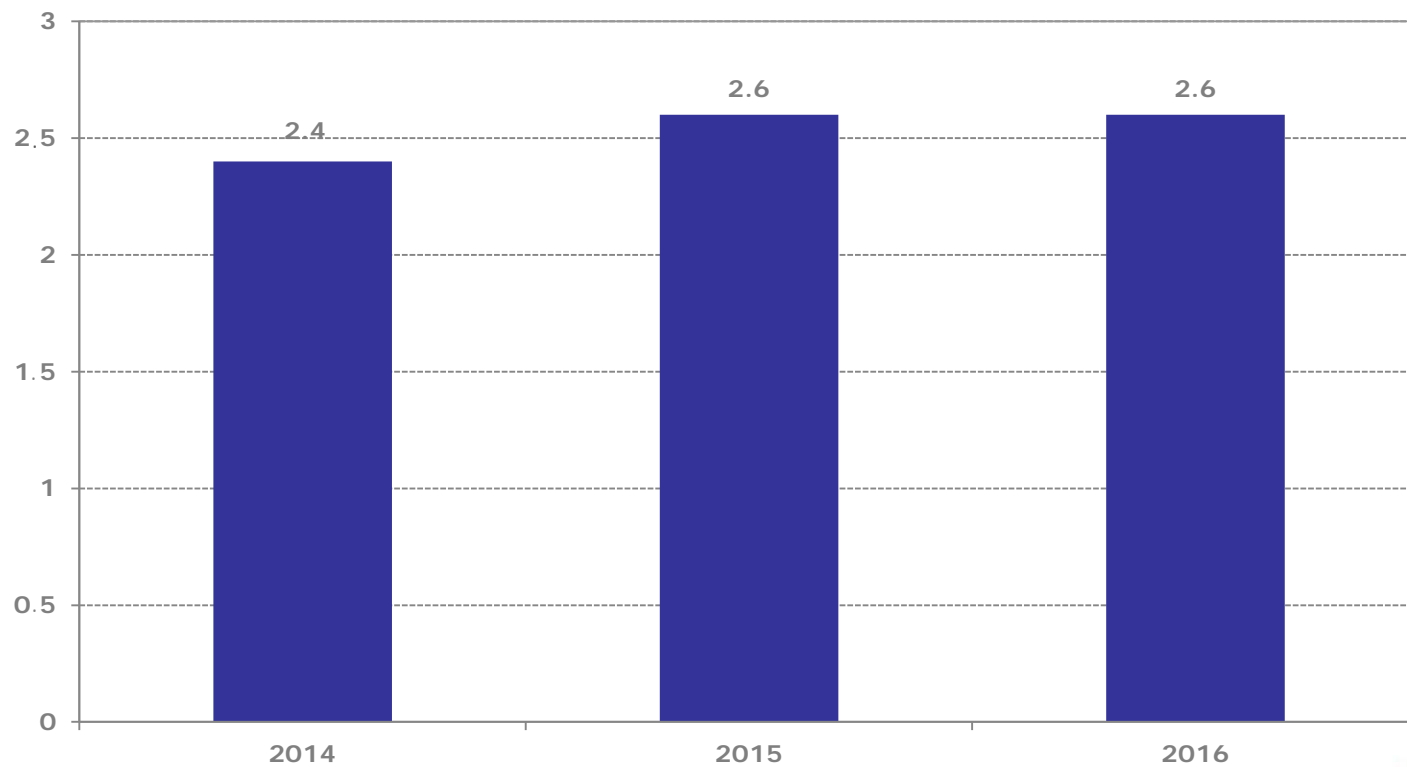
Source: Finnpanel: Television viewing in
Finland 2015, p. 13.

Basis: Finnpanel Oy, TAM.



How much time do British preschoolers spend in front of the TV?

According to parents, average viewing time 2016 (hours/day)



Source: CHILDWISE: Pre-school-Report
2016, p. 16.

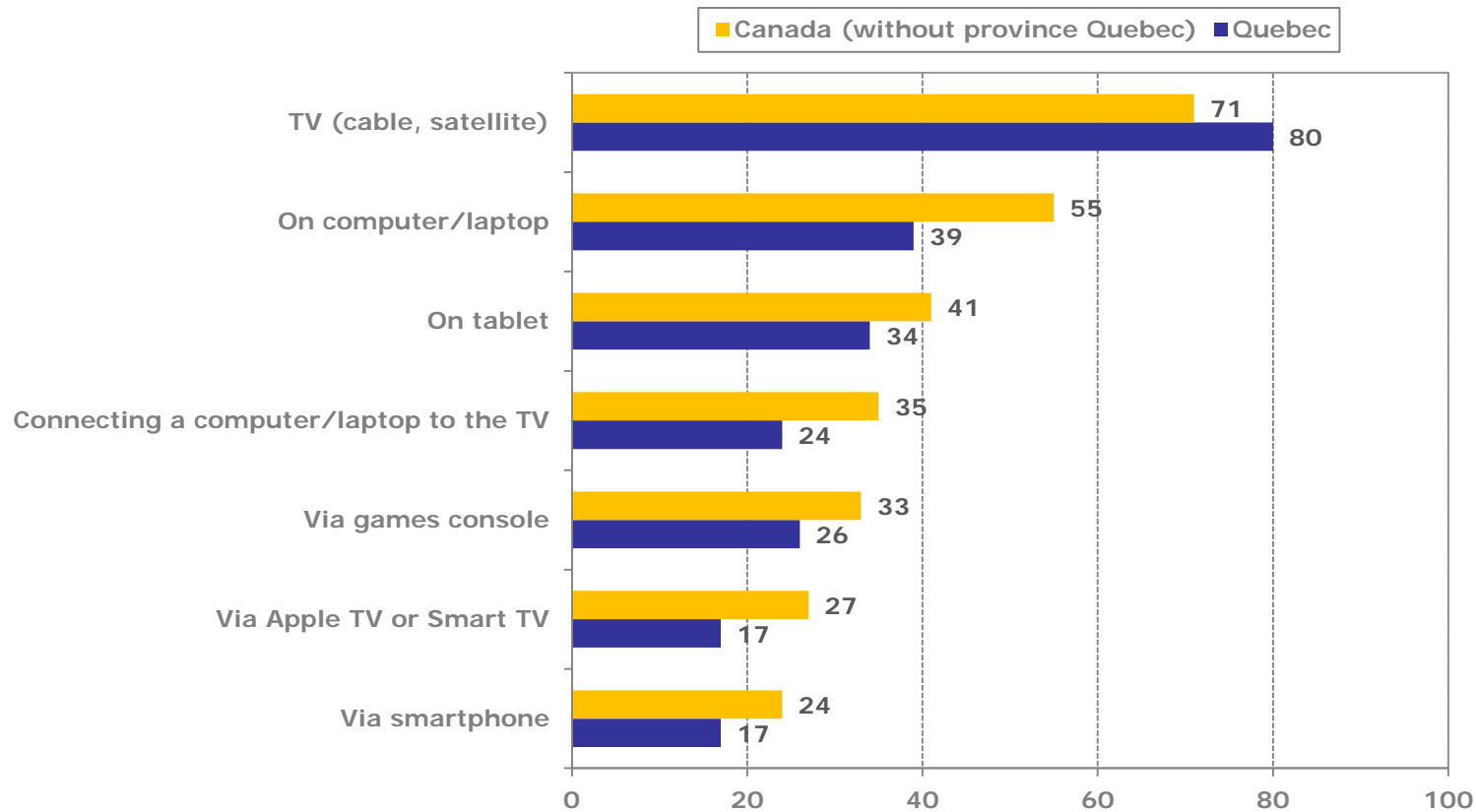
Basis: 0-4 years, n=1,005.



Watching shows/videos with different types of devices



9-18 years, comparison Canada and Quebec, 2014, selection (percentages)



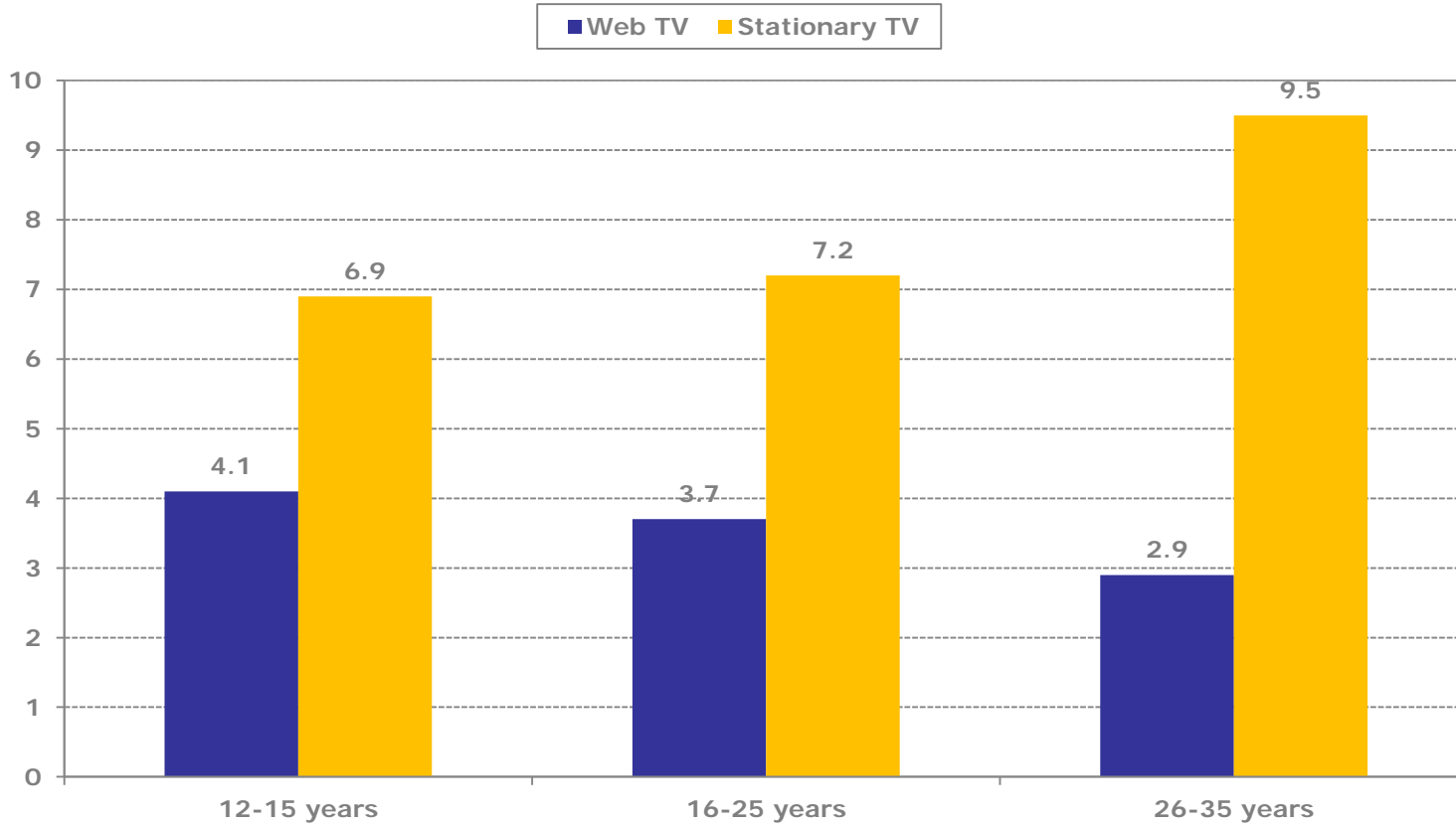
Source: Shaw Rocket, Fund, Media and Technology Habits of Canadian Youth 2014, p. 20.

Basis: n=1,040, 9-18 years, Quebec und Kanada.



How do adolescents divide the TV viewing time between the web and stationary TV?

By age group, hours/week, Sweden, 2014, selection



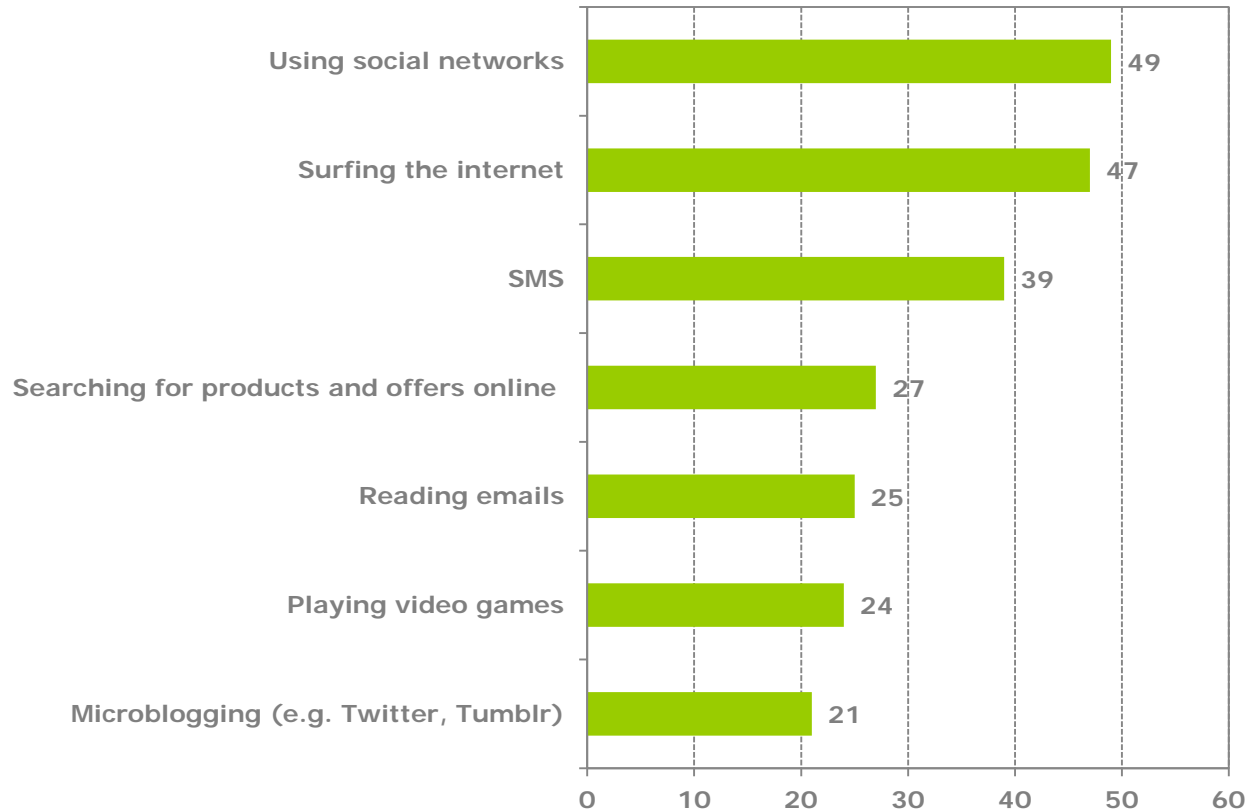
Source: .se: Svenskarna och internet 2014, p. 69.

Basis: n=2,801, 16-76+ years; n=250 adolescents, 11-15 years, and 250 parents.



Multitasking: What do young Australians do while watching TV?

Multitasking, 14-25 years, Australia, 2015, selection (percentages)



Source: Deloitte: Media Consumer Survey 2015, Australien, p. 25.

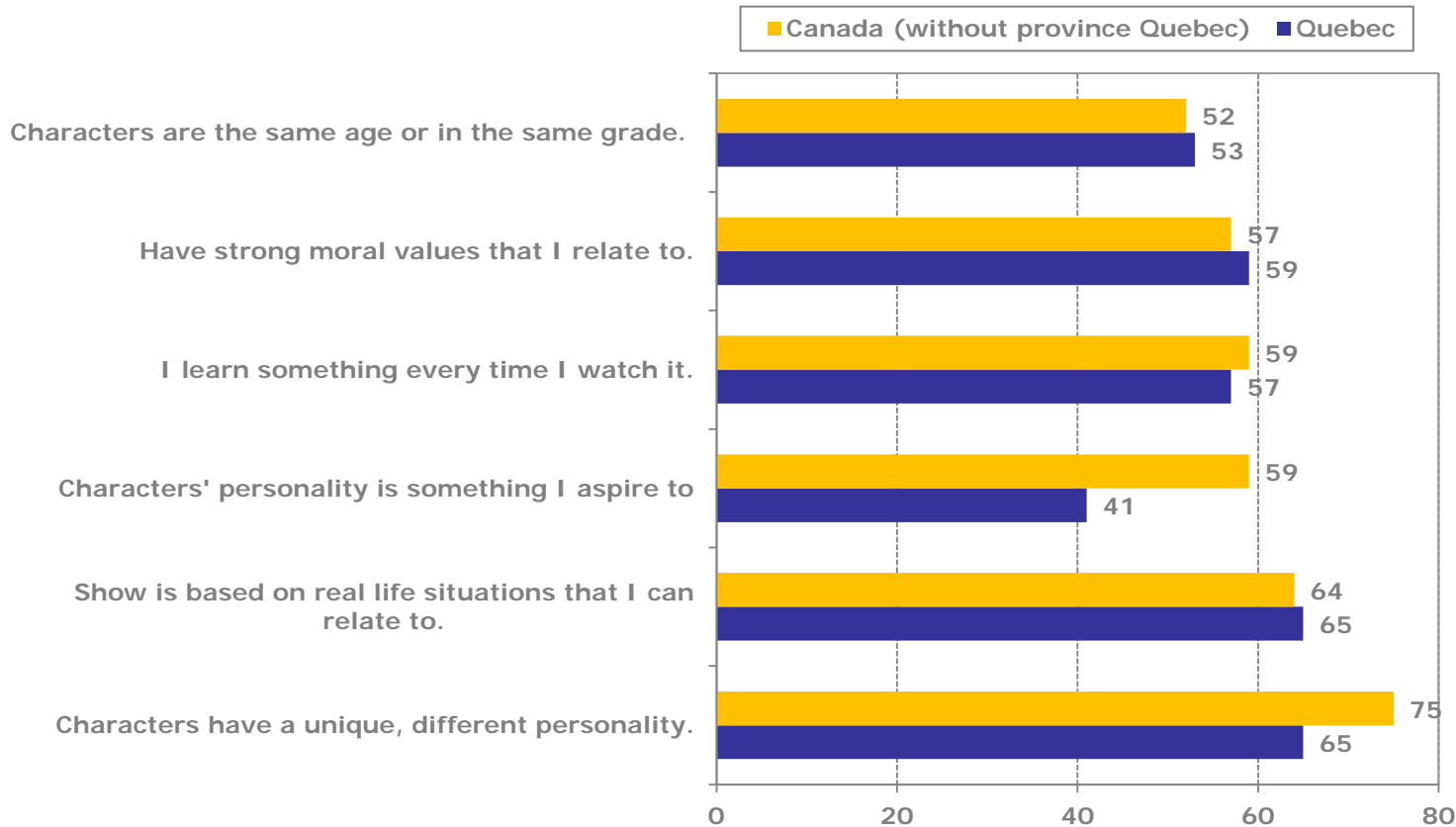
Basis: n=2,000, 14-68+ years.



Young Canadians like to see relevant, unique, aspirational characters in TV shows



9-18 years, Canada and Quebec, 2014, selection (percentages)
"Keeps me interested in a show"



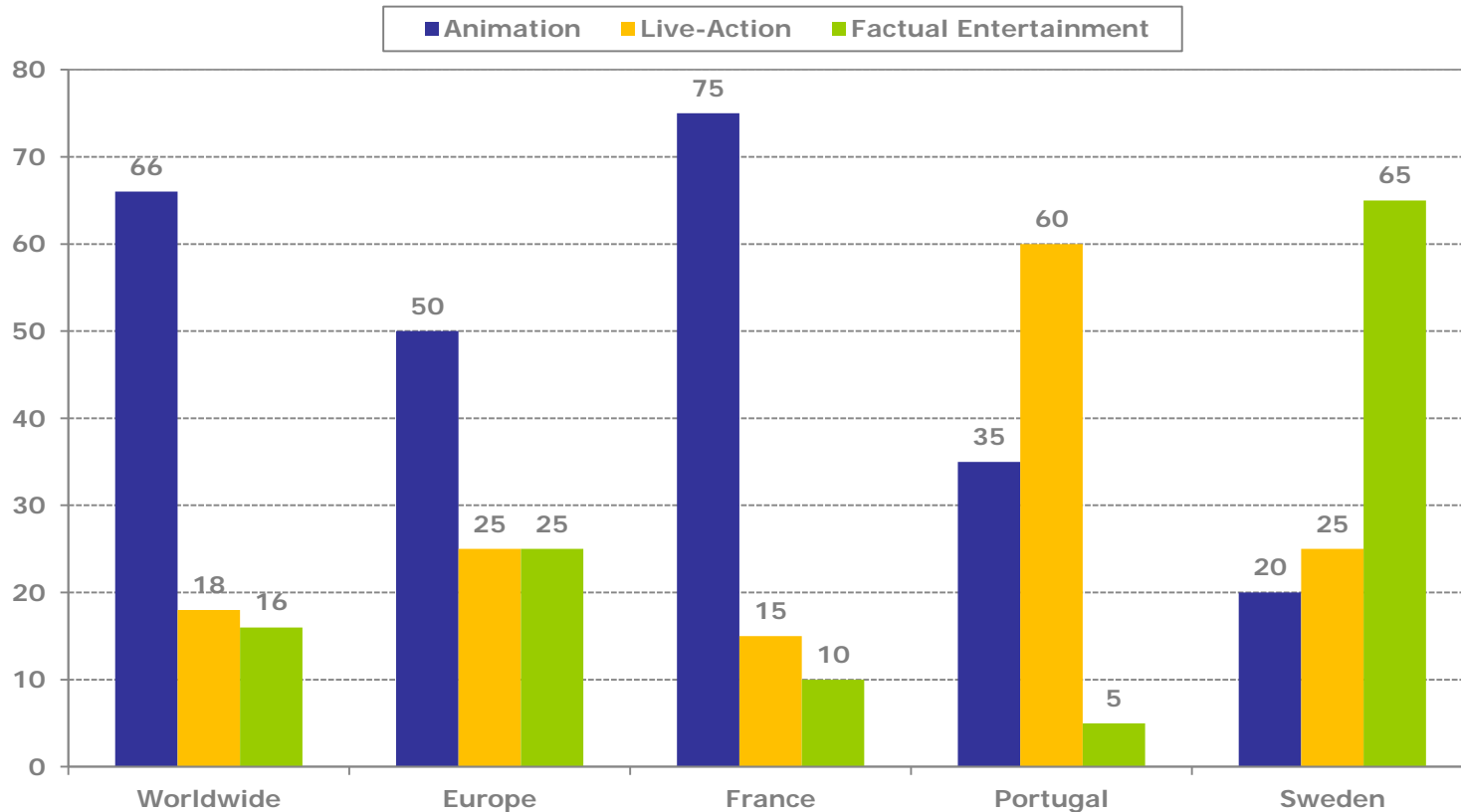
Source: Shaw Rocket, Fund, Media and Technology Habits of Canadian Youth 2014, p. 31.

Basis: n=1,040, 9-18 years, Quebec and Canada.



The most popular TV genres of children

Worldwide, Europe and selected countries (worldwide, Europe, France, Portugal, Sweden), 2014 (percentages)



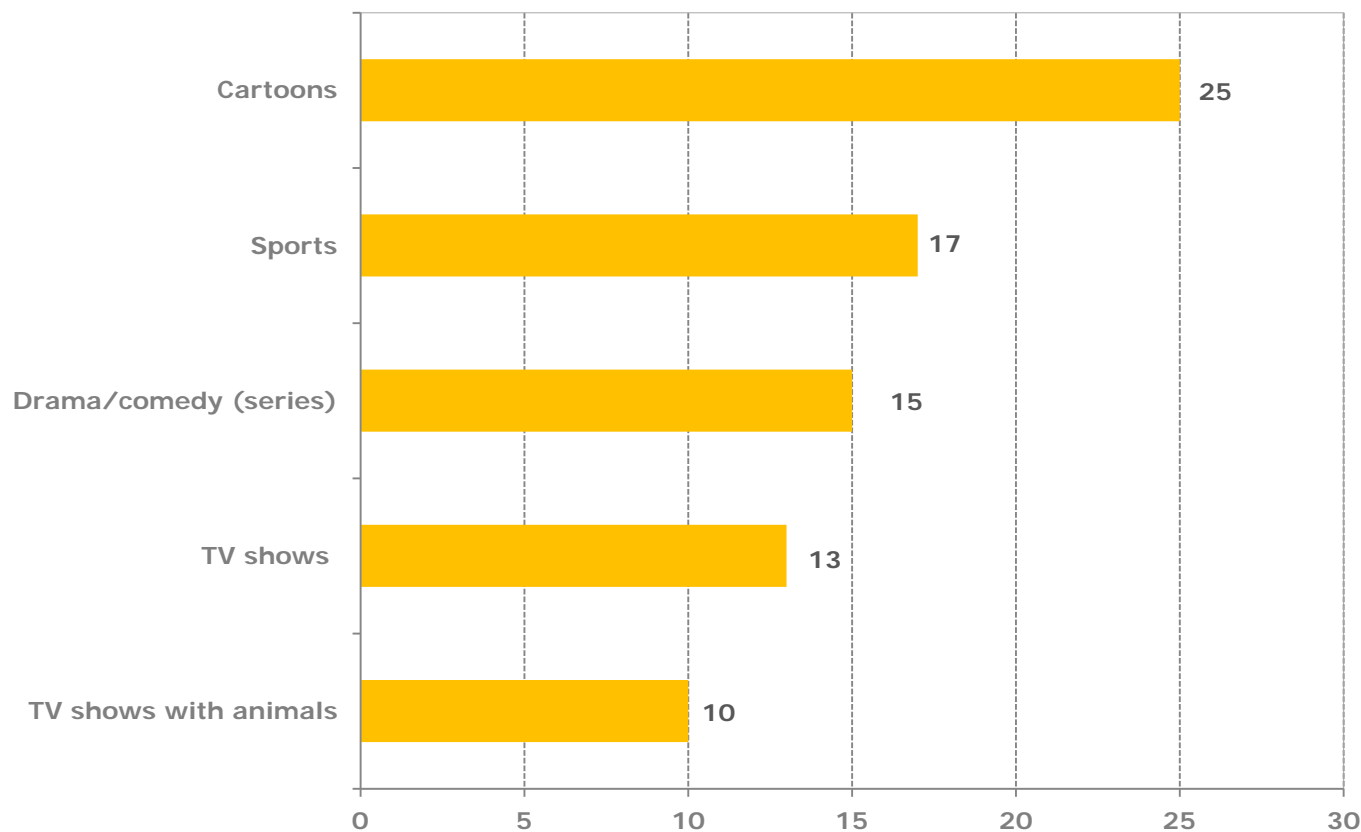
Source: Eurodata TV Worldwide: Children's international hits and TV consumption patterns 2015, p. 9.

Basis: Eurodata TV Worldwide.



Popular TV genres of young people in New Zealand

6-14 years, 2015, selection (percentages)



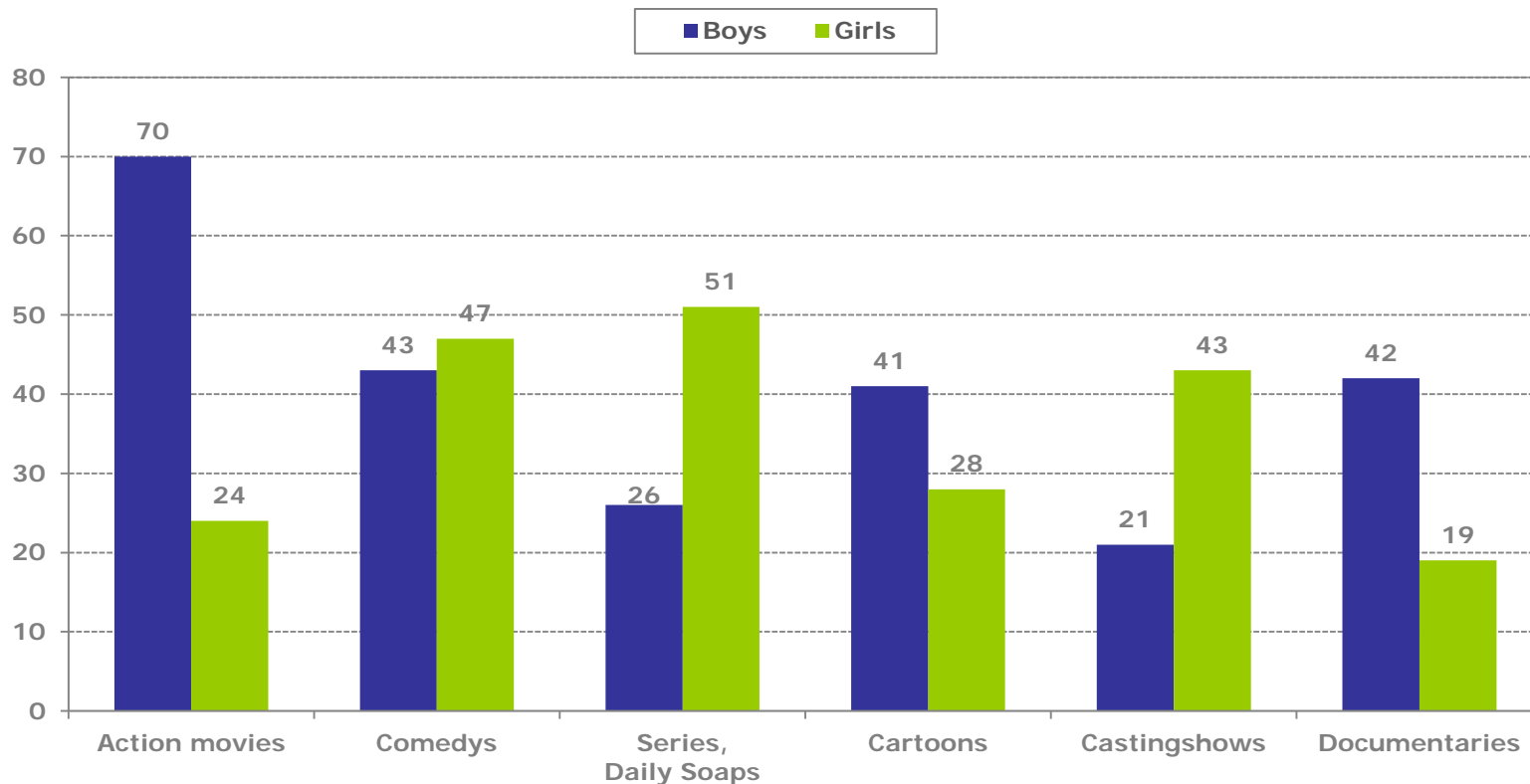
Source: NZ On Air/BSA/Colmar Brunton:
Children's Media Use Study 2015, p. 62.

Basis: n=708, 6-14 years.



The most popular TV genres of Austrian adolescents

11-18 years, by gender, selection, Austria, 2015 (percentages)



Source: Source: Oö. Jugend-Medien-Studie 2015, p. 19.

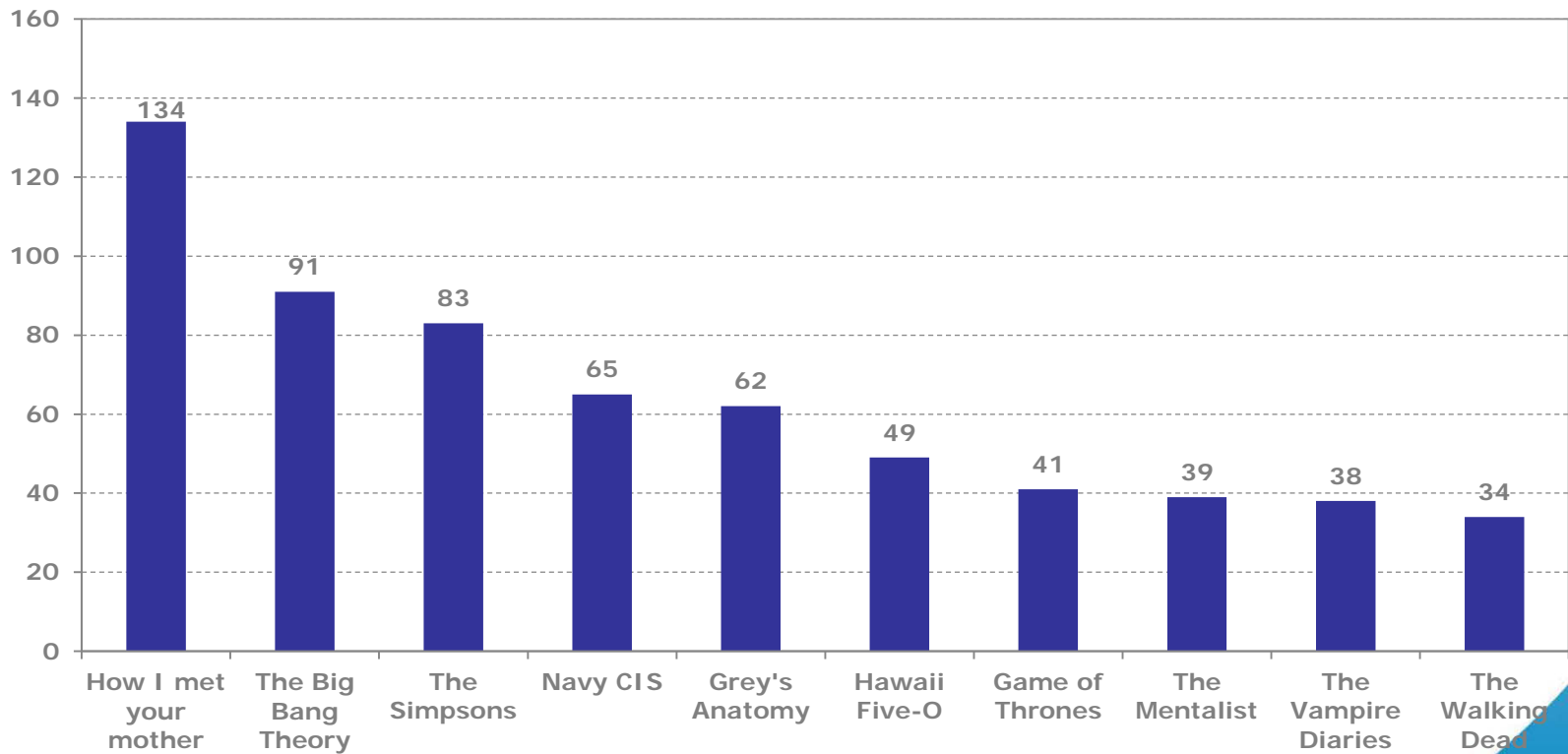
Basis: n=512, 11-18 years.



Favourite TV programmes of Swiss adolescents



12-19 years, Switzerland, 2014, number of mentions, selection



Source: Swisscom/zhaw: James-Studie 2014, p. 22.

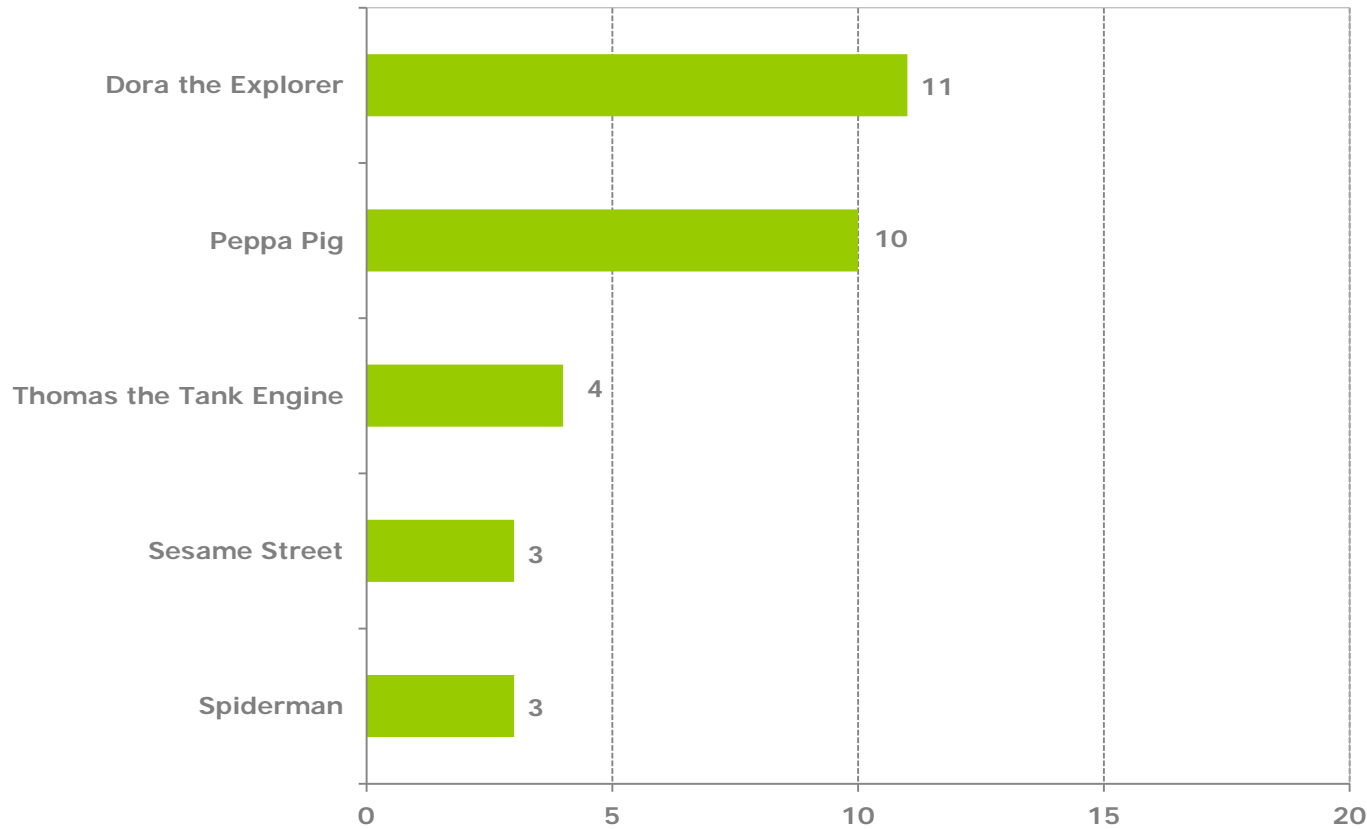
Basis: n=1,086, 12-19 years.



The most popular TV programmes of preschoolers in New Zealand



2-5 years, parental answers, 2015, selection (percentages)



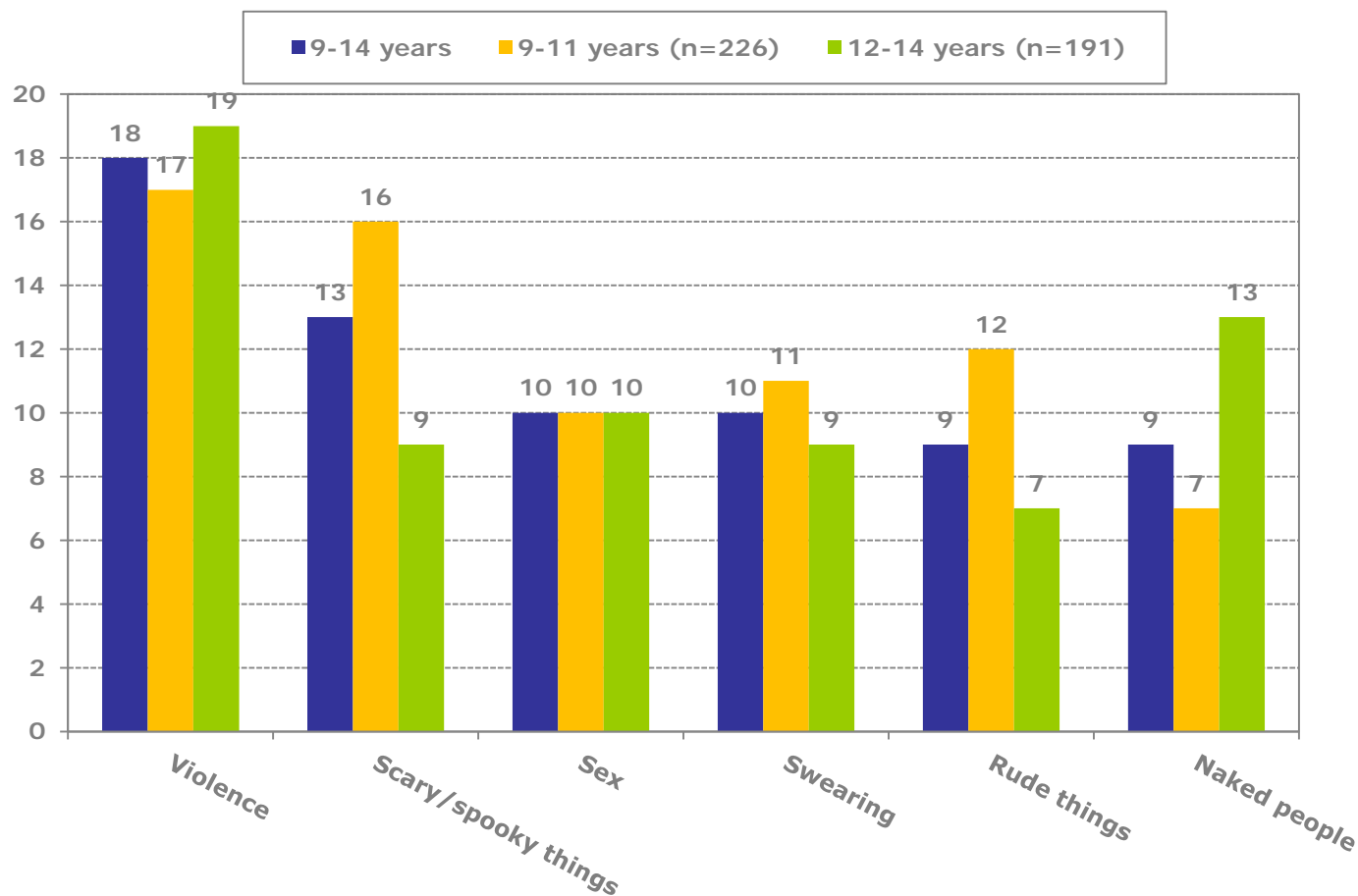
Source: NZ On Air/BSA/Colmar Brunton: Children's Media Use Study 2015, p. 80.

Basis: n=236, parents of 2- to 5-year-olds.



Disturbing TV content for children in New Zealand

9-14 years, by age, 2015, selection (percentages)



Source: NZ On Air/BSA/Colmar Brunton:
Children's Media Use Study 2015, p. 93.

Basis: n=417, 9-14 years, TV user at home.

Reading to Children, Children's Use of Print Media

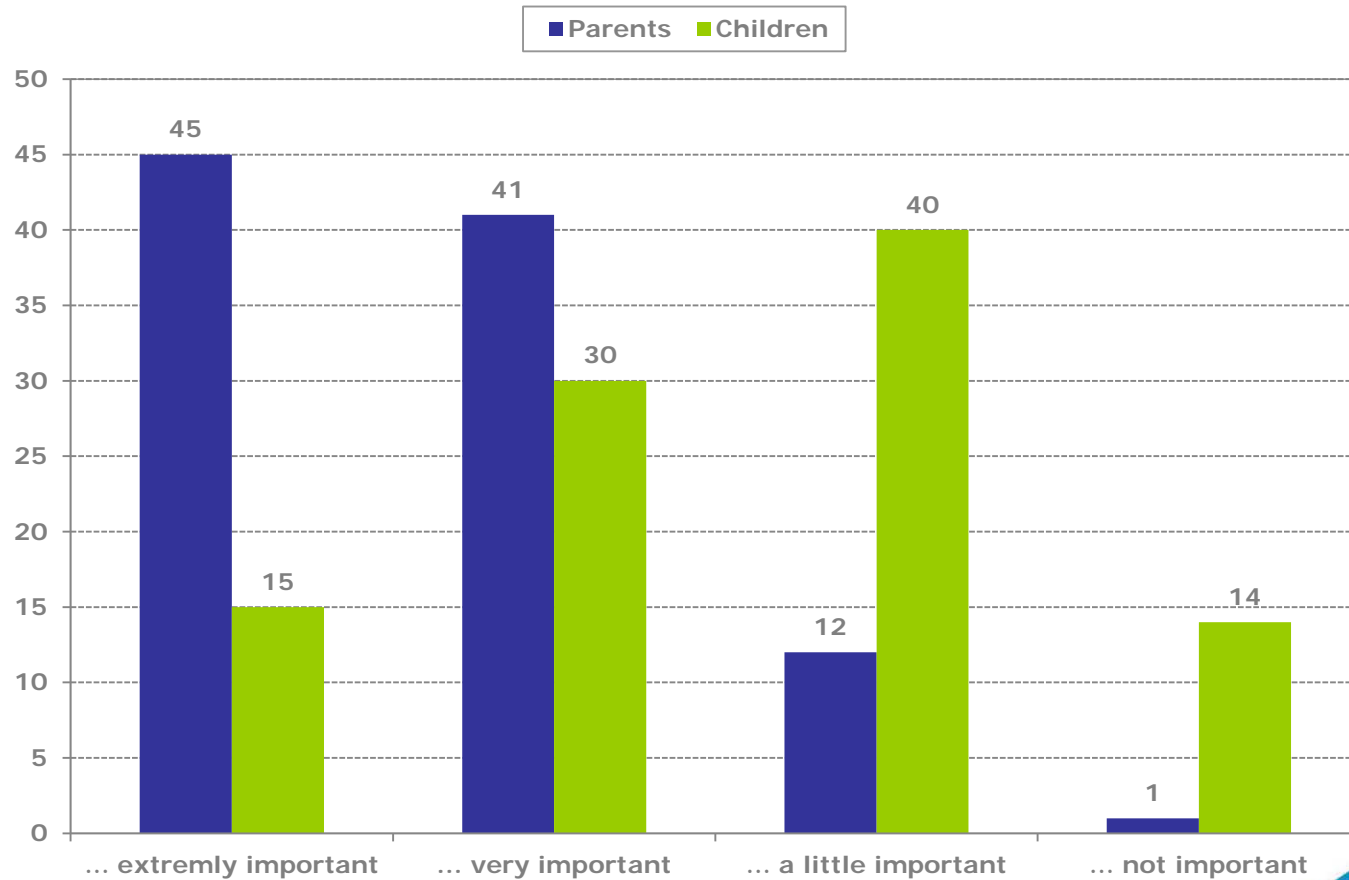


Parents' views on the importance of reading



USA, 2014 (percentages)

Reading is ...



Source: Scholastic/YouGov: Kids & Family Reading Report 2014, p. 10.

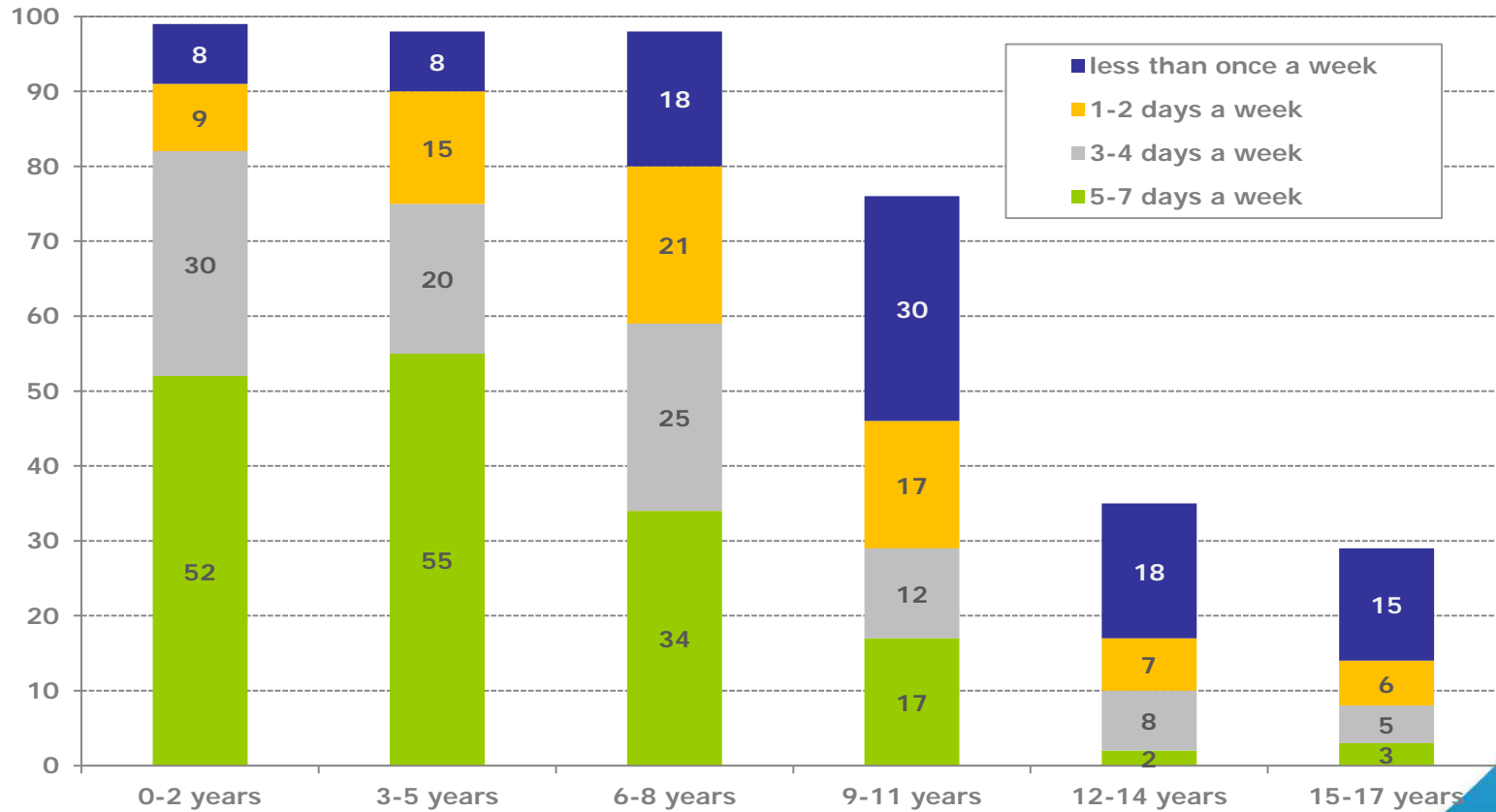
Basis: n=1,026 parents and 1,026 children between 6 and 17 years.



How often do parents read to their children?



Parent survey, USA, 2014, selection (percentages)



Source: Scholastic/YouGov: Kids & Family Reading Report 2014, p. 31.

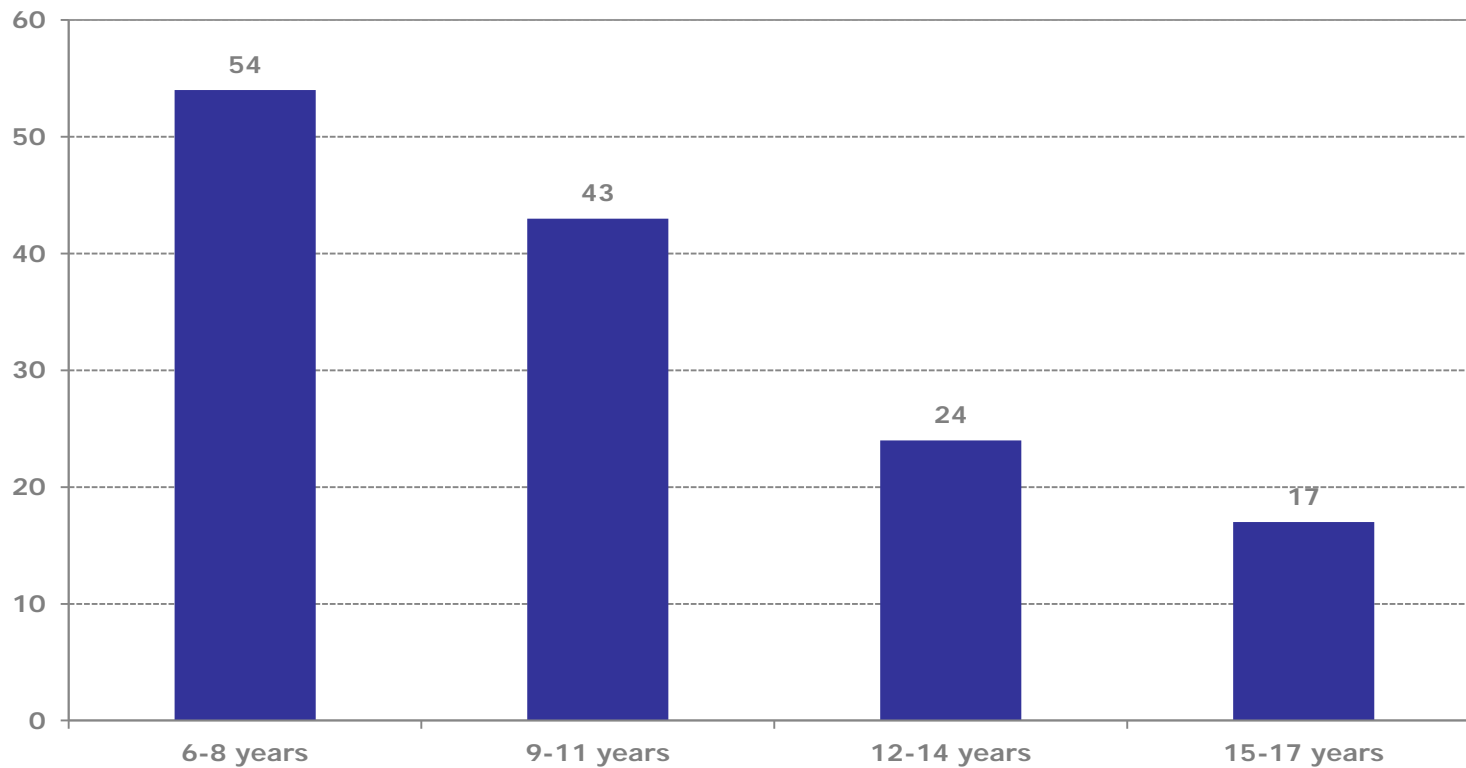
Basis: n=1,532 parents of children between 0 and 17 years.



How many youth in the UK are frequent readers?



Read books for fun 5–7 days a week, by age groups, UK, 2015 (percentages)



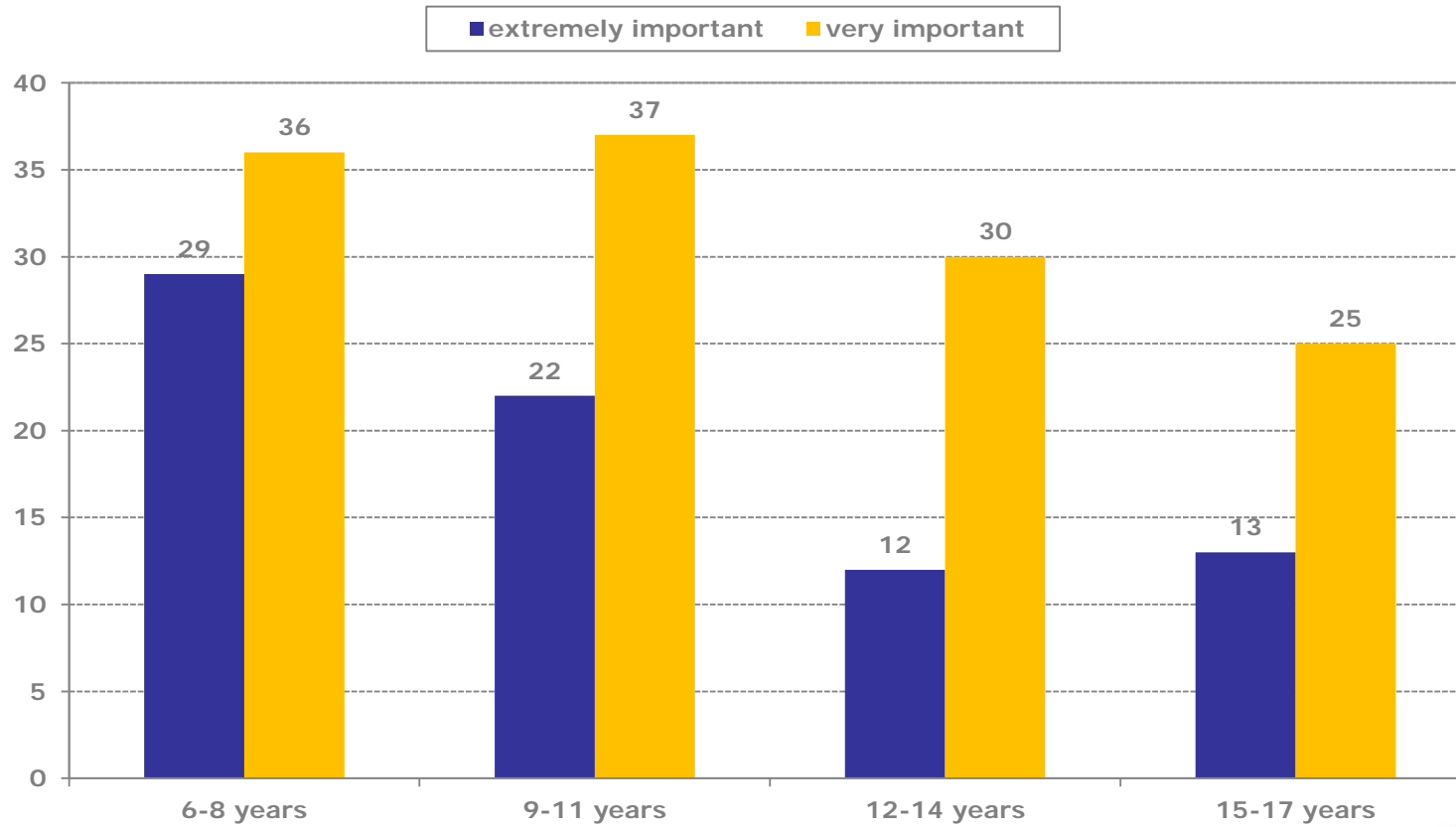
Source: Scholastic/YouGov: Kids & Family Reading Report, United Kingdom 2015, p. 8.

Basis: n=703 6- to 17-year-olds.



Children's views on the importance of reading

„How important is it to you to read (or look at) books for fun?“
UK, 2015 (percentages)



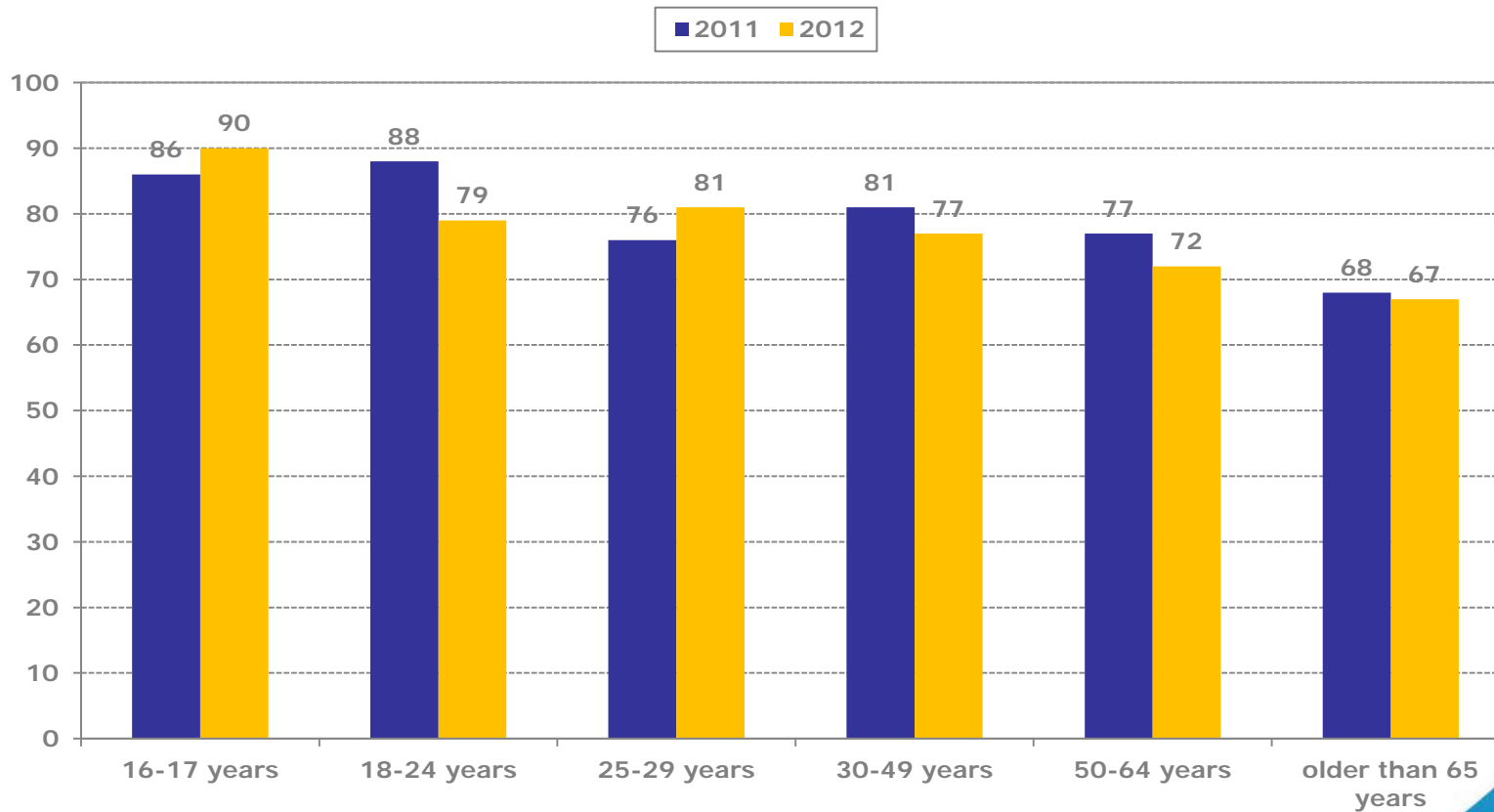
Source: Scholastic/YouGov: Kids & Family Reading Report, United Kingdom 2015, p. 10.

Basis: n=703 6- to 17-year-olds.



Reading habits of Americans

„I read (at least) one book in the past 12 months“
By age groups, USA, 2011/2012 (percentages)



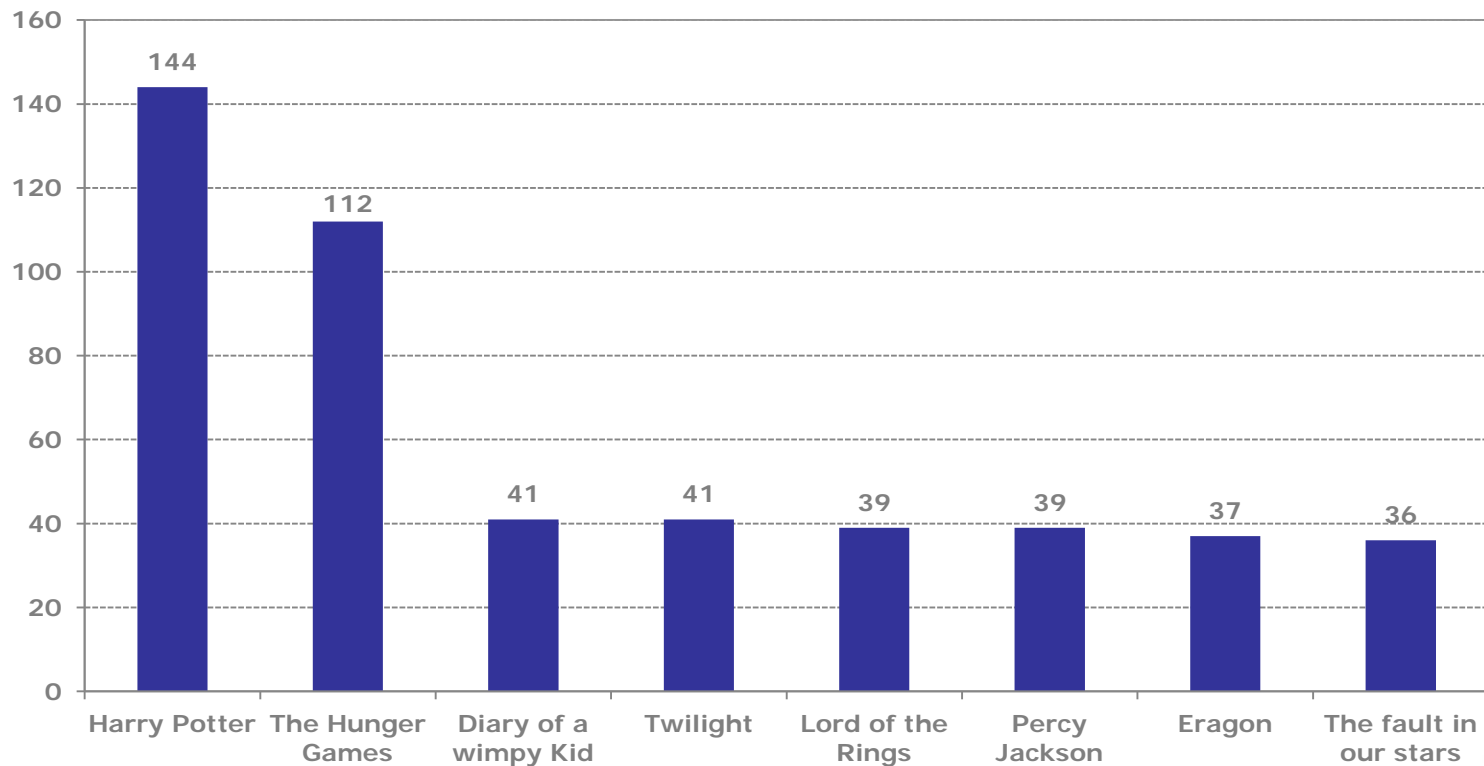
Source: Pew Research Center: Younger Americans' library habits and expectations 2013, p. 16.

Basis: n=2,252, 16 years and older.



The very favorite books of Swiss youth

12-19 years, Switzerland, 2014, selection, number of mentions



Source: Swisscom/zhaw: James-Studie 2014, p. 21.

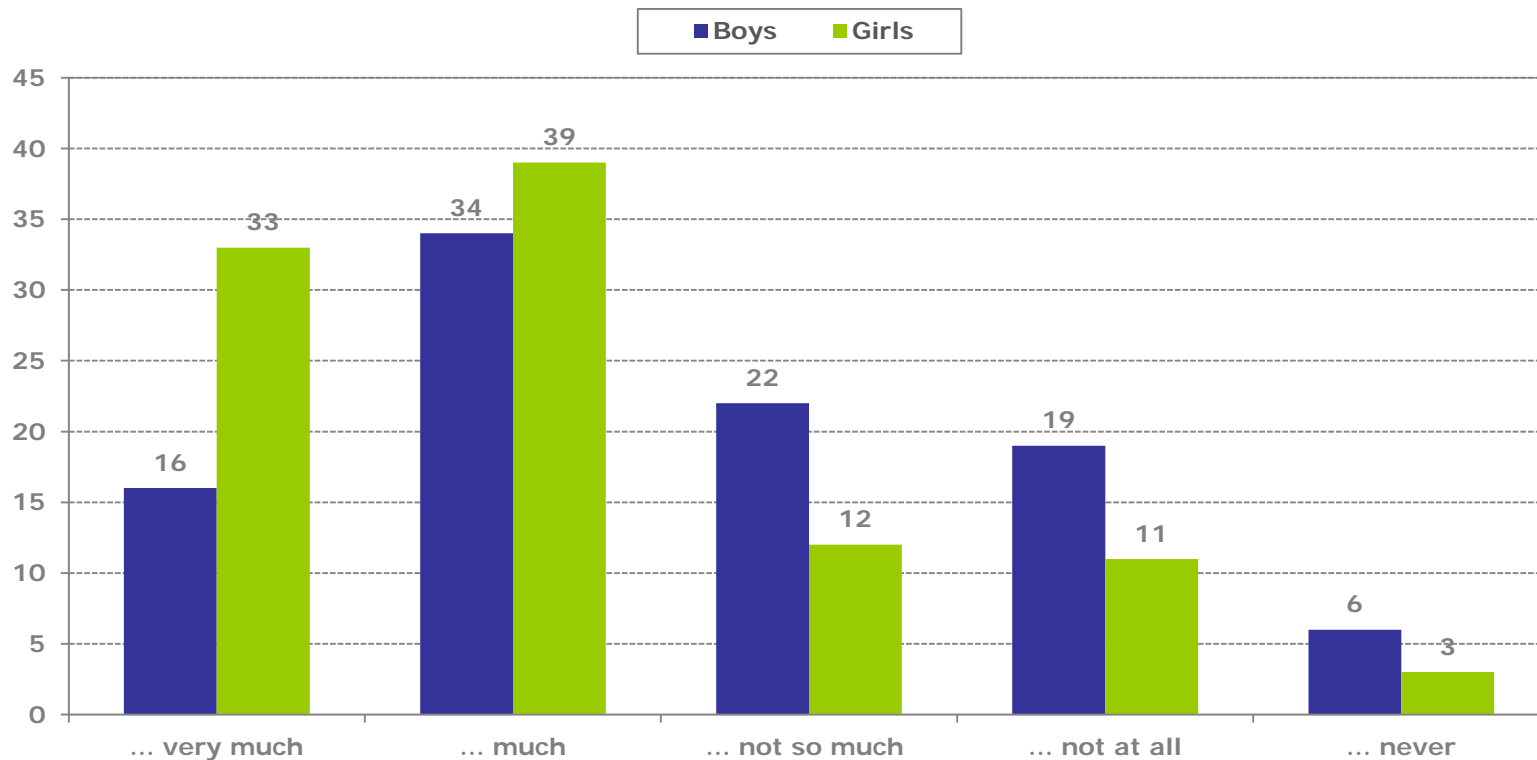
Basis: n=1,086, 12-19 years.



Reading habits of Austrian adolescents

I like reading ...

11-18 years, by gender, selection, Austria, 2015 (percentages)



Source: Oö. Jugend-Medien-Studie 2015,
p. 22.

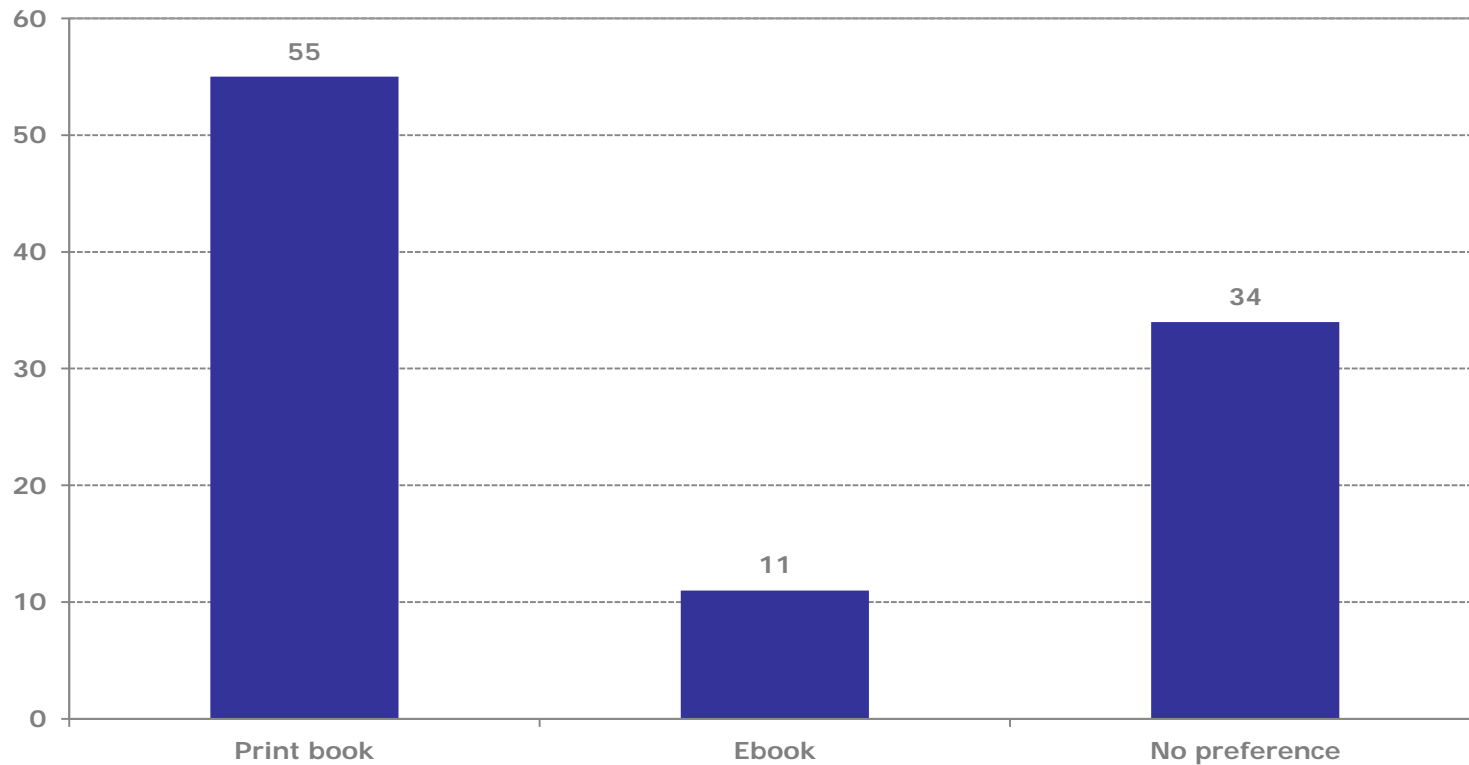
Basis: n=512, 11-18 years.



Print or digital: What do young people prefer?



USA, 2014 (percentages)



Source: Scholastic/YouGov: Kids & Family Reading Report 2014, p. 61.

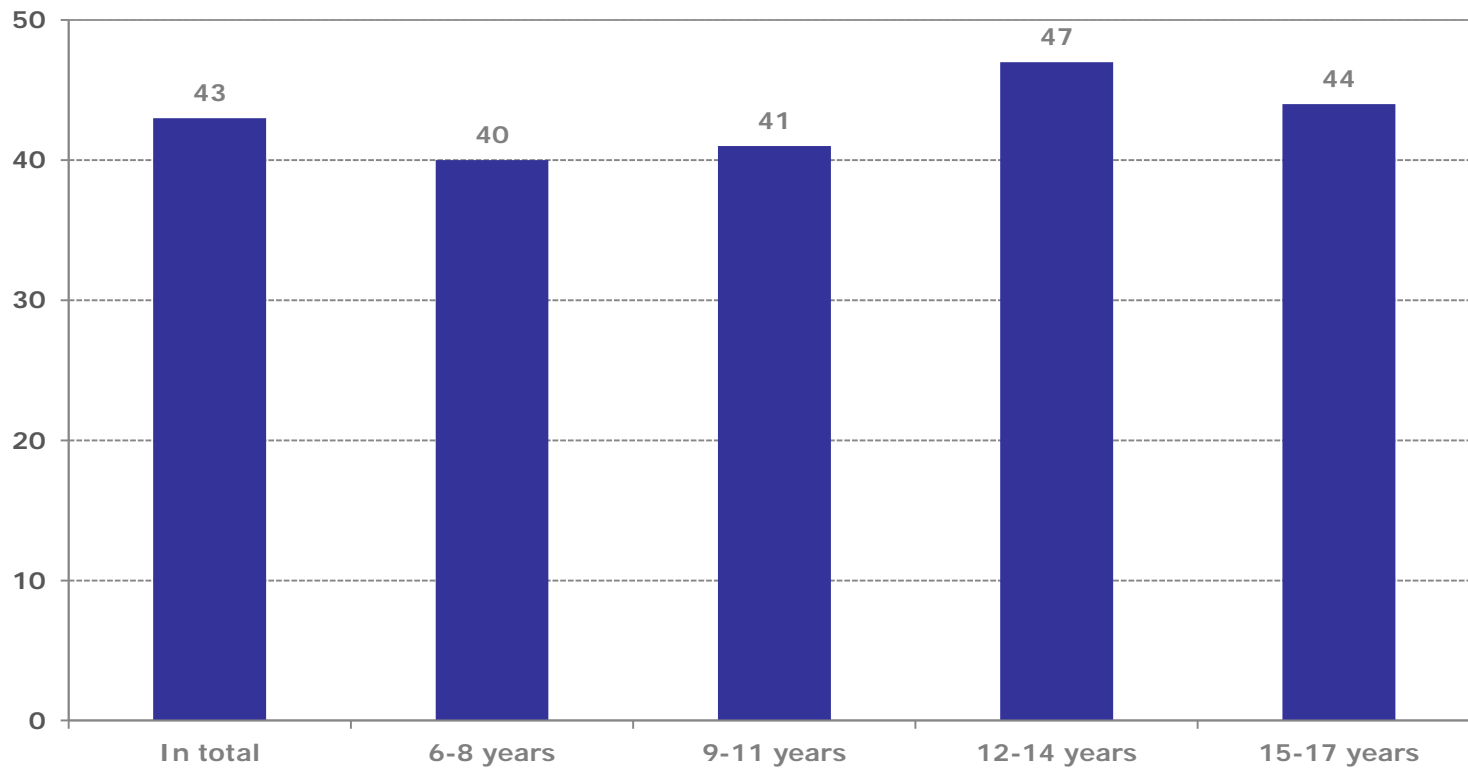
Basis: n=641, 6-17 year-olds who have read an ebook.



How many young people have read an ebook?



By age, UK, 2015 (percentages)



Source: Scholastic/YouGov: Kids & Family Reading Report, United Kingdom 2015, p. 59.

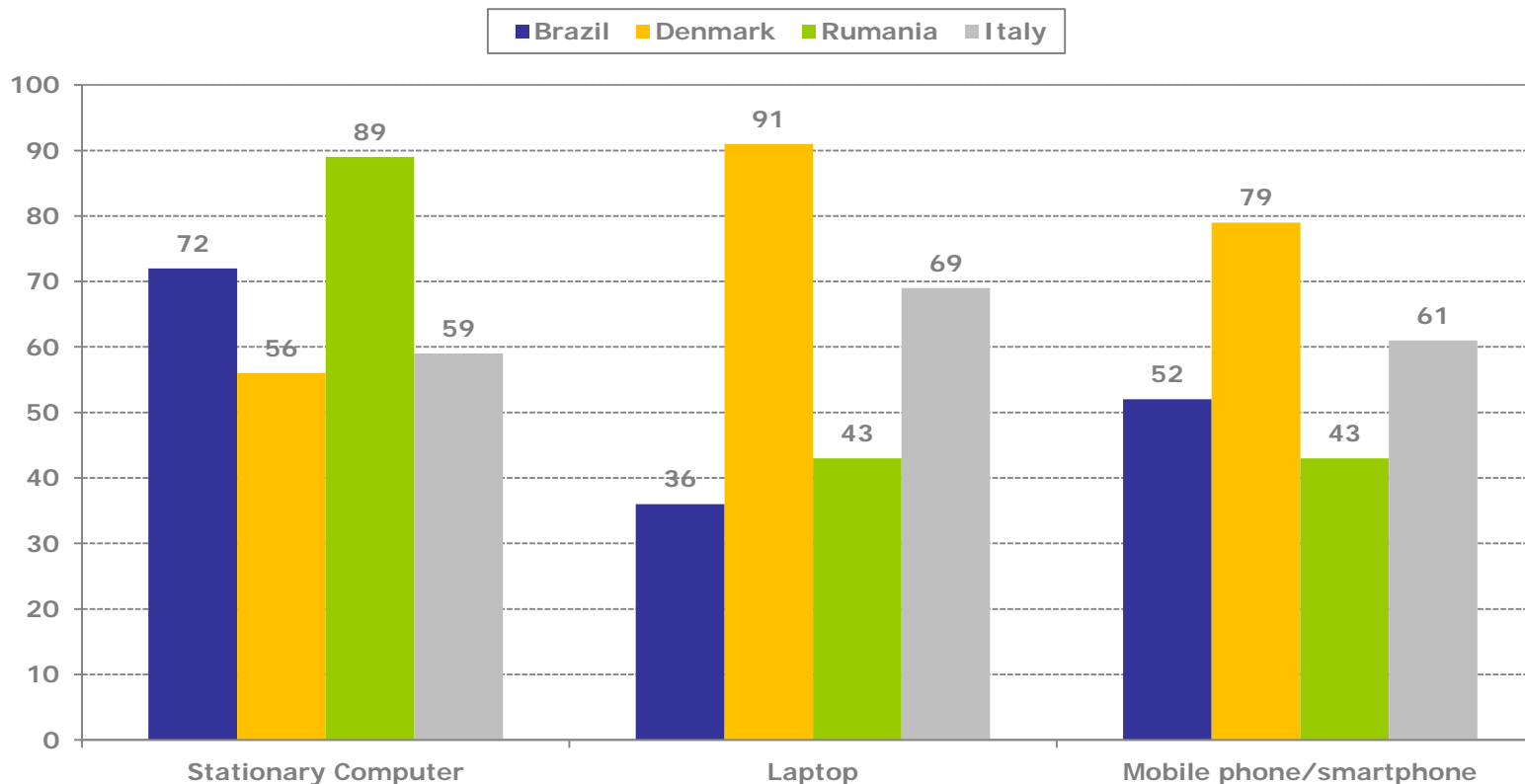
Basis: n=703 6- to 17-year-olds.

Internet and Social Media



Internet access of children in Europe compared to children in Brazil

9-16 years, 2015, selection (percentages)



Source: EU Kids online: Children and Internet use, 2015, p. 9.

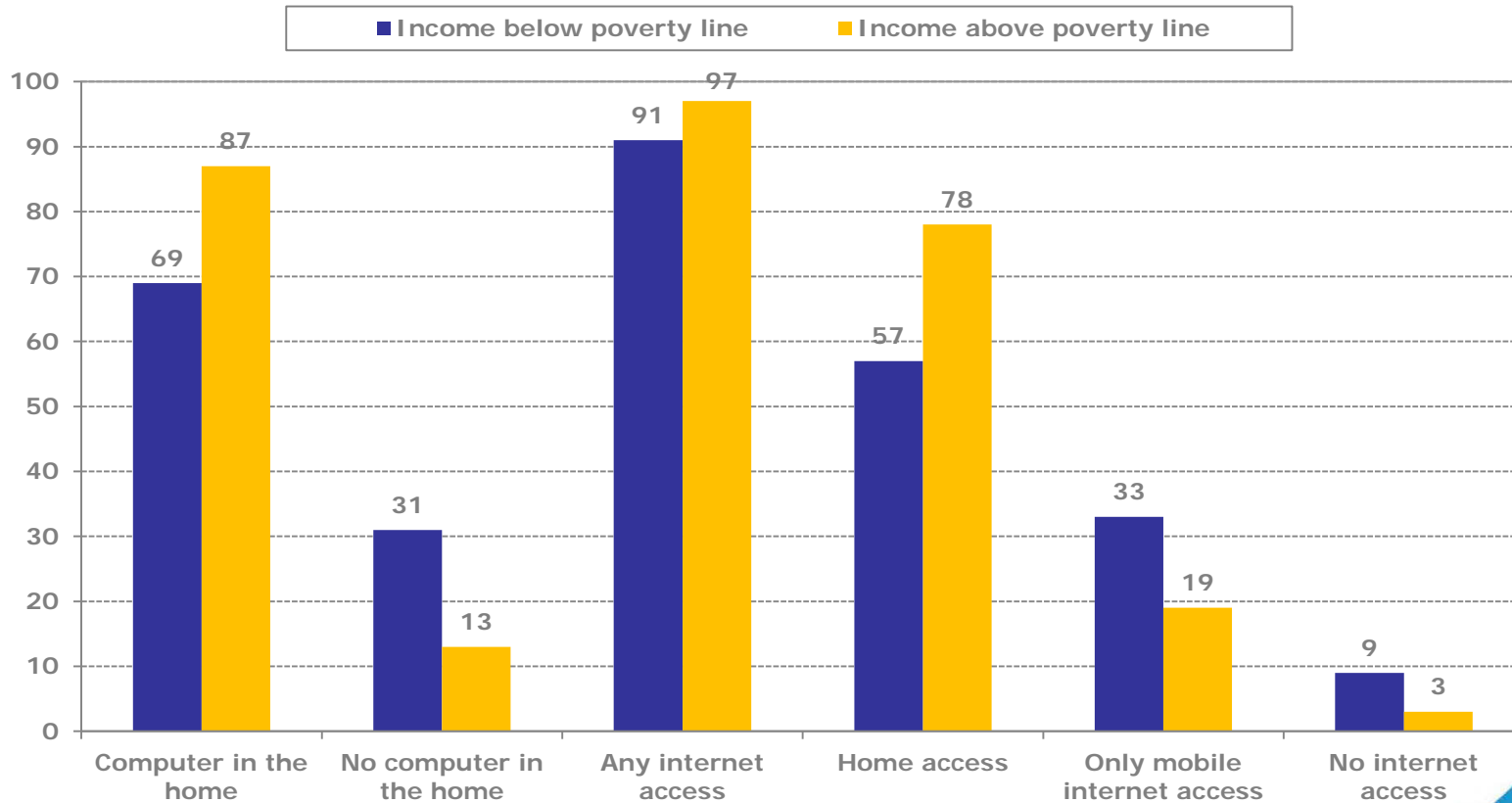
Basis: Brazil: n=2,261 children (9-17 years) and their parents; Europa: n=3,500 children (9-16 years)



Computer- and Internet access of young Americans by family income



Families with children between 6 and 13 years, USA, by income, 2016 (percentages)



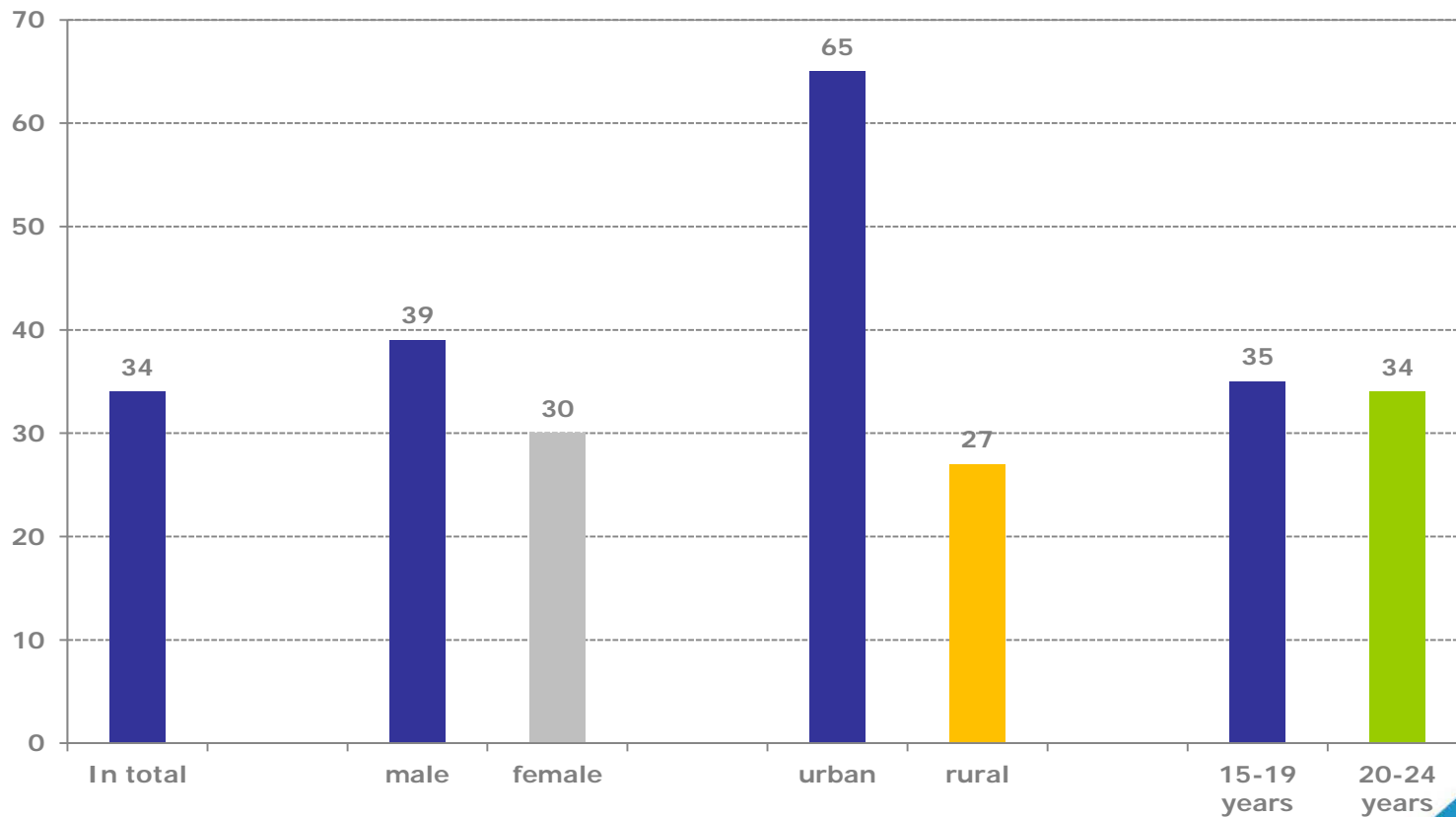
Source: Rideout/Katz: Opportunity for all? 2016, p. 9.

Basis: n=1,191 families with low and middle income and 6- to 13-year-old children.



Internet access in Cambodia by demographic aspects

15-24 years, by gender, age and place of residence, Cambodia, 2014, selection (percentages)



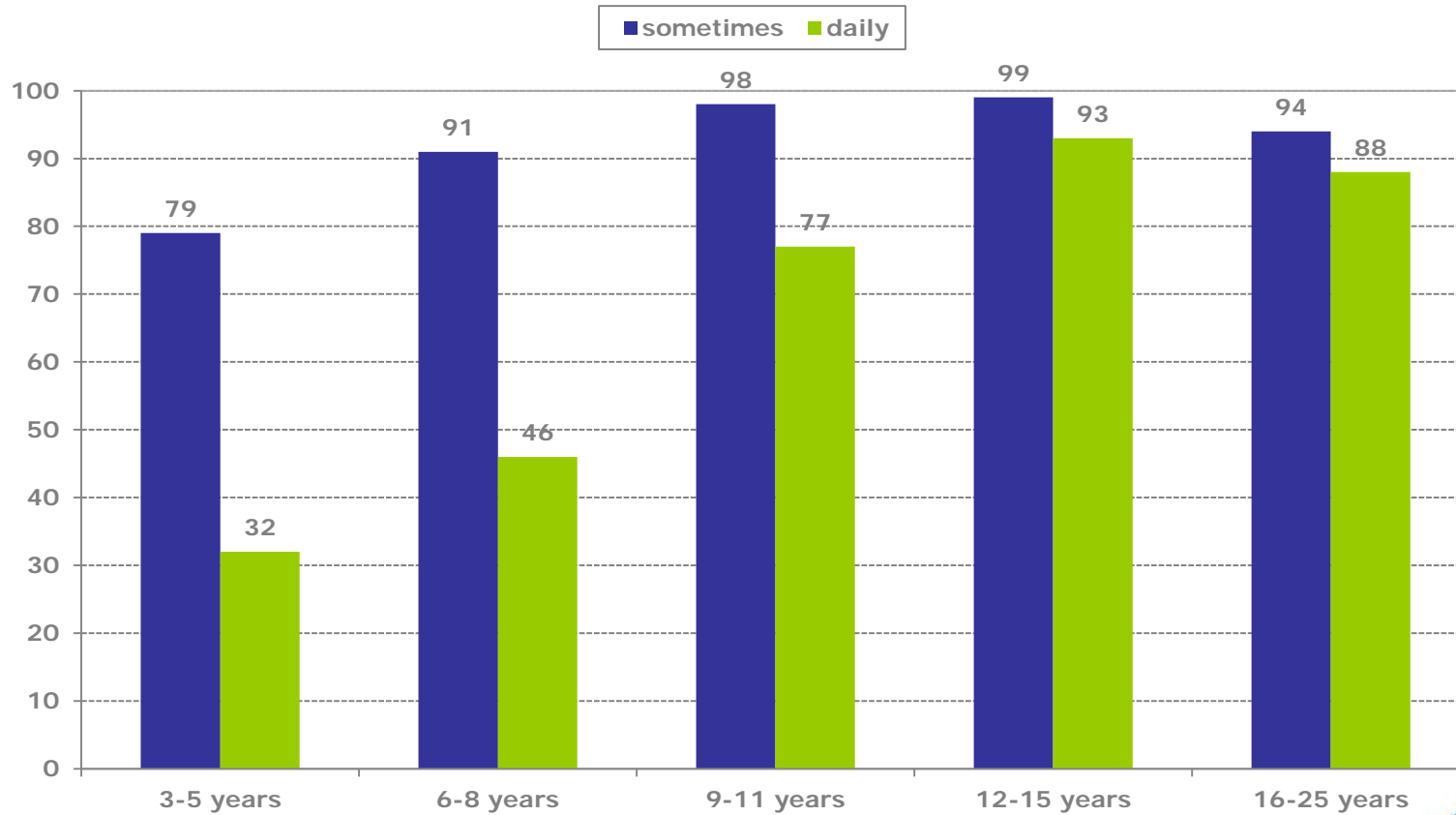
Source: BBC media action research and learning: youth in cambodia 2014, p. 21.

Basis: n=2,597, 15-24 years.



How often do Swedish children and adolescents use the internet?

By age, Sweden, 2014, selection (percentages)

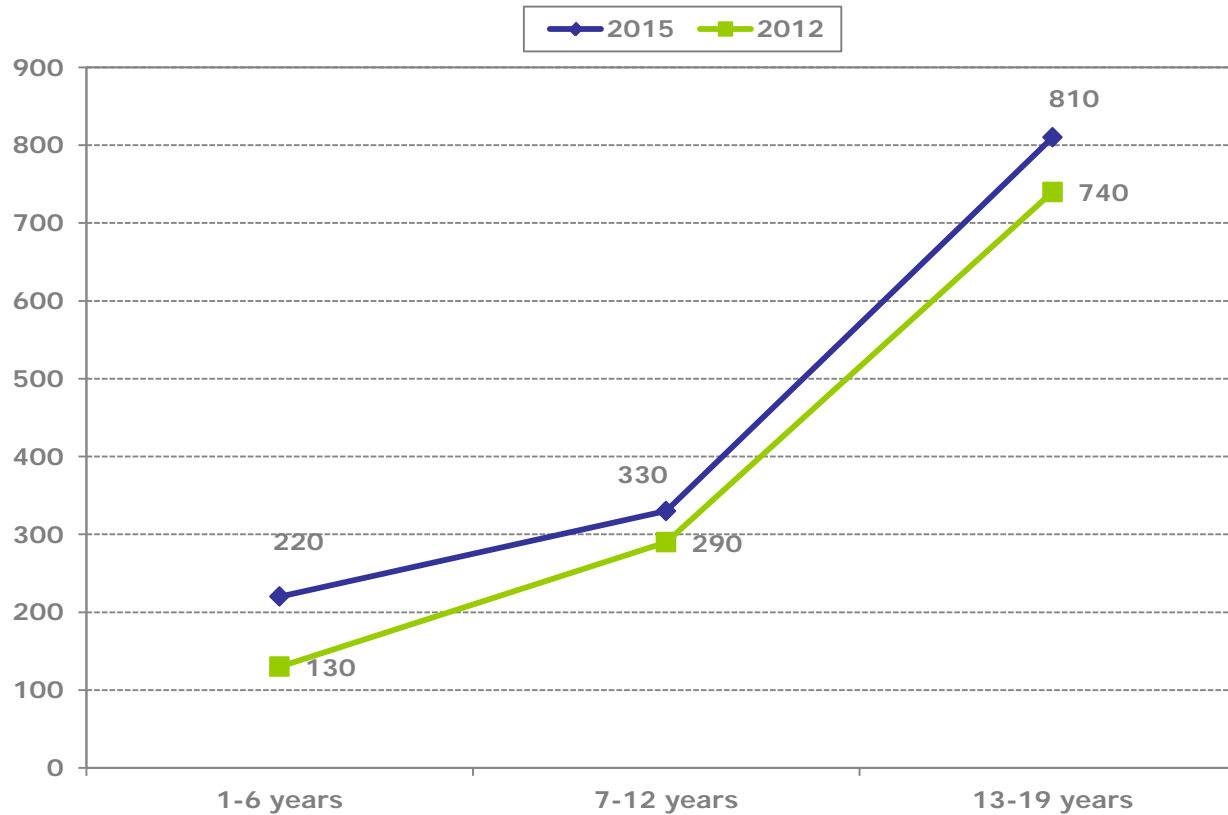


Source: .se: Svenskarna och internet
2014, p. 11.

Basis: n=2,801, 16-76+ years; n=250 teens, 11-15 years,
and their parents; n=514 parents of children between
2 and 11 years.

How much time do French children spend on the web?

1-19 years, by age, France, comparison 2012 and 2015, selection (minutes/week)



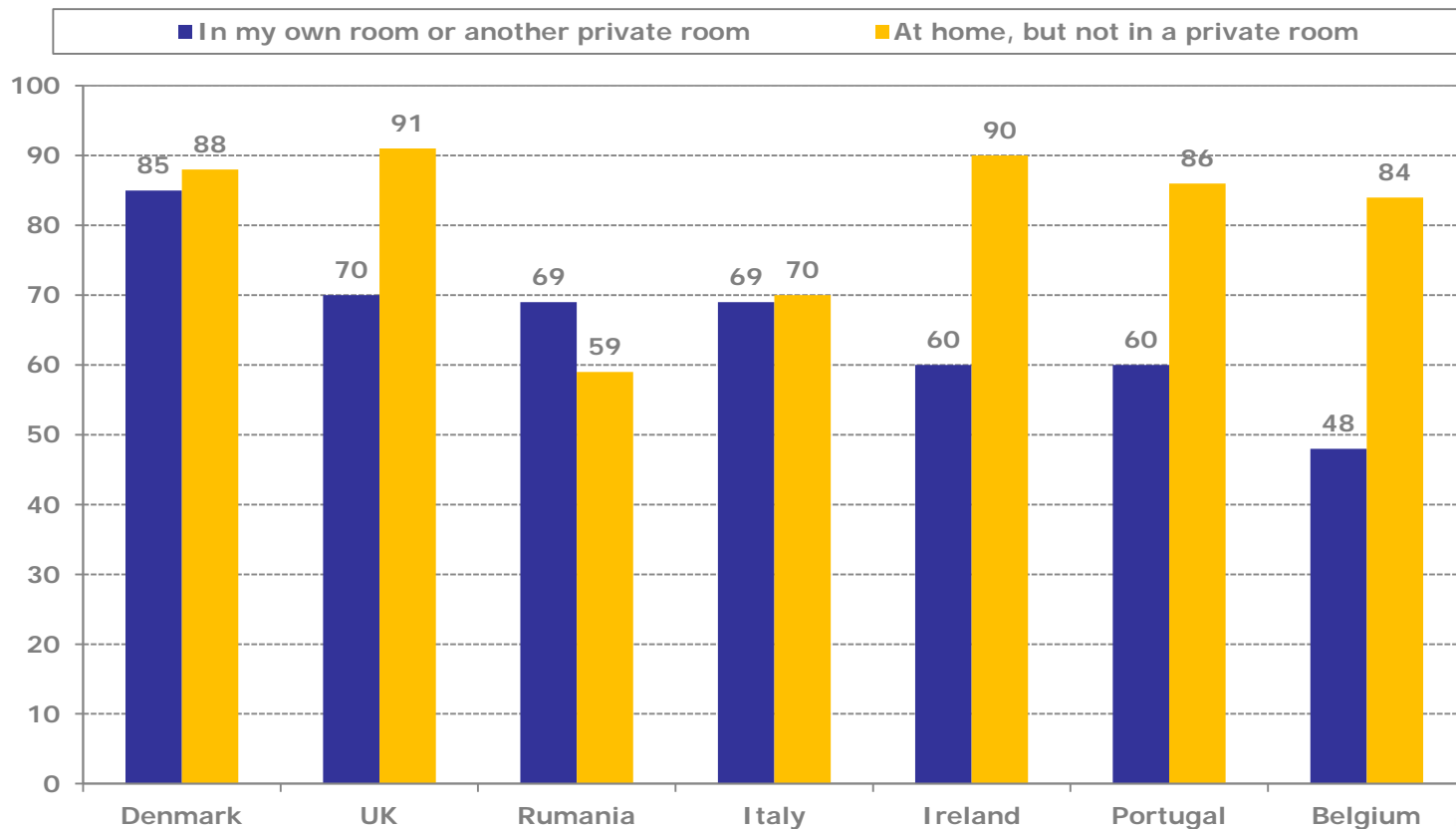
Source: Ipsos: Junior Connect' 2015, p. 13.

Basis: n=4,000, 1-19 years (for 1- to 6-year-olds, parents' responses were used).



Europe: Where do young people go online?

9-16 years, 7 countries of the EU, 2015, selection (percentages)

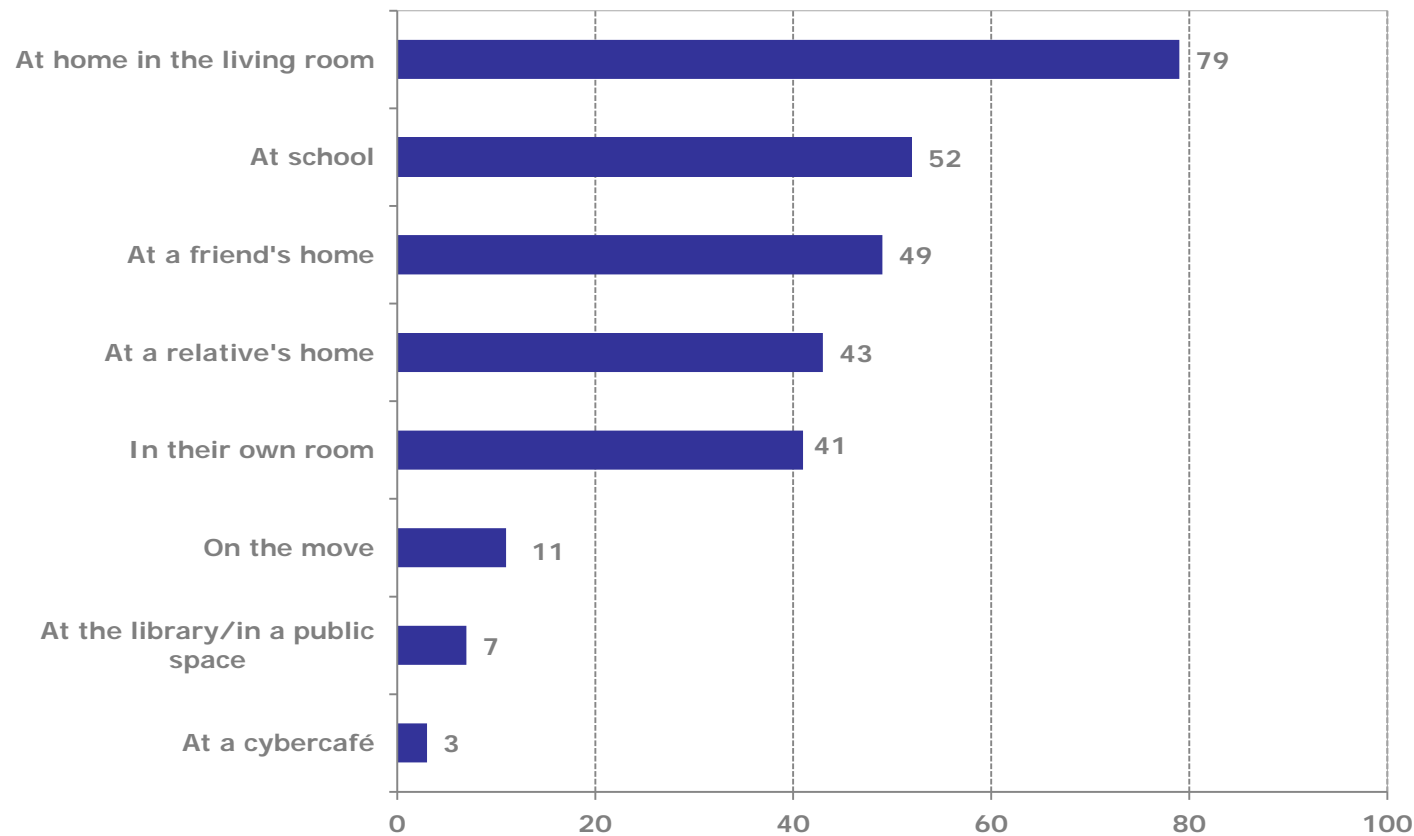


Source: EU Kids Online: Children and Internet Use, 2015, p. 7.

Basis: n=3,500 Internet user (9-16 years) and their parents.

Where do French children and adolescents go online?

9-16 years, France, 2012 (percentages)



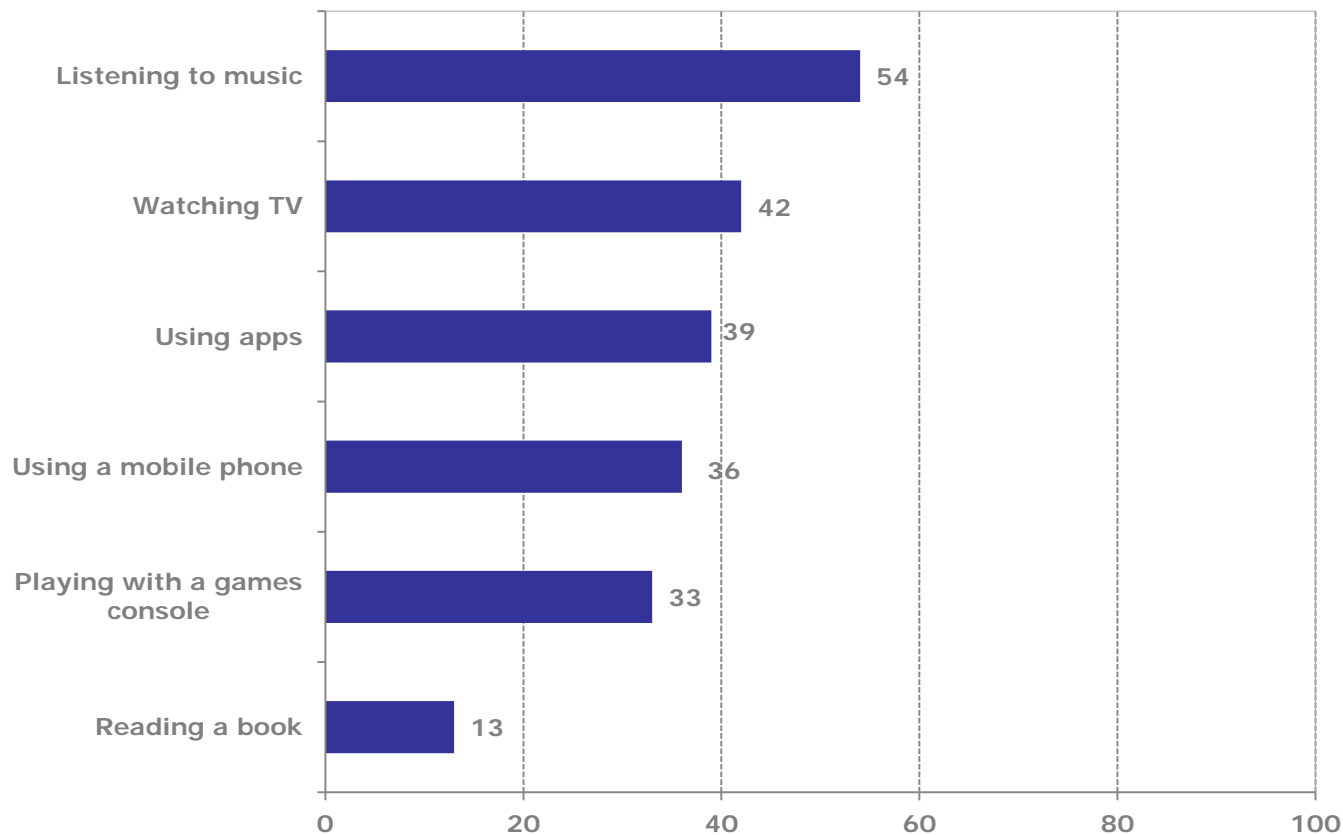
Source: EU Kids Online, Risks and safety for children on the internet: The FR report 2012, p. 13.

Basis: n=1,000, 9-16 years, Internet user.



What British children and adolescents do while being online

Multitasking of 5- to 16-year-olds while they are online
UK, 2015 (percentages)



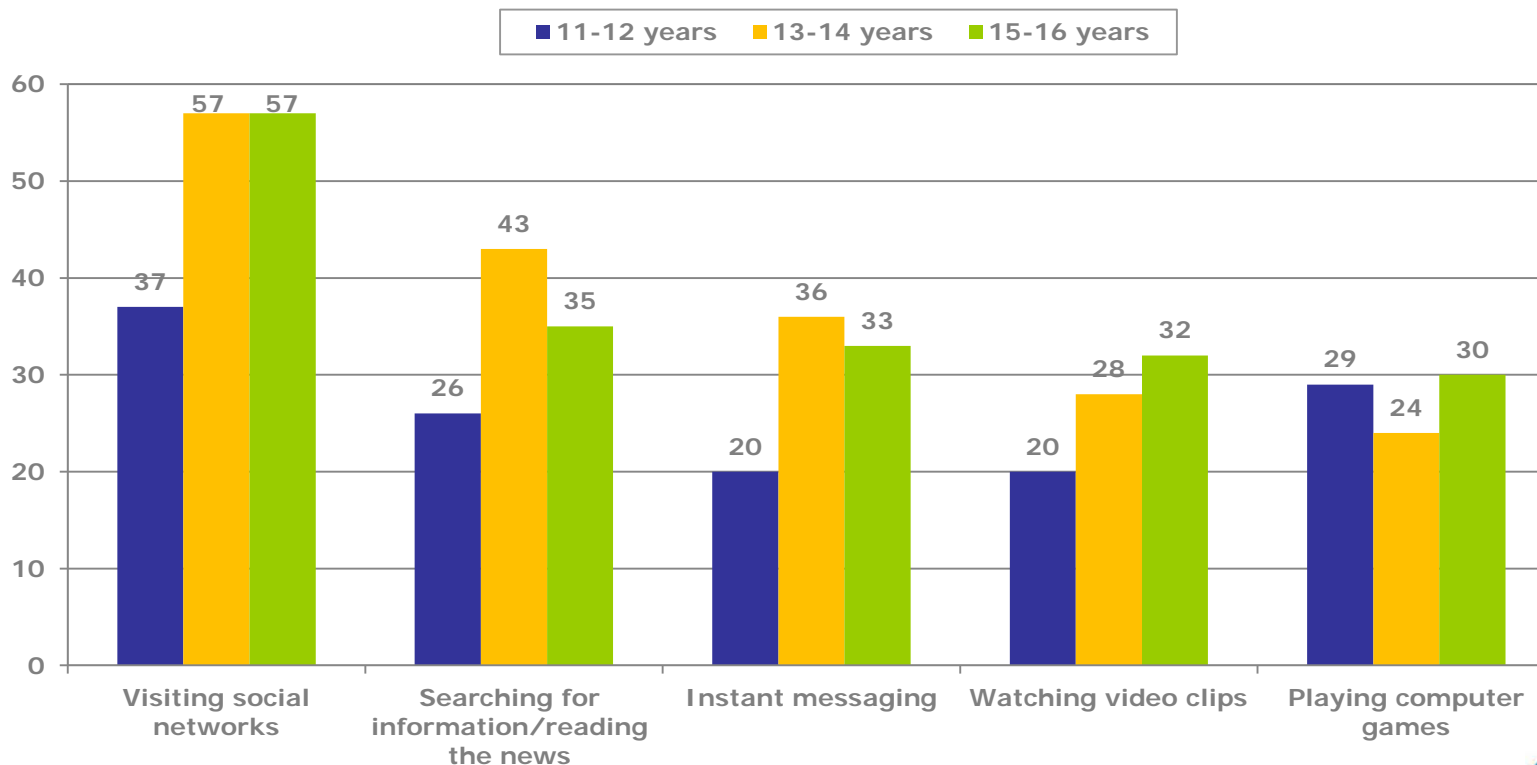
Source: CHILDWISE: The monitor report, 2015, Section 1.

Basis: n=1,120, 5-16 years.



What are Brazilian adolescents often doing on the internet?

Daily activities, 11-16 years, Brazil, 2015 (percentages)



Source: EU Kids online: Children and Internet use 2015, p. 12.

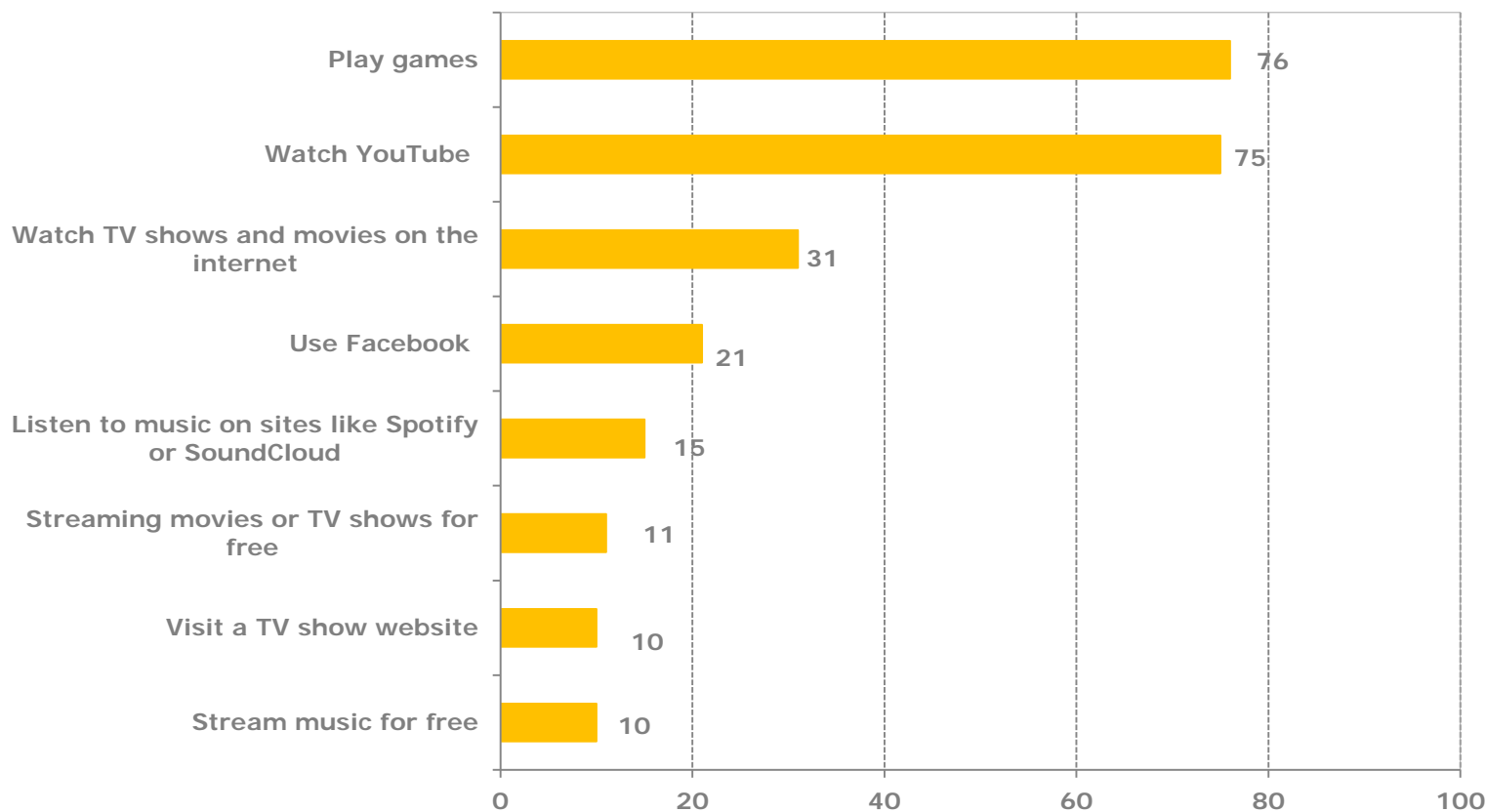
Basis: ICT Kids Online survey, 11- to 16-year-olds who use the internet.



Internet usage of children and adolescents in New Zealand



6-14 years, Internet activities at home, 2015, selection (percentages)



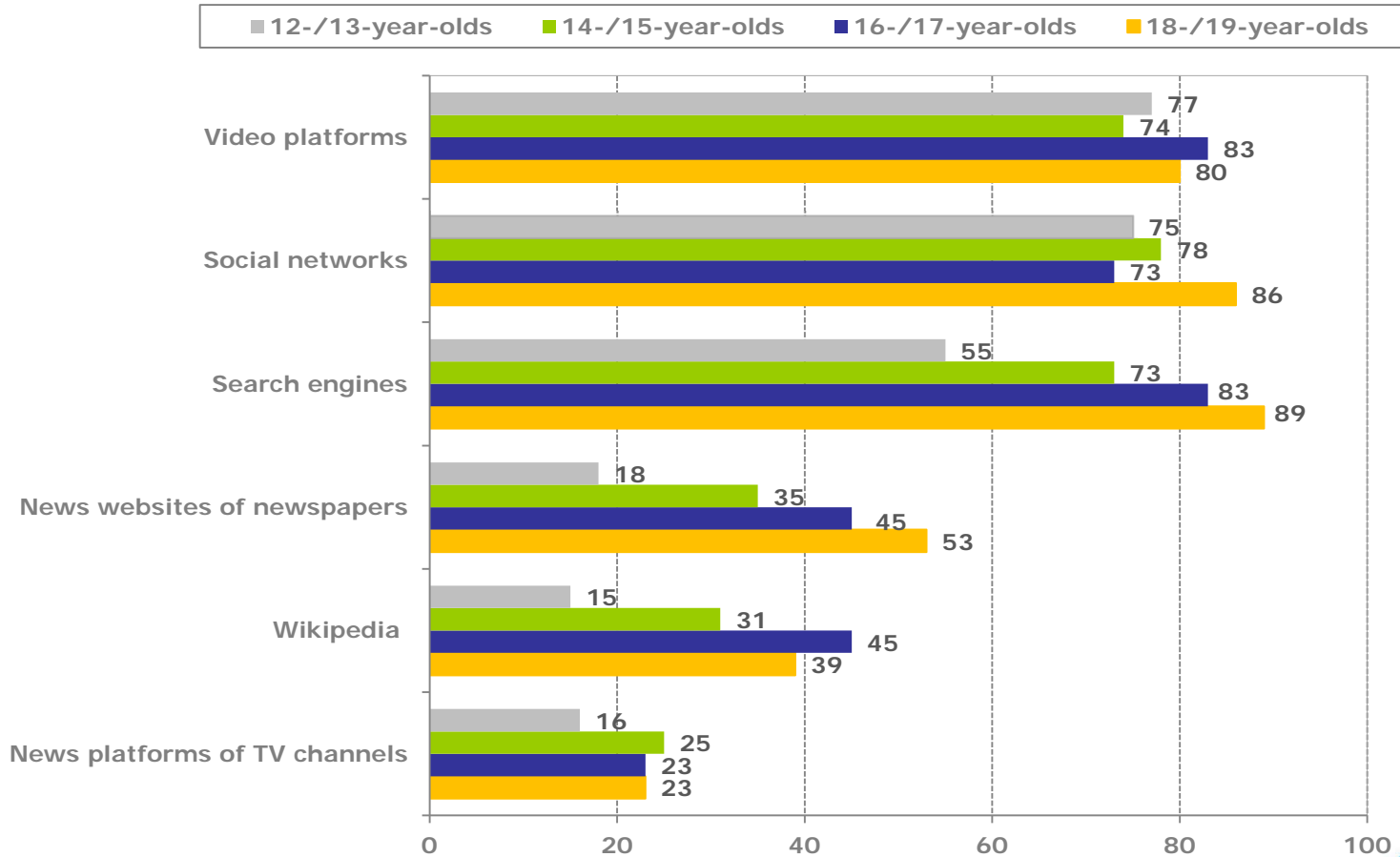
Source: NZ On Air/BSA/Colmar Brunton: Children's Media Use Study 2015, p. 29.

Basis: n=708, 6-14 years.



Where to search for information online

12-19 years, Switzerland, 2014, selection (percentages)



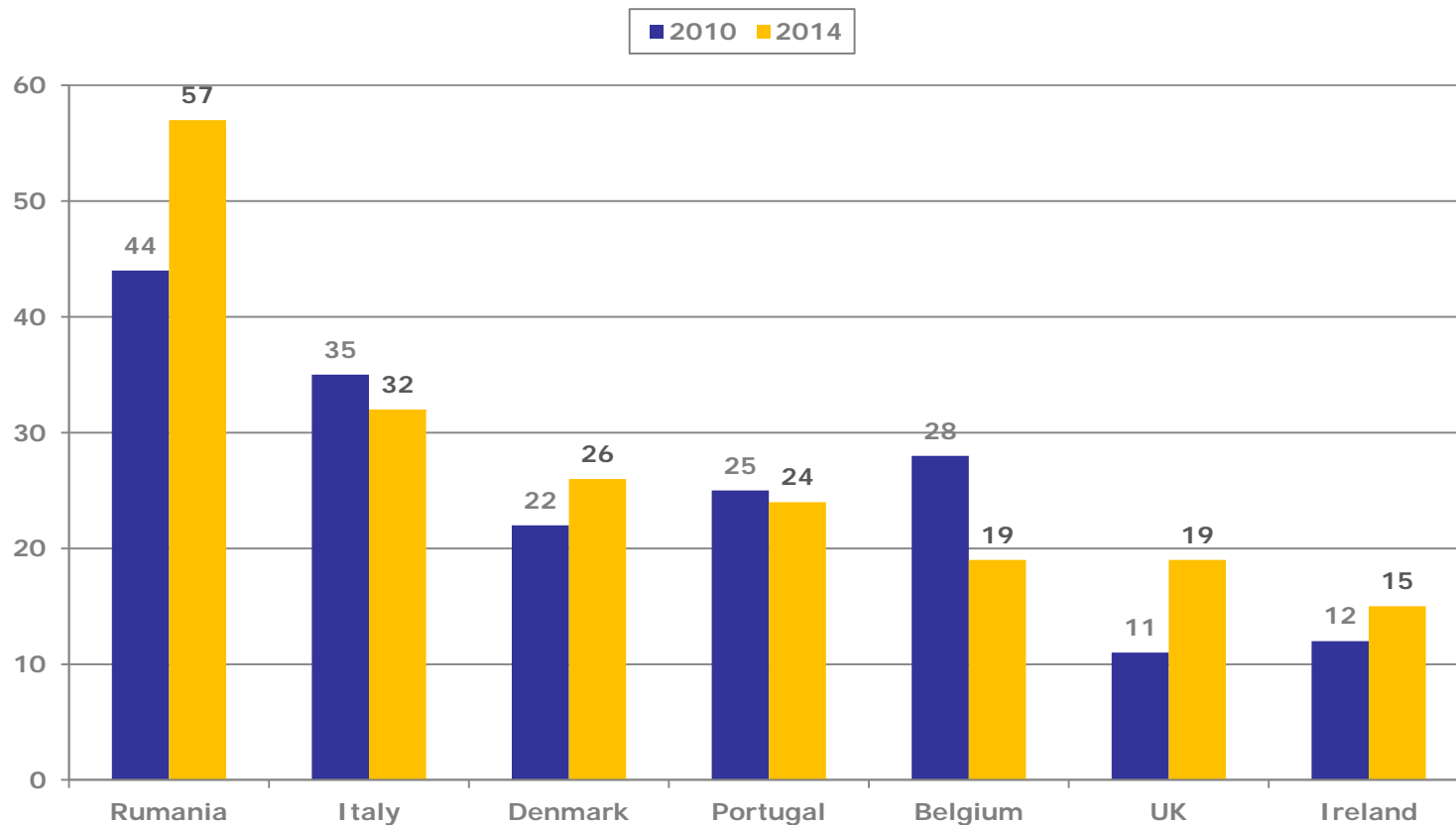
Source: Swisscom/zhaw: James-Studie 2014, p. 33.

Basis: n=854, 12-19 years.



How many children and adolescents have a public profile at a social network?

9-16 years, countries of the EU, 2014, selection (percentages)



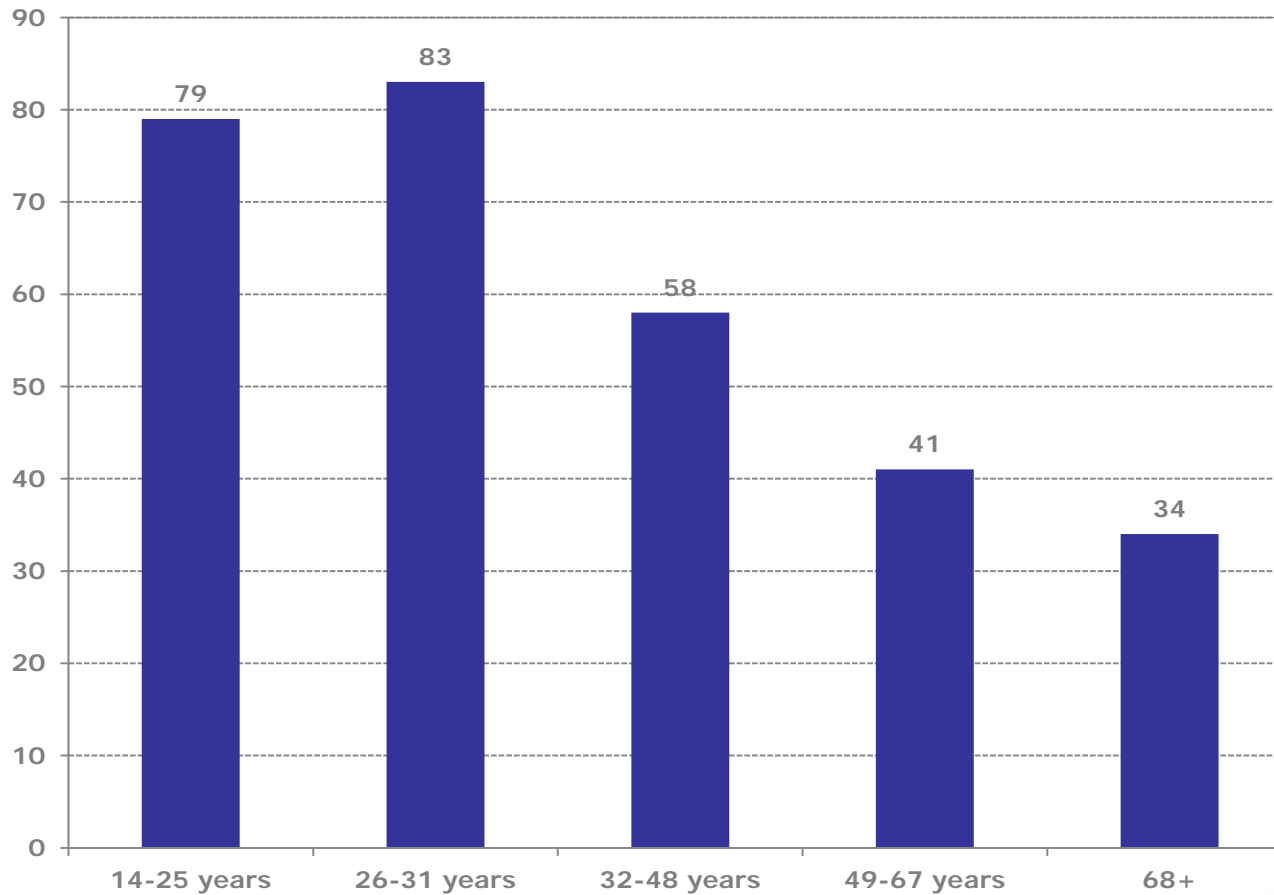
Source: Mascheroni/Cuman: Net Children go mobile 2014, p. 18.

Basis: n=3,500, 9-16 years.



Daily social media usage in Australia

Daily usage by age groups, Australia, 2015, selection (percentages)



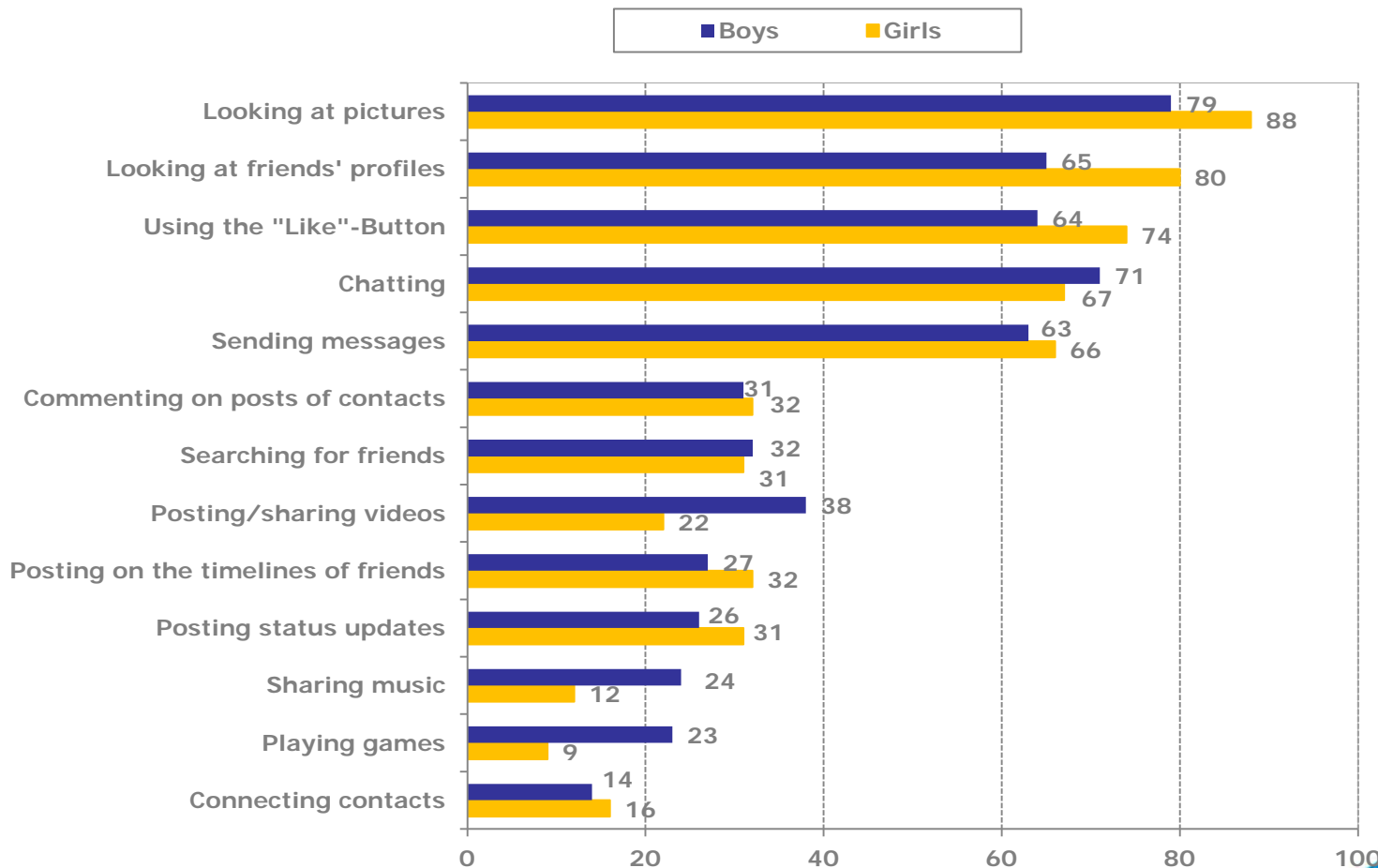
Source: Deloitte: Media Consumer Survey 2015, Australien, p. 43.

Basis: n=2,000, 14-68+ years.



What are adolescents doing in social networks?

By gender, Switzerland, 2014, selection (percentages)



Source: Swisscom/zhaw: James-Studie 2014, p. 47.

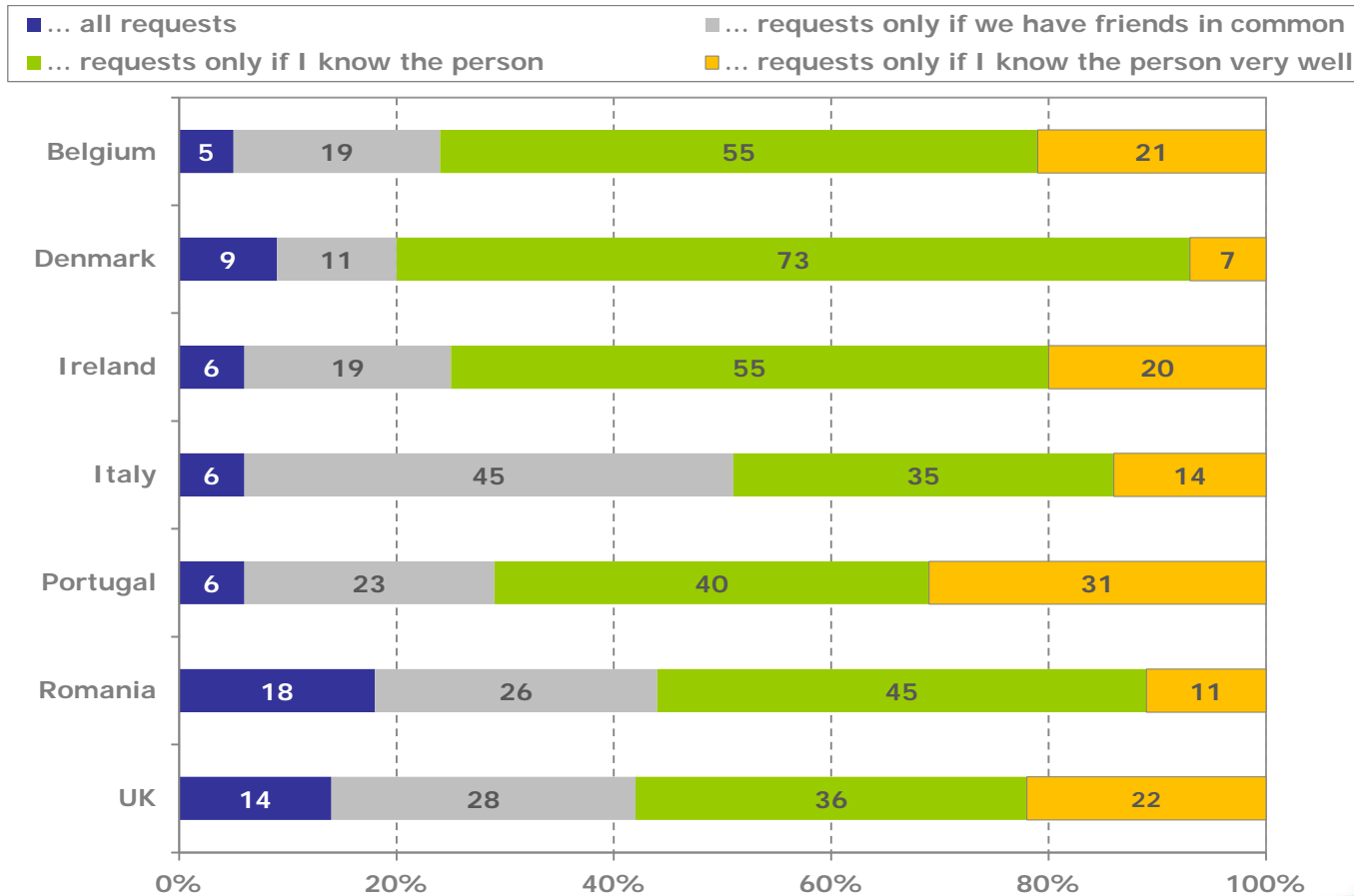
Basis: n=950, 12- to 19-year-olds who have a profile in a social network.



Children's and adolescents' responses to friends' requests on social networks sites

„I accept ...“

9-16 years, 7 European countries, 2014, selection, percentages



Source: Mascheroni/Cuman: Net Children go mobile 2014, p. 17.

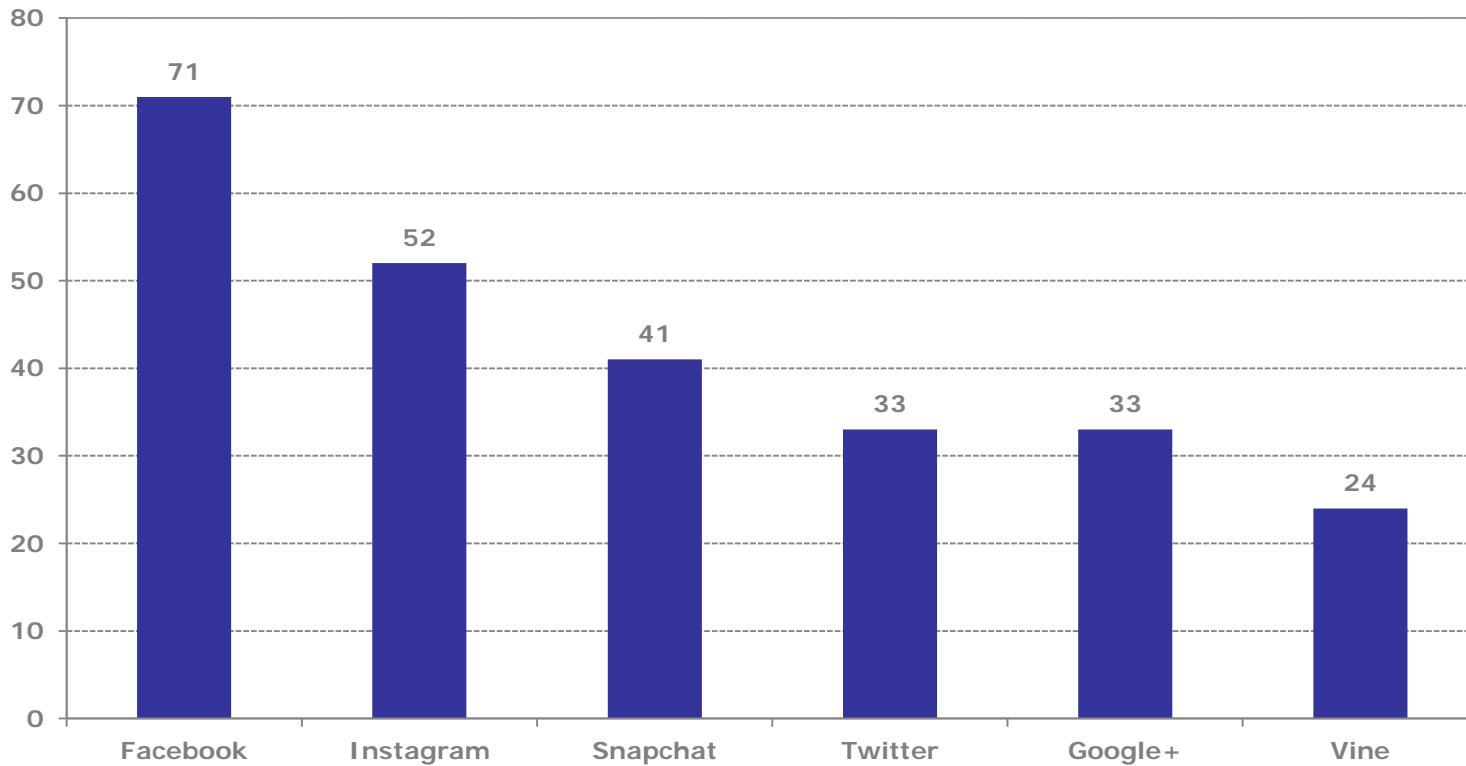
Basis: n=3,500, 9-16 years.



Which social media are American adolescents using the most?



13-17 years, USA, 2015, selection (percentages)



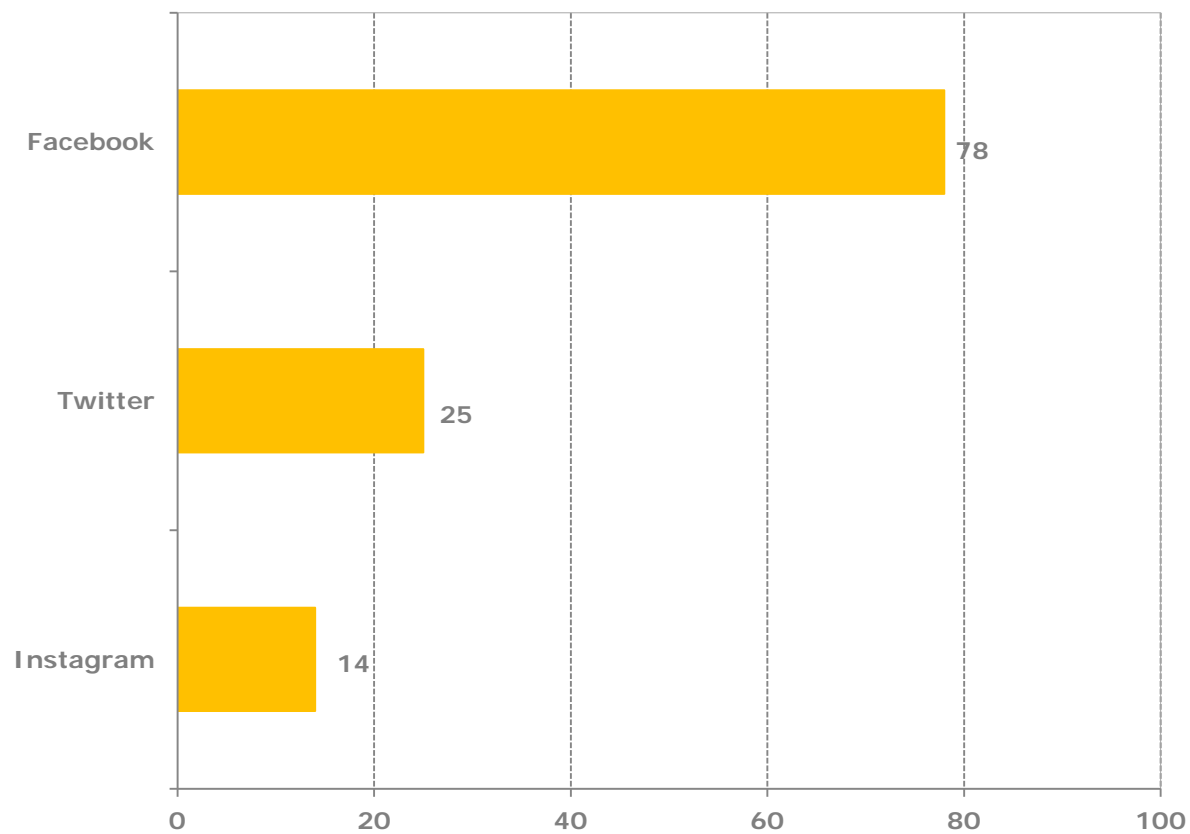
Source: PEW Research Center: Teens, Social Media & Technology Overview 2015, p. 3.

Basis: n=1,060, 13-17 years.



Popular social media of French adolescents

13-19 years, France, 2015, selection (percentages)



Source: Ipsos: Junior Connect' 2015, p. 19.

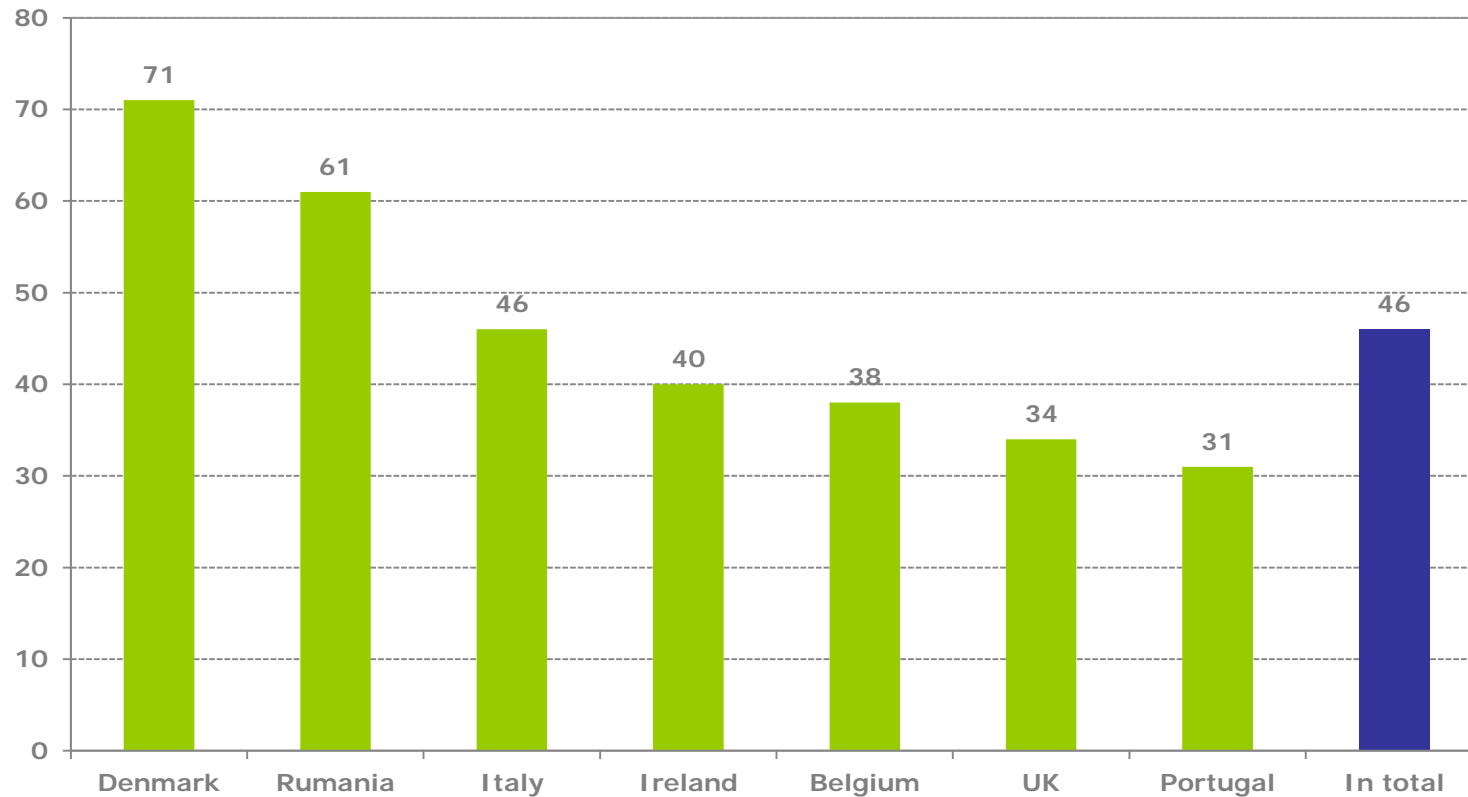
Basis: n=4,000, 13-19 years.



How many children and adolescents have had negative experiences online?



9-16 years, countries of the EU, selection, 2014 (percentages)



Source: European Commission (via www.Statista.com), 2015.

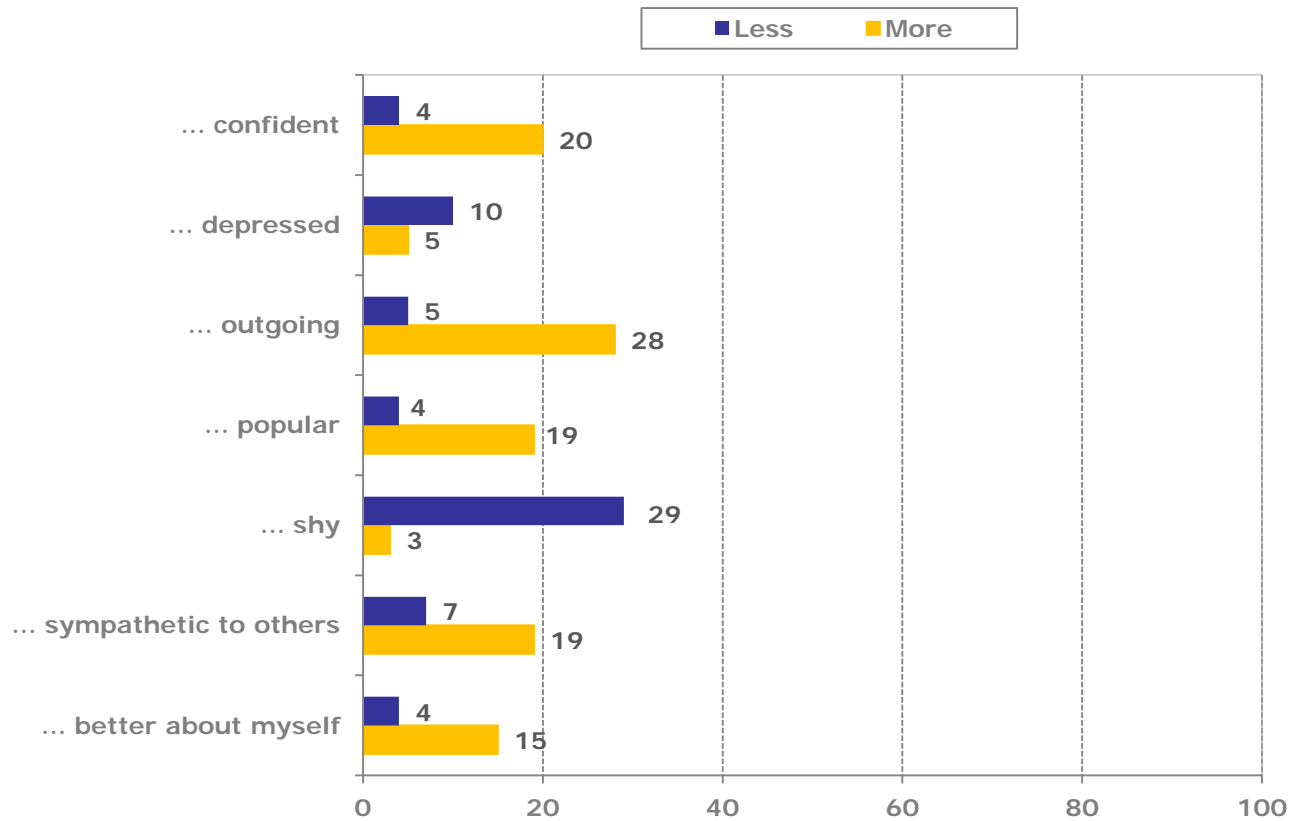
Basis: n=3,500 9- to 16-year-olds who use the internet.



Emotional well-being of social network user

“Using social networks makes me feel ...”

13-17 years, USA, 2012 (percentages)



Source: Common Sense Media: Social Media, Social Life: How Teens View Their Digital Lives 2012, p. 10.

Basis: n=1,030, 13-17 years, who have a social networking site profile.

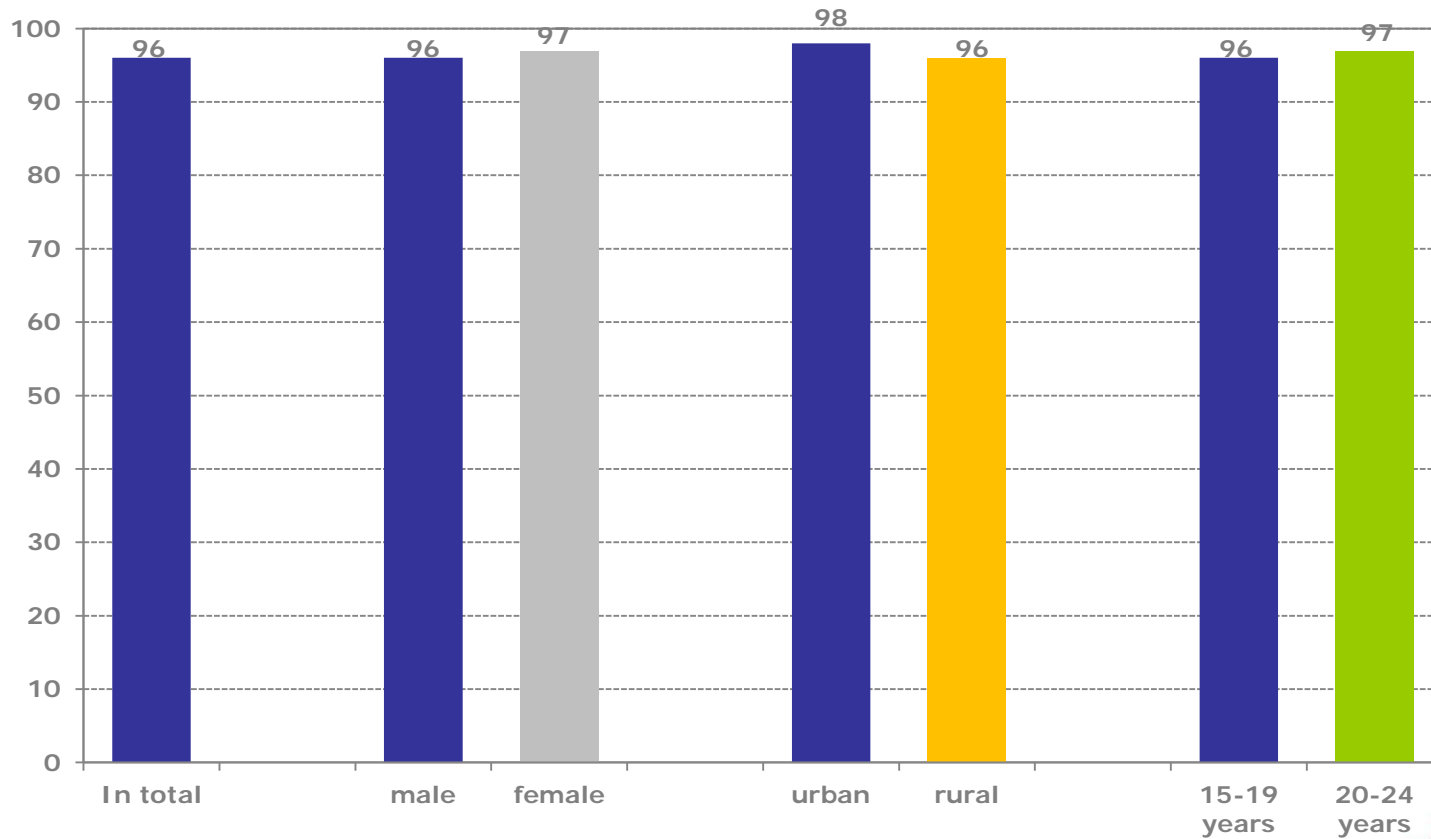
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)



Mobile phone access in Cambodia by demographic aspects



15-24 years, by gender, age and place of residence, Cambodia, 2014, selection (percentages)

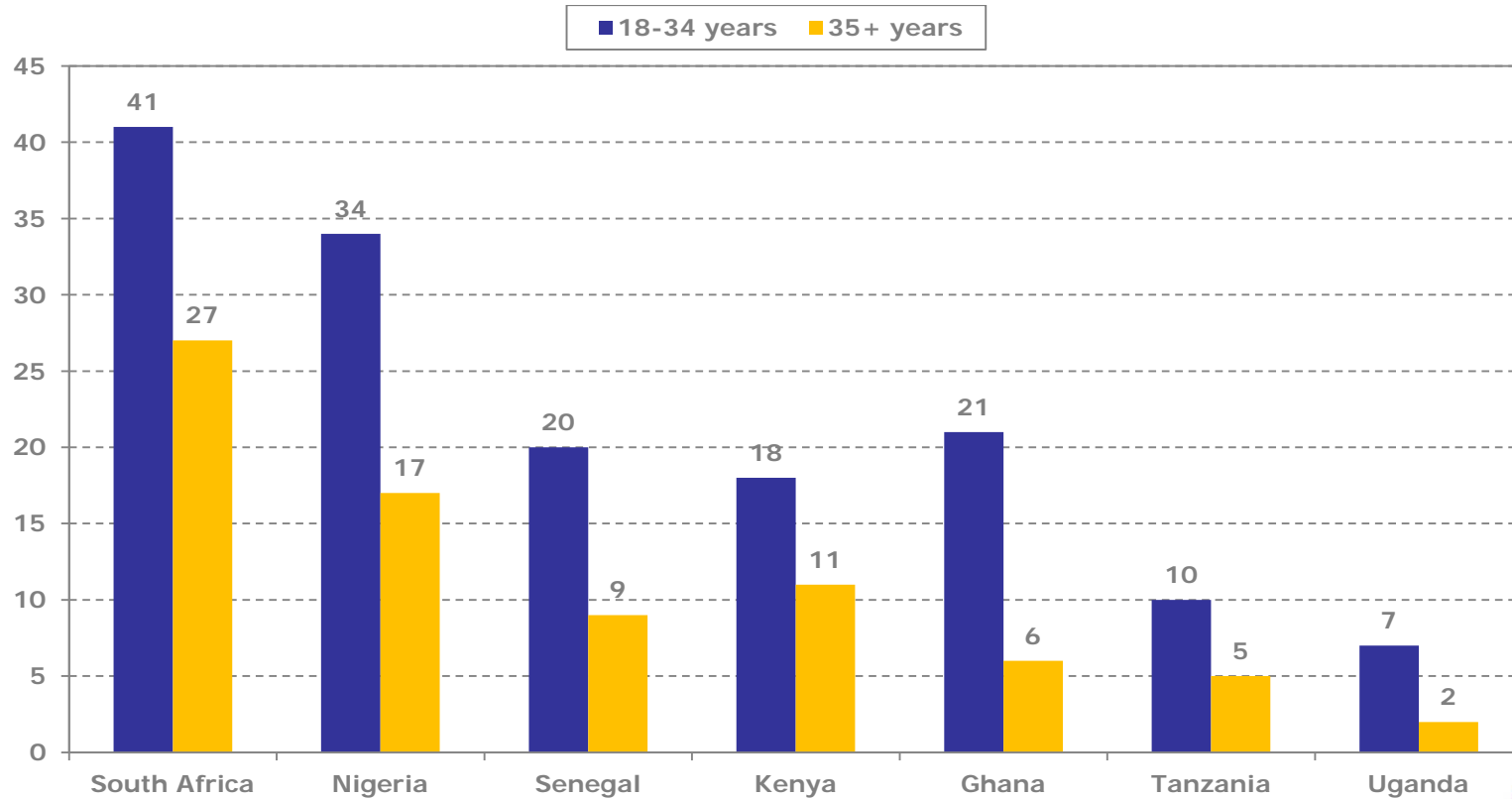


Source: BBC media action research and learning: youth in Cambodia 2014, p. 18.

Basis: n=2,597, 15-24 years.

Ownership of a mobile phone in Africa: Comparison of two age groups in African countries

2014 (percentages)



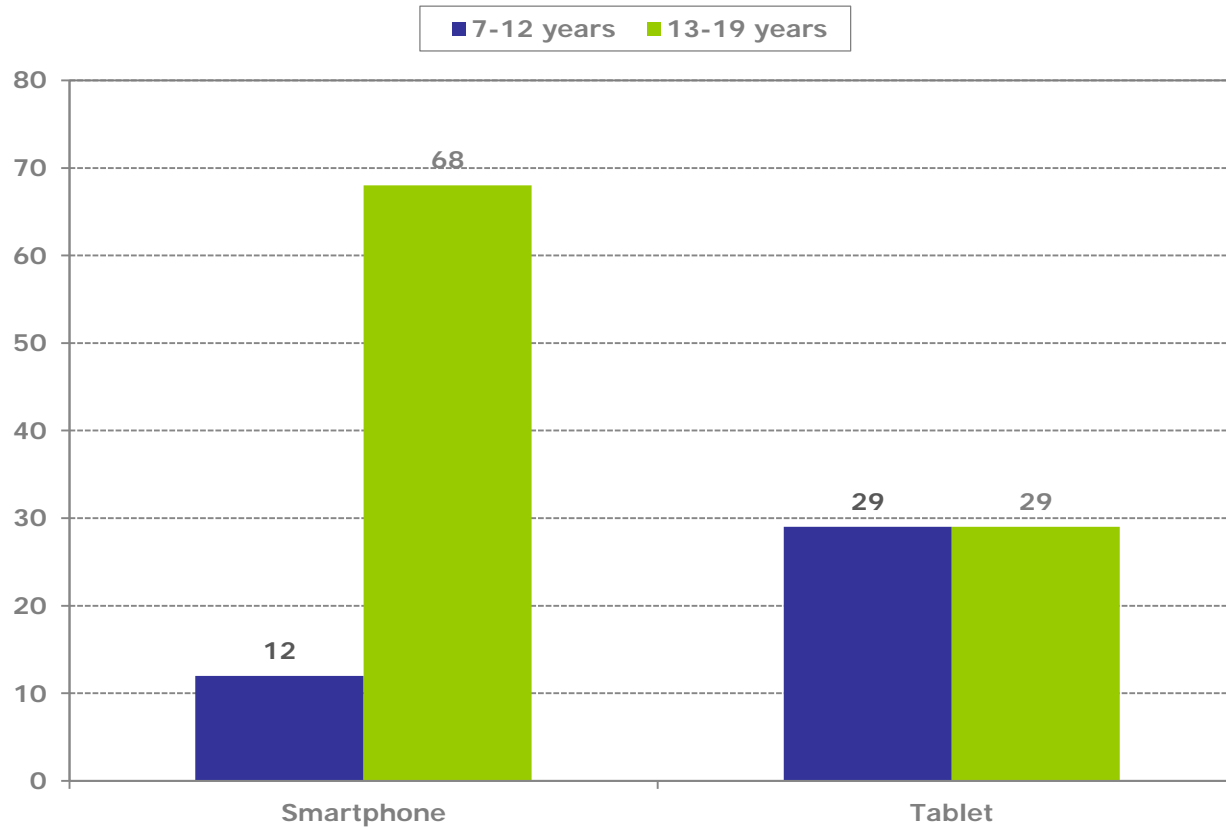
Source: Spring 2014 Global Attitudes survey, in: Pew Research Center 2015.

Basis: Ghana n=1,000, Kenya n=1,015, Nigeria n=1,014, Senegal n=1,000, South Africa n=1,000, Tanzania n=1,016, Uganda n=1,007.



How many young people in France own a personal smartphone or tablet?

7-19 years, by age group, France, 2015, selection (percentages)



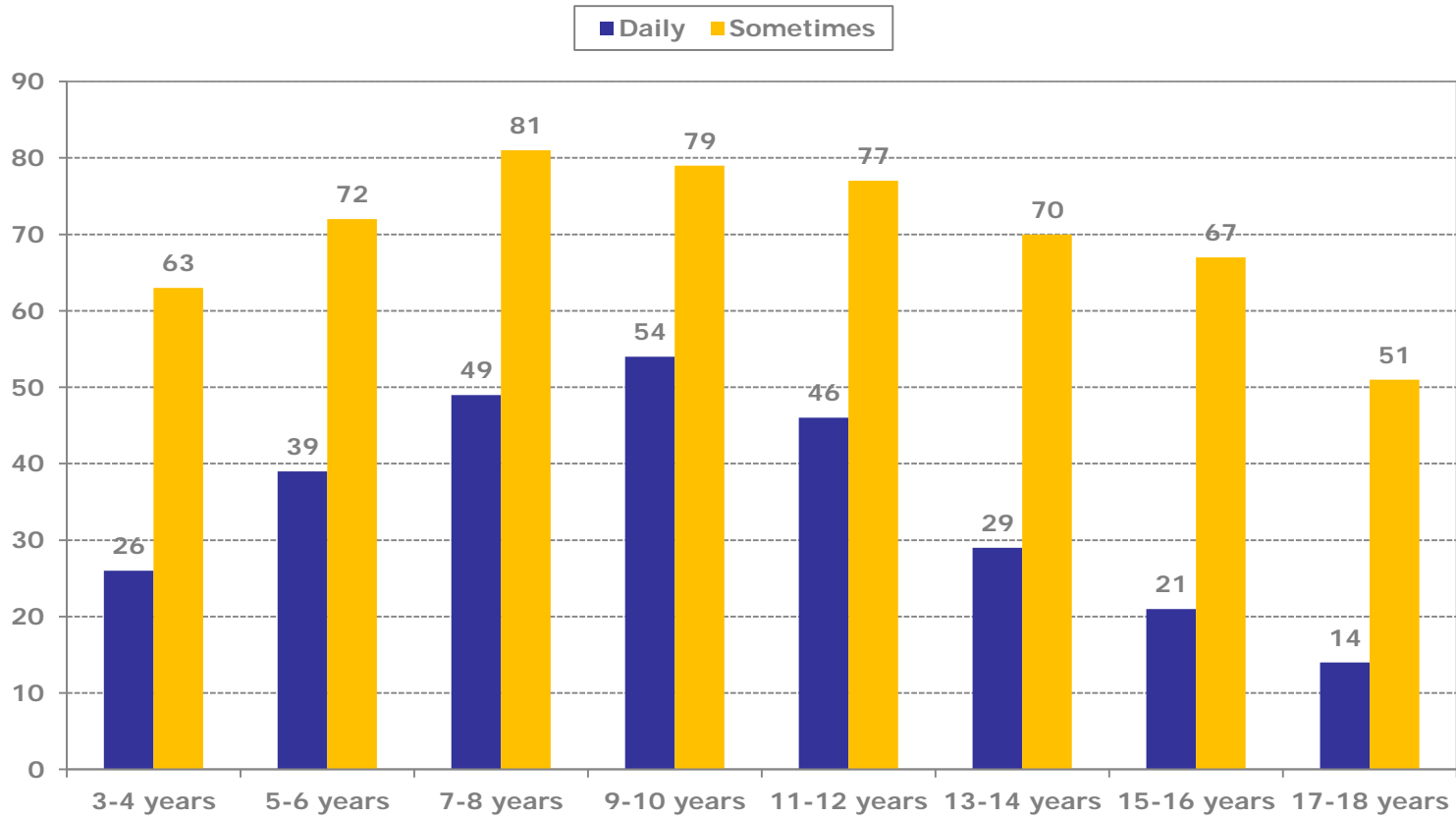
Source: Ipsos: Junior Connect' 2015, p. 17.

Basis: n=4,000, 1-19 years.



Sweden: Usage frequency of tablets

By age, Sweden, 2014, selection (percentages)

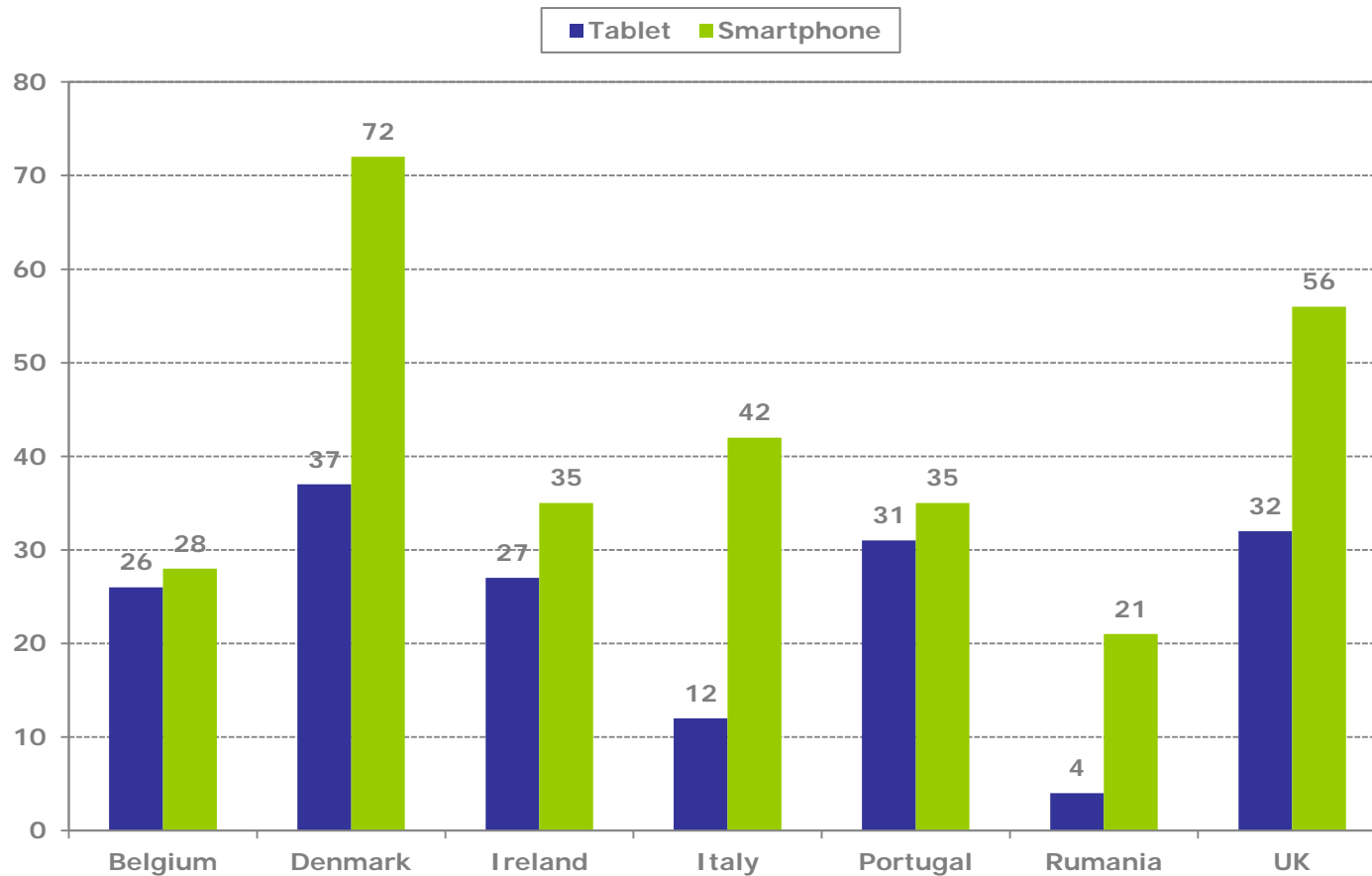


Source: .se: Svenskarna och internet
2014, p. 47.

Basis: n=2,801, 16–76+ years; n=250 adolescents,
11–15 years, and their parents; n=514 parents
of children between 2 and 11 years.

International comparison: How many children are using smartphone and tablet daily?

9-16 years, 2014 (percentages)



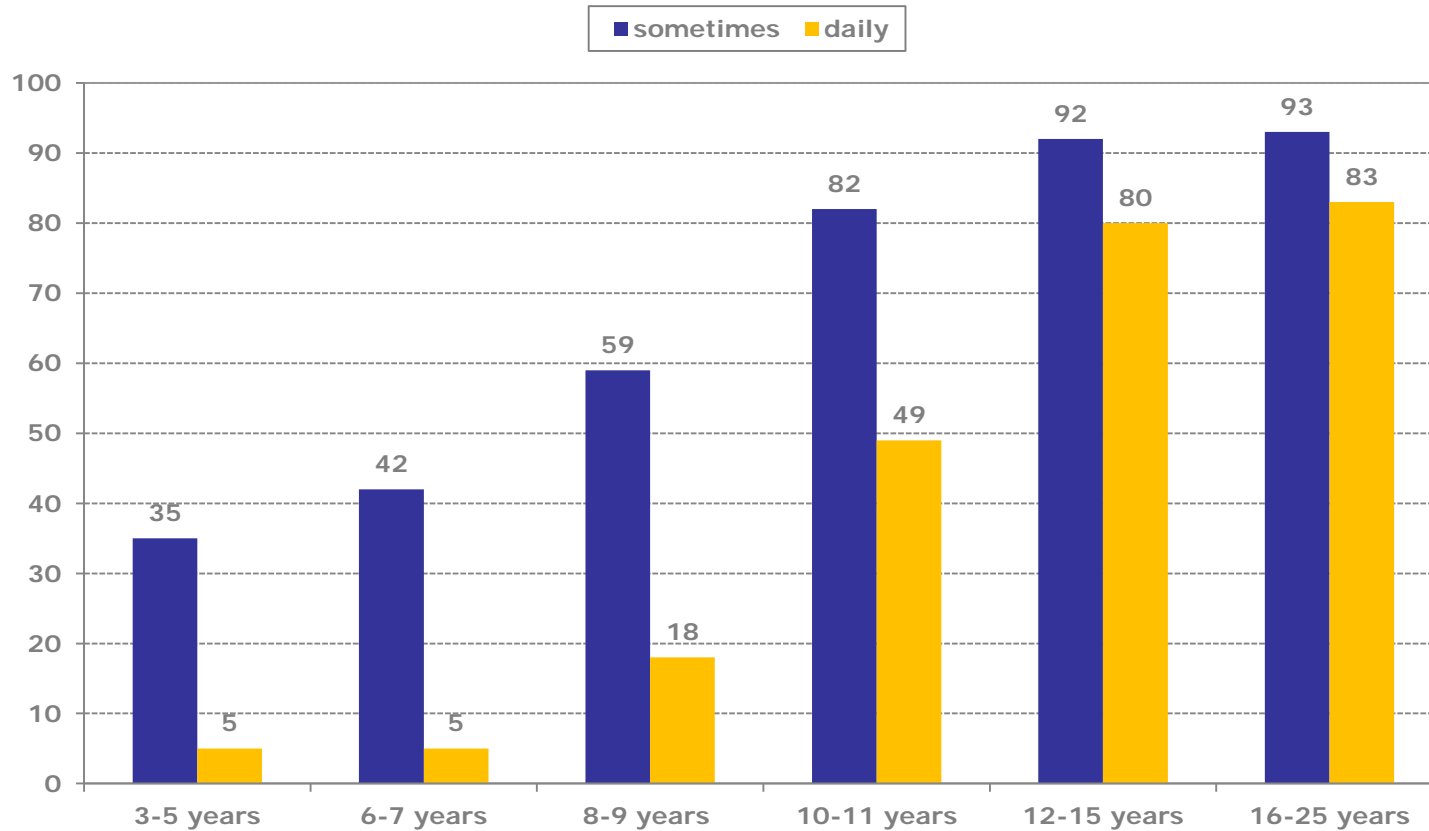
Source: Mascheroni/Cuman: Net children go mobile 2014, p. 7.

Basis: n=3,500 internet user, 9-16 years.



How often do Swedish children and adolescents use a smartphone?

By age, Sweden, 2014, selection (percentages)

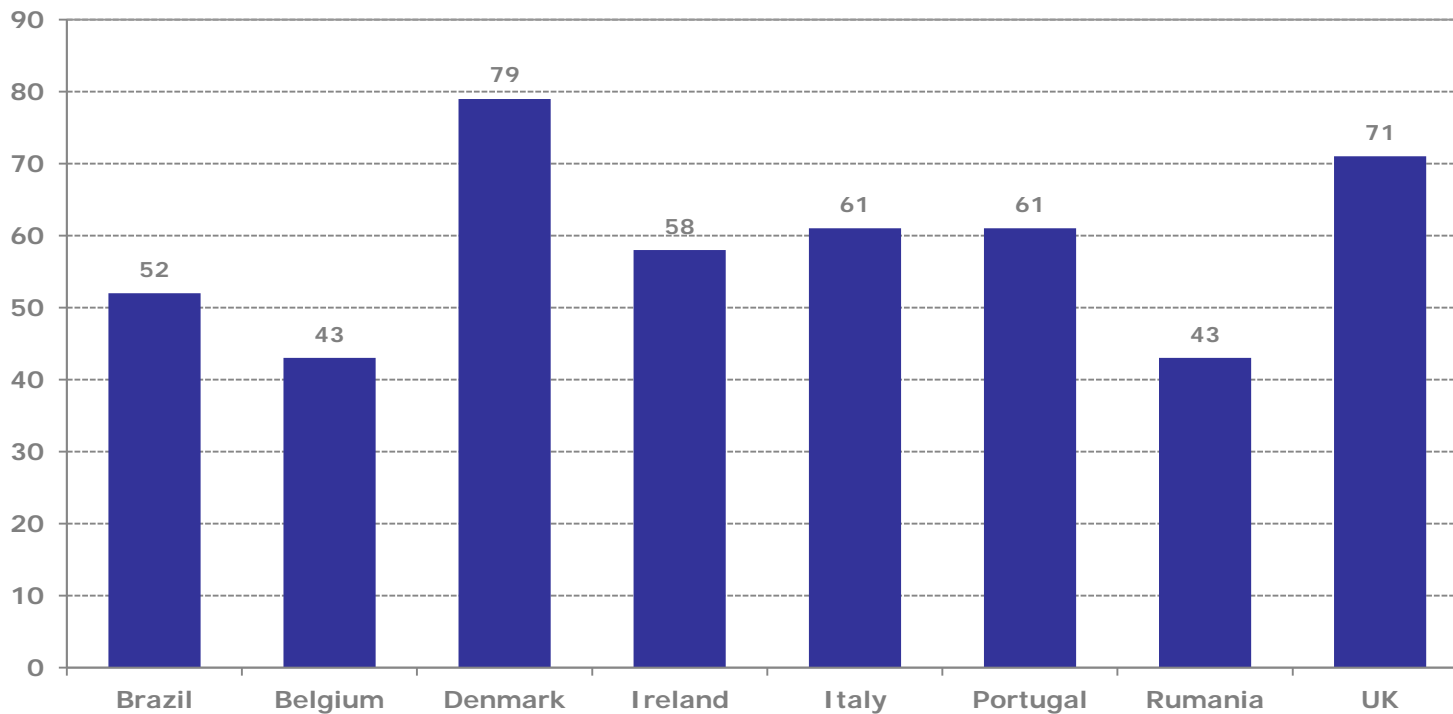


Source: .se: Svenskarna och internet
2014, p. 17.

Basis: n=2,801, 16–76+ years; n=250 adolescents,
11-15 years, and their parents; n=514 parents of children
between 2 and 11 years.

International comparison: How many children and adolescents access the internet via smartphone?

9-16 years, 2015 (percentages)



Source: EU Kids Online: Children and Internet Use 2015, p. 9.

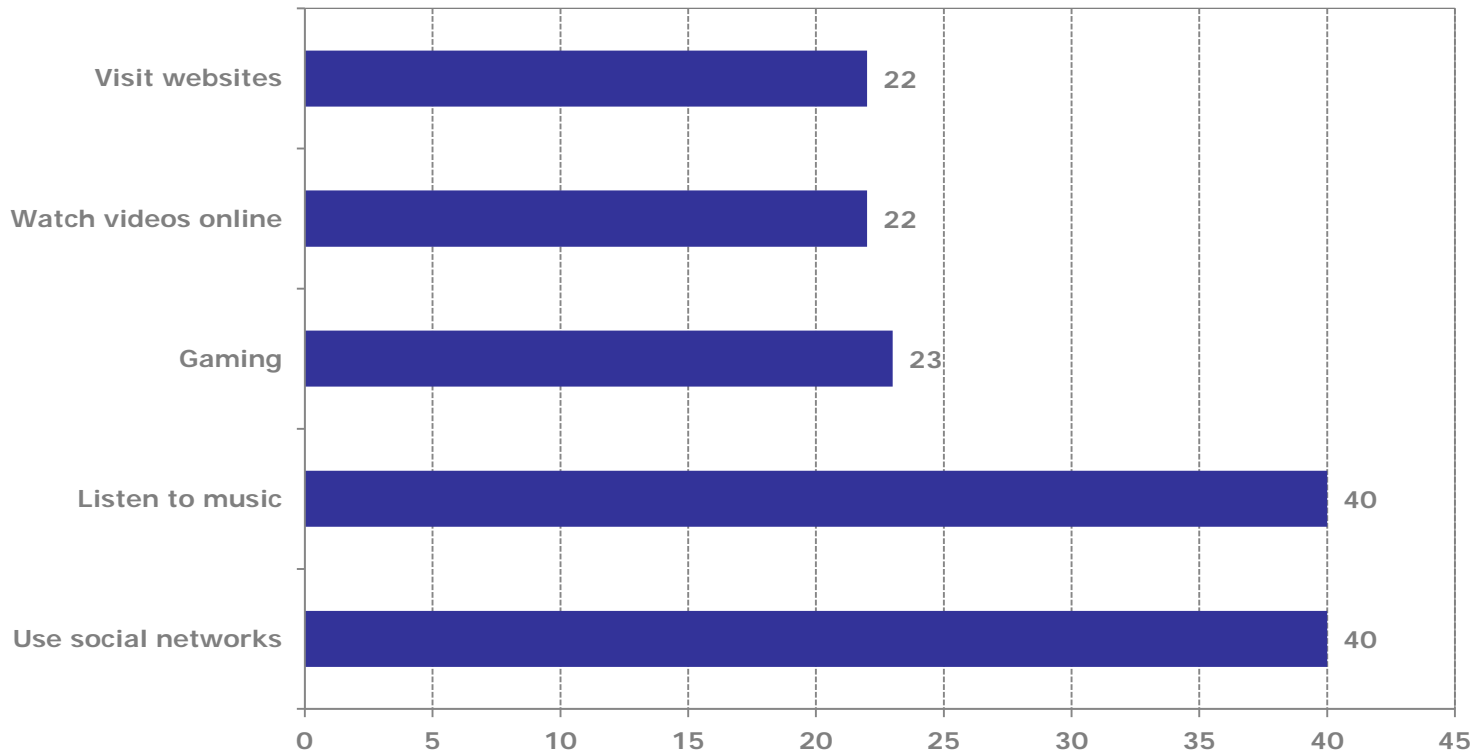
Basis: European countries: n=3,500 9-16 year-olds;
Brazil: n=2,261 9-17 year-olds, and their parents;
internet user.



What do young people in the USA do most often with smartphones?



8-18 years, USA, 2015, selection (percentages)



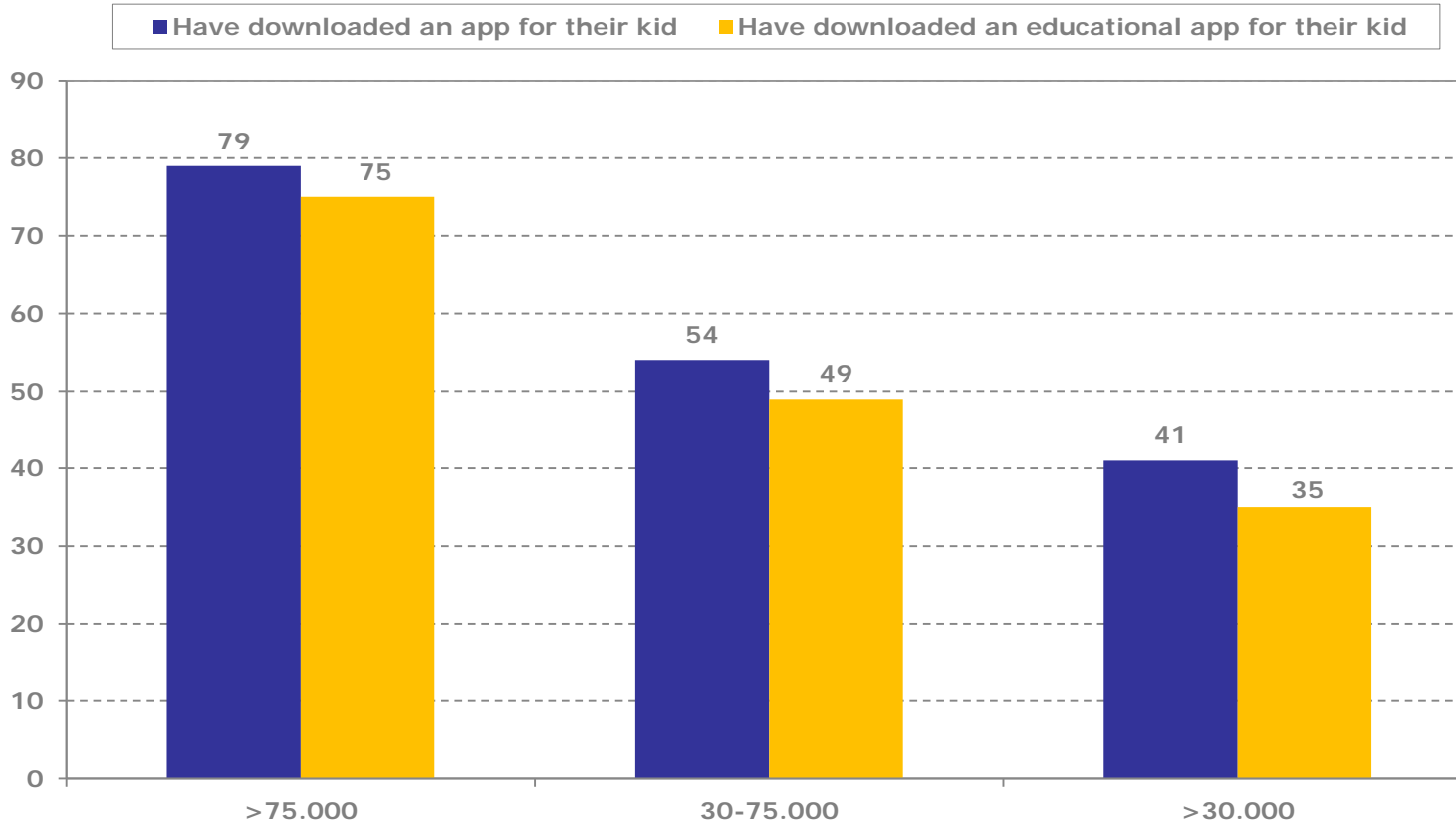
Source: Common Sense Media: Media Use by Tweens and Teens 2015, p. 60.

Basis: n=2,658, 8-18 years.



App-Gap: Parents with higher income download more apps for their child

Income per year in US-Dollar, 0-8 years, USA, 2013 (percentages)



Source: Common Sense Media: Zero to Eight 2013, p. 29.

Basis: n=1,463 parents of 0- to 8-year-olds.

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