

Basic Data Adolescents and Media 2011

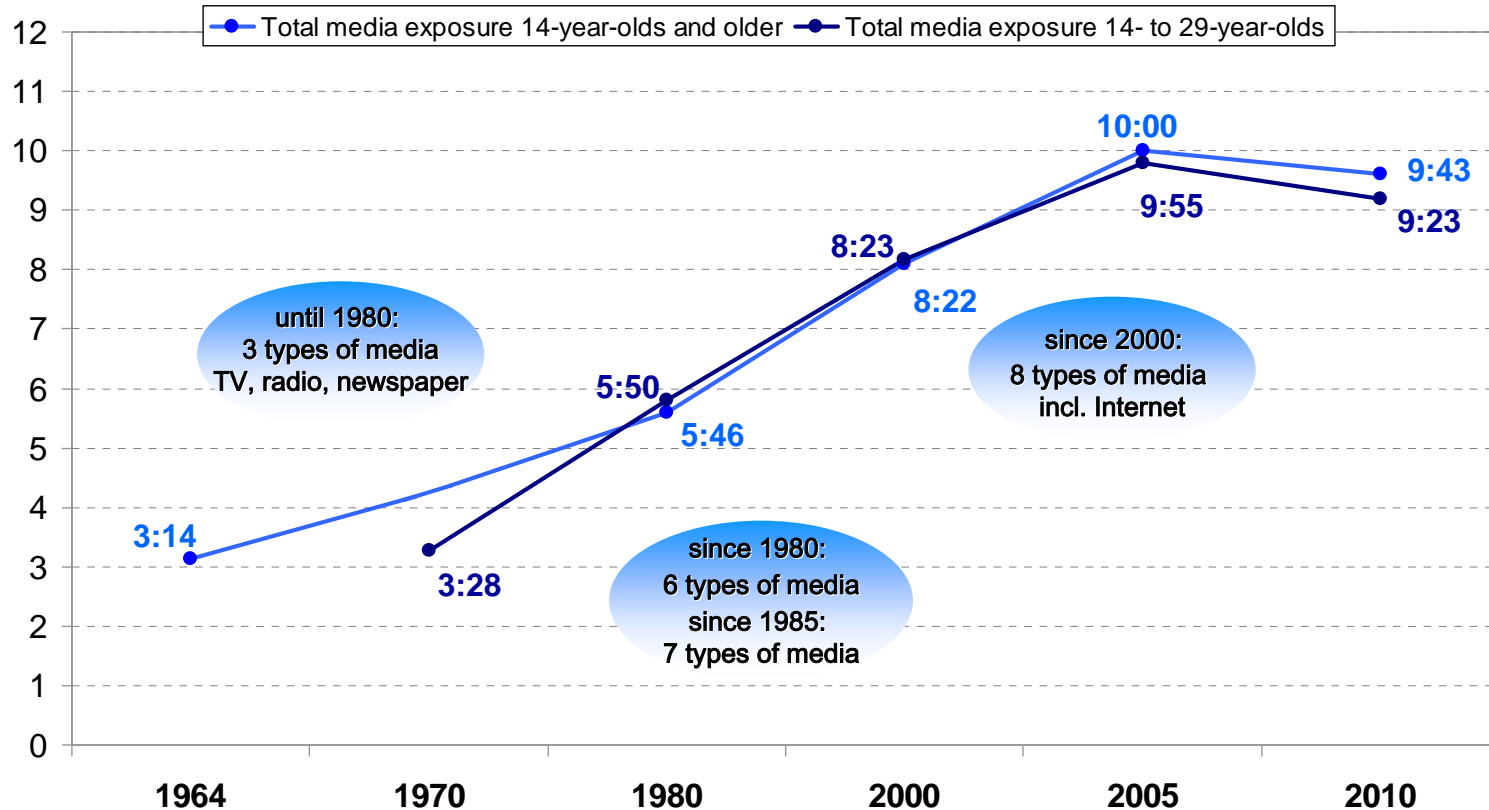
**Current studies and research on media use
among young people in Germany**

Compiled by Heike vom Orde, IZI

Media Use and Media Ownership, Importance and Image of Media

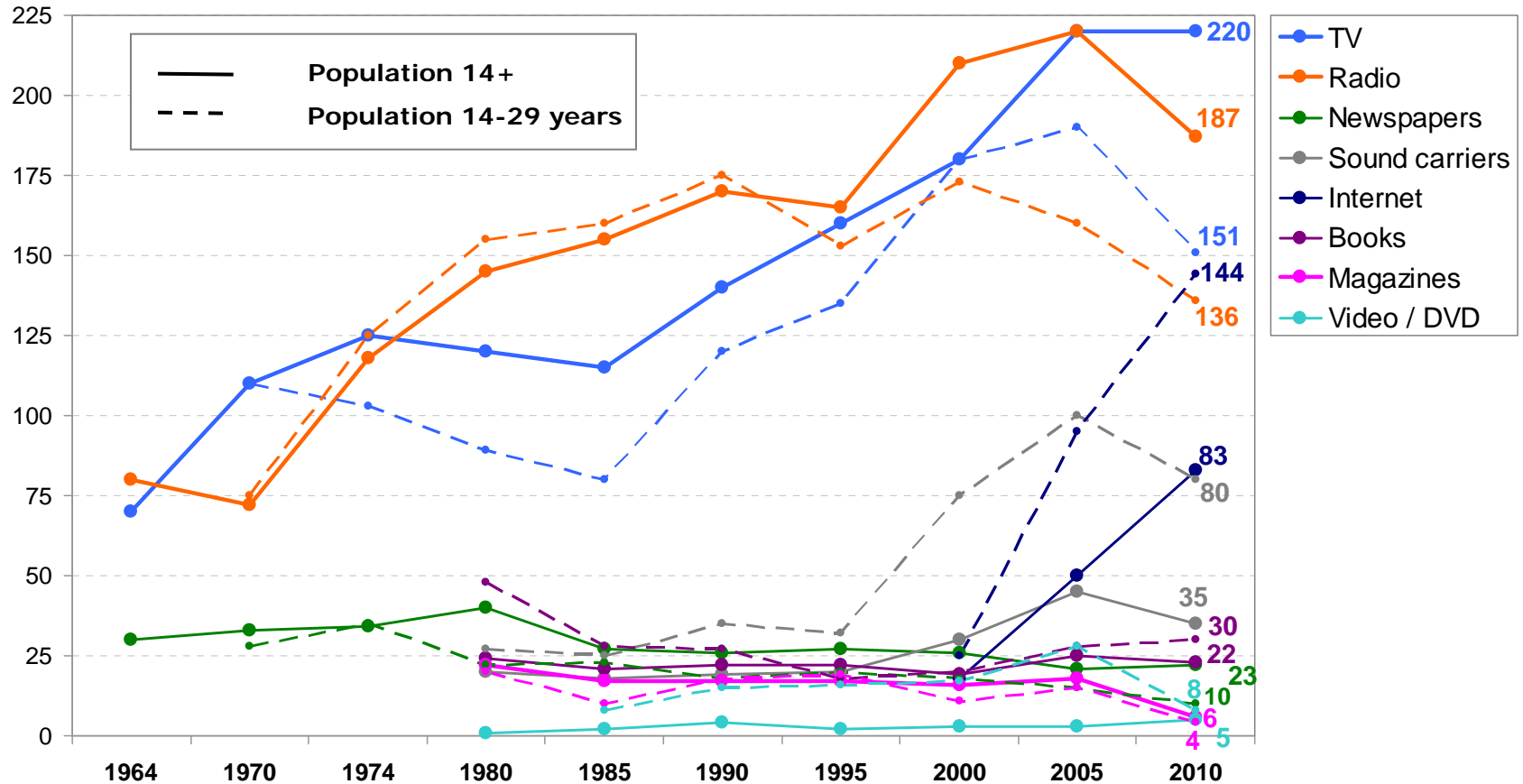
Media use, over time Total media exposure by age groups

Time spent per day (hours)



Source: ARD/ZDF-Langzeitstudie Massenkommunikation 1964-2010.

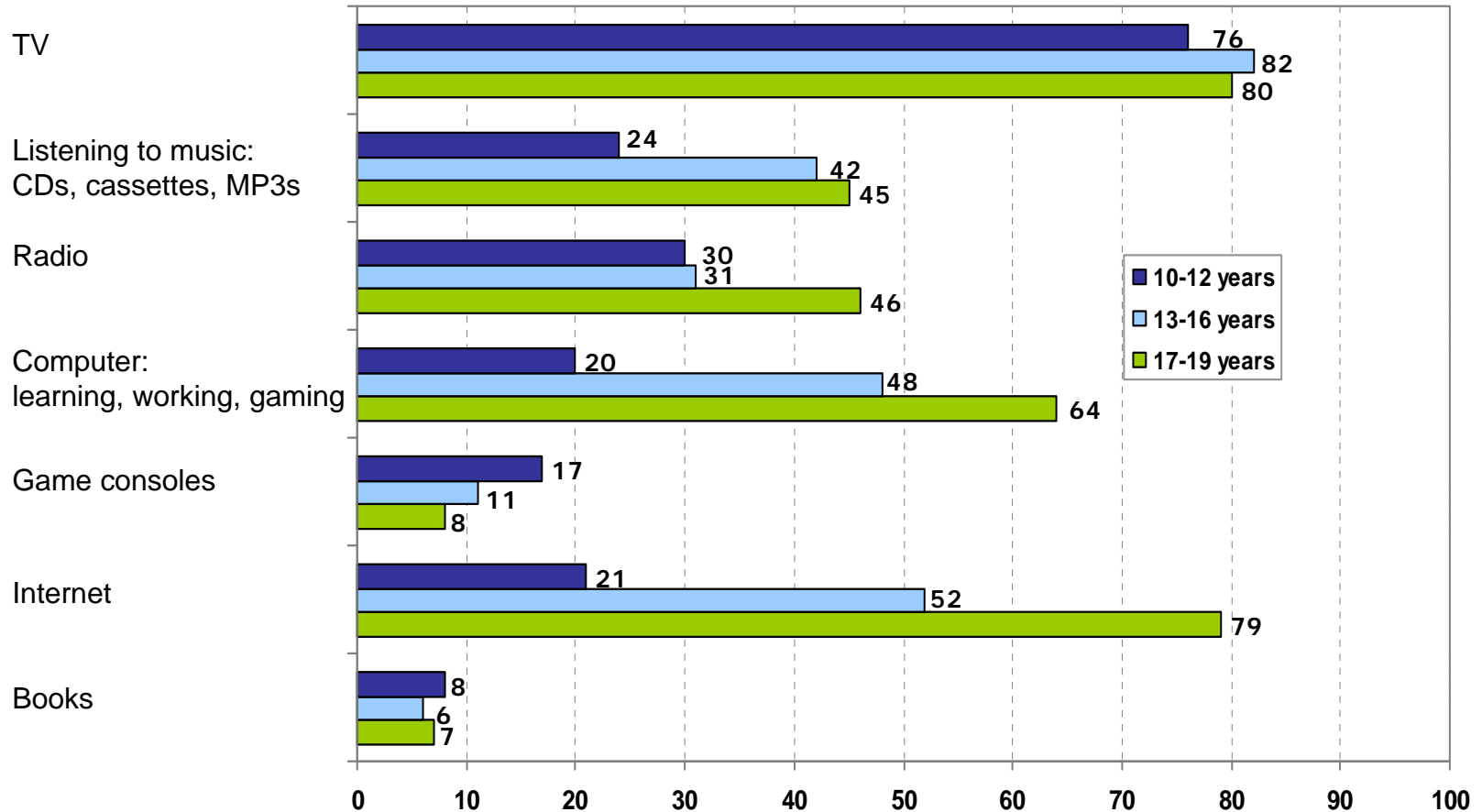
Average amount of time spent with each medium per day (minutes) Comparison age groups 14+ and 14- to 29-year-olds



Source: ARD/ZDF-Langzeitstudie Massenkommunikation 1964-2010.

Media use in leisure time, by age

Most frequent media leisure activities on a typical day, selection (percentages)



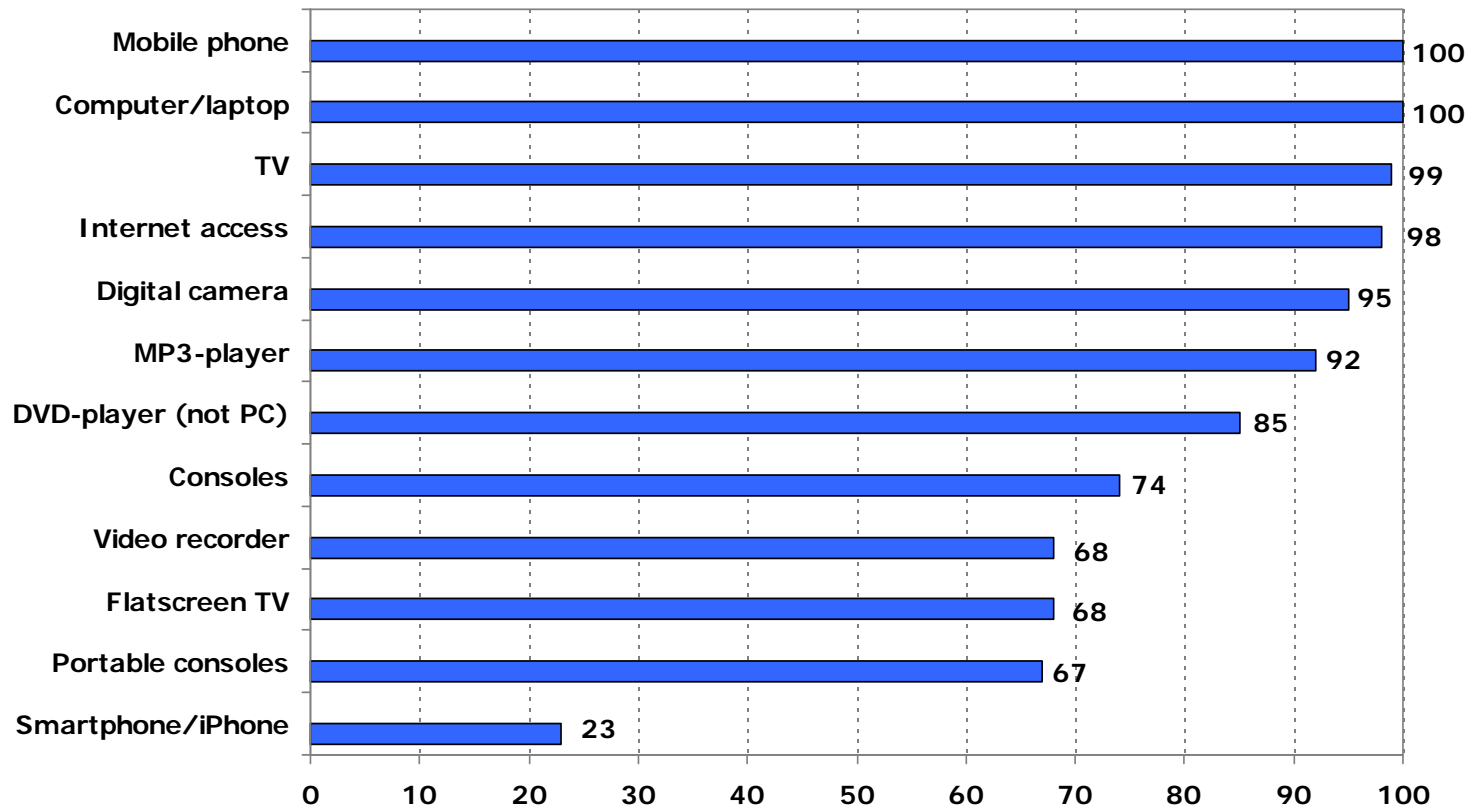
Basis: n=1.099 boys and girls, 10-19 years.

Source: Trend Tracking Kids 2010,
iconkids & youth international research, p. 86, 87 and 88.

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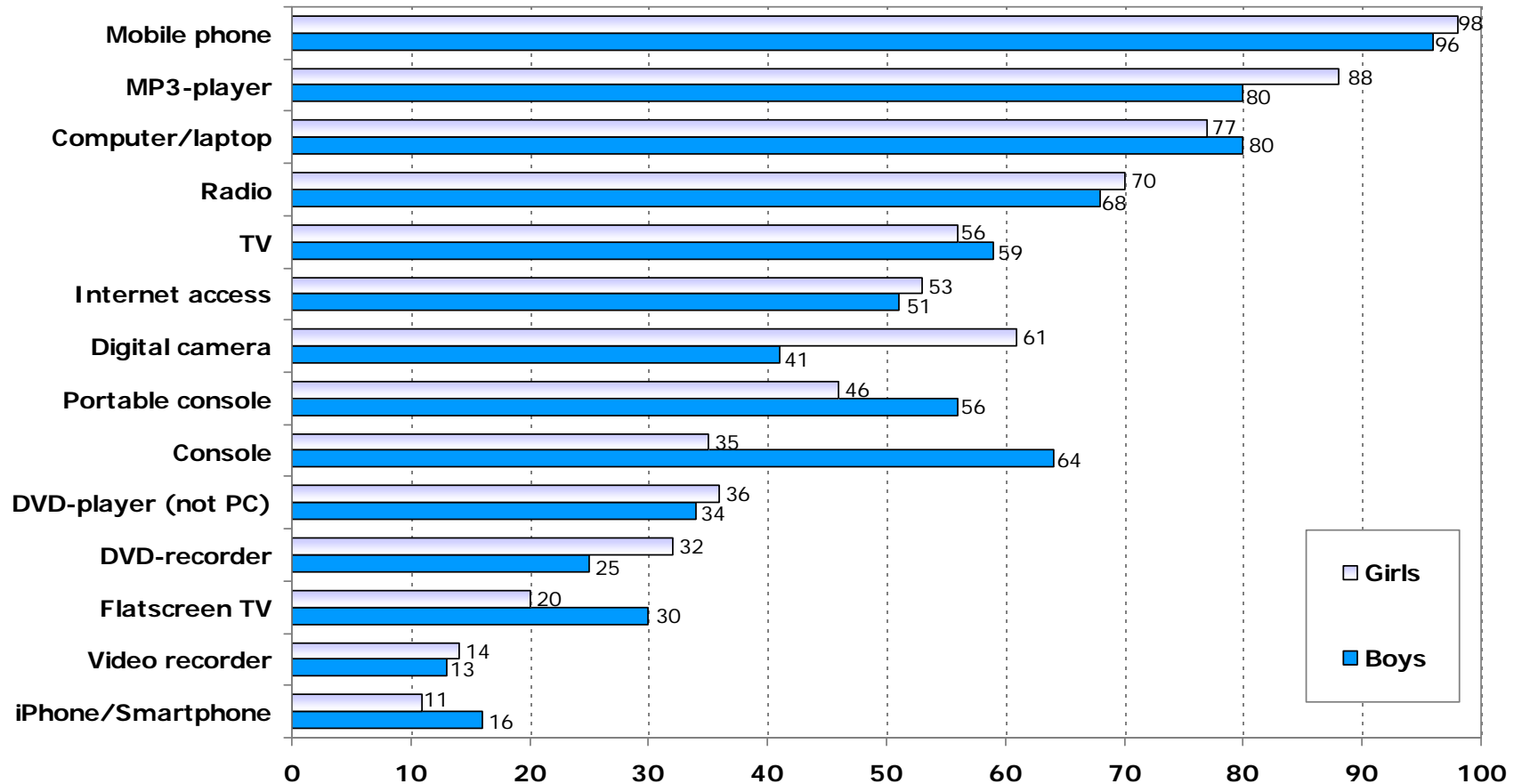
Media ownership in the homes of German adolescents

Media equipment in the home (selection, percentages)



Personal media, by gender

Personal media ownership 12- to 19-year-olds 2010 (percentages)



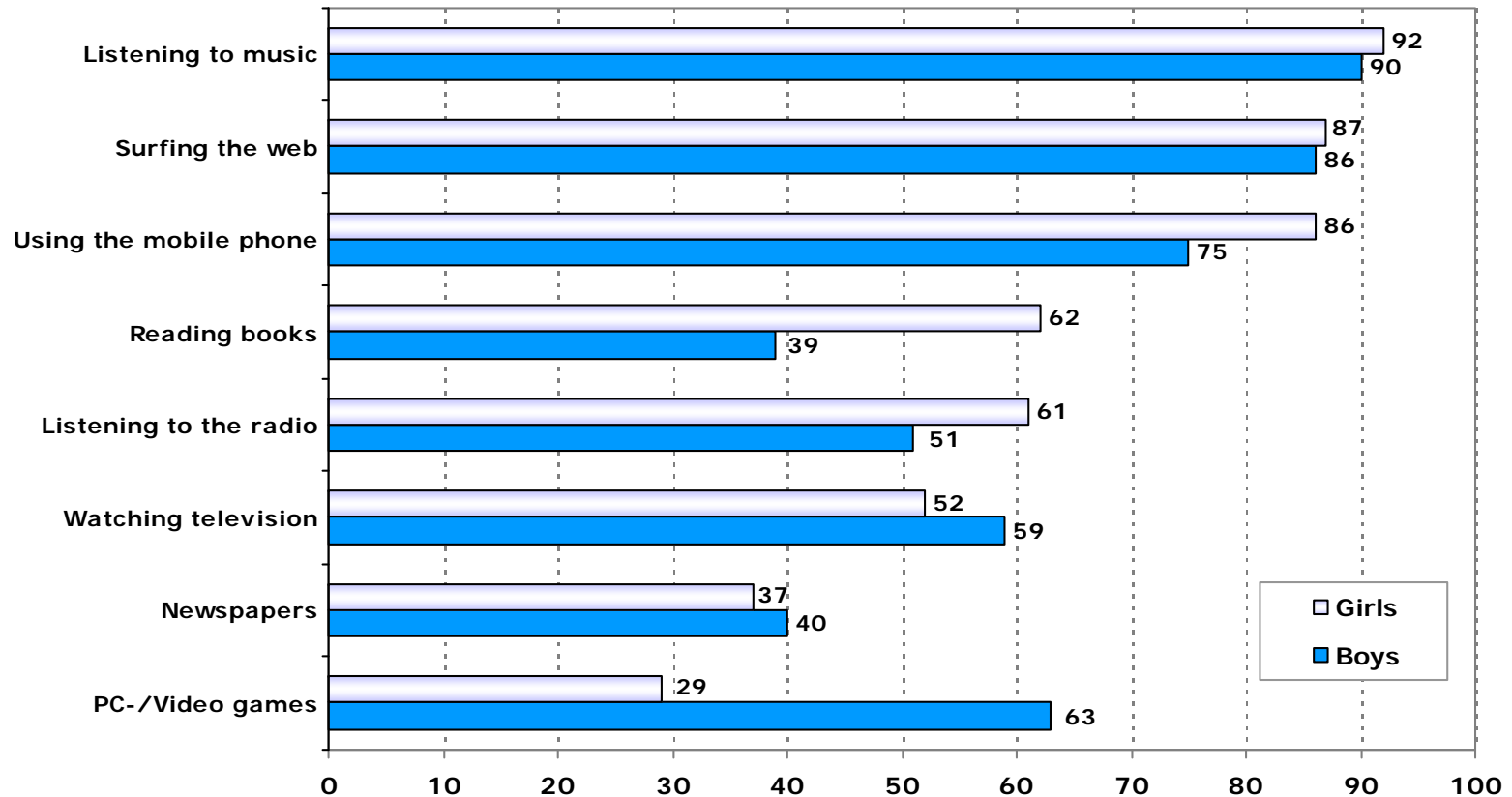
Basis: n=1.208, 12-19 years

Source: JIM-Studie 2010, p. 8.

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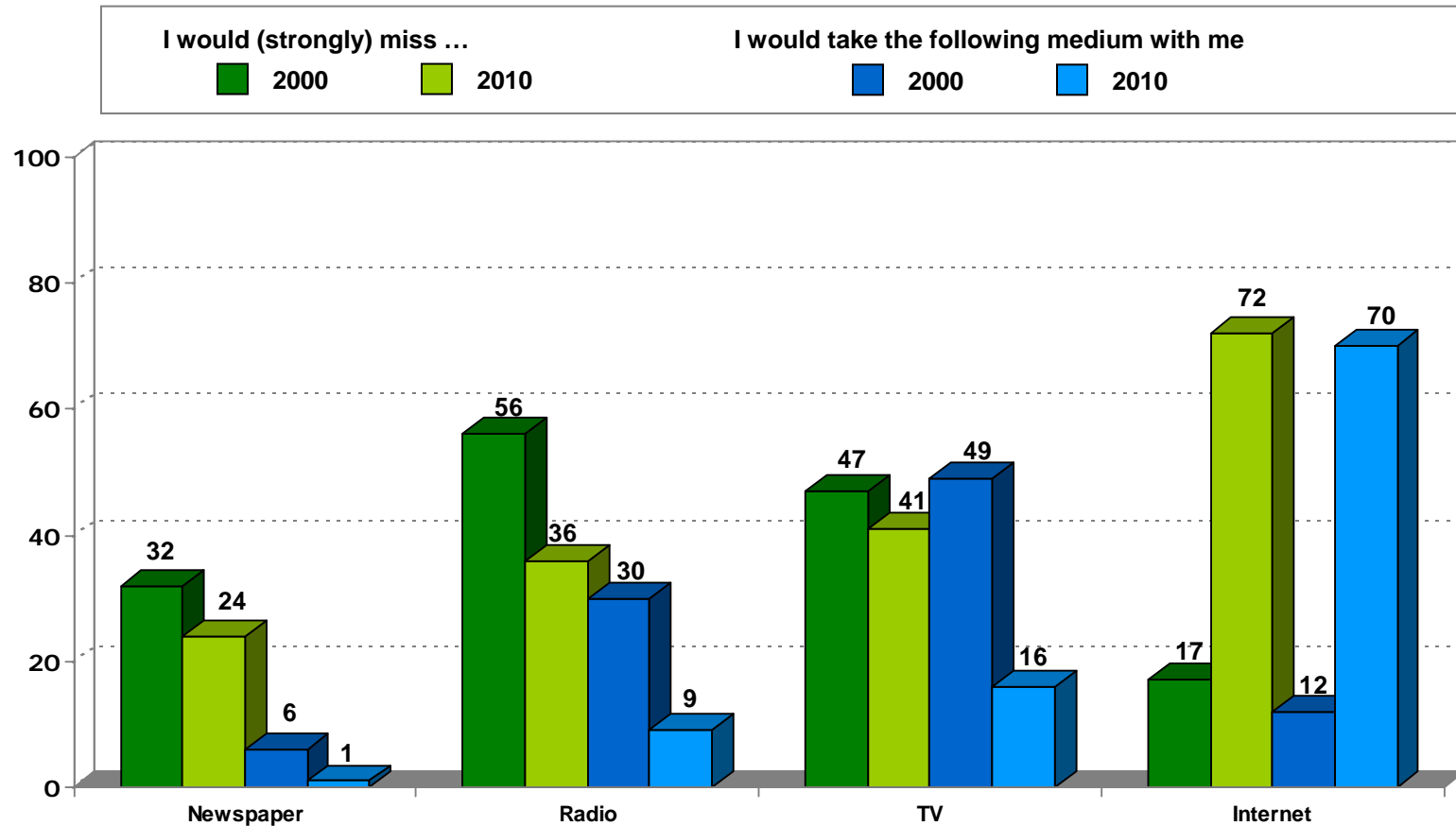
Preferred media activities, by gender

Which media activities are very important/important to you? (percentages)



What types of media would you miss and take with you on a deserted island?

Percentages, comparison over time



Basis: n=4.503, 14-29 years

Source: van Eimeren/Ridder:

Trends in der Nutzung und Bewertung der Medien 1970 bis 2010, p. 5. Page 9

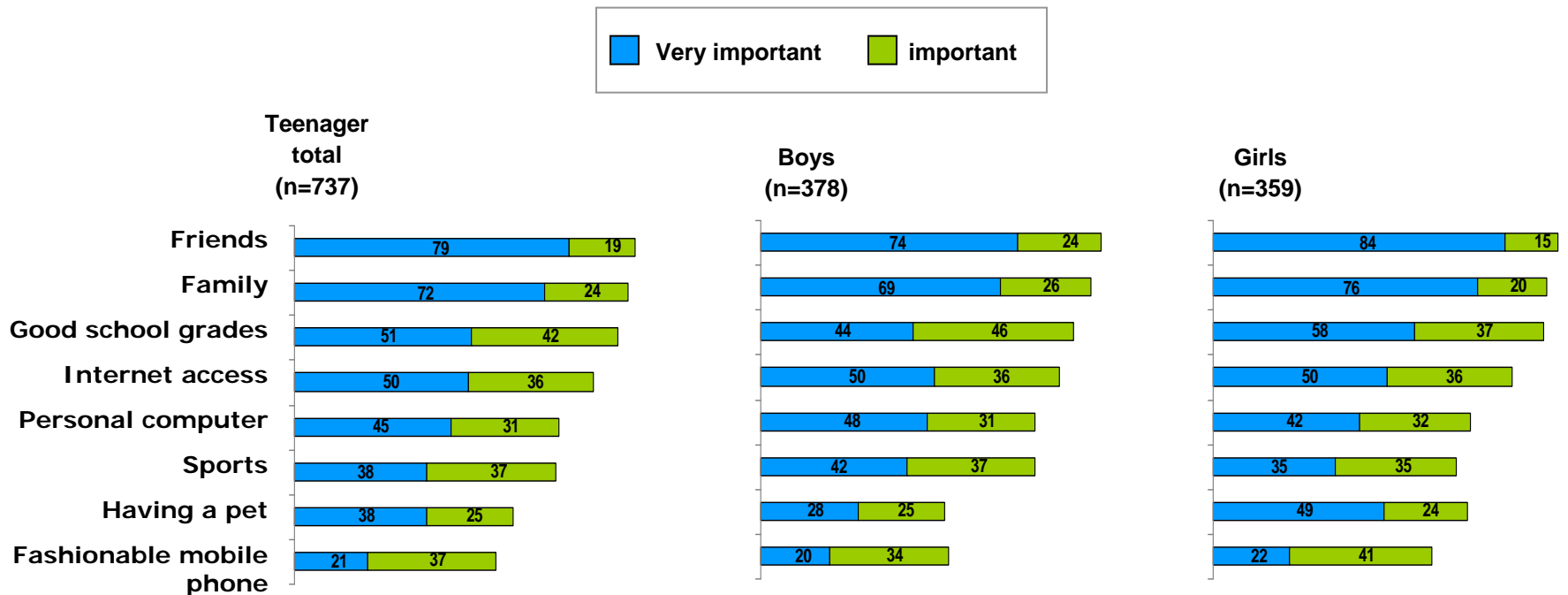
The image of media perceived by 14- to 29-year olds

Which attribute is most likely true of ...

	... TV?	... radio?	... newspapers?	... Internet?
sophisticated	17	7	47	29
modern	16	4	1	78
entertaining	57	10	1	31
informative	14	10	28	48
credible	19	15	45	21
competent	17	12	39	32
critical	20	10	40	30

Nevertheless: Media are not the most important part of young people's lives

At the moment, (very) important to me are/is ...



Basis: n=737, 10-18 years, percentages

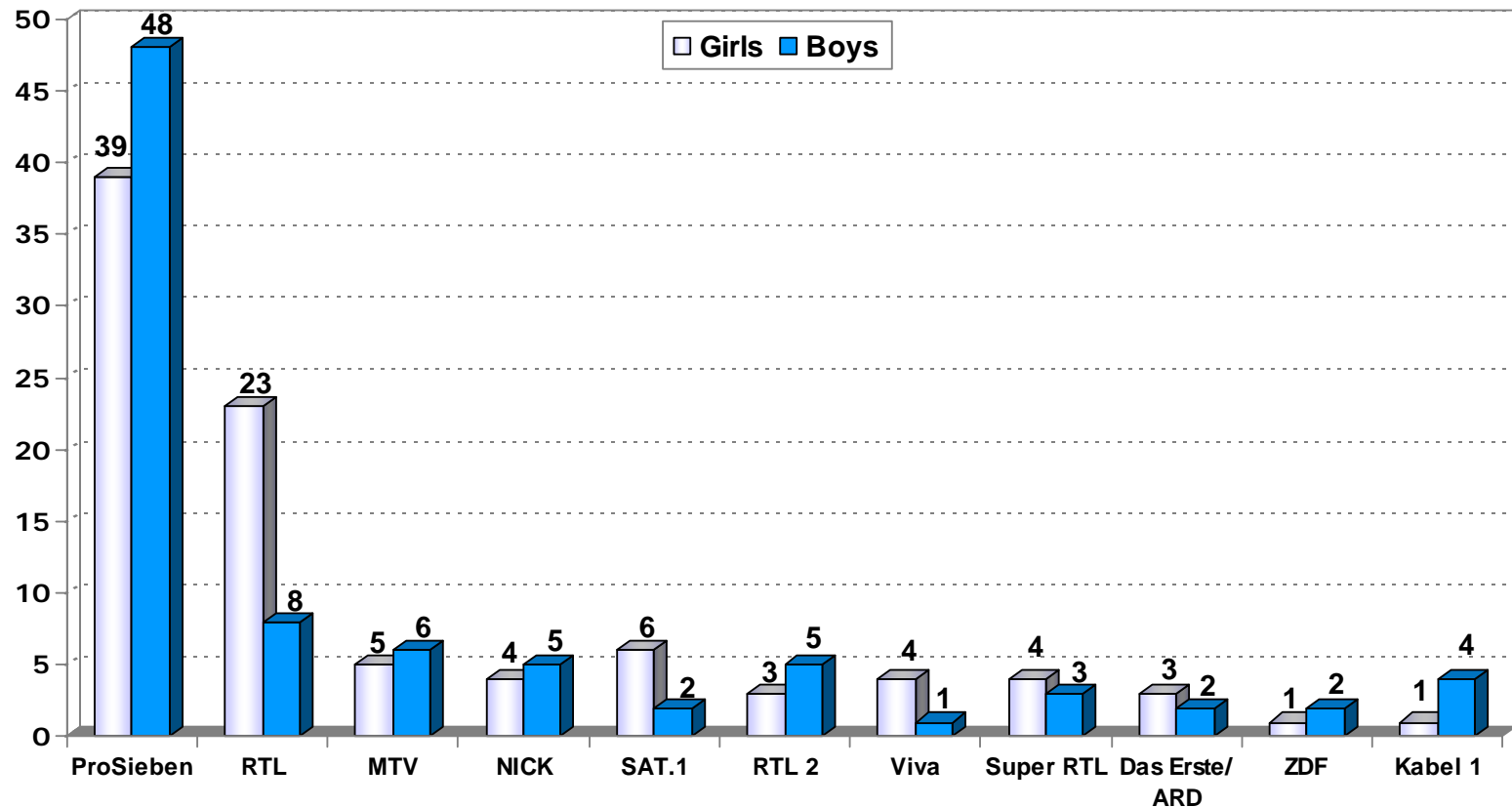
Source: BITKOM: Jugend 2.0. Eine repräsentative Untersuchung zum Internetverhalten von 10- bis 18-Jährigen, p. 9.

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Adolescents and Television

Most popular TV broadcasters for 12- to 19-year-olds in 2010

Most popular broadcasting stations 2010, by gender, percentages



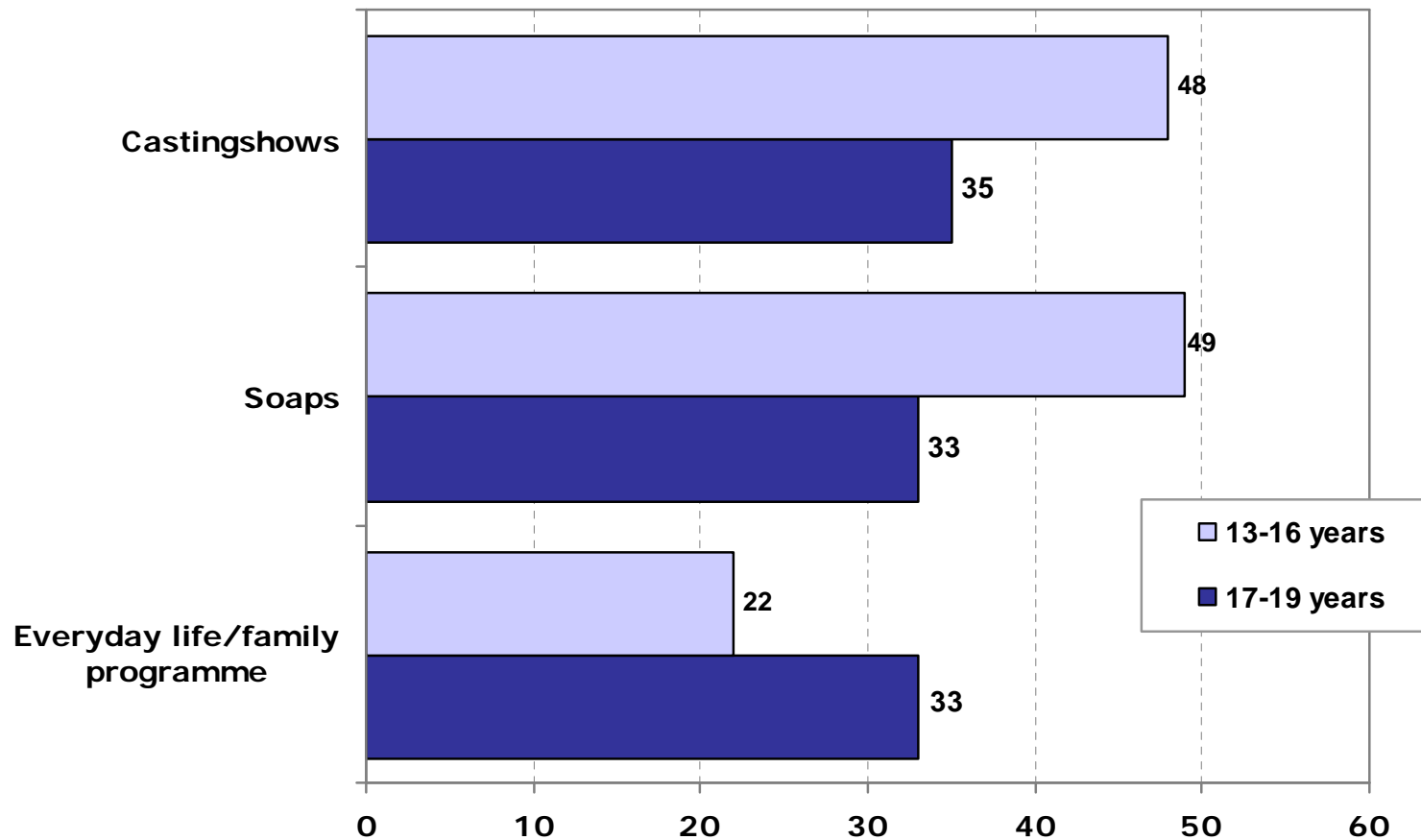
Basis: n=1.208, 12-19 years

Source: JIM-Studie 2010, p. 20, Programme
more than 2 % nominations (total)

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Girls' favourite TV genres 2011

What type of programme do you prefer to watch? (percentages)

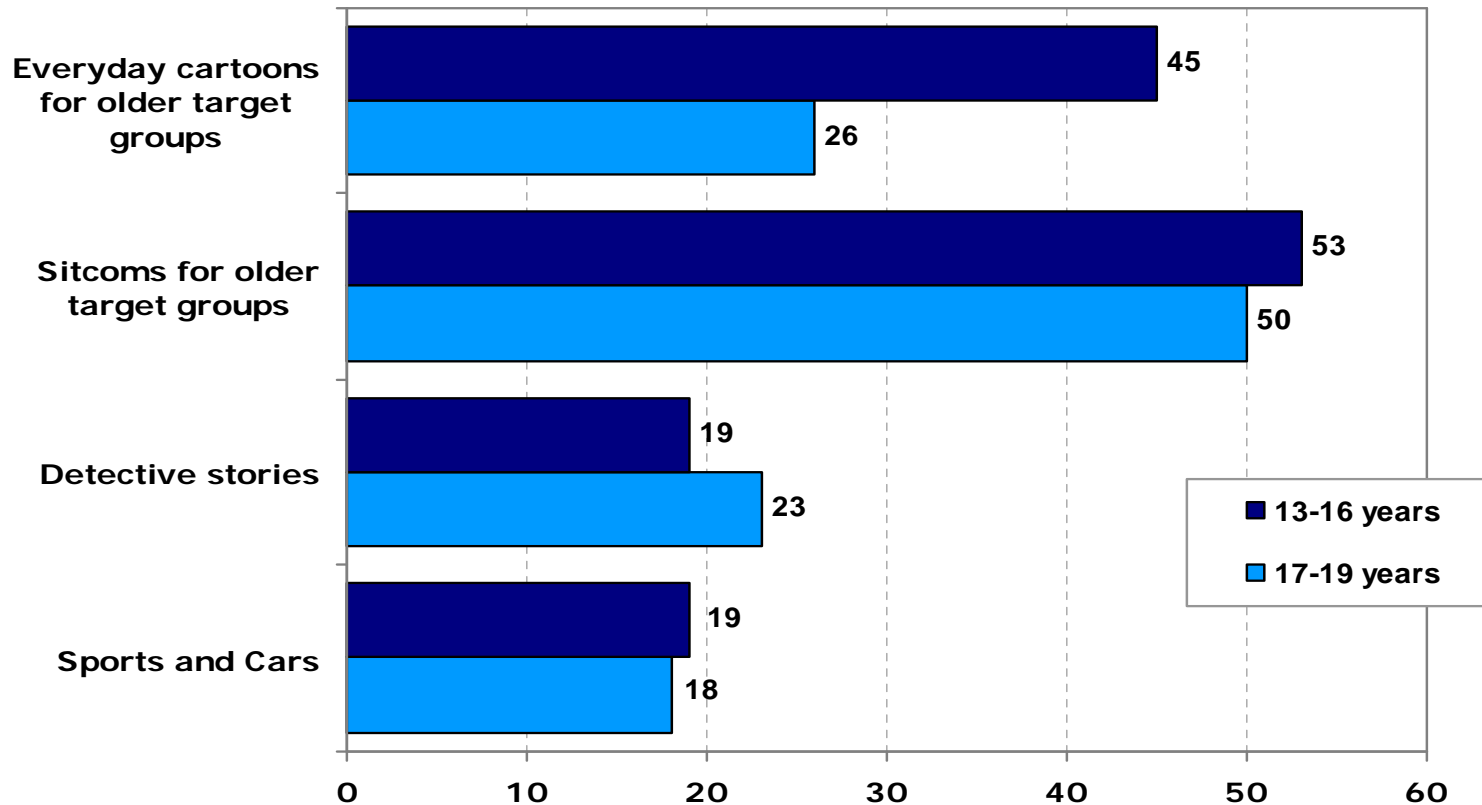


Basis: N=738 girls, 6 to 19 years, selection

Source: Trend Tracking Kids 2011, p. 22.

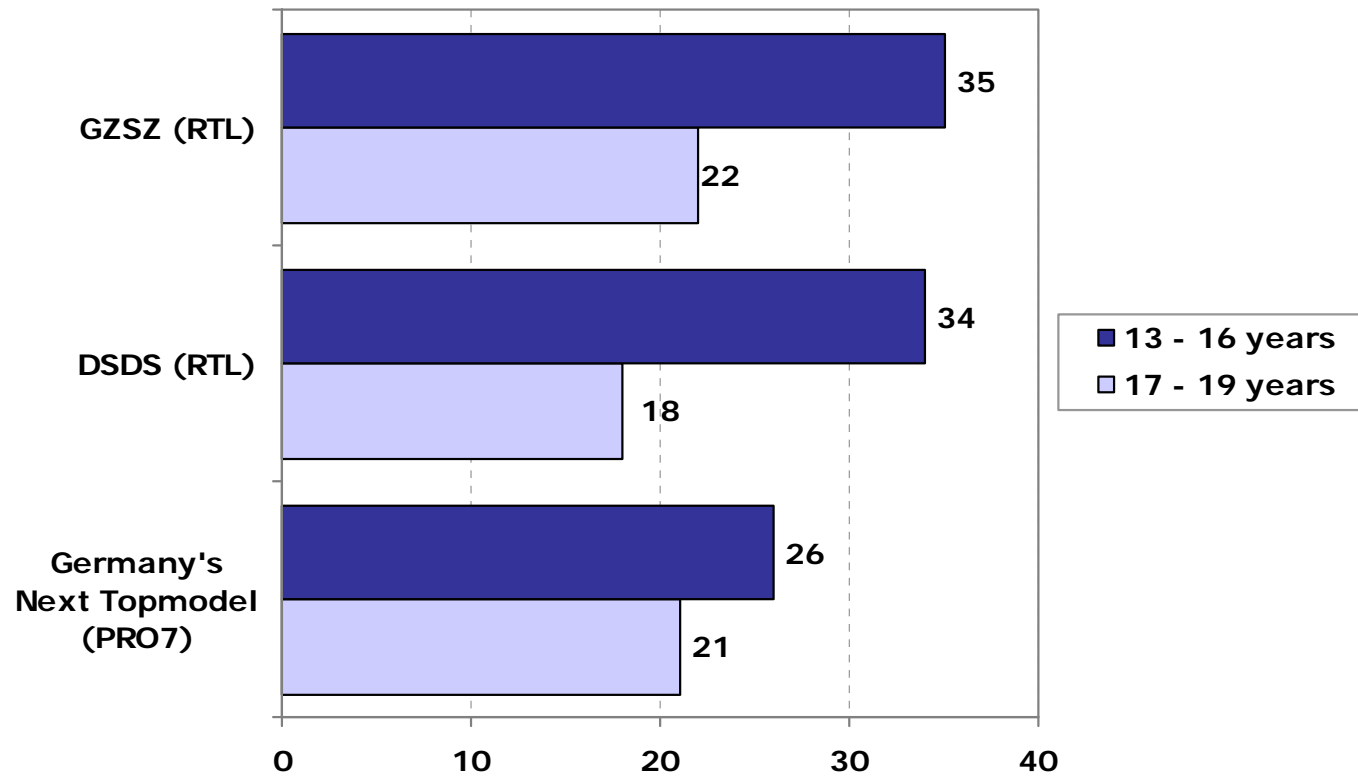
Boys' favourite TV genres 2011

What type of programme do you prefer to watch? (percentages)



Girls' favourite TV programmes 2011

Percentages, selection



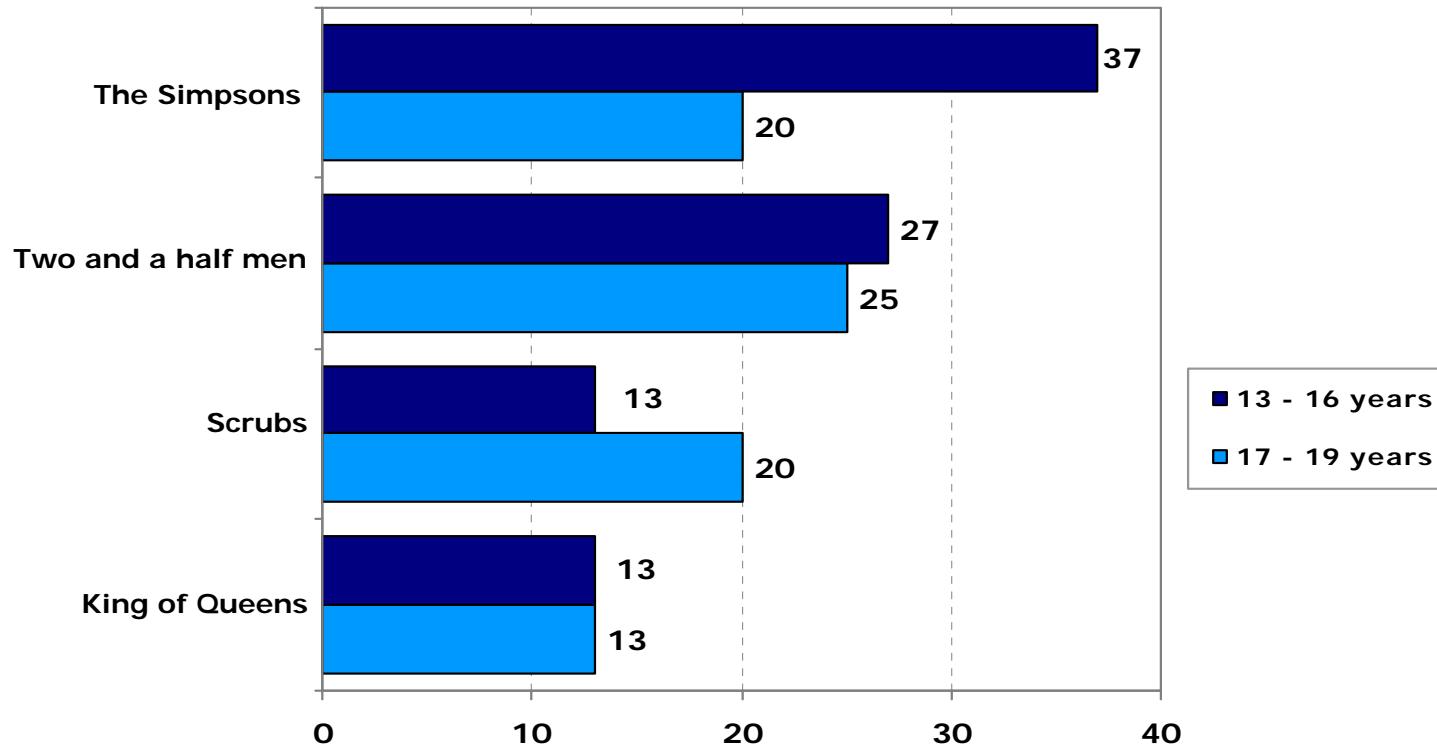
Basis: N=738 girls, 6-19 years, selection.

Source: Trend Tracking Kids 2011, p. 18.

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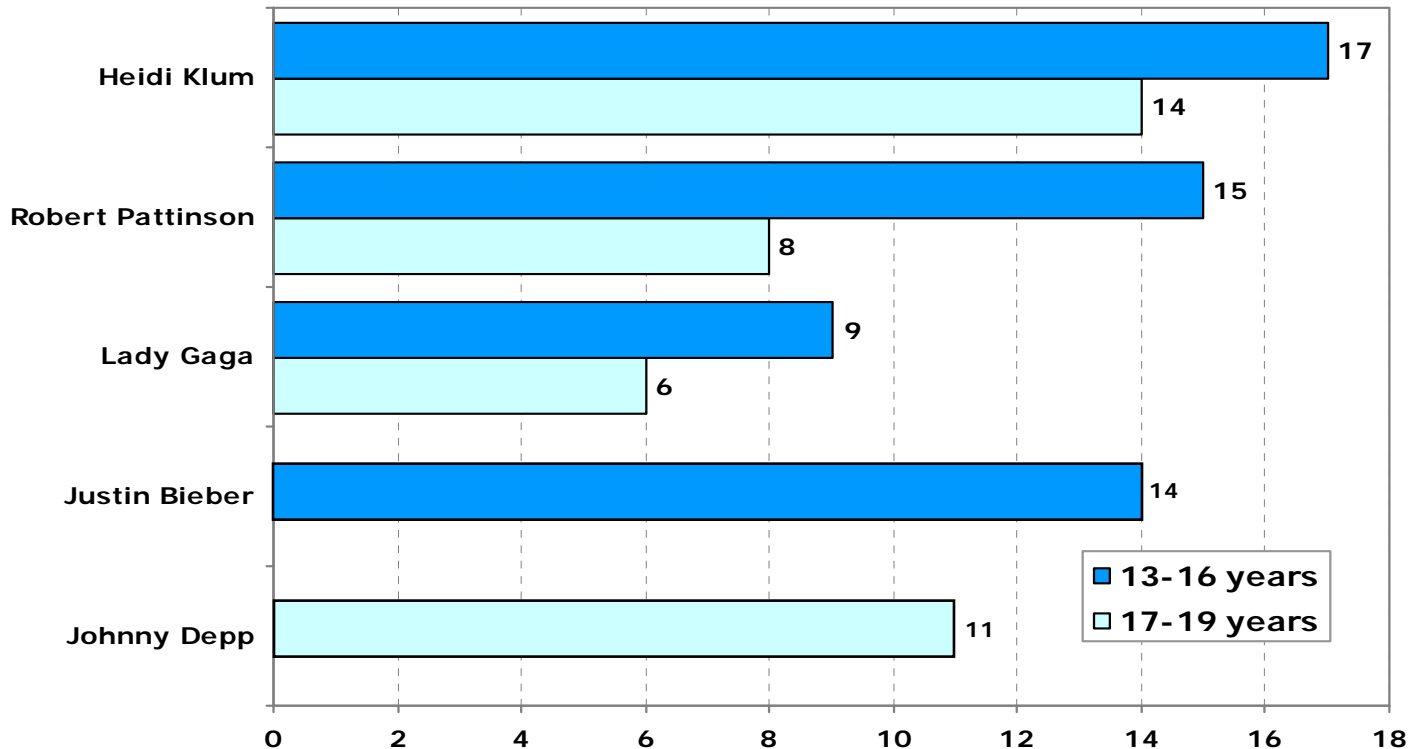
Boys' favourite TV programmes 2011

Percentages, selection



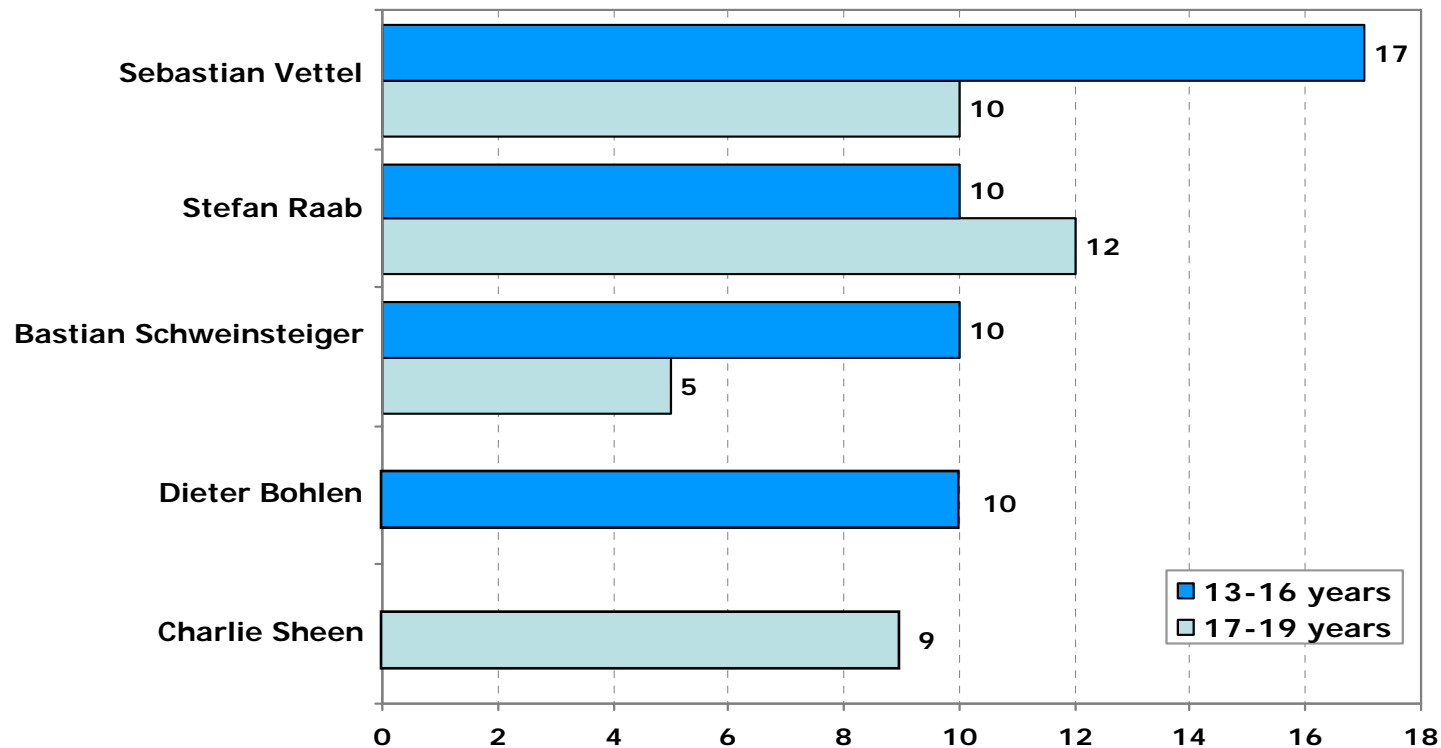
Girls' media idols in 2011

„What celebrity do you really like at the moment?“ (percentages)



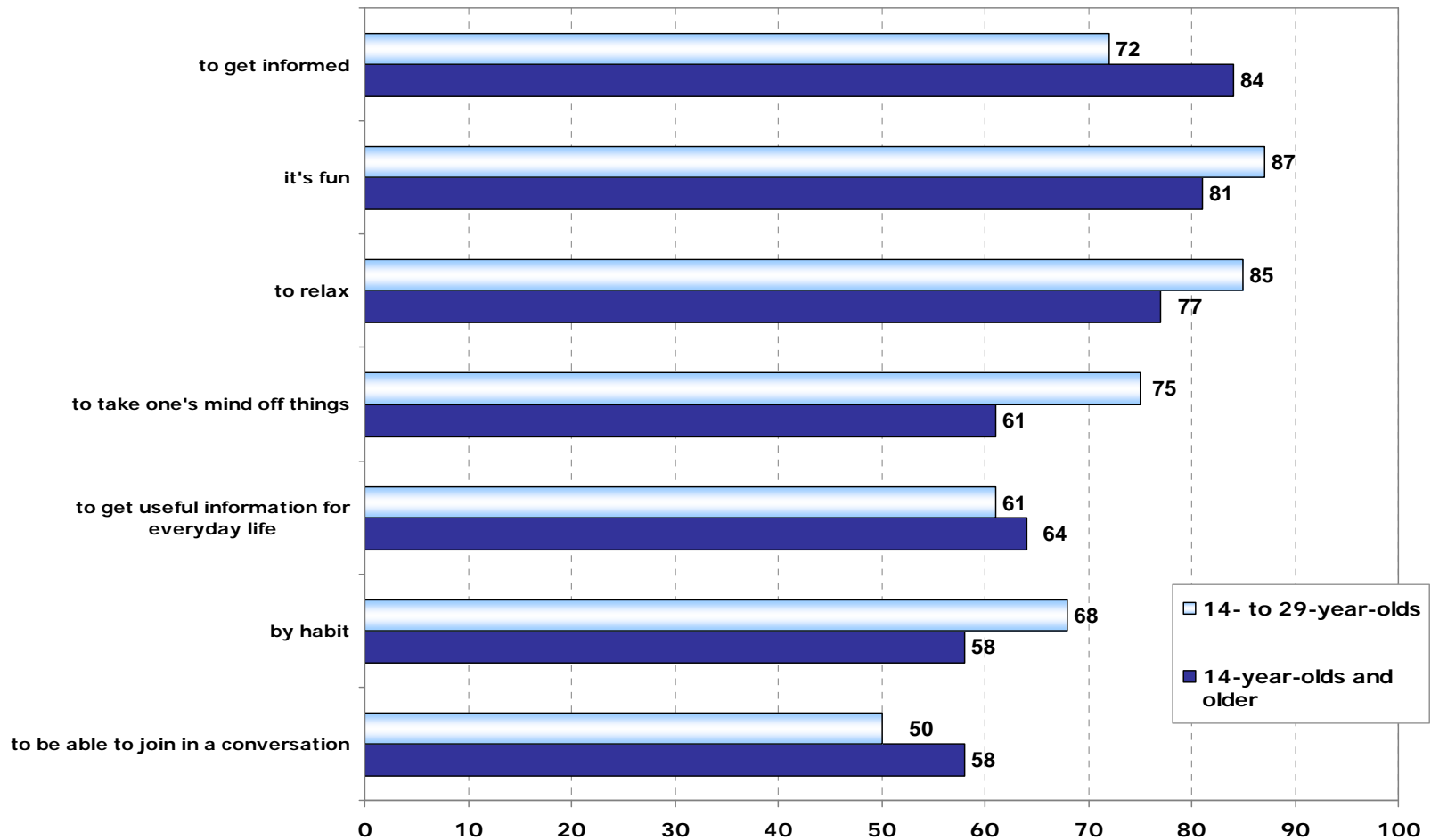
Boys' media idols in 2011

„What celebrity do you really like at the moment?“ (percentages)



Television use motives, by age

I totally agree/ I largely agree ... (percentages, selection): I watch TV because / in order ...



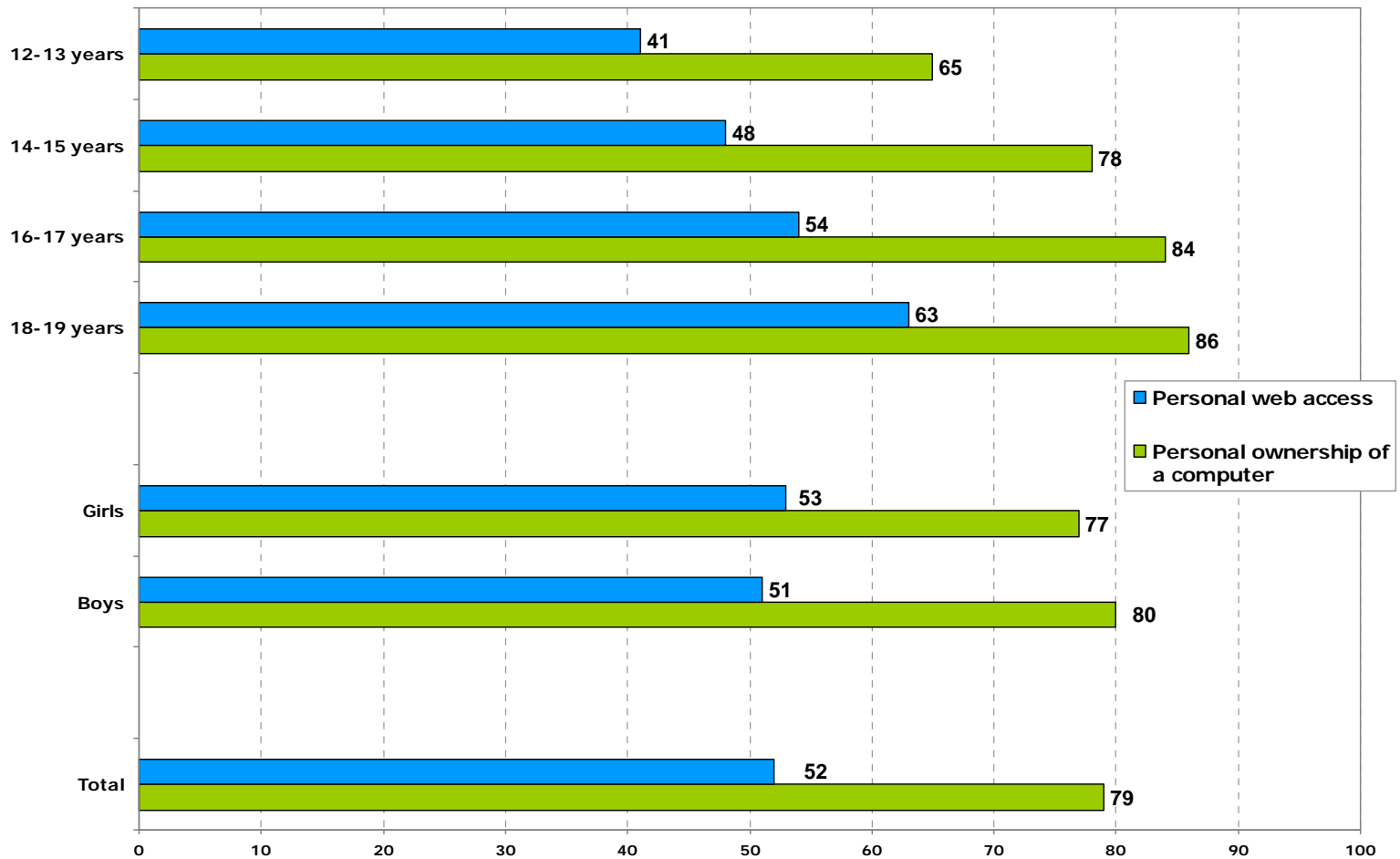
Source: ARD/ZDF-Langzeitstudie Massenkommunikation 1964-2010, p. 25, selection

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Internet and Computer Use, Web 2.0, Experiences with the New Media

Personal ownership of a computer and web access of German adolescents in 2010

Percentages



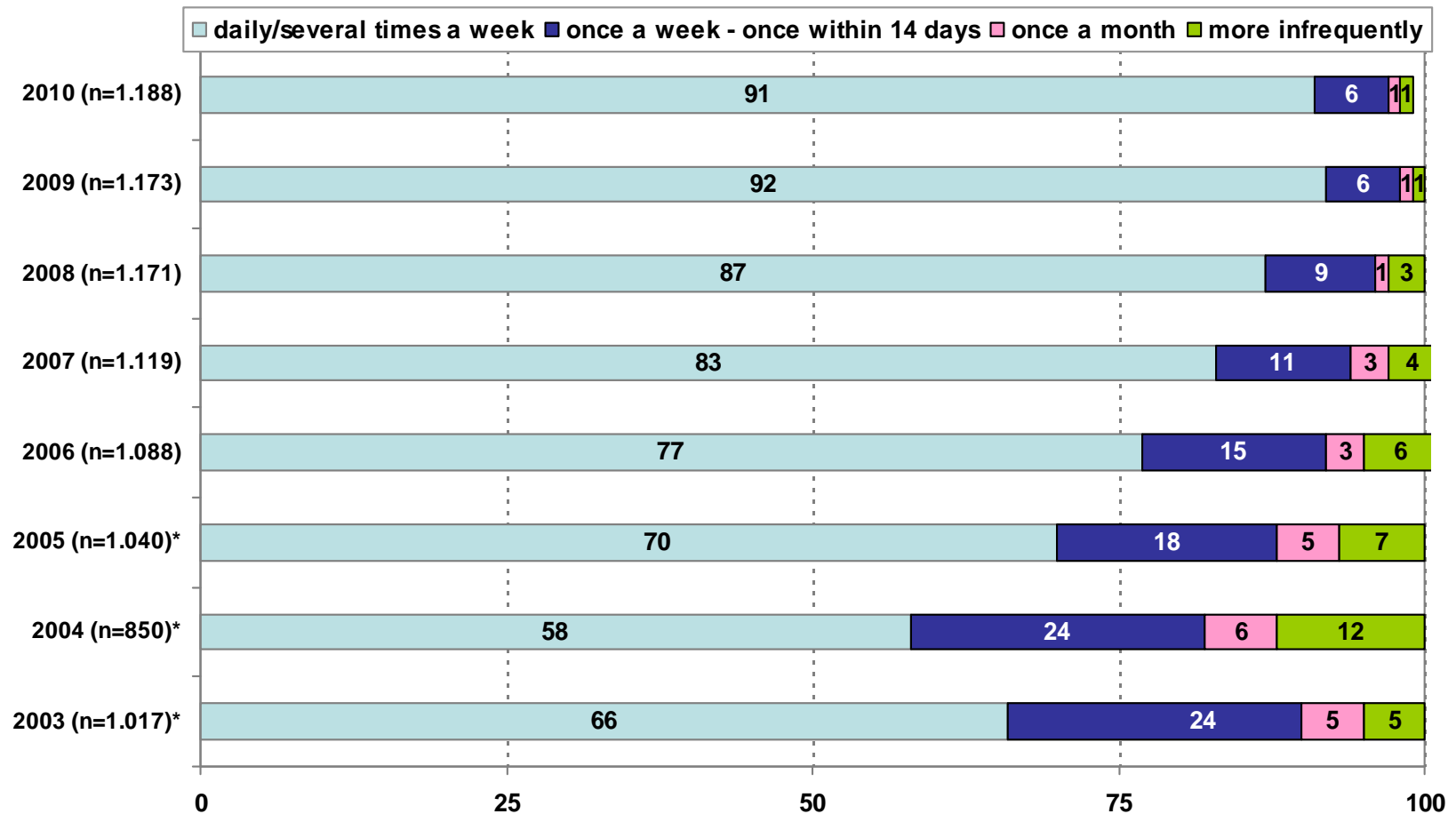
Basis: n=1.208, 12-19 years

Source: Jim-Studie 2010, p. 25.

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Internet use frequency, over time

Frequency of Internet use, percentages



Basis: Internet users, 12-19 years

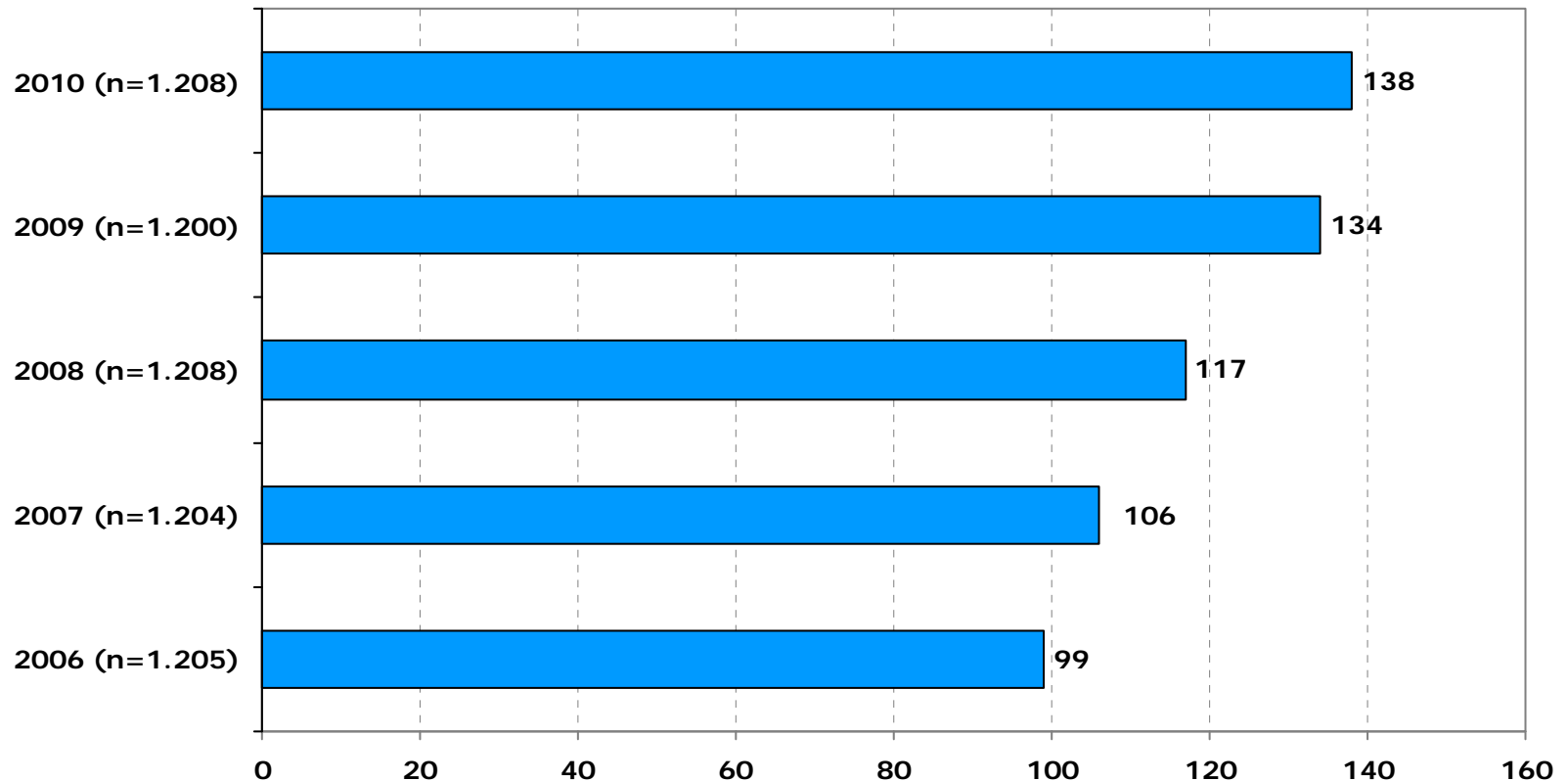
*until 2005: once a week/several times a month

Source: JIM-Studie 2010, p. 27.

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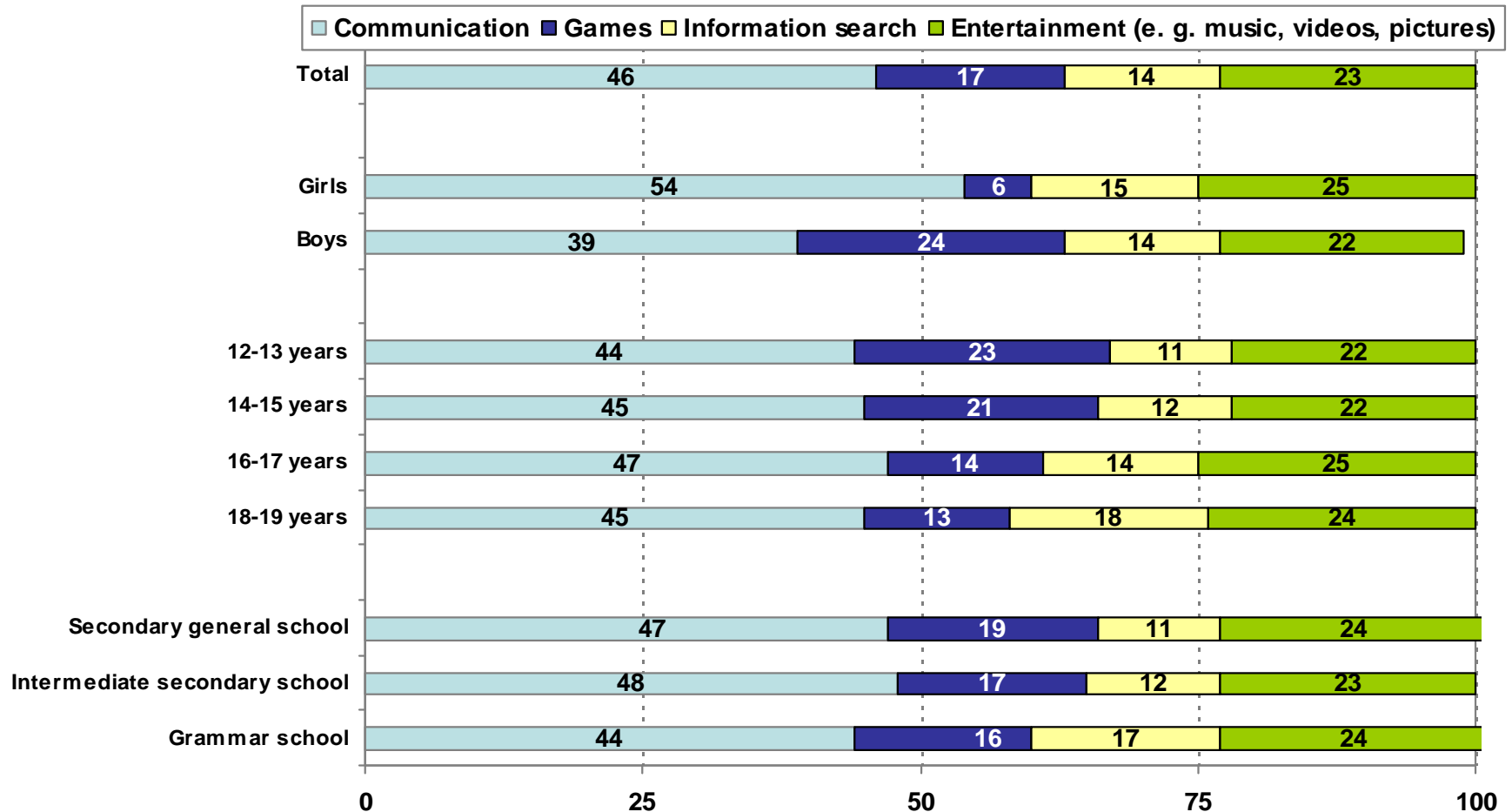
Daily Internet use in minutes: self-assessment of adolescents

Mo-Fr, self-assessment of 12- to 19-year-olds (in minutes)



What do adolescents use the Internet for?

Percentages



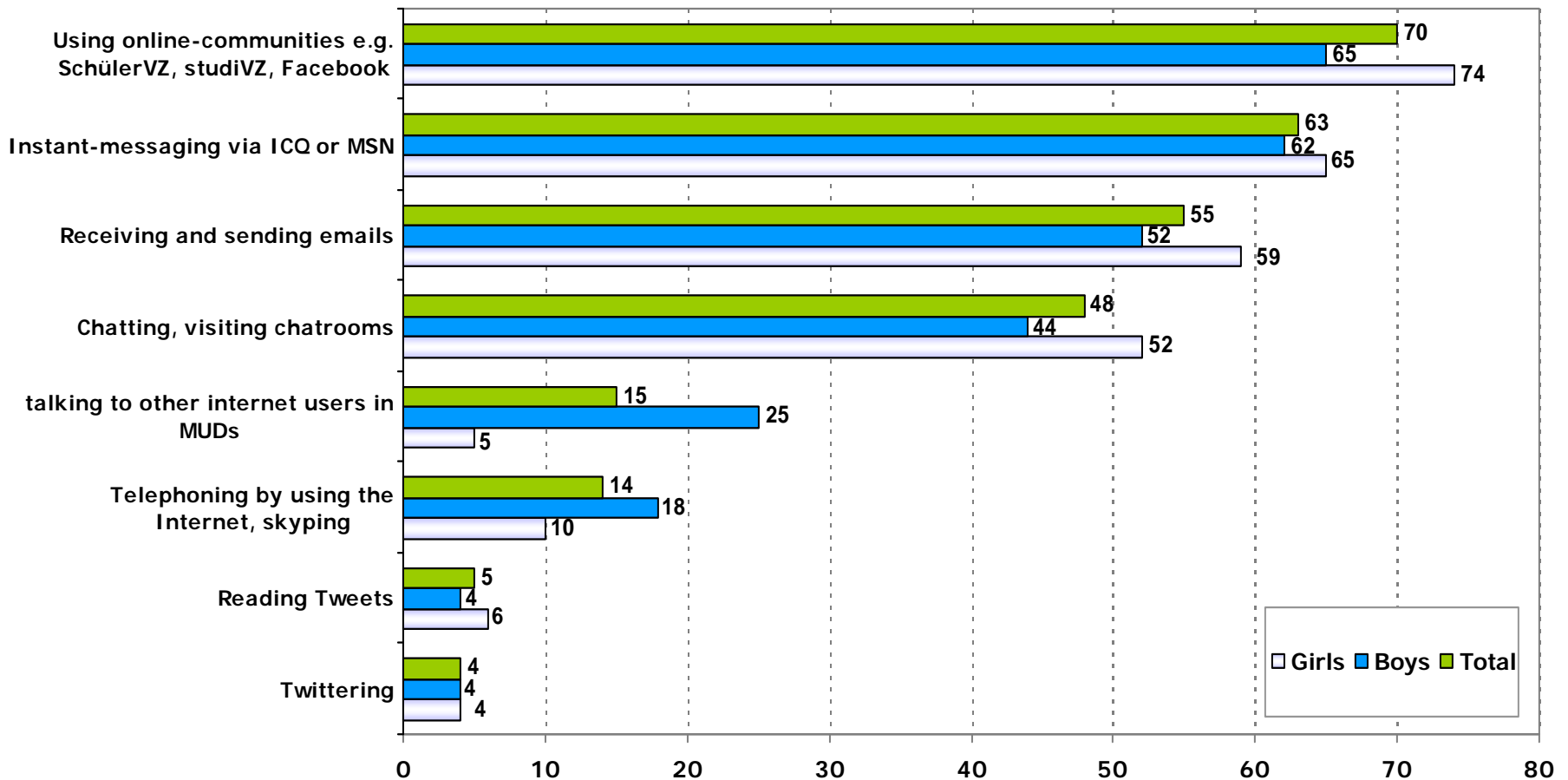
Basis: Internet users, n=1.188, 12-19 years

Source: JIM-Studie 2010, p. 29.

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Activities on the Internet for communication purposes

Daily/several times a week (percentages, selection)



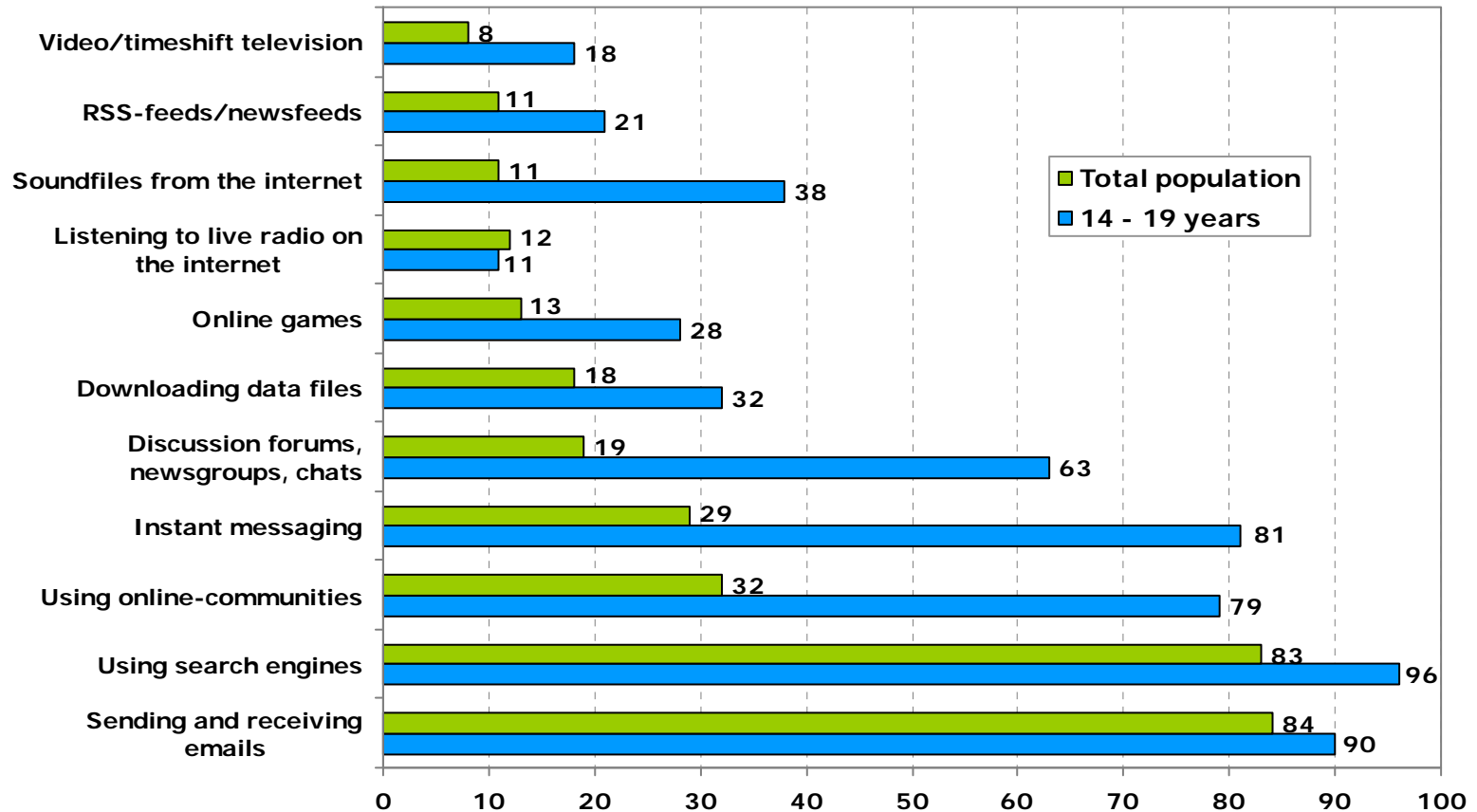
Basis: n=1.208, 12-19 years

Source: JIM-Studie 2010, p. 30.

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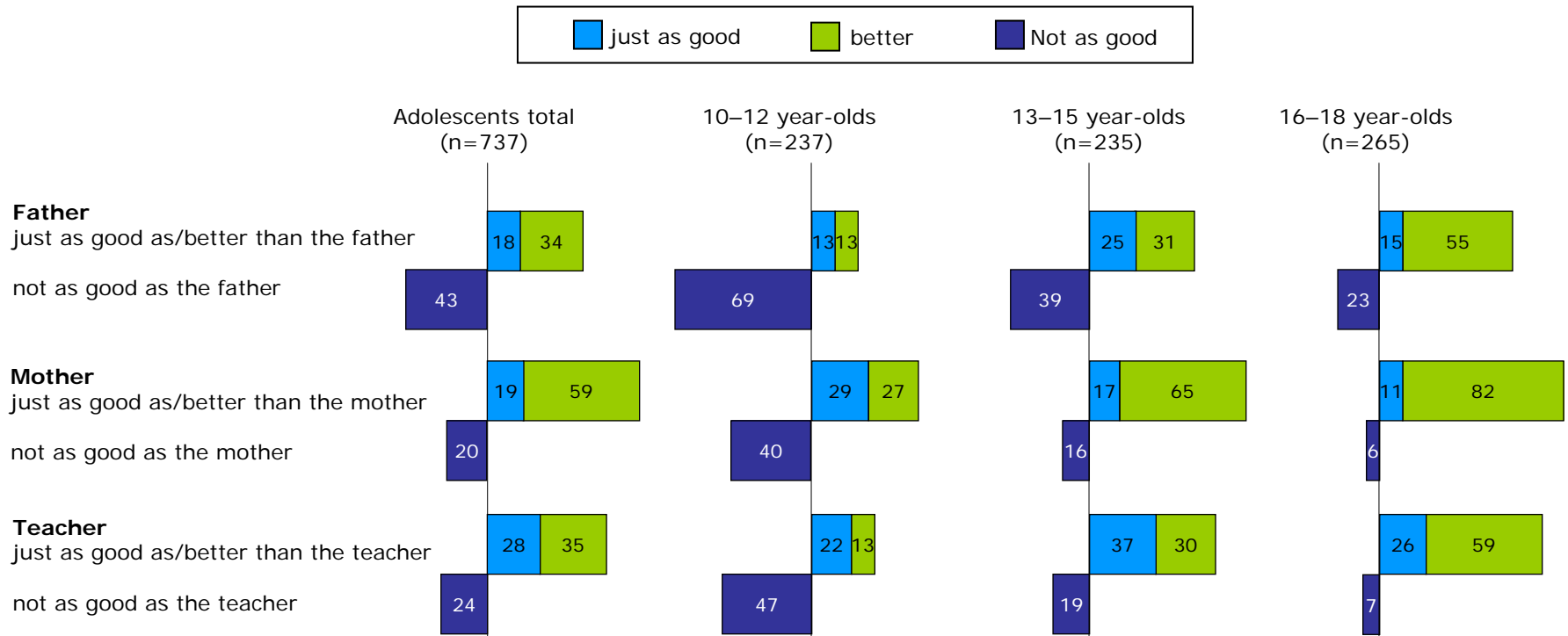
Activities on the web: Comparison 14- to 19-year-olds and total population

At least once a week, percentages



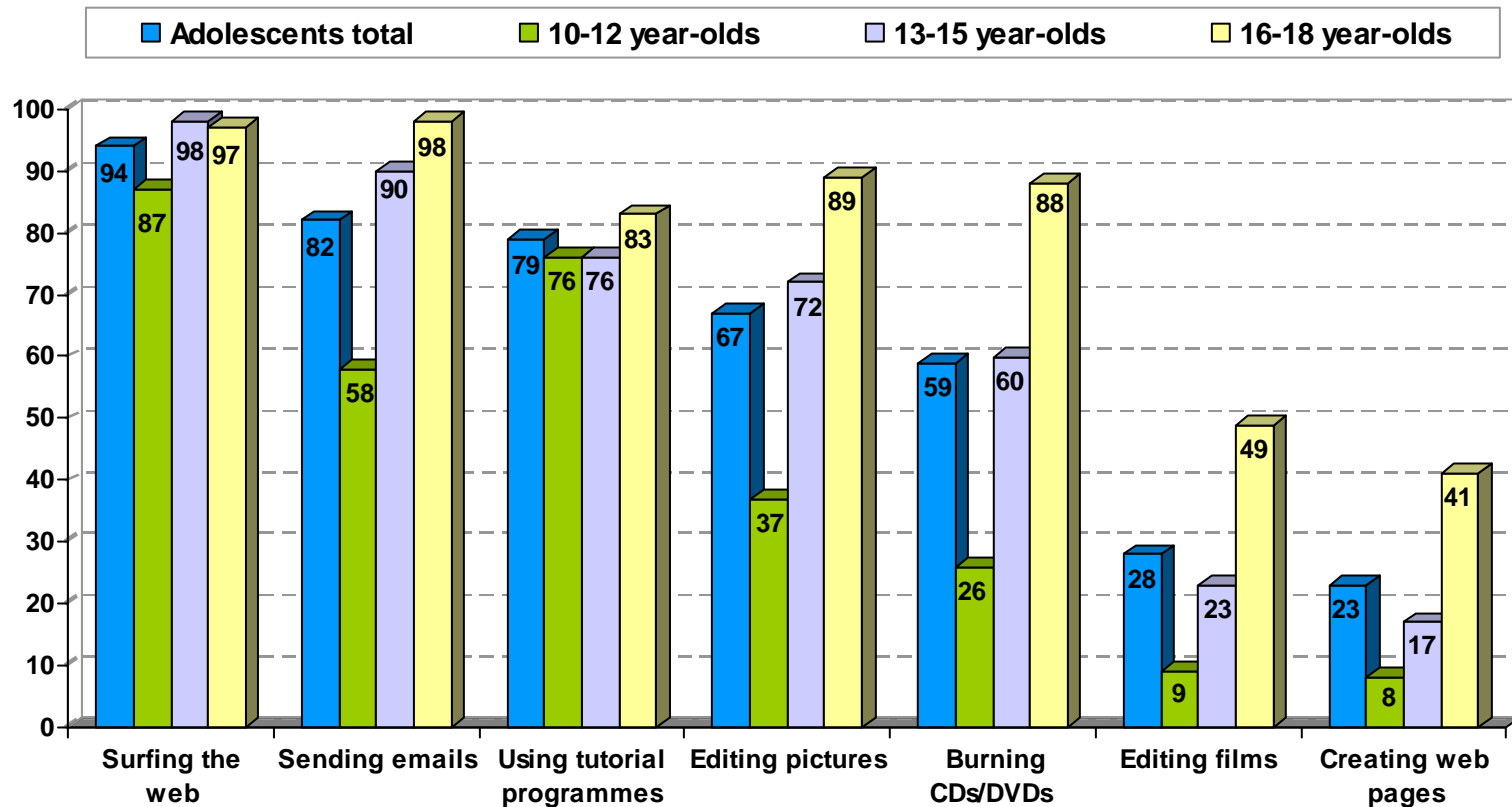
How pre-teens and adolescents self-assess their computer literacy

By age, percentages



What are pre-teens and adolescents able to do with the computer?

Self-assessment, multiple answers possible (percentages, selection)

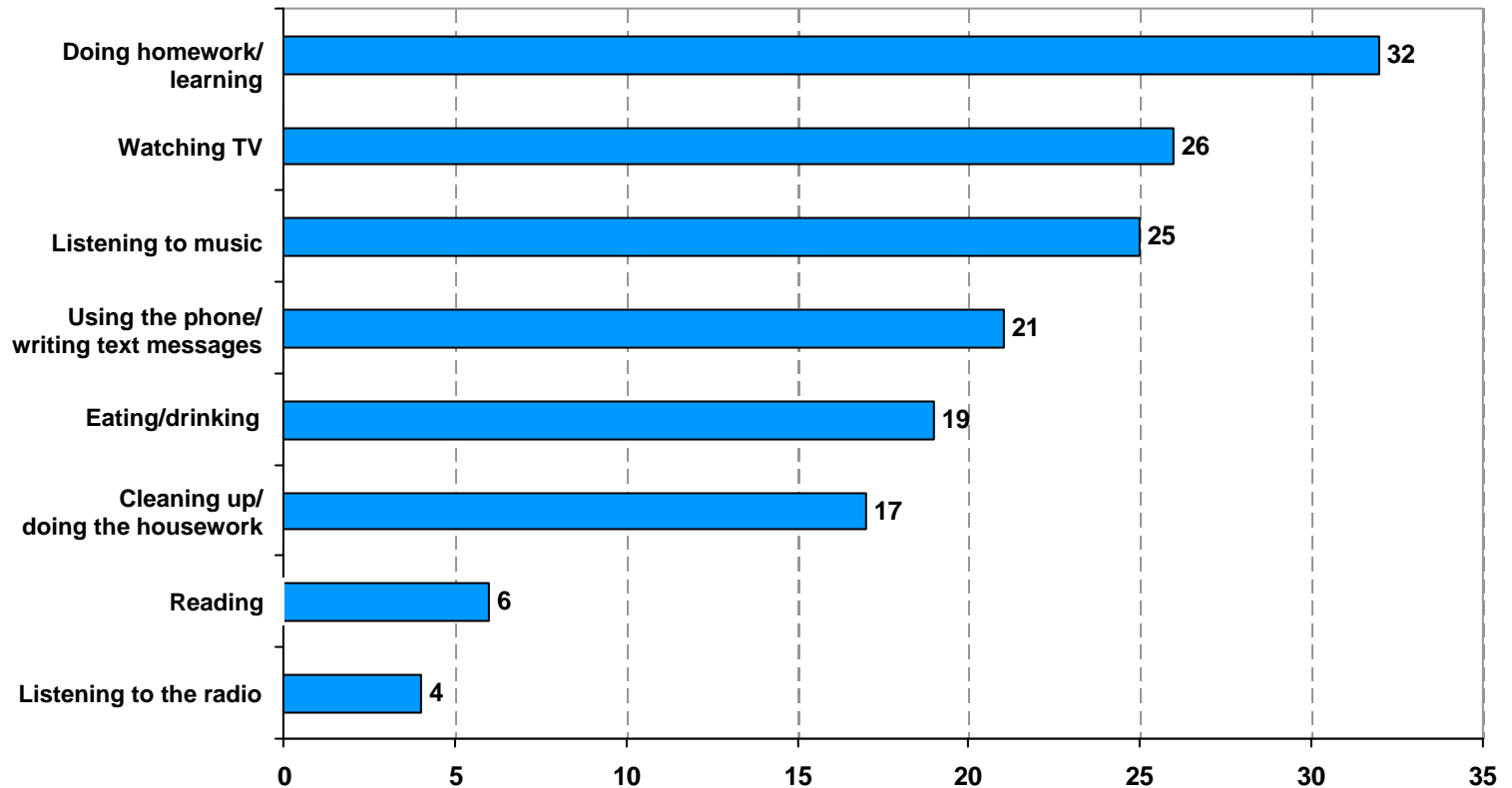


Basis: n=737 adolescents

Source: BITKOM: Jugend 2.0. Eine repräsentative Untersuchung zum Internetverhalten von 10- bis 18-Jährigen, p. 17. Page 29

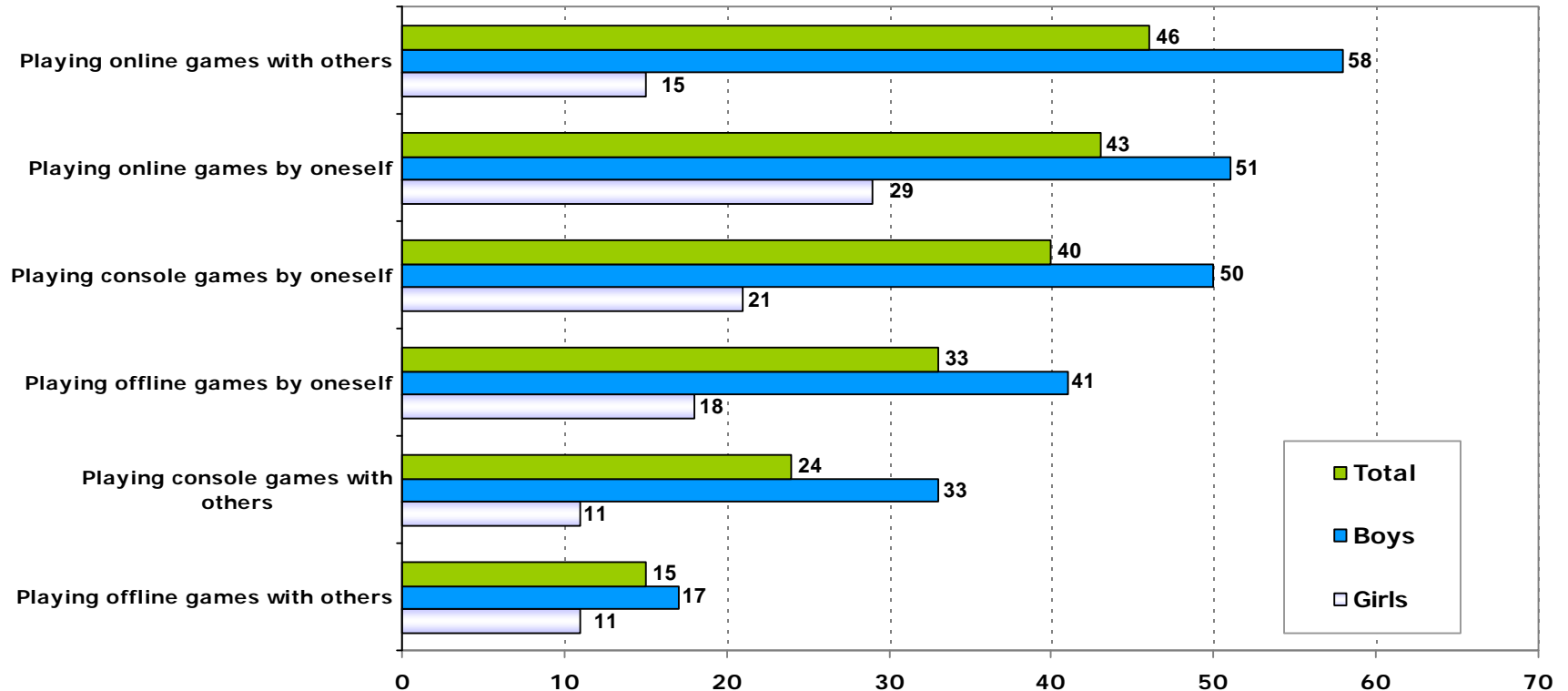
Computer multitasking

Open question: „What else are you doing while you are online / use the computer?“
(percentages, selection)



Use of computer games, console games and online games

Percentages

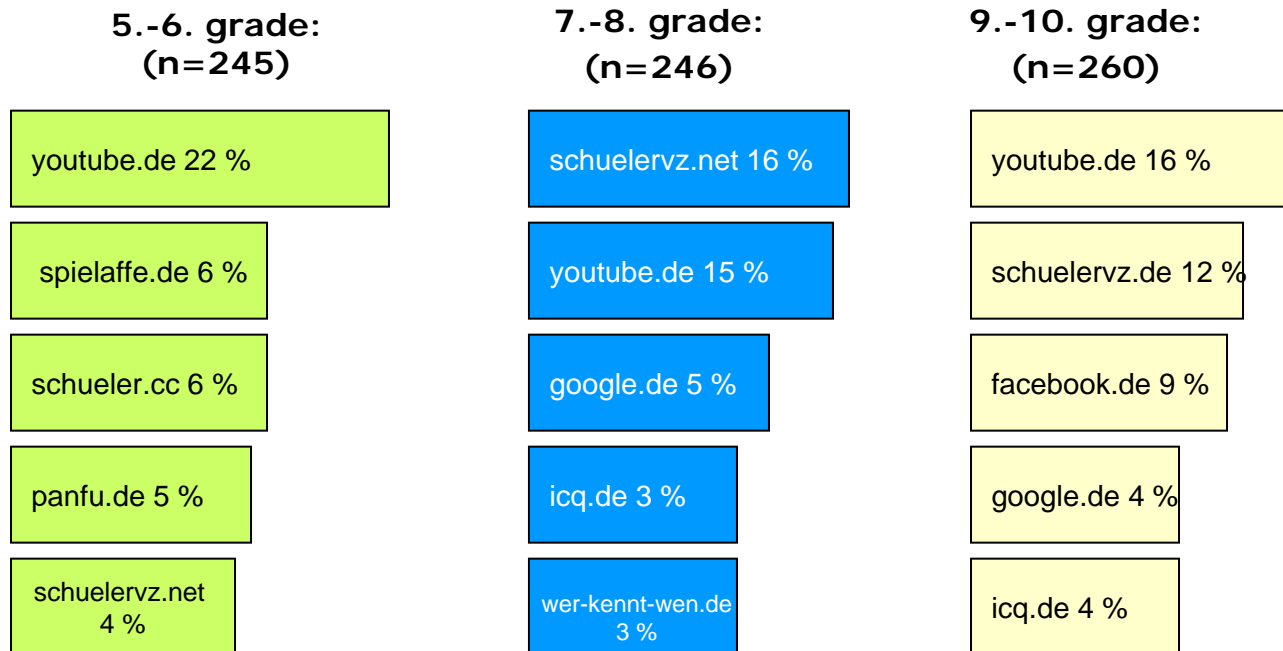


Basis: respective users, 12-19 years

Source: JIM-Studie 2010, p. 37.

Favourite websites of pre-teens and adolescents, by grades

„What is your favourite website that you visit most frequently?“ (selection)



Source: Schneider/Warth: Kinder und Jugendliche im Internet, p. 476.

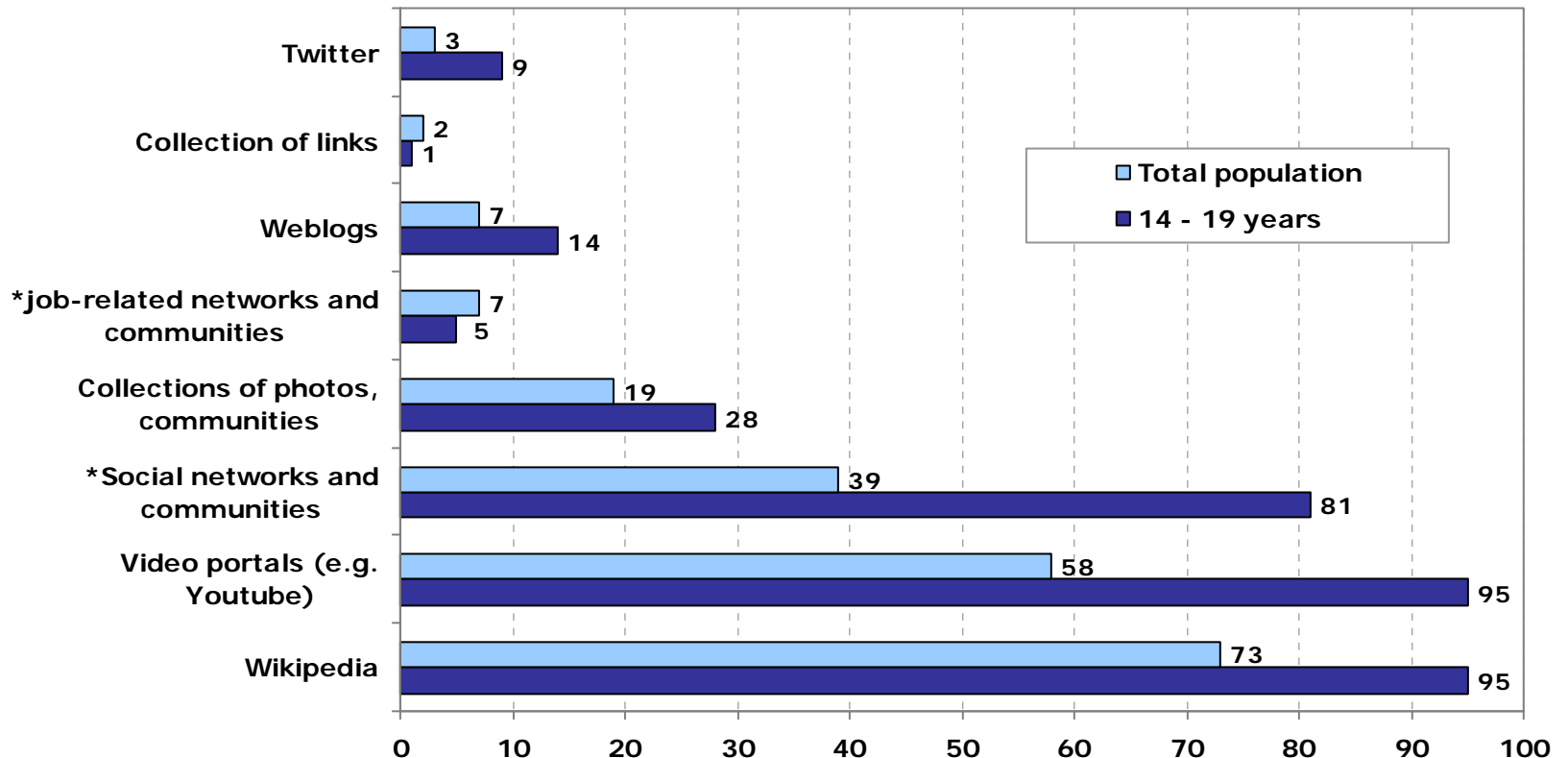
How did pre-teens and adolescents get to know these websites?

	5.-6. grade (n=245)	7.-8. grade (n=246)	9.-10. grade (n=260)
Friends	85	93	92
Parents	79	74	56
Surfing/searching	35	55	72
Television	44	46	45
Siblings	27	38	30

Source: Schneider/Warth: Kinder und Jugendliche im Internet, p. 479.

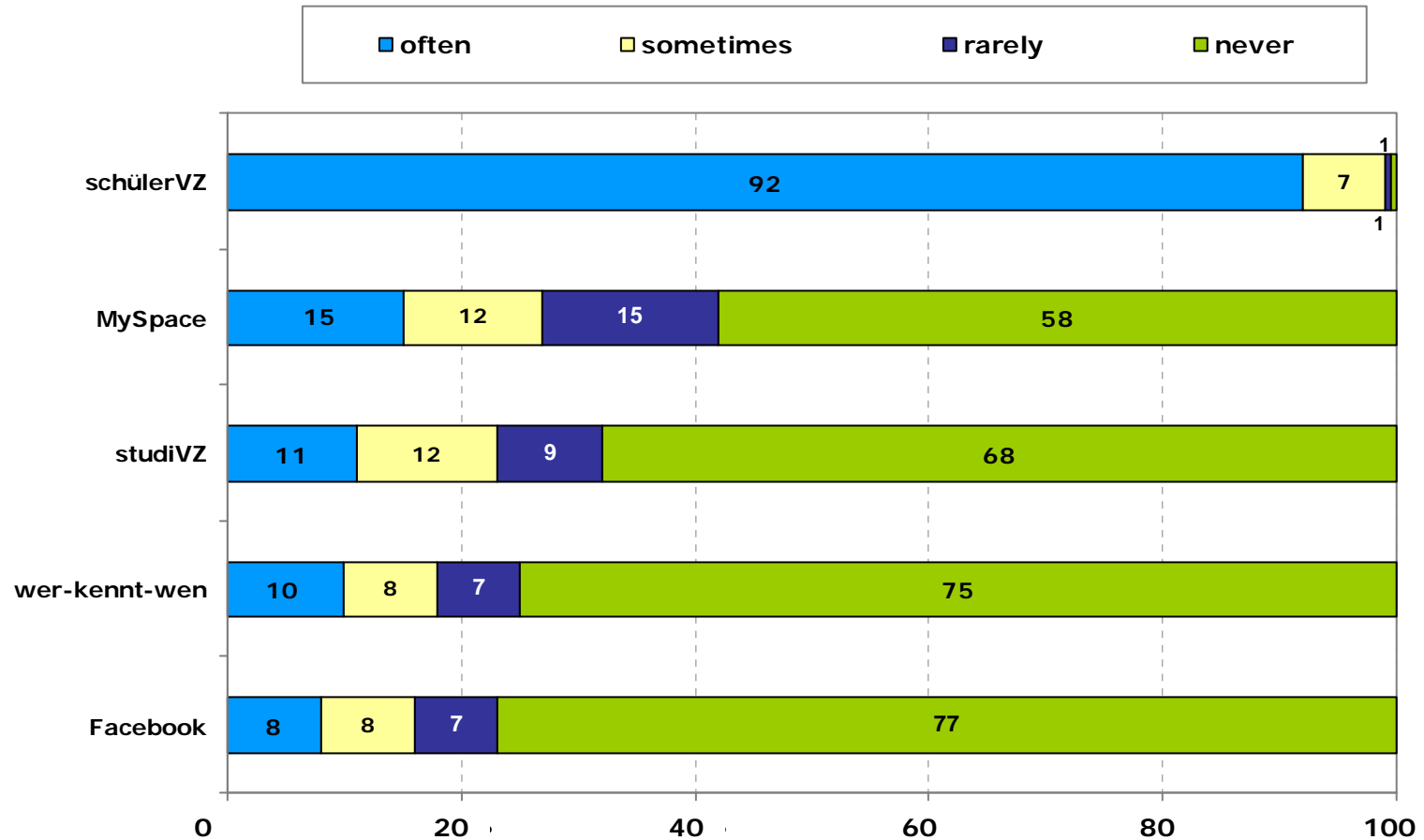
Use of Web 2.0: Comparison 14- to 19-year-olds and total population

Percentages



Web 2.0: the trend is towards a second social network

Frequencies of use, percentages



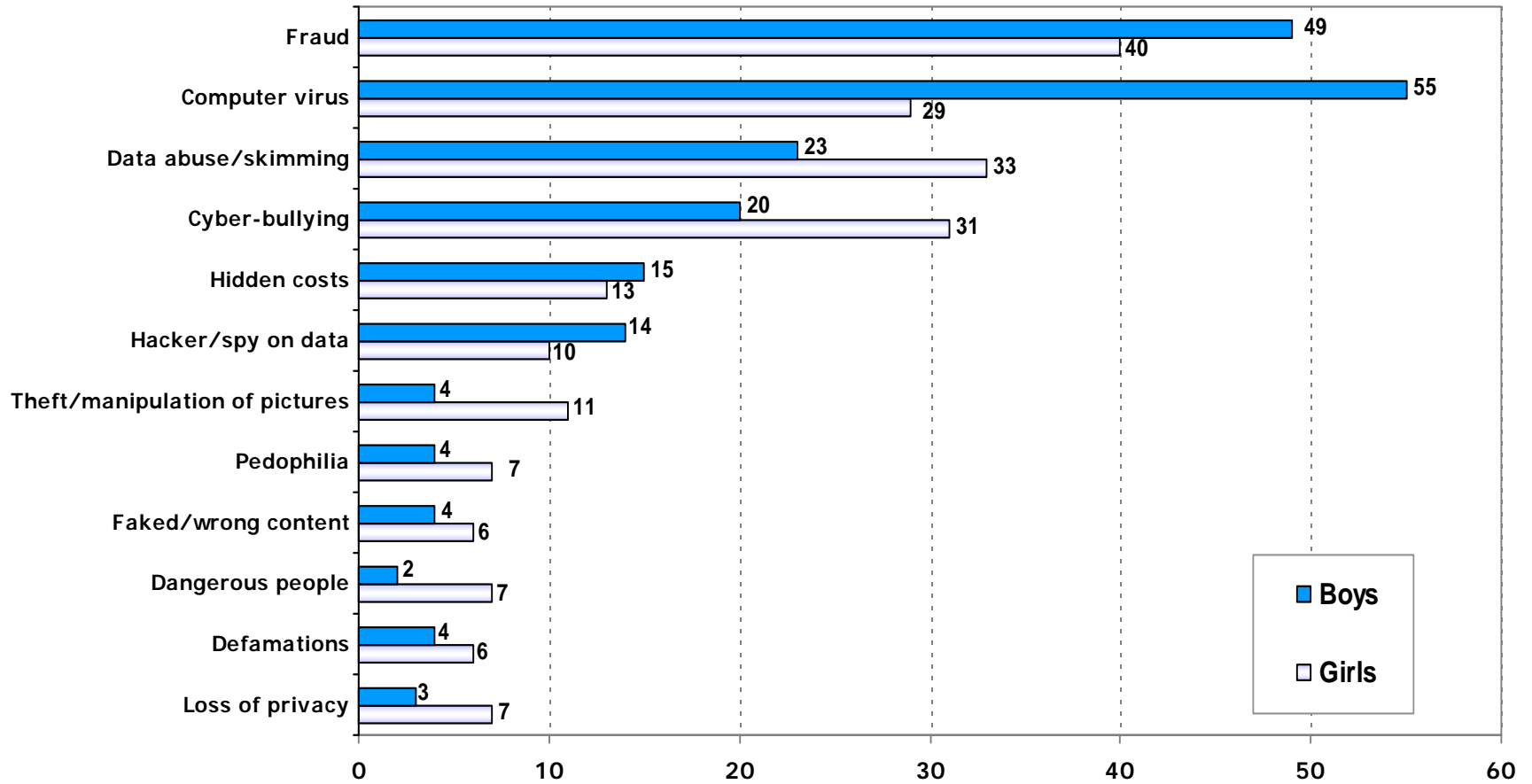
Basis: n=8.382, 12-19 years

Source: Schorb et al.: MeMo_SON10 – Medienkonvergenz Monitoring
Soziale Online-Netzwerke-Report 2010, p. 9.

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Internet risks, by gender

Up to three answers possible (percentages):
 „What do you think: what are the main risks on the web?“



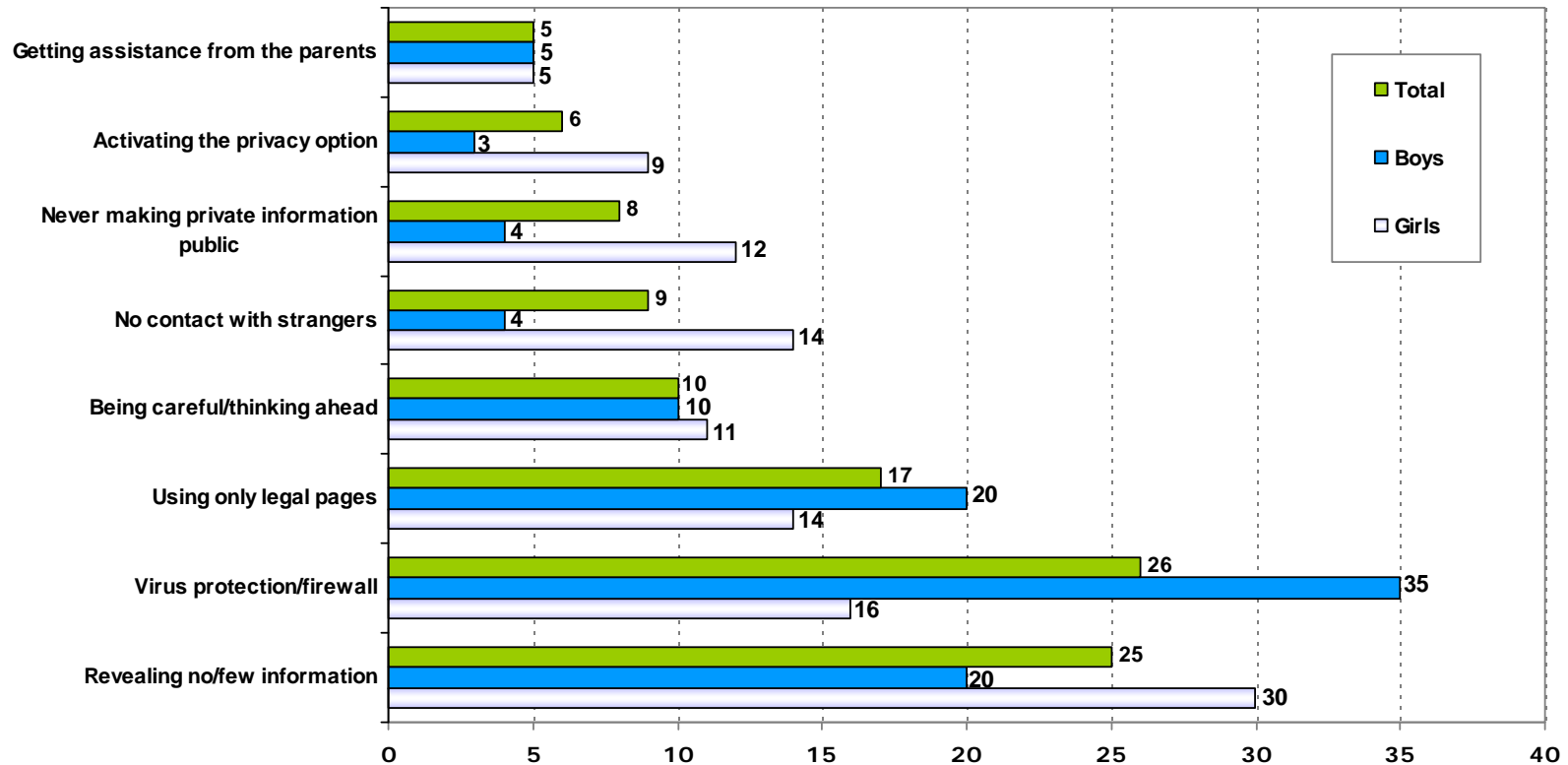
Basis: Internet users, n=1.188, 12-19 years

Source: JIM-Studie 2010, p. 46.

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How do you protect yourself from risks on the web?

By gender, selection (percentages)



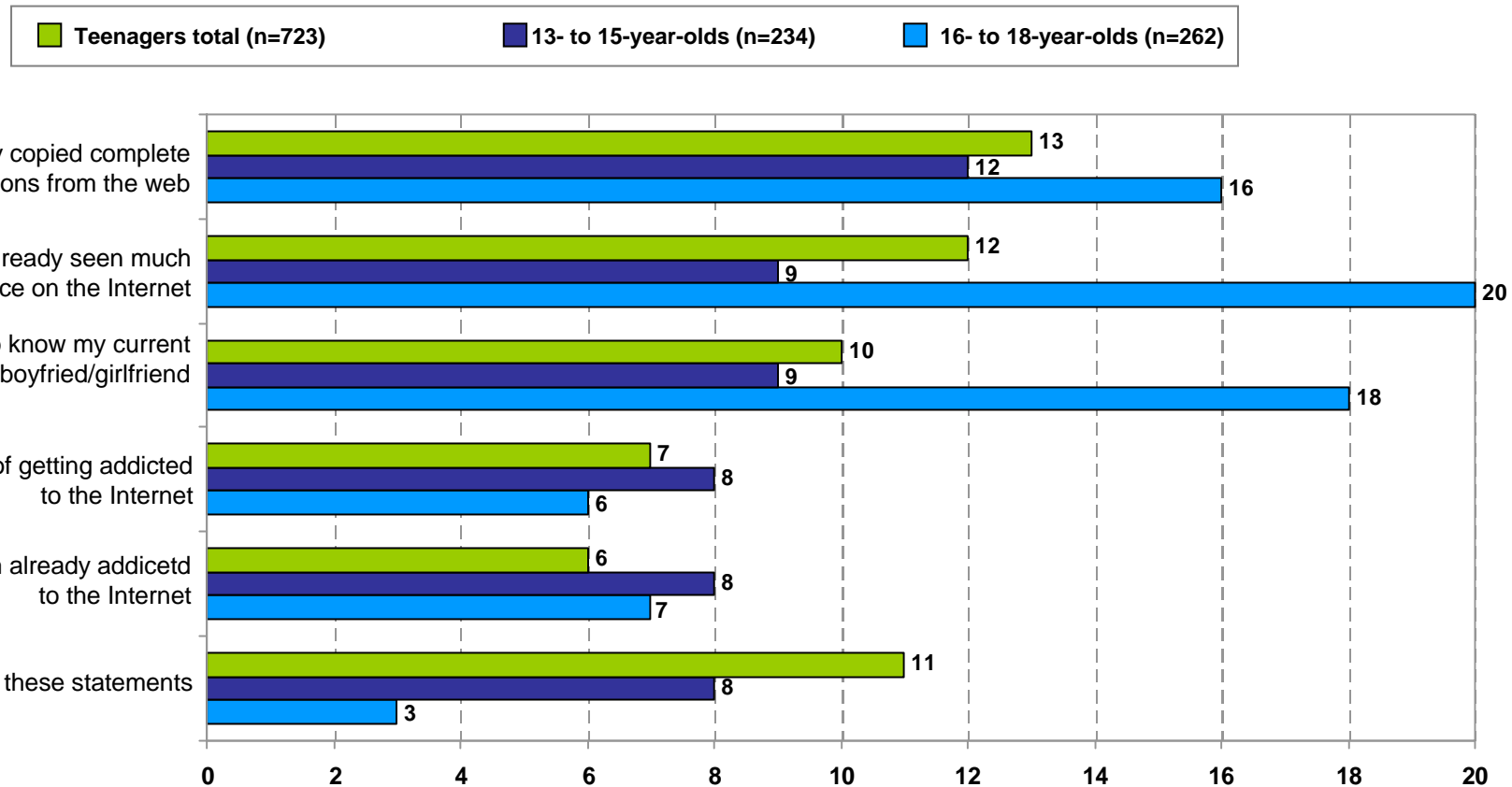
Basis: Internet users, n=1.188, 12-19 years

Source: JIM-Studie 2010, p. 47.

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Statements on personal experiences with the web

By age, multiple answers possible, selection (percentages)
Which of the following statements can you answer with „yes“ ?



Basis: Internet users, n=723, 12-19 years

Source: BITKOM: Jugend 2.0. Eine repräsentative Untersuchung zum Internetverhalten von 10- bis 18-Jährigen, p. 34.

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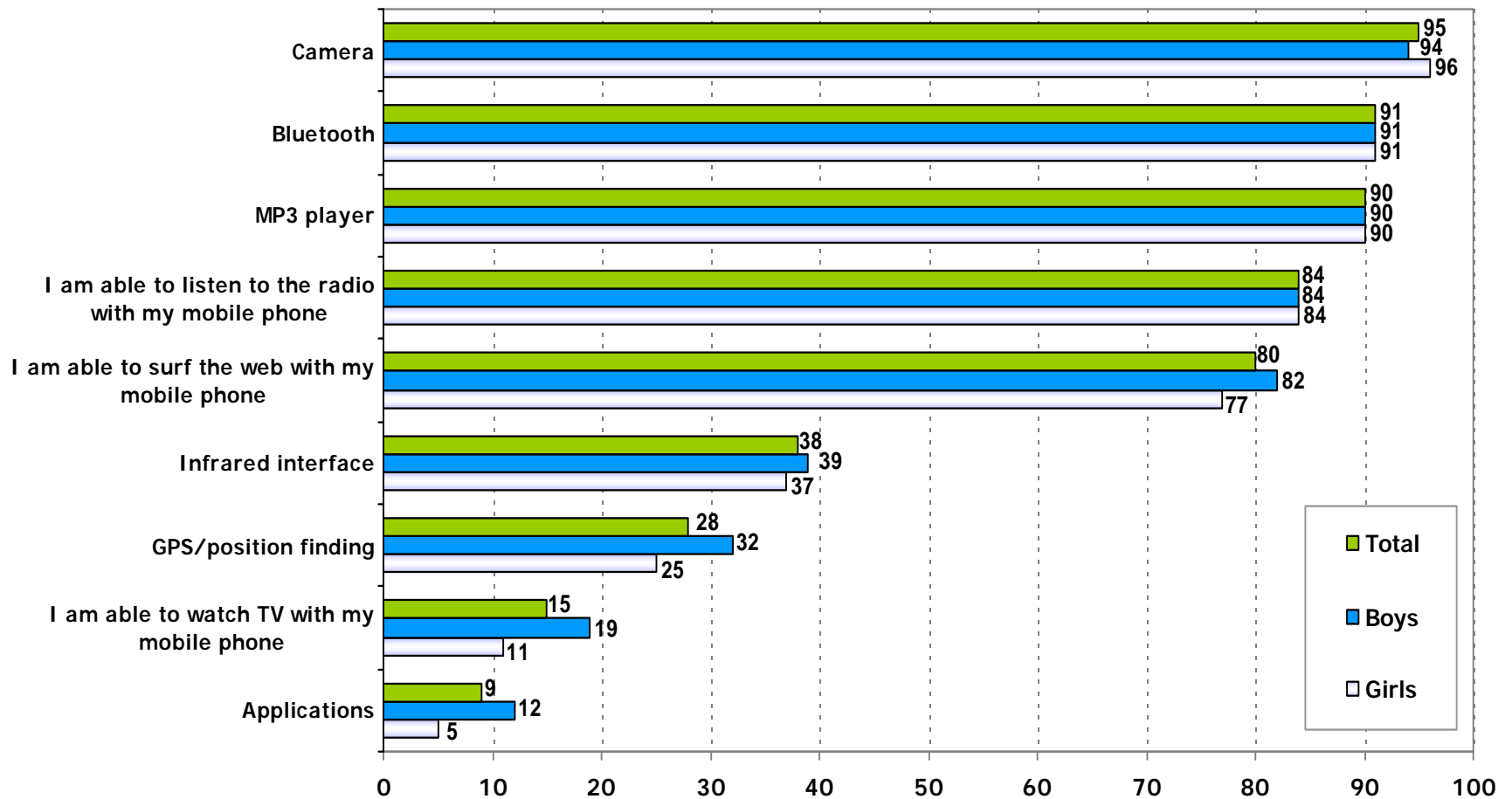
Adolescents and Mobile Phones / Mobile Media

The personal mobile phone: ownership and costs

- Almost every German adolescent (97 %) owns a **mobile phone**.
- The mobile phone costs **17,89 Euro** per month at an average. Girls spend a little more money for their mobile phones than do boys.
- 71 % of the 12- to 19-year-olds have a prepaid card, only 29% have a mobil phone contract.
- Merely 5 % of the mobile phone users say that they already ran into **debts** because of their mobile phone.

Mobile phone facilities

Percentages



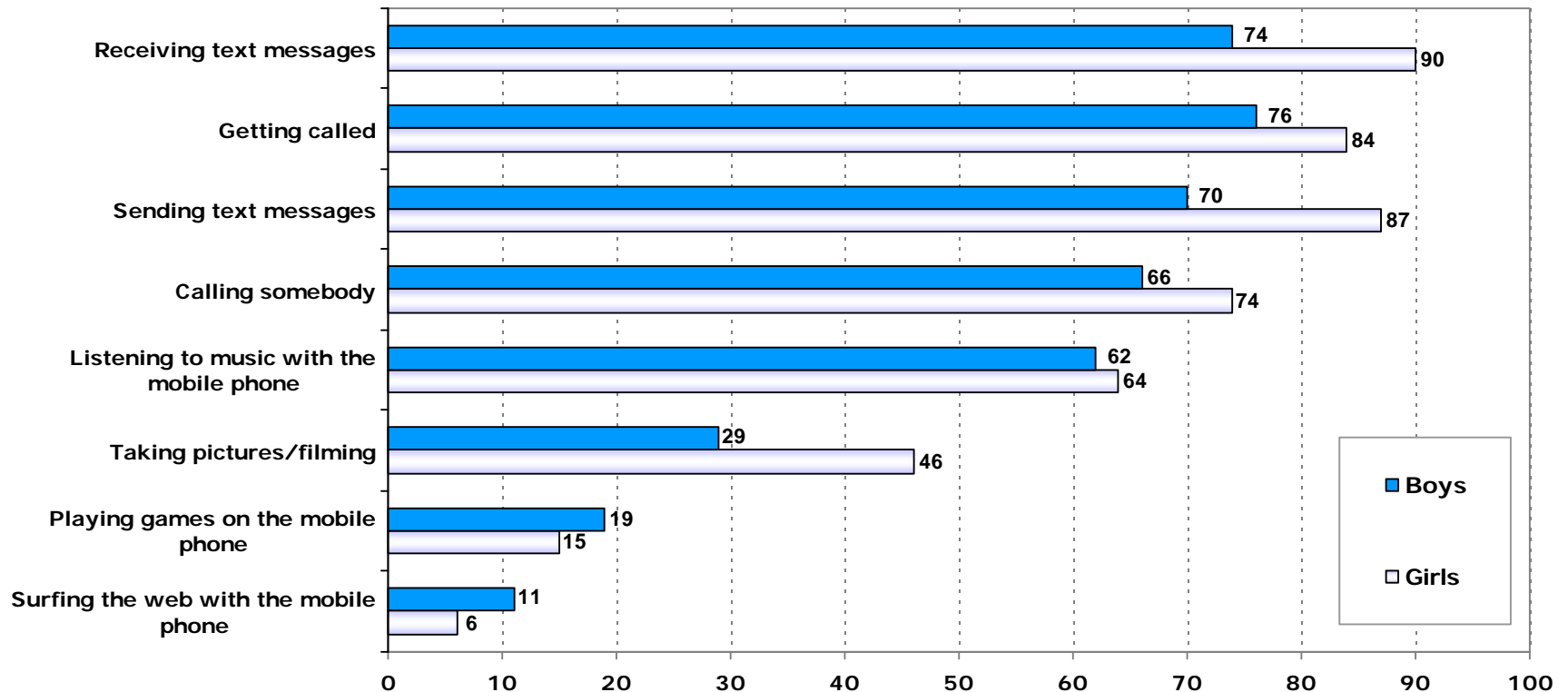
Basis: n=1.170, 12-19 years, mobile phone users

Source: JIM-Studie 2010, p. 55, selection

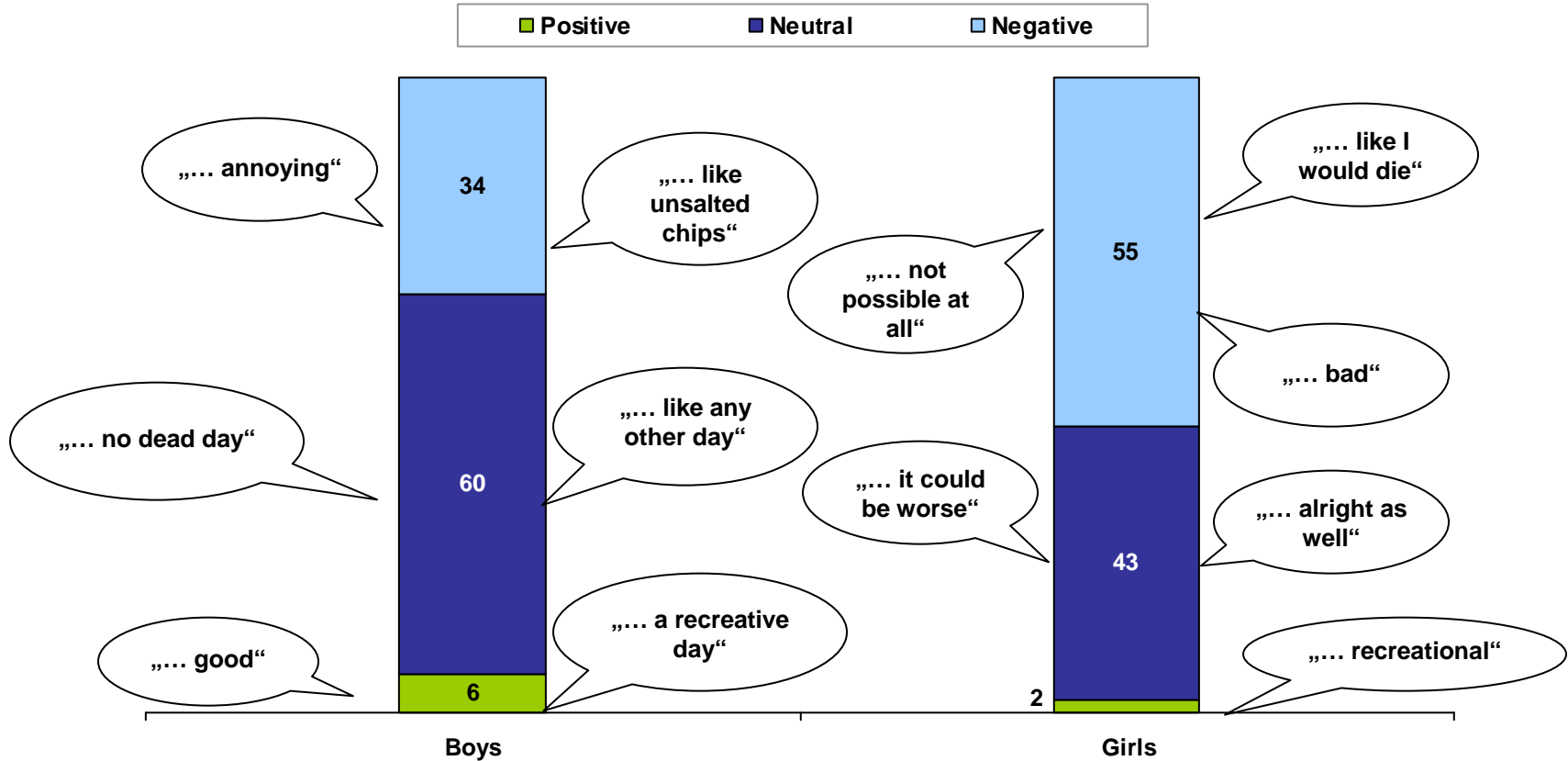
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Mobile phone: How adolescents use it

Percentages, daily/several times a week

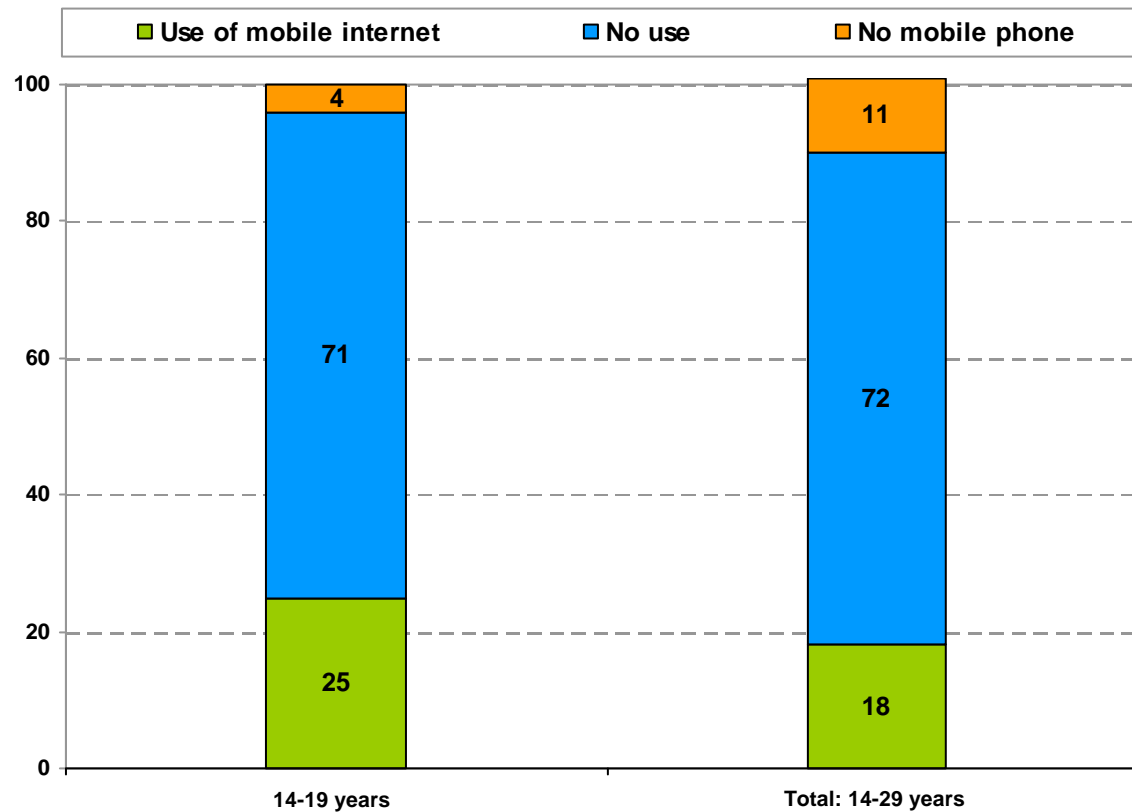


„What do you think: one day without your mobile phone is ...“



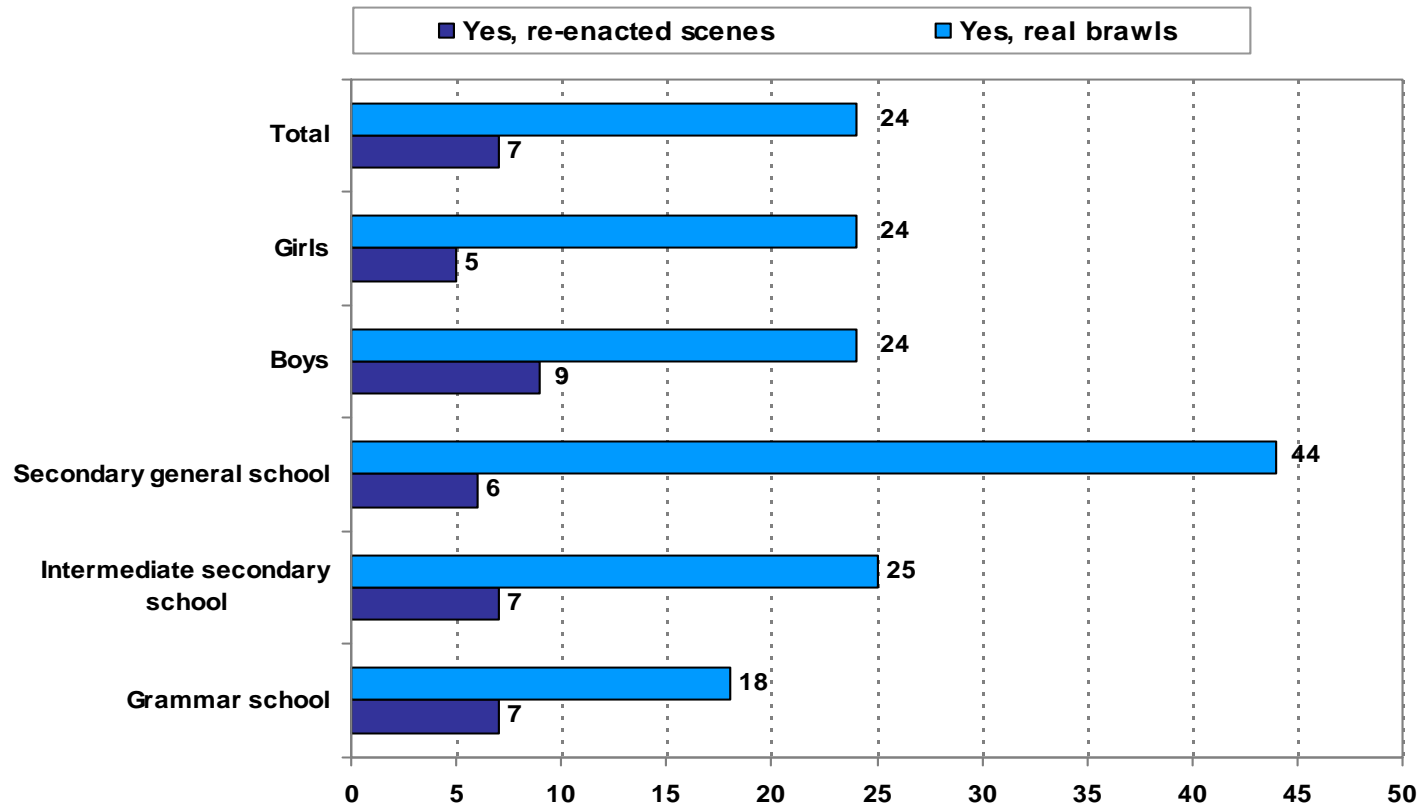
Use of mobile Internet, by age

Percentages



Violence and mobile phone: „Happy Slapping“

„I have already witnessed that an assault has been recorded by a mobile phone.“ (percentages)



Sources:

- ARD/ZDF-Langzeitstudie Massenkommunikation 1964-2010. Massenkommunikation 2010. Pressemitteilung vom 9. September 2010.
URL: http://www.media-perspektiven.de/uploads/tx_downloads/ARD_ZDF_Medienkommission_-_Handout.pdf
(last access: 9.3.2011)
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- BITKOM: Jugend 2.0. Eine repräsentative Untersuchung zum Internetverhalten von 10- bis 18-Jährigen. Berlin 2011.
URL: http://www.bitkom.org/files/documents/BITKOM_Studie_Jugend_2.0.pdf (last access: 9.3.2011)
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- Medienpädagogischer Forschungsverbund Südwest: JIM-Studie 2010. Jugend, Information, (Multi-)Media. Stuttgart 2010.
- Schneider, Silke/Warth, Stefan: Kinder und Jugendliche im Internet. Emotionaler und pragmatischer Nutzen der Websites stehen im Vordergrund. In: Media Perspektiven, 10/2010, S. 471-482.
- Schorb, Bernd/Würfel, Maren/Kießling, Matthias/Keilhauer, Jan: MeMo_SON10 – Medienkonvergenz Monitoring Soziale Online-Netzwerke-Report 2010. URL: http://www.uni-leipzig.de/~mepaed/sites/default/files/MeMo_SON10.pdf
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URL: http://appz.sevenonemedia.de/download/publikationen/Navigator_04_Mediennutzung.pdf
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- van Eimeren, Birgit/Ridder, Christa-Maria: Trends in der Nutzung und Bewertung der Medien 1970 bis 2010. Ergebnisse der ARD/ZDF-Langzeitstudie Massenkommunikation. In: Media Perspektiven 1/2011, S. 2-14.