

Basic Data Children and Media in Germany 2010

Compiled from various German representative surveys

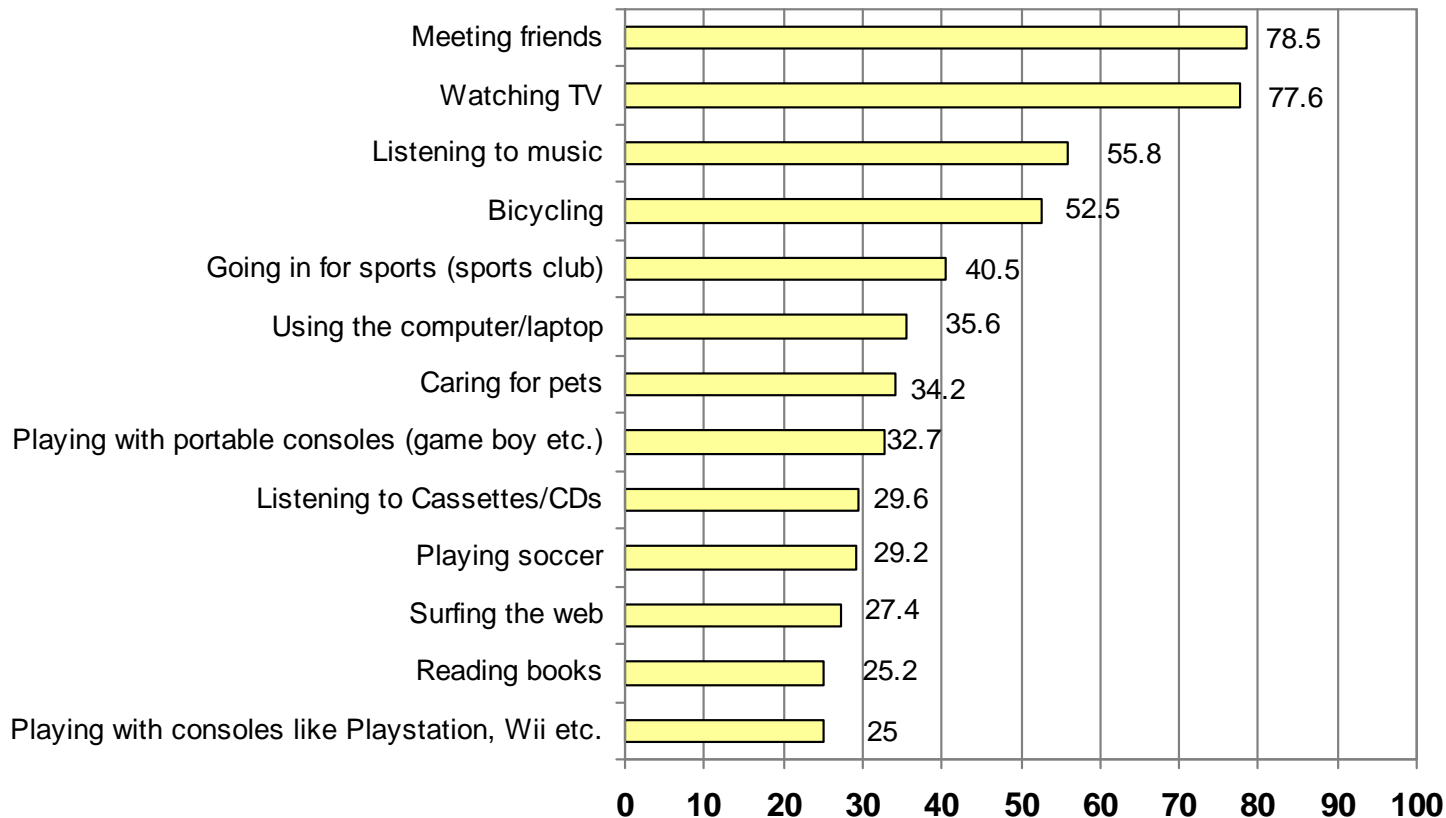
Dr. Alexandra Durner and Heike vom Orde (IZI)

General Basic Data

- **How German children do spend their free time**
- **Which media do children use**
- **Which consumer electronics do children own**
- **Use of pocket money**

Favourite leisure activities

Percentages



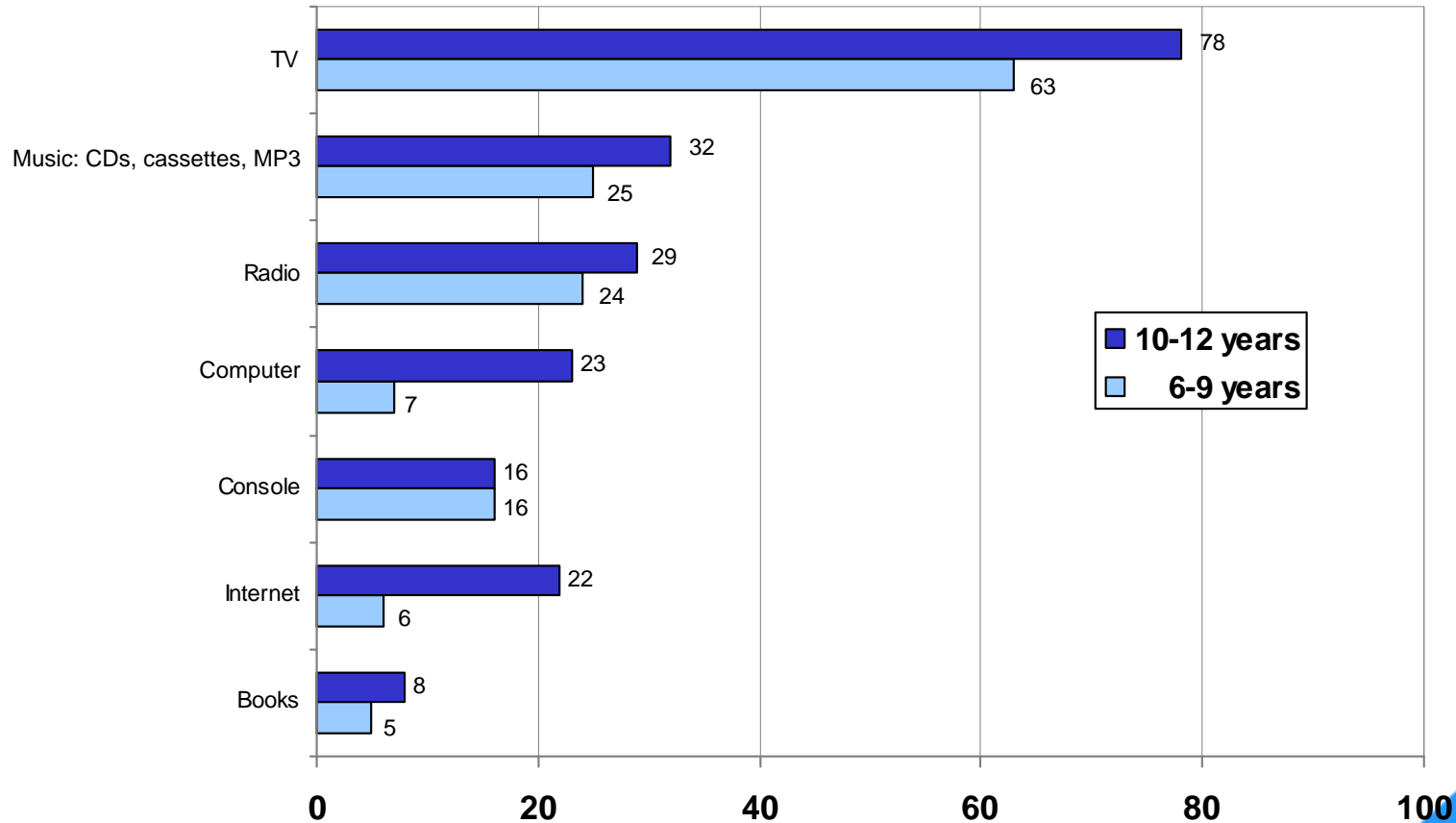
Basis: 1.745 boys and girls, 6-13 years, frequent leisure activities

Source: KidsVerbraucherAnalyse 2010, p. 40.

Media in children's leisure time

What media do children use every/nearly every day?

Percentages

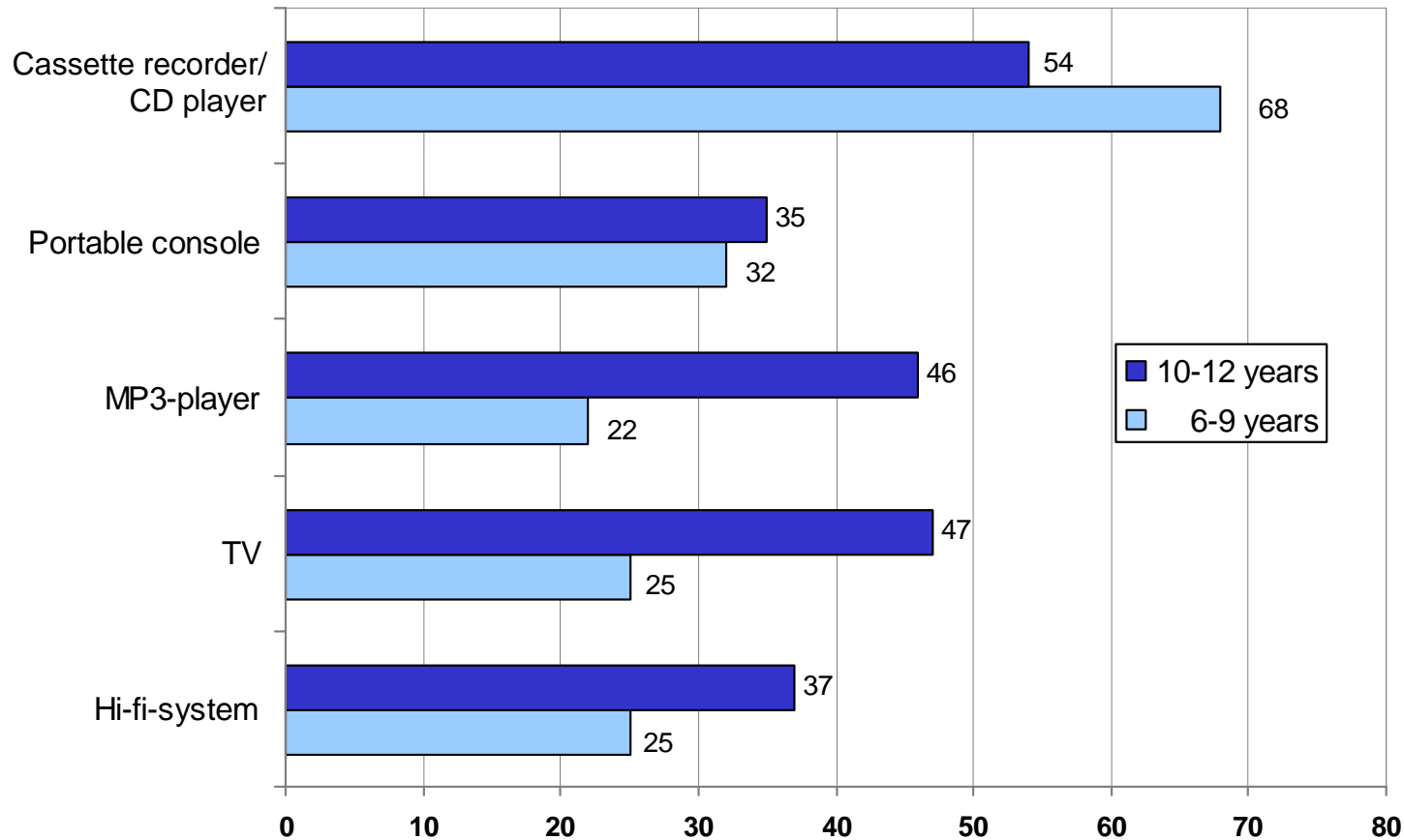


Basis: 1.467 boys and girls, 6-19 years.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 91.

Girls: Possession of consumer electronics

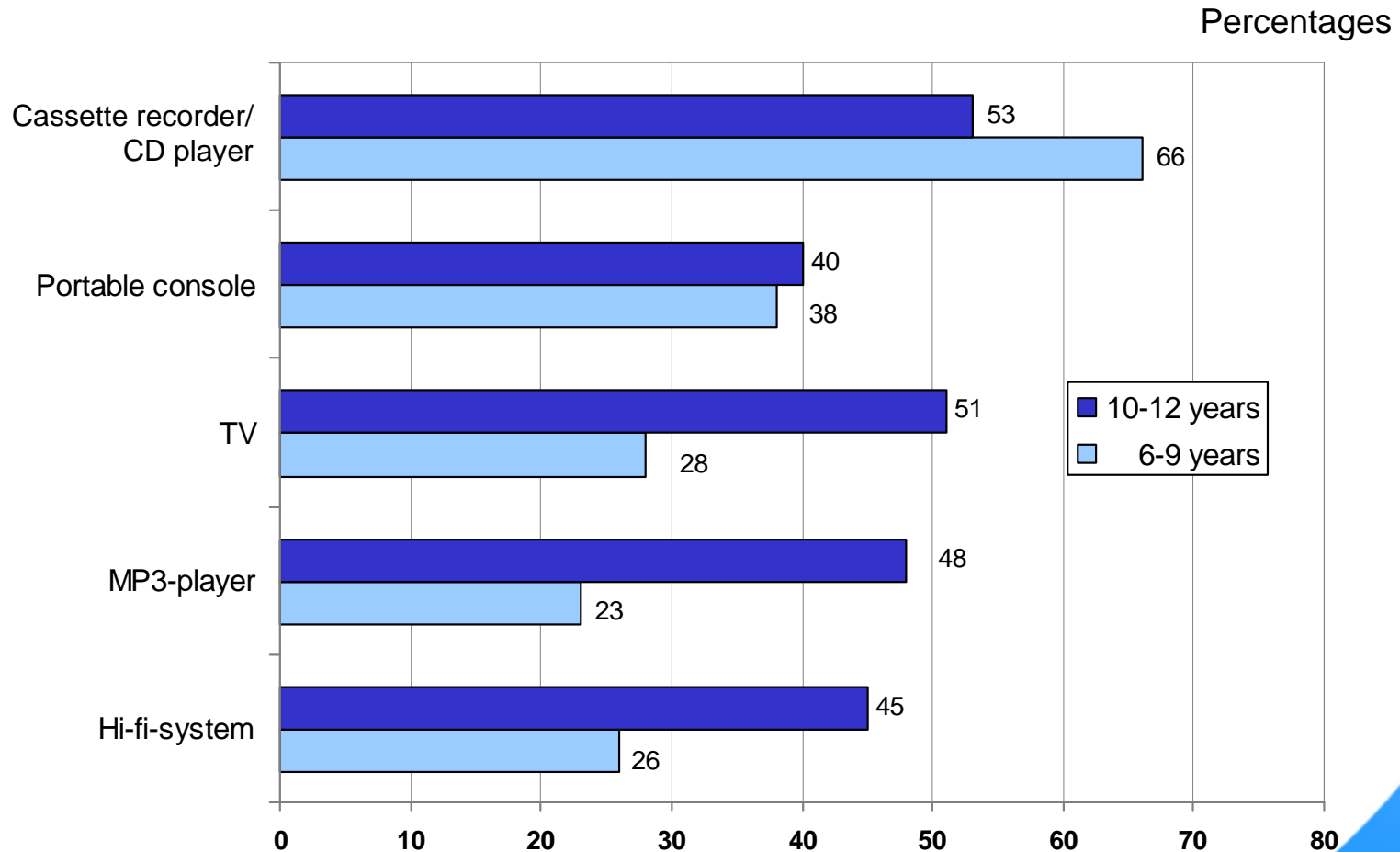
Percentages



Basis: 712 girls, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 98.

Boys: Possession of consumer electronics



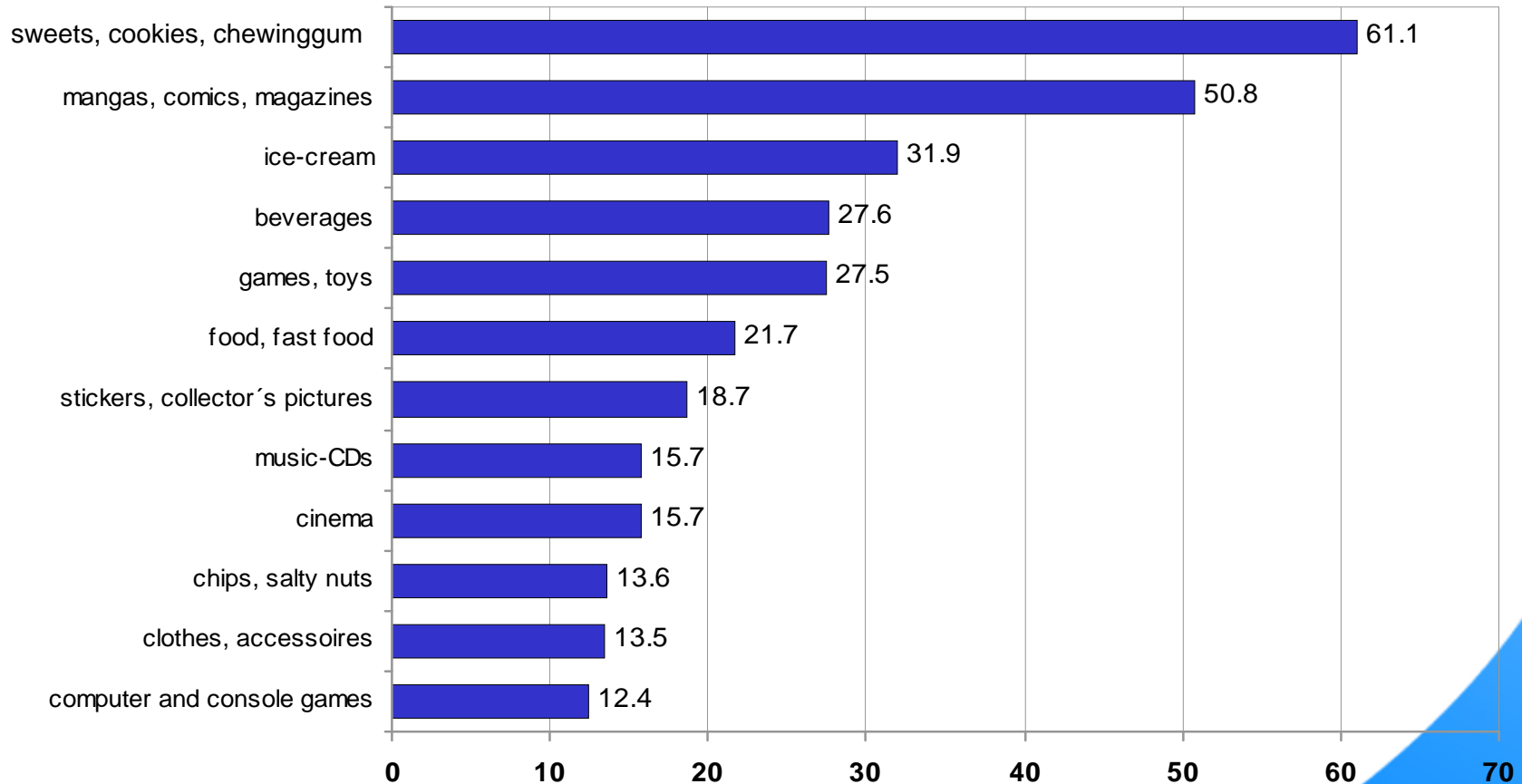
Basis: 755 boys, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 97.

Use of pocket money

Children use their pocket money for ...

Percentages



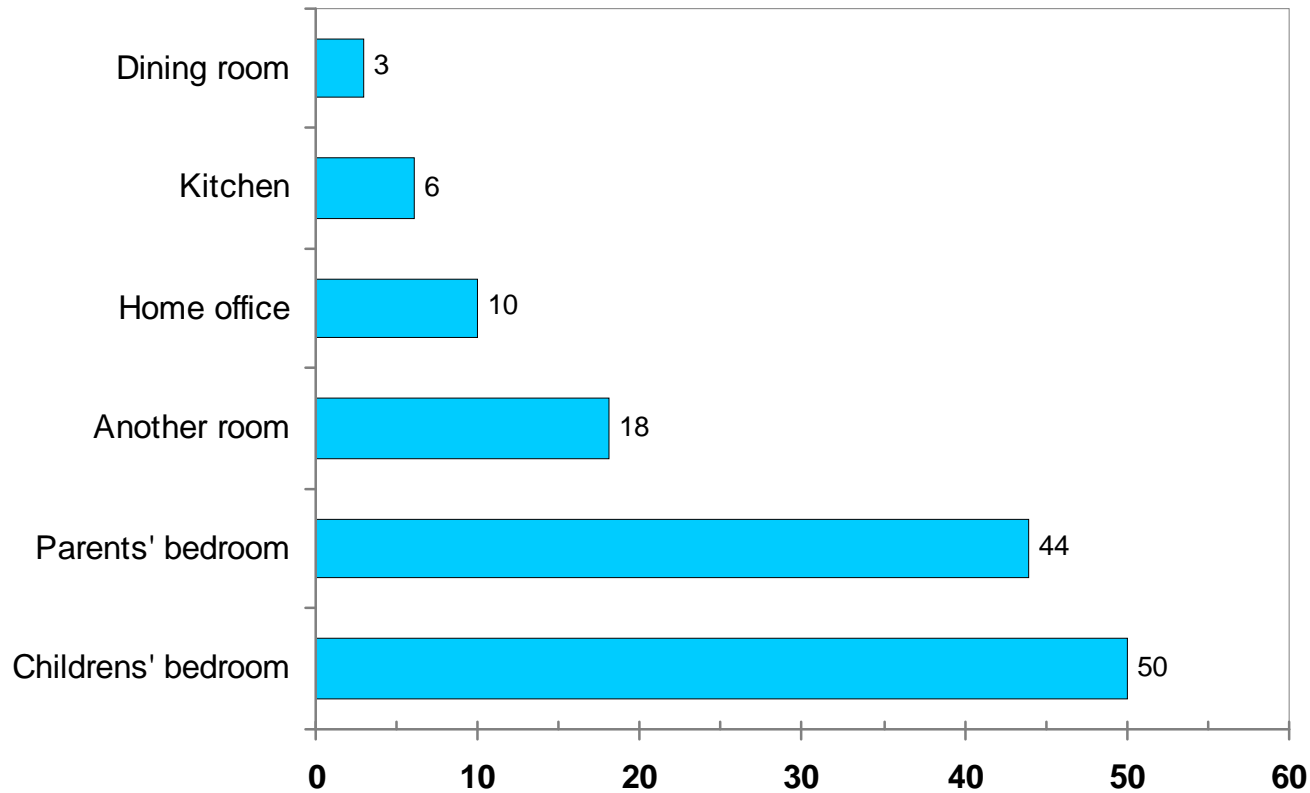
Basis: 1.606 boys and girls, 6-13 years.

Source: KidsVerbraucherAnalyse 2010, p. 26.

- **TV sets in children's room**
- **TV viewing time**
- **Favourite TV programmes and channels of German children**
- **High Interest topics of German children**
- **Favourite TV characters and celebrities of German children**

Location of second TV sets at home

Percentages

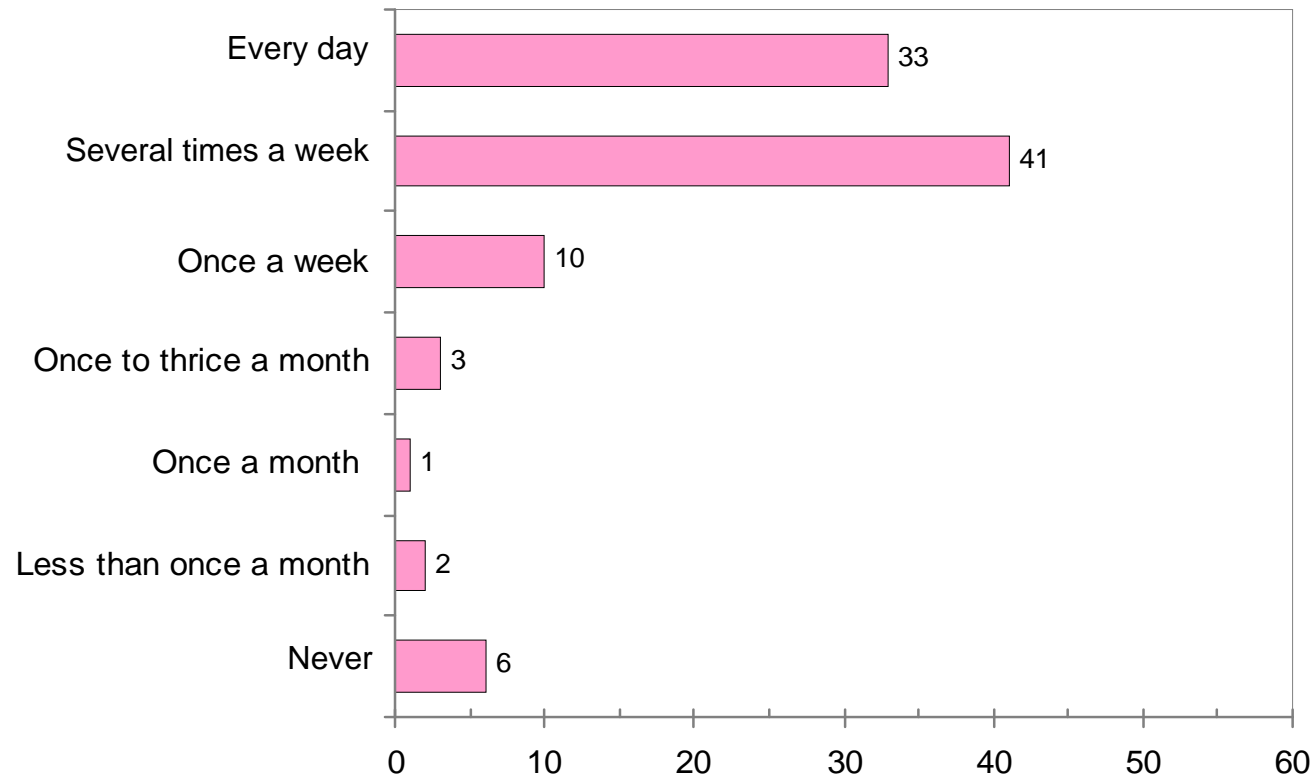


Basis: 260 TV-households with minimum 1 person, 14-64 years, minimum 2 TVs.

Source: tns emnid-Study „Kartografie deutscher TV-Wohnzimmer“, article Horstmann/
Schümann 2010, p. 48.

Co-viewing in the living room

Percentages

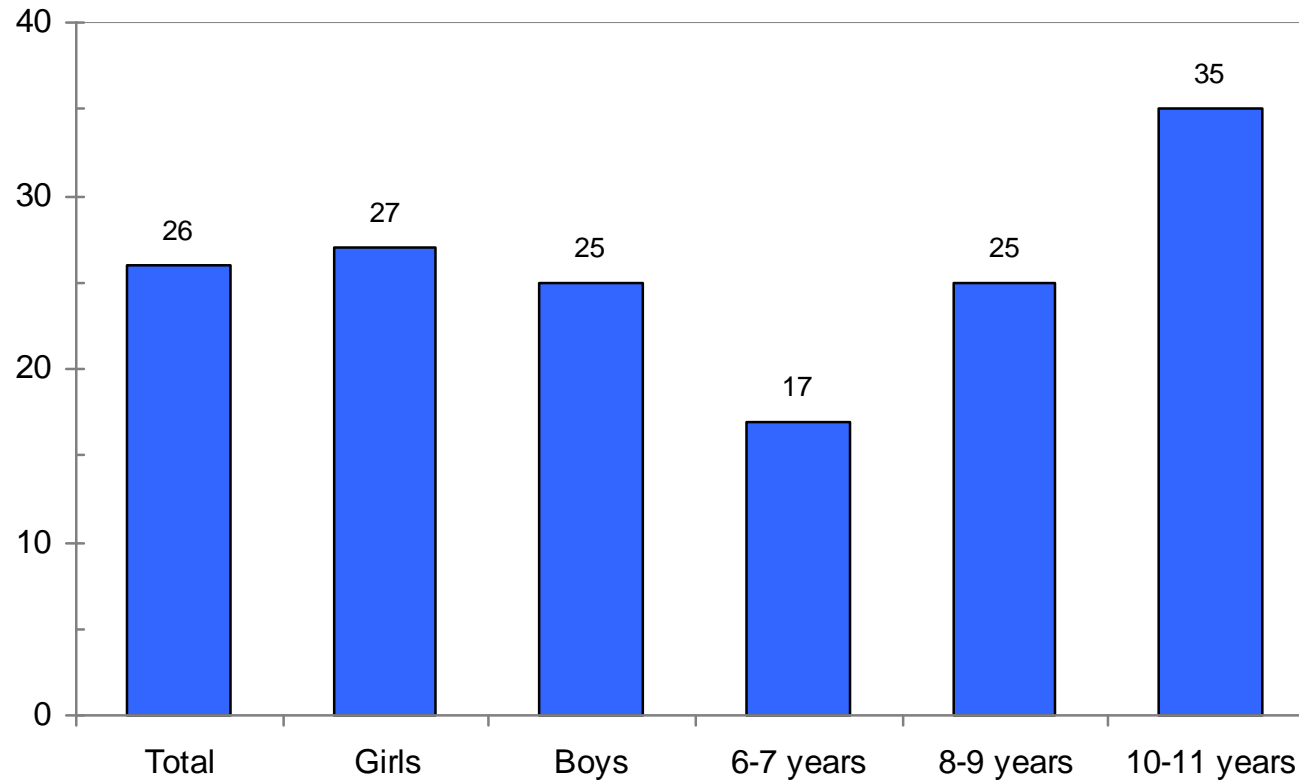


Basis: 260 TV-households with children, 14-64 years.

Source: tns emnid-Study „Kartografie deutscher TV-Wohnzimmer“, in: SUPER RTL: Kinderwelten 2010, slide 14 (presentation Casu/Bartz: Leitmedium Fernsehen).

TV set in children's bedroom

Percentages

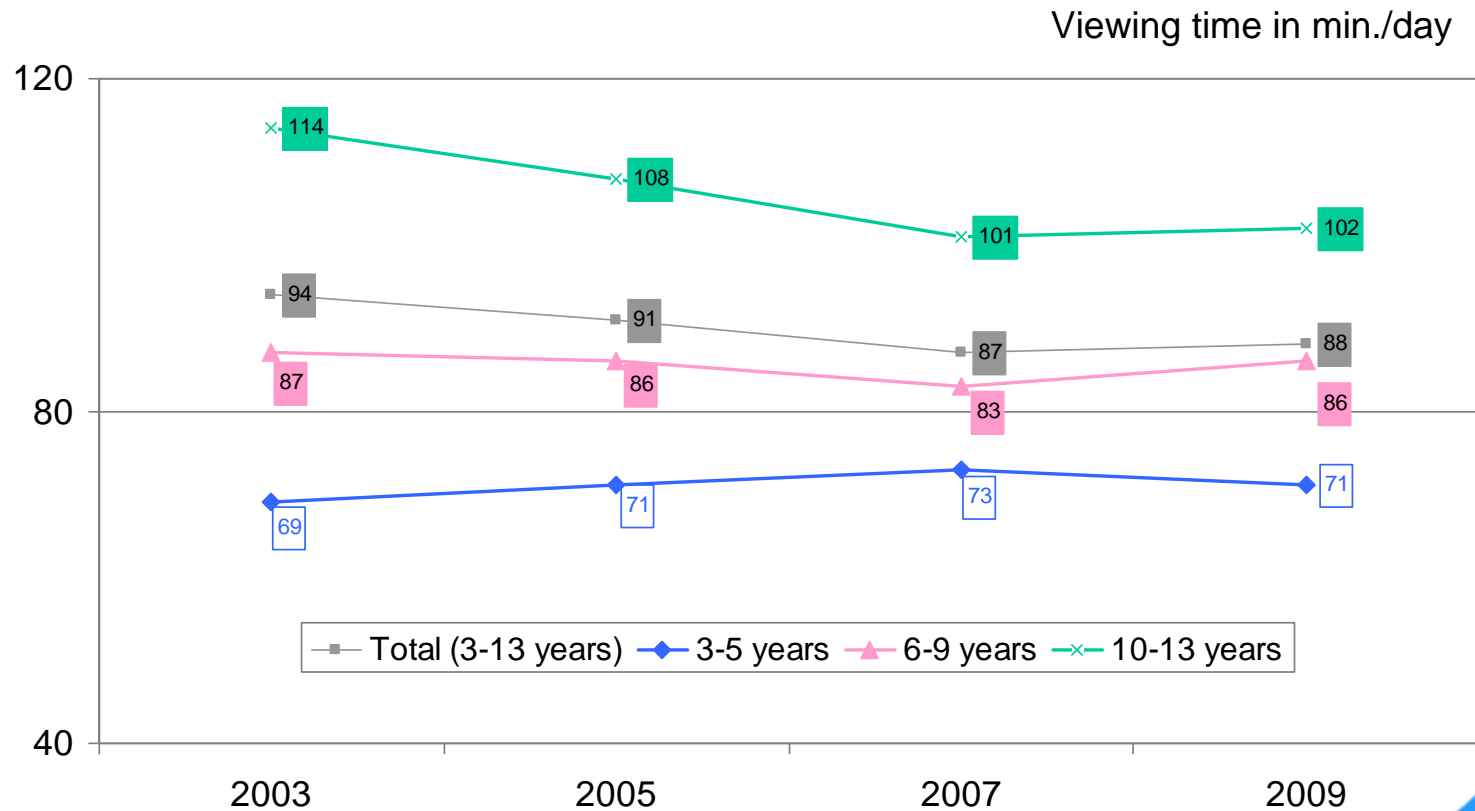


Basis: 2.529 girls and boys, 6-11 years.

Source: World Vision Kinderstudie 2010 – TNS Infratest Sozialforschung,
article Leven/Schneekloth 2010, p. 119.

TV viewing time over the course of several years

Children are watching TV for about 88 minutes per day.

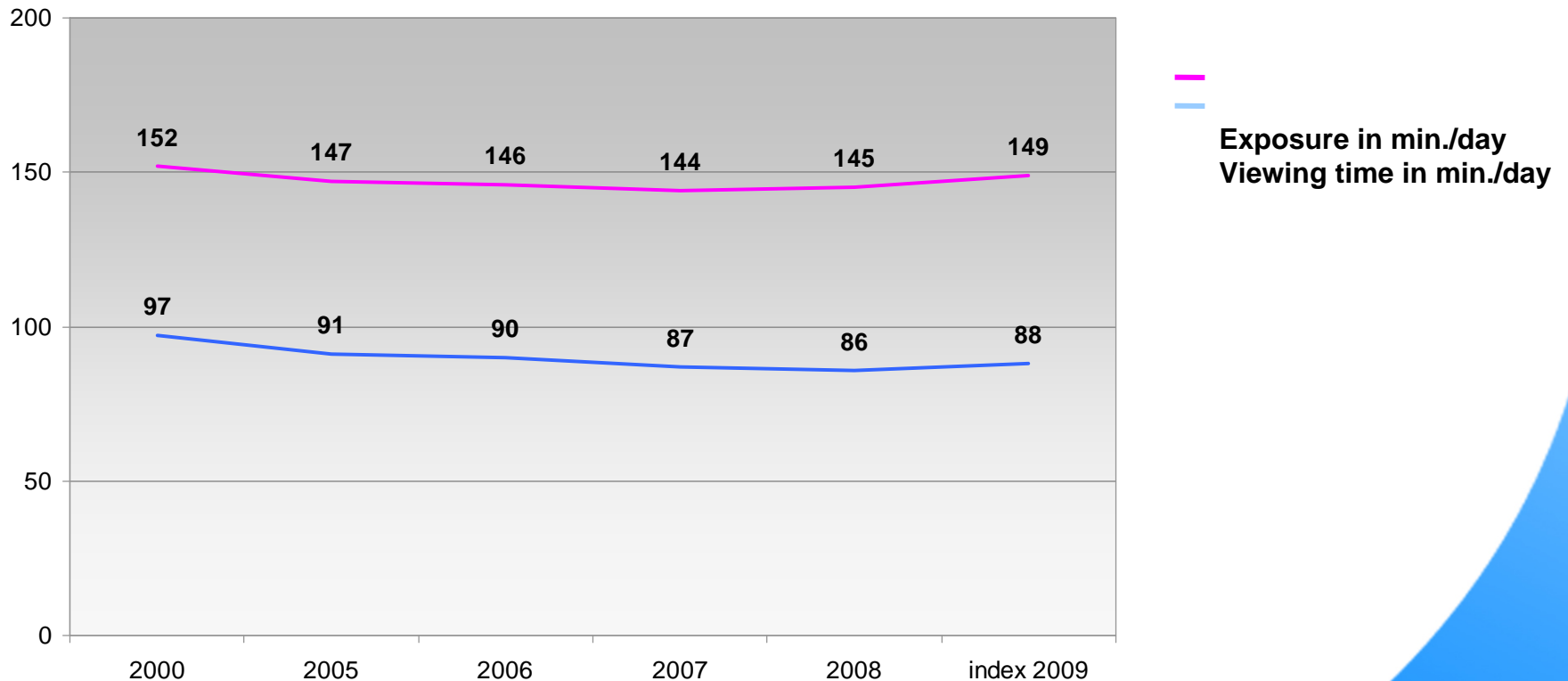


Basis: FRG in total, 3:00 a.m.-3:00 p.m.

Source: AGF/GfK, TV Scope, Medienforschung SUPER RTL, all levels, analog + digital, Fernsehpanel (D+EU),
In: SUPER RTL: Kinderwelten 2010, slide 20 (presentation Casu/Bartz: Leitmedium Fernsehen).

How long will children who switch on the TV be watching?

TV exposure / viewing time in min.

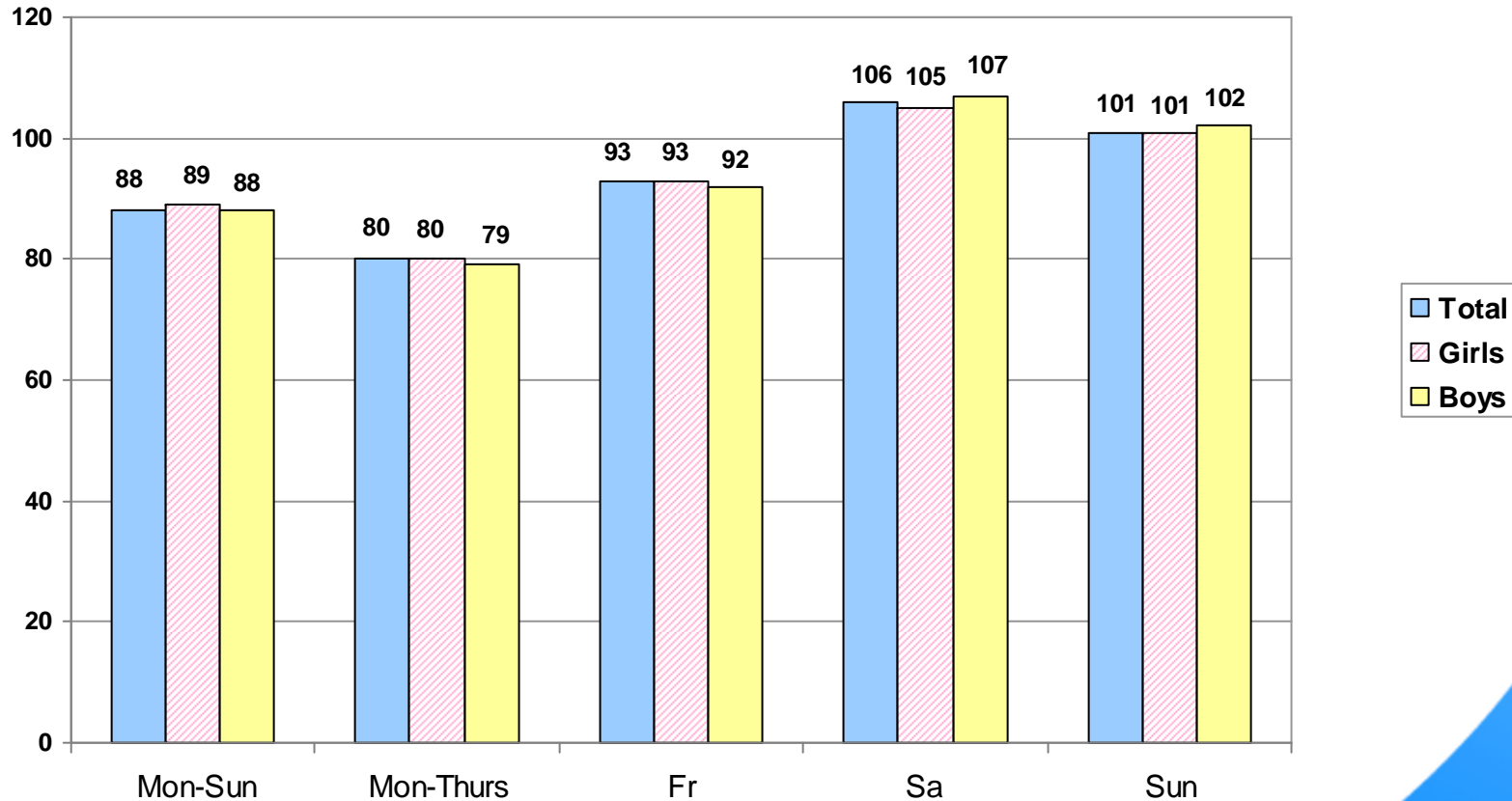


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.

Source: AGF/GfK-Tv Scope, Fernsehpanel (D, D+EU), from 2005 on.
In: Media Perspektiven 4/2010, p. 183.

Average viewing time of children on different days of the week

Viewing time 2009 in min./day



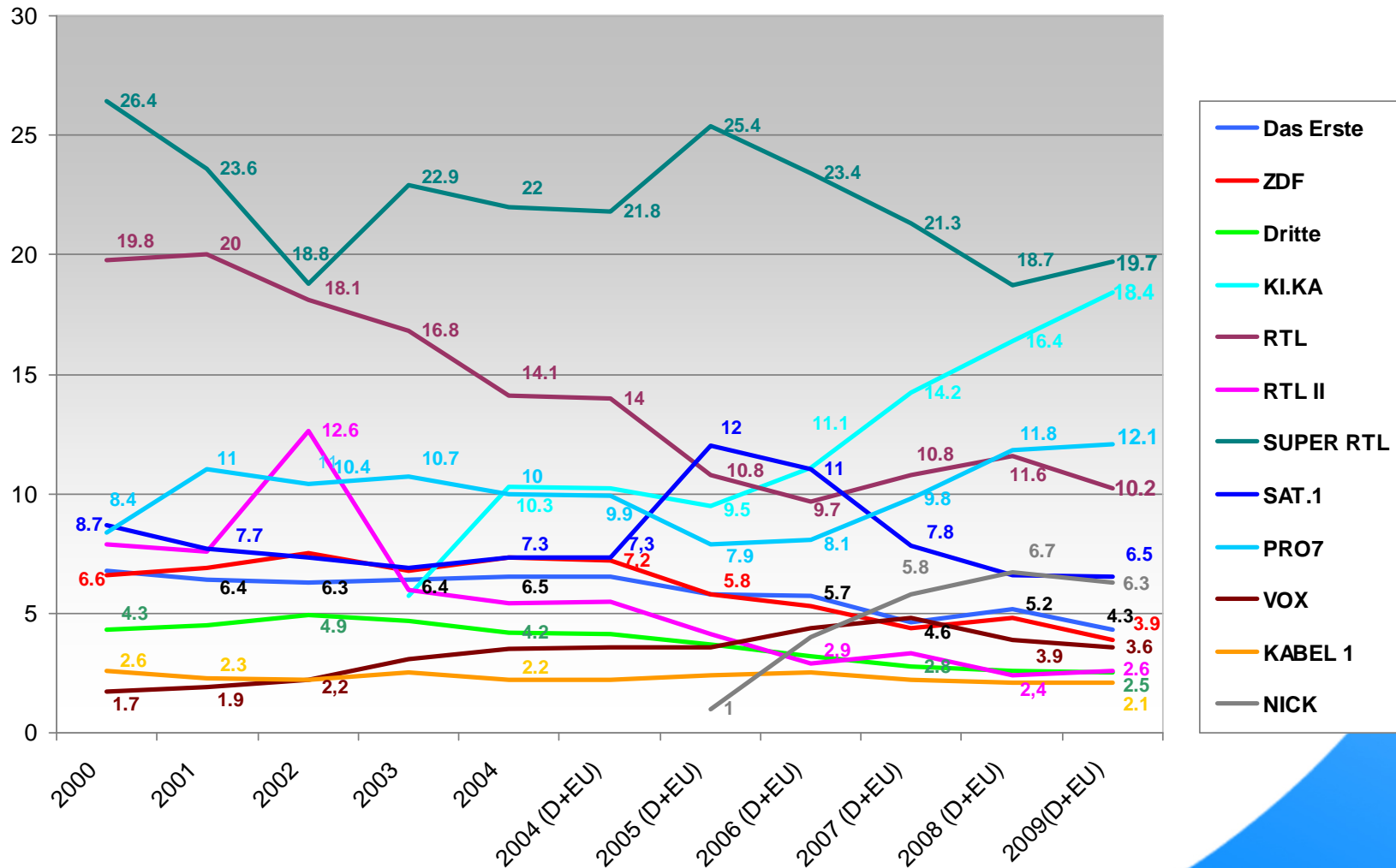
Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.

Source: AGF/GfK-TV Scope, Fernsehpanel (D+EU).

In: Media Perspektiven 4/2010, p. 186.

Children's channel preferences in the evening

Market share, percentages



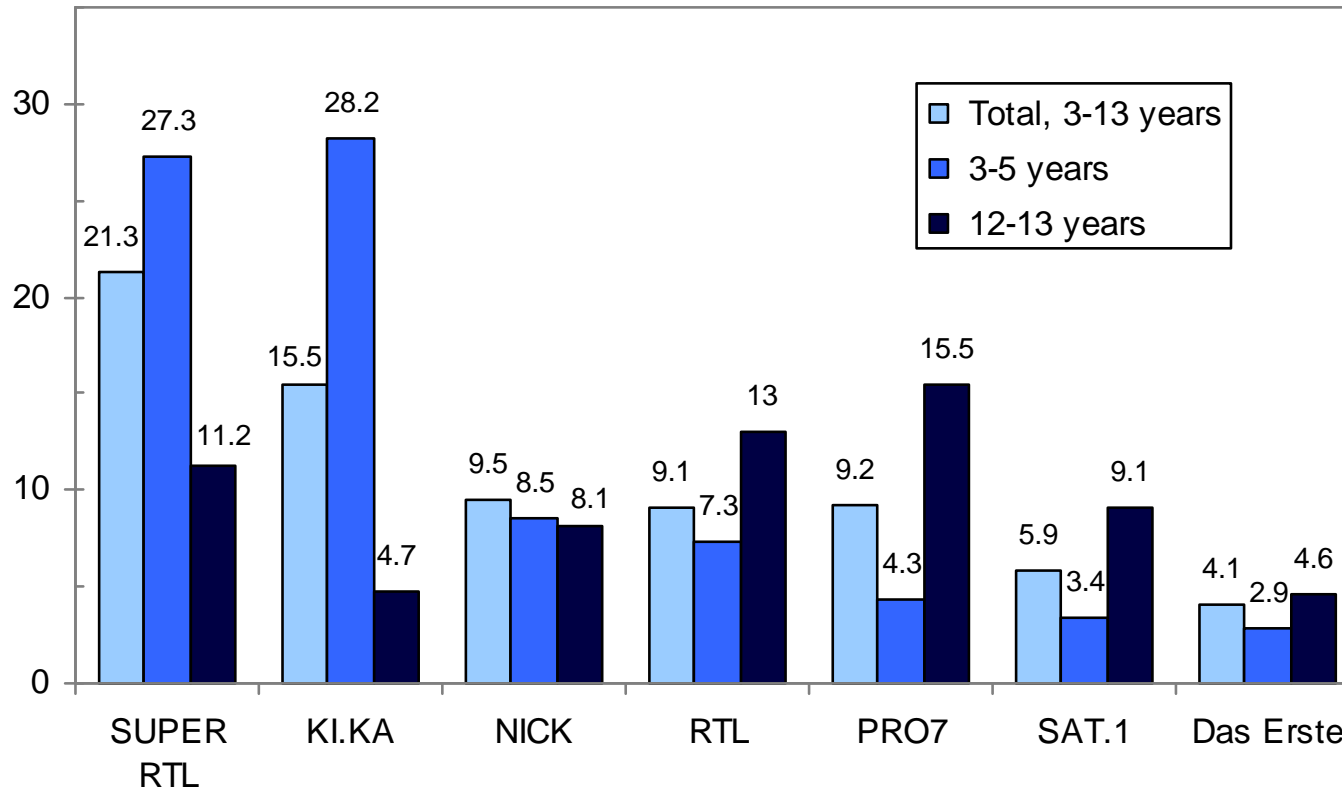
Basis: FRG in total, Mon-Sun, 7:00 p.m.-9:00 p.m., 3-13 years.

Source: AGF/GfK-TV Scope, Fernsehpanel (D+EU), from 2000 on.

In: Media Perspektiven 4/2010, p. 189.

Favourite channels

Market share, percentages

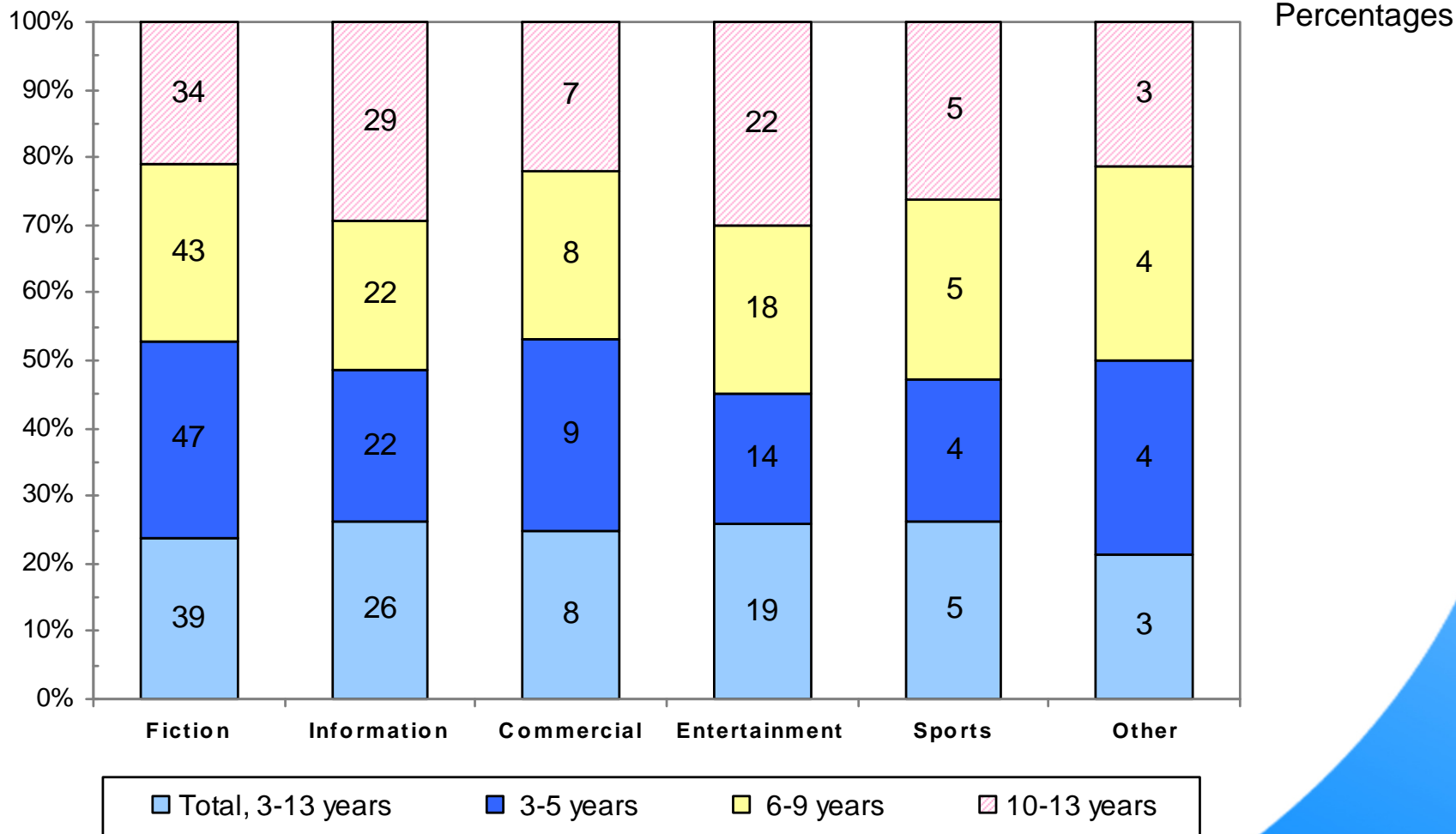


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.

Source: AGF/GfK-TV Scope, Fernsehpanel (D+EU).

In: Media Perspektiven 4/2010, p. 190.

Favourite TV-Genres of German children



Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.

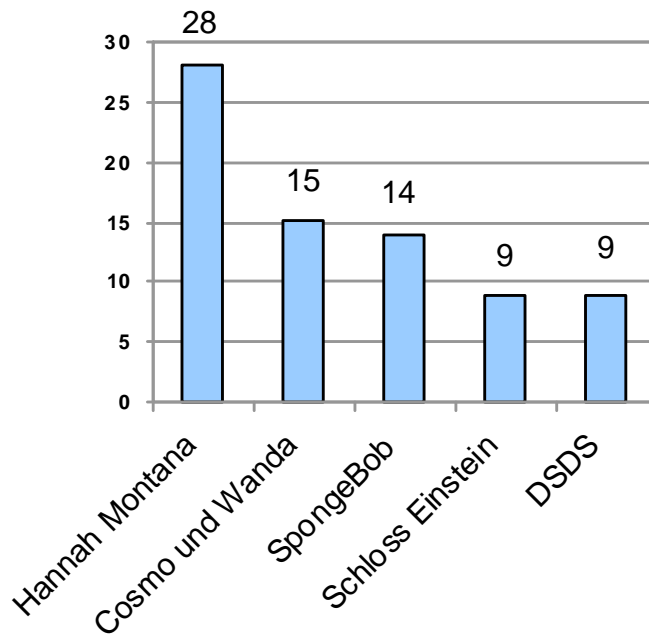
Source: AGF/GfK Fernsehforschung, TV Scope, Fernsehpanel (D+EU) 2009.

In: Media Perspektiven 4/2010, p. 193.

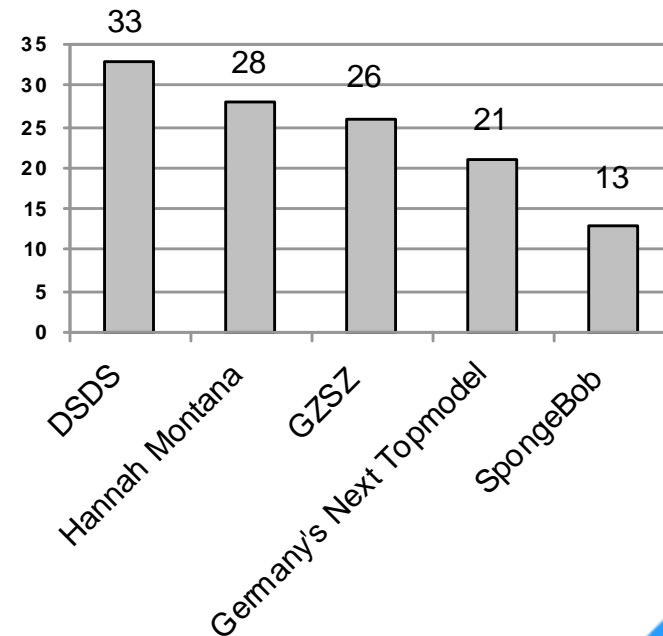
Favourite TV programmes of German girls 2010

Percentages

6-9 years



10-12 years



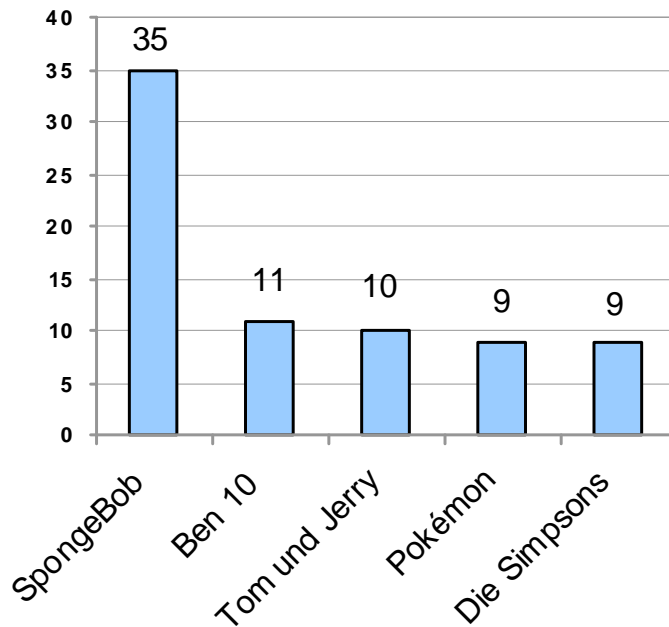
Basis: 712 girls, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 20.

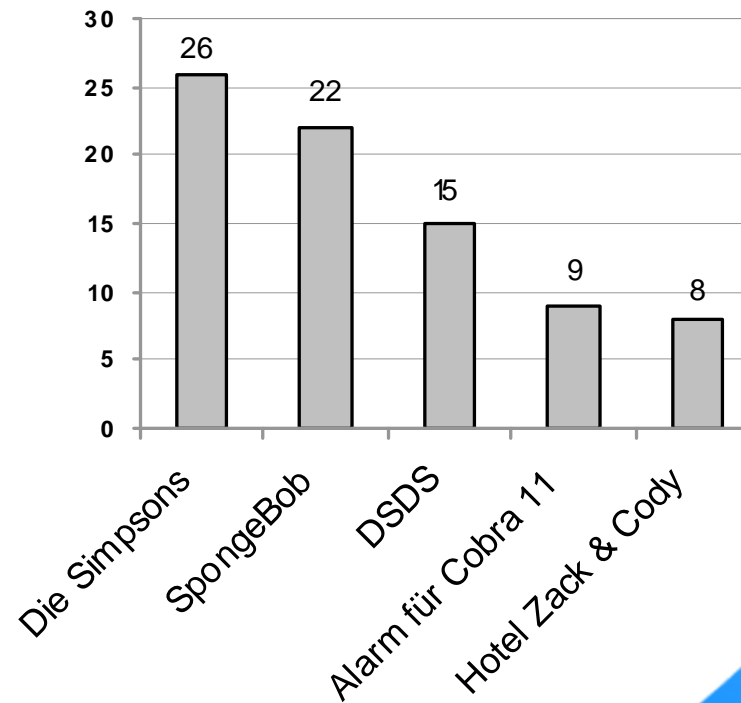
Favourite TV programmes of German boys 2010

Percentages

6-9 years



10-12 years

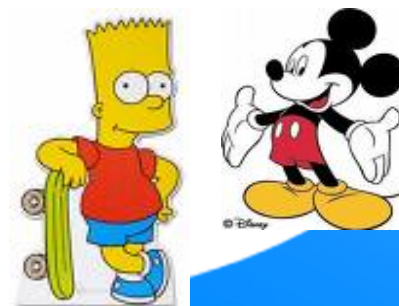


Basis: 755 boys, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 19.

High interest topics of German children 2010

# 1	Ice Age	46 %
# 2	Harry Potter	44 %
# 3	SpongeBob	43 %
# 4	DSDS	36 %
# 5	Die Pinguine von Madagascar	
	Hannah Montana	
	The Simpsons	32 %
# 6	Tokio Hotel	
	Die wilden Kerle	29 %
# 7	Micky Maus	
	Lady Gaga	28 %



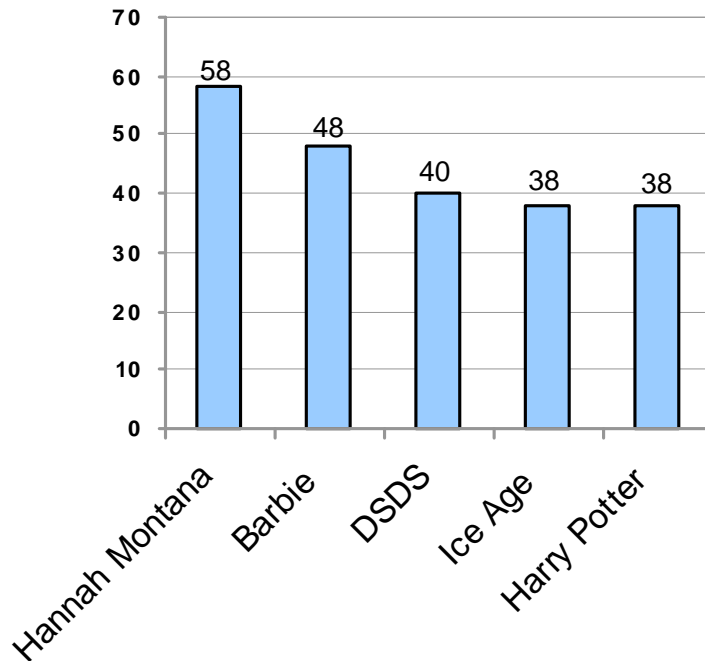
Basis: 360 (Split M) / 352 (Split O), boys and girls, 6-12 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 45.

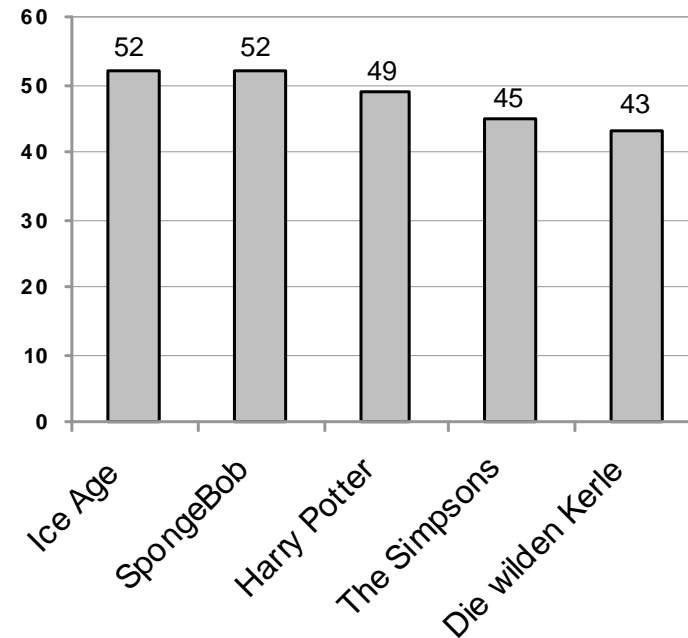
High interest topics, girls and boys

Percentages

Girls



Boys

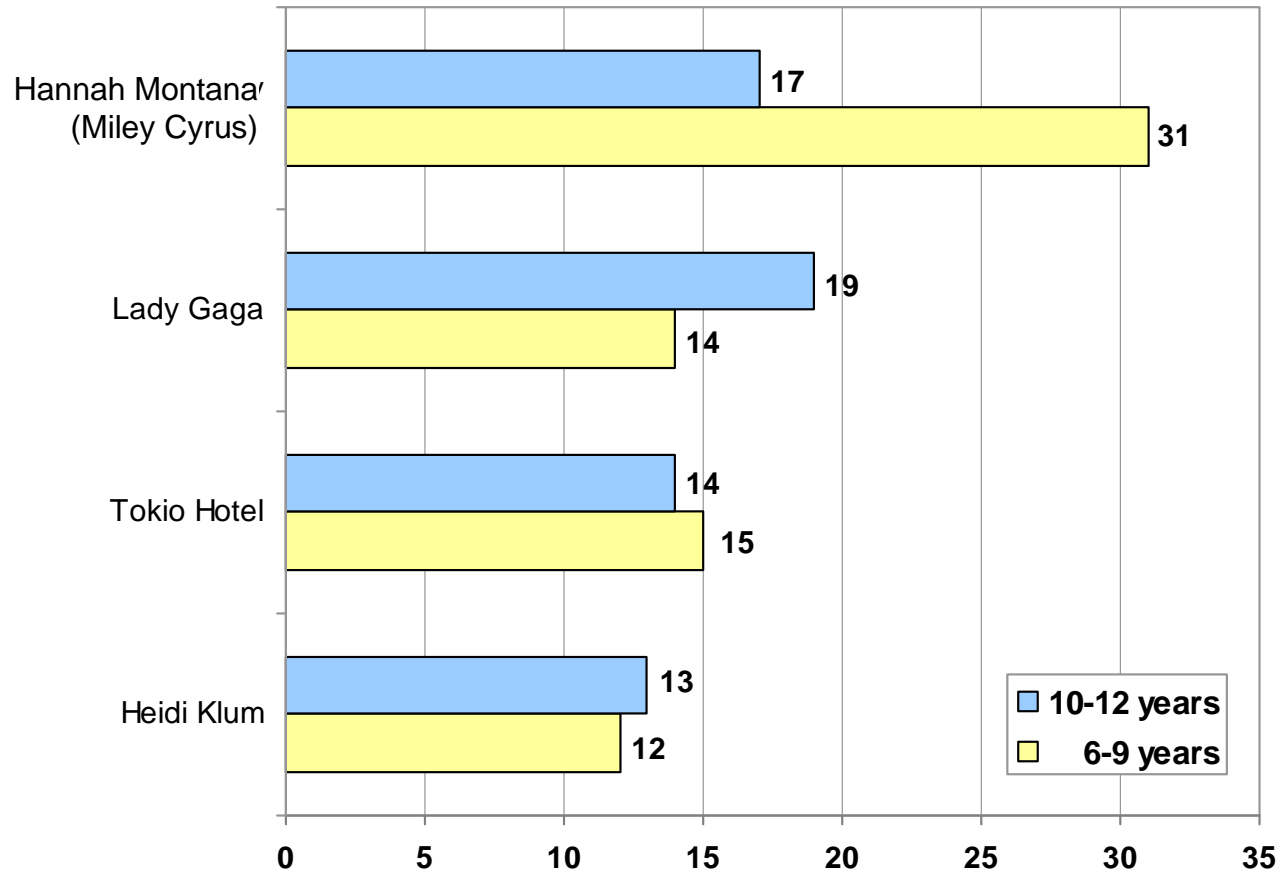


Basis: boys: 188 (Split M) / 180 (Split O), girls: 172 (Split M) / 172 (Split O), 6-12 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 46.

Favourite celebrities of German girls, trend 2010

Percentages

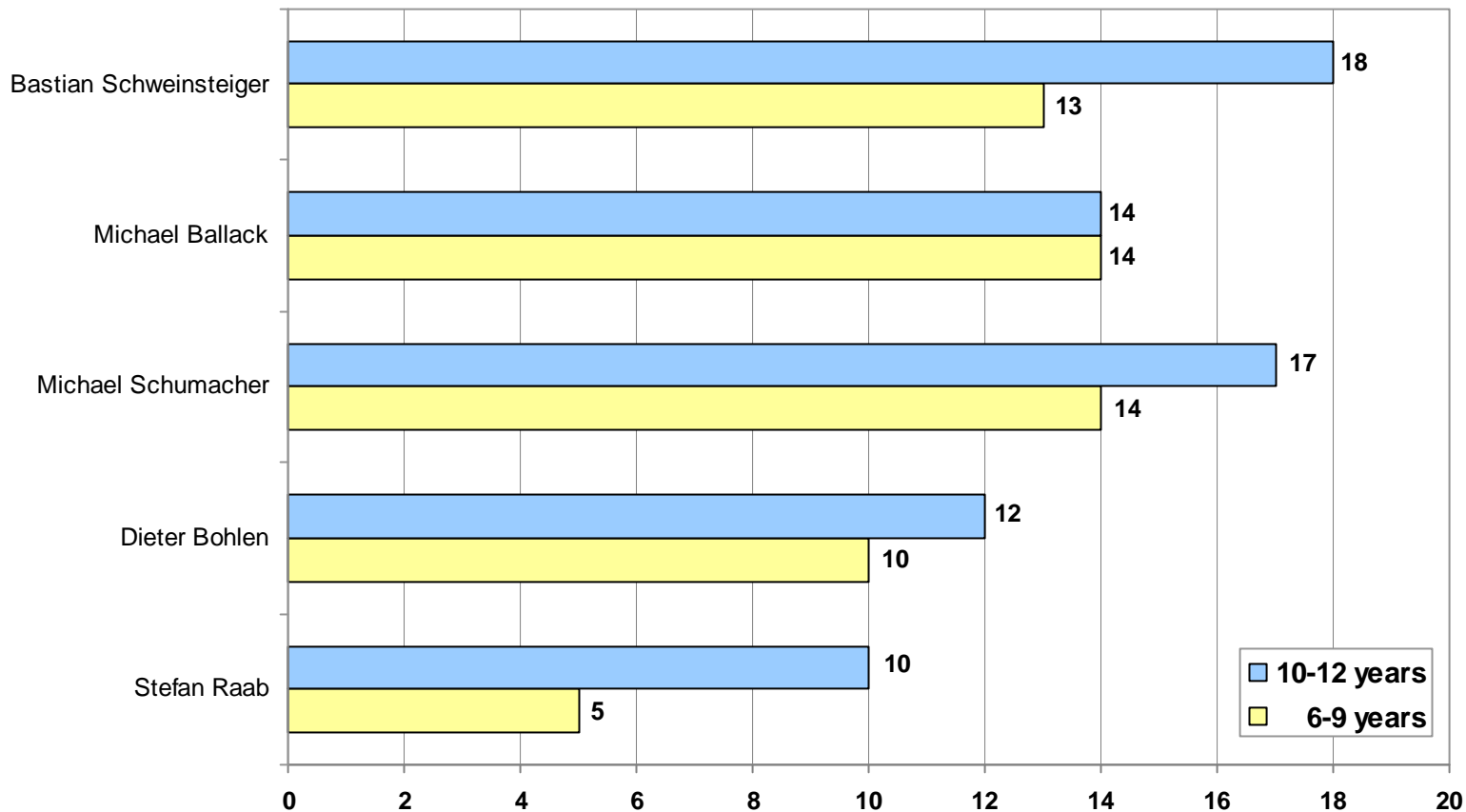


Basis: 712 girls, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 56.

Favourite celebrities of German boys, trend 2010

Percentages



Basis: 755 boys, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 55.

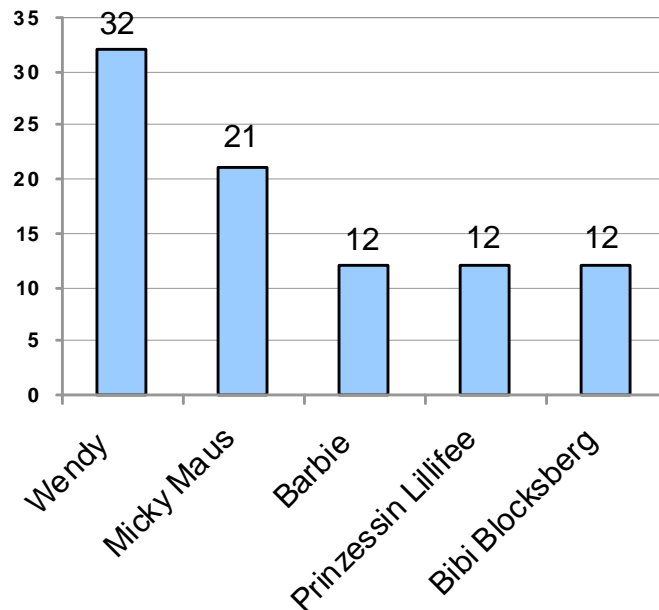
Use of other media

- **Which magazines do German children like best?**
- **How do they use the PC and the Internet?**
- **How do they use their mobile phone?**

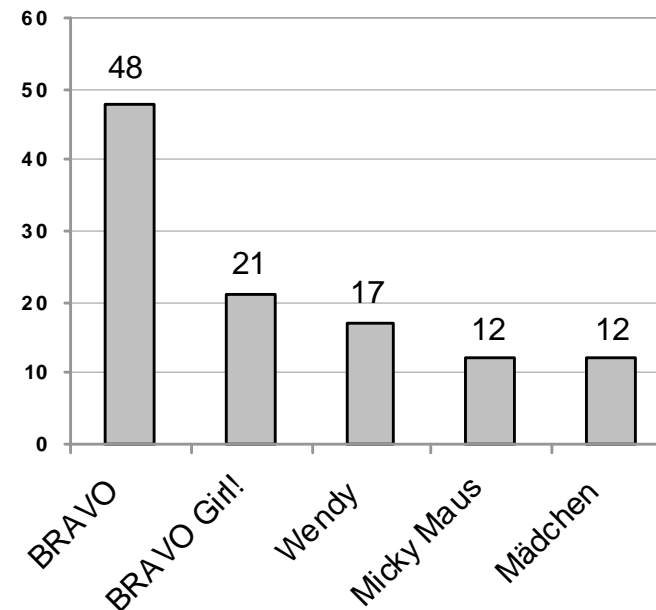
Favourite magazines of German girls

Percentages

6-9 years



10-12 years



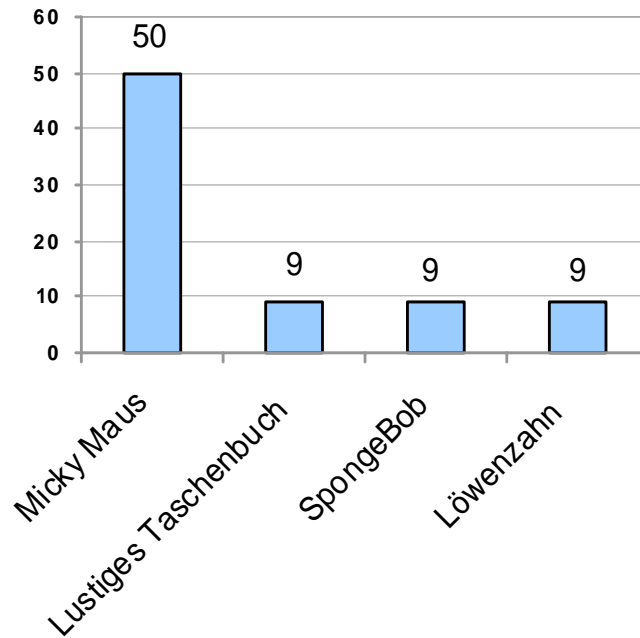
Basis: 511 girls (magazine readers), 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 157.

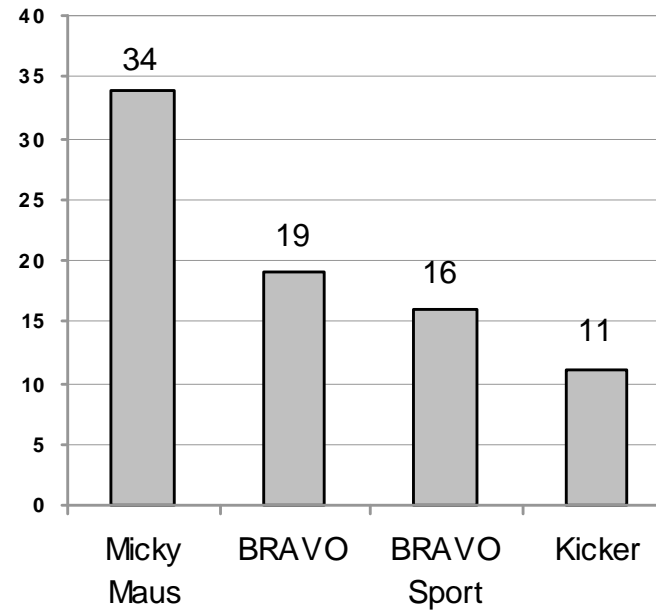
Favourite magazines of German boys

Percentages

6-9 years



10-12 years

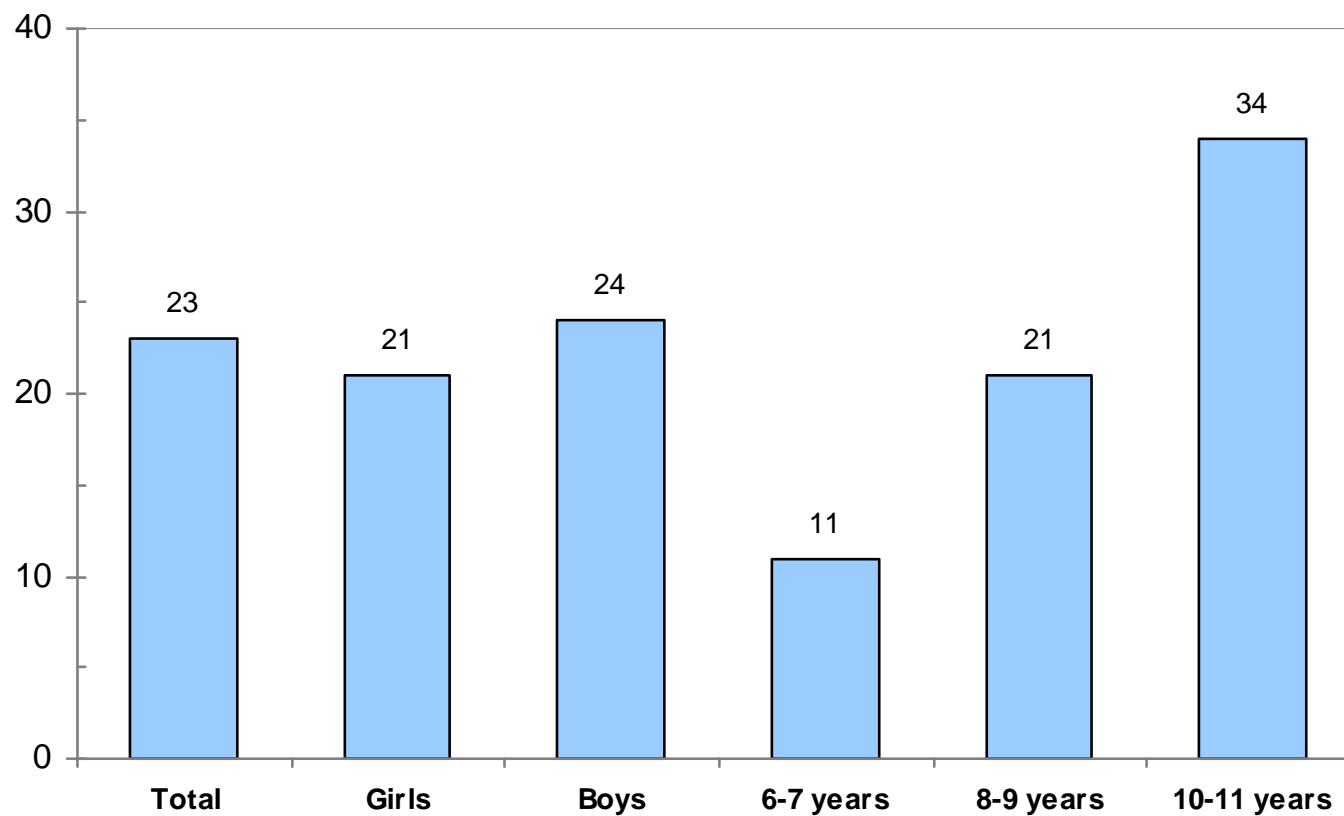


Basis: 414 boys (magazine readers), 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 156.

Access to PC in children's room

Percentages



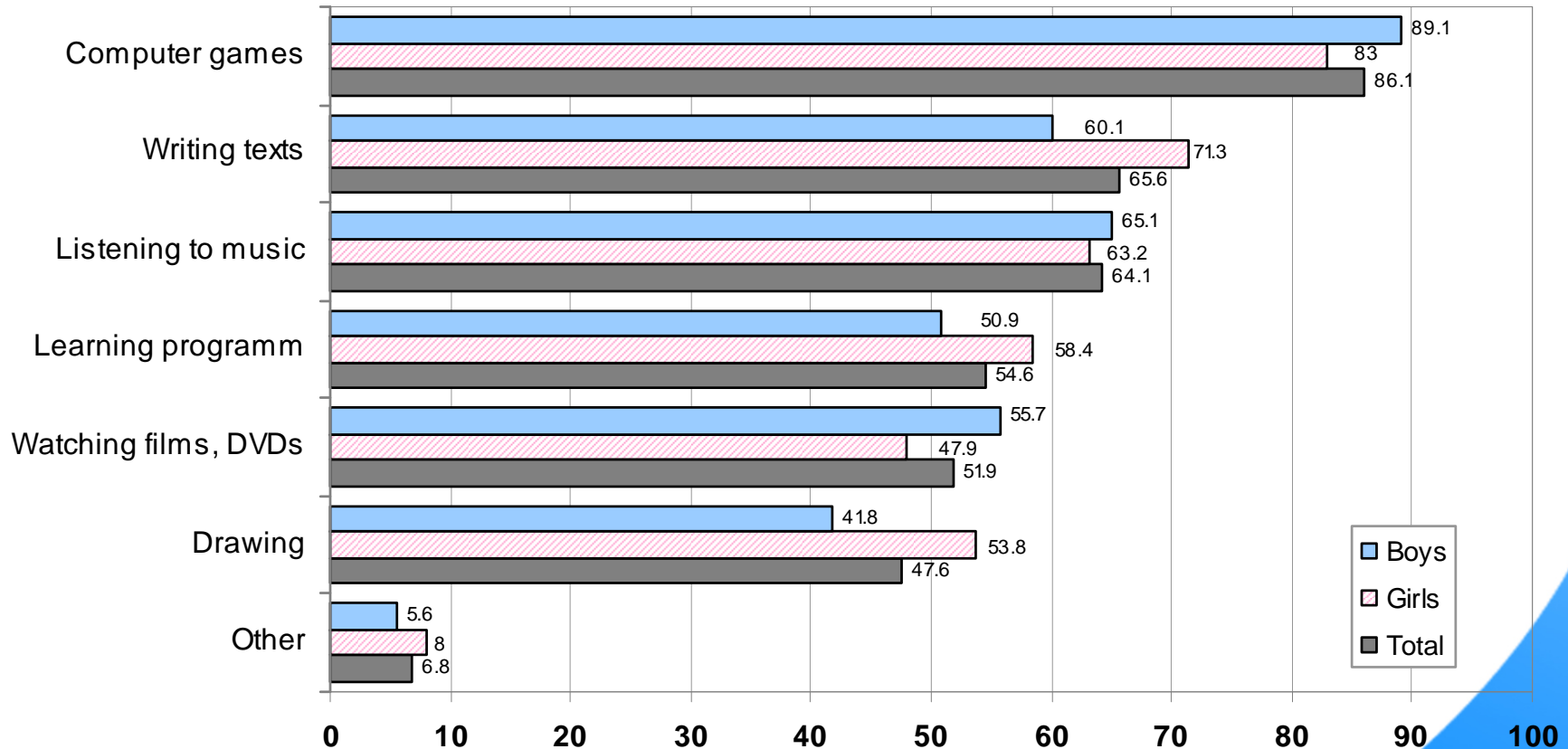
Basis: 2.529 girls and boys, 6-11 years.

Source: World Vision Kinderstudie 2010 – TNS Infratest Sozialforschung,
article Leven/Schneekloth 2010, p. 119.

What do children mostly use the PC for?

Computer activities (minimum once a week)

Percentages

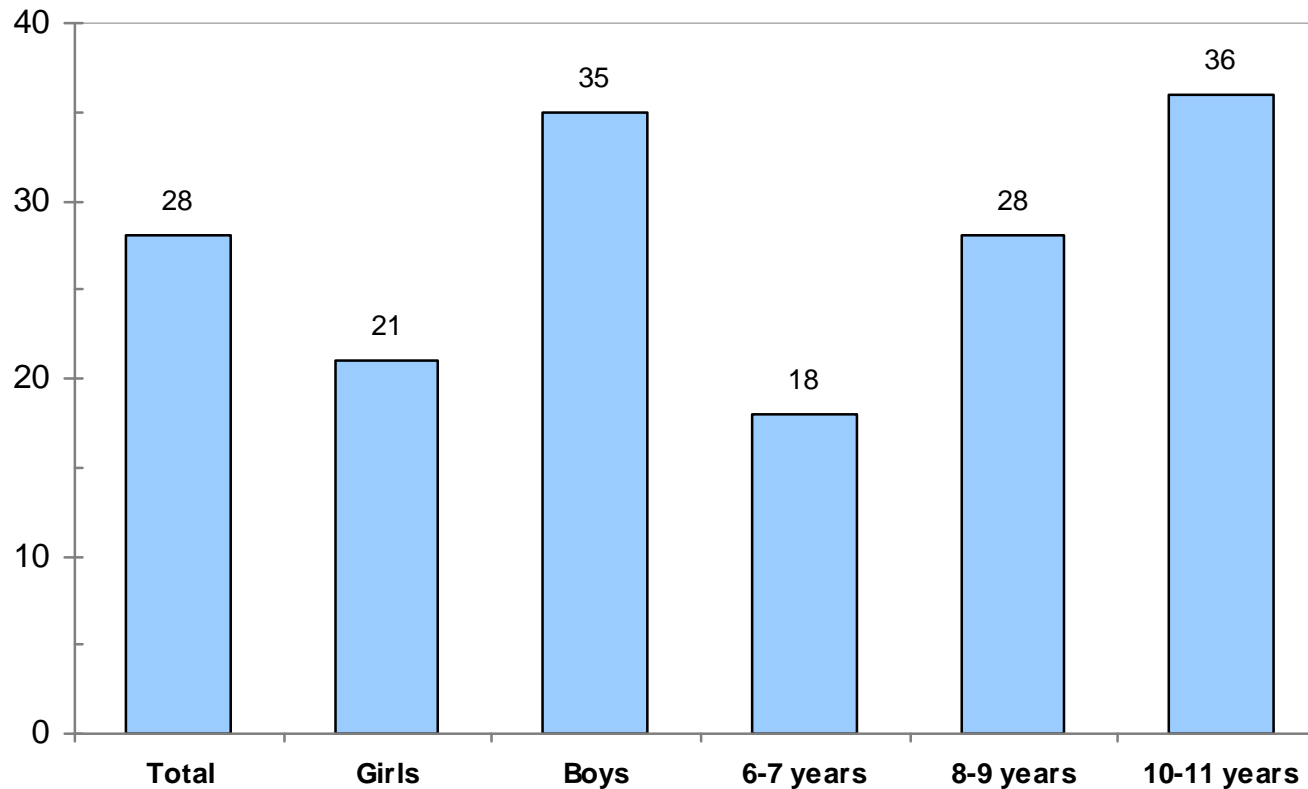


Basis: 1.314 girls and boys, 6-13 years, PC users.

Source: KidsVerbraucherAnalyse 2010, p. 43.

Game consoles in children's room

Percentages

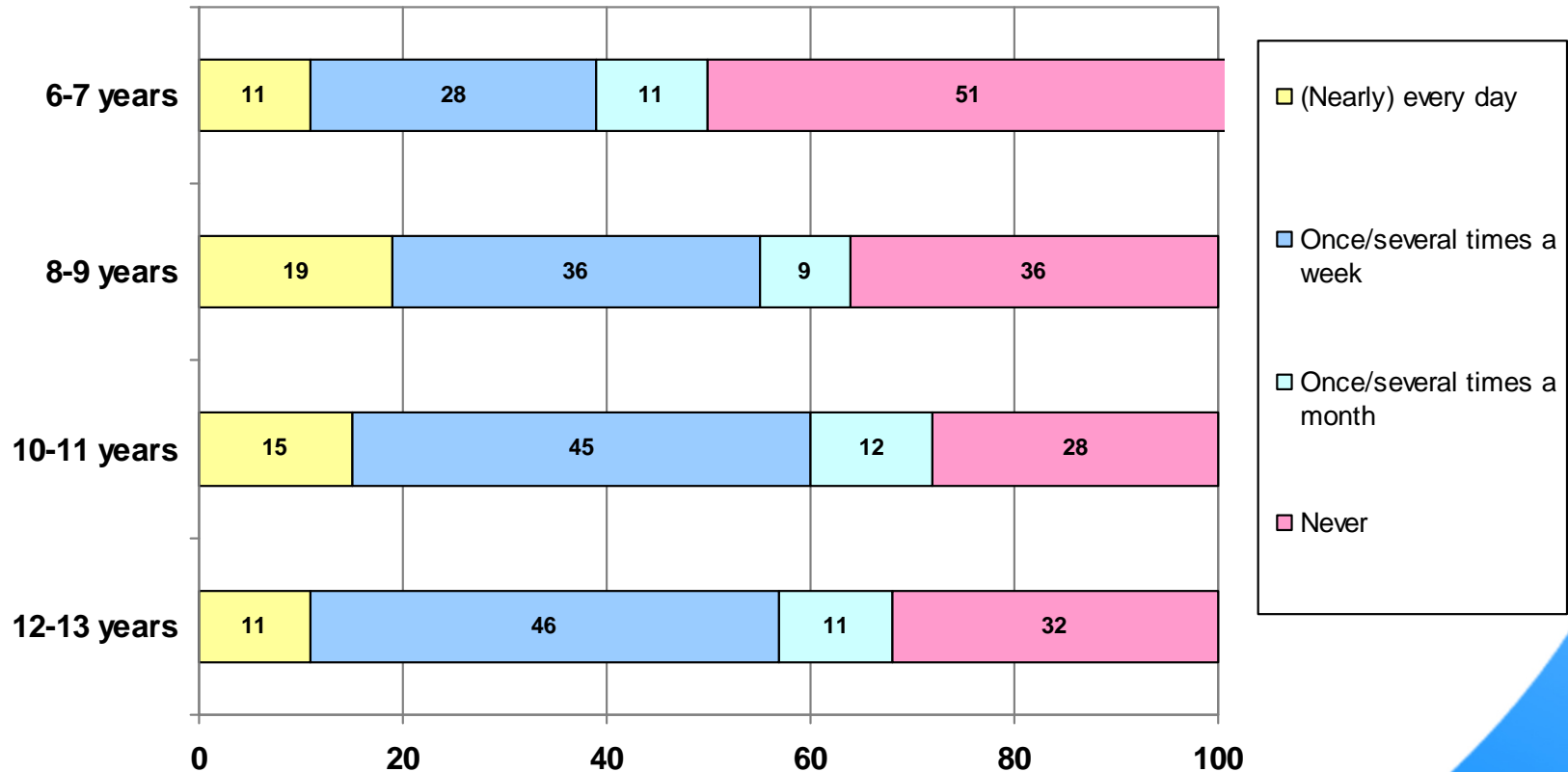


Basis: 2.529 girls and boys, 6-11 years.

Source: World Vision Kinderstudie 2010 – TNS Infratest Sozialforschung,
article of Leven/Schneekloth 2010, p. 119.

How often do children play computer games?

Percentages

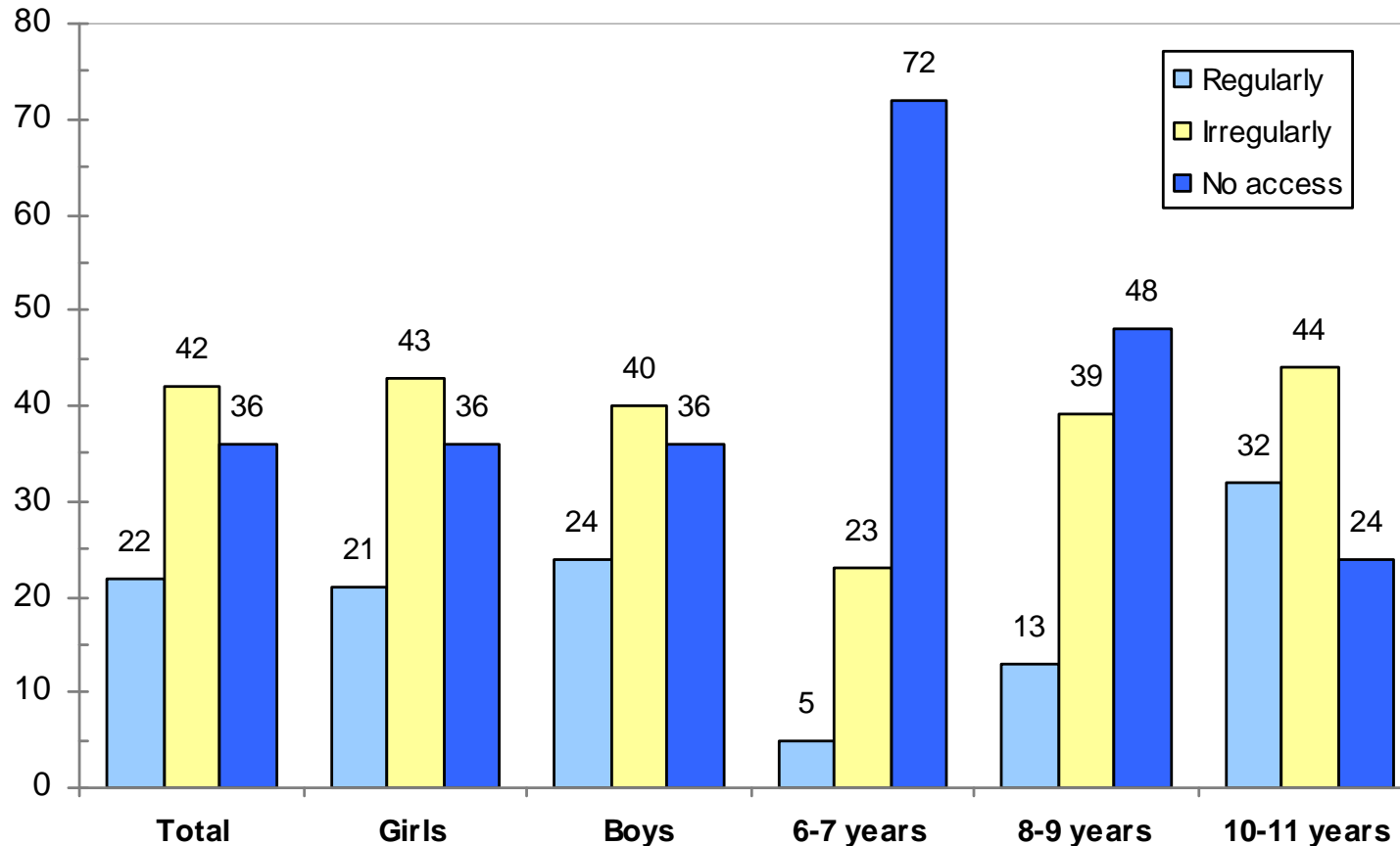


Basis: 1.467 boys and girls, 6-19 years, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 143.

Children's internet access

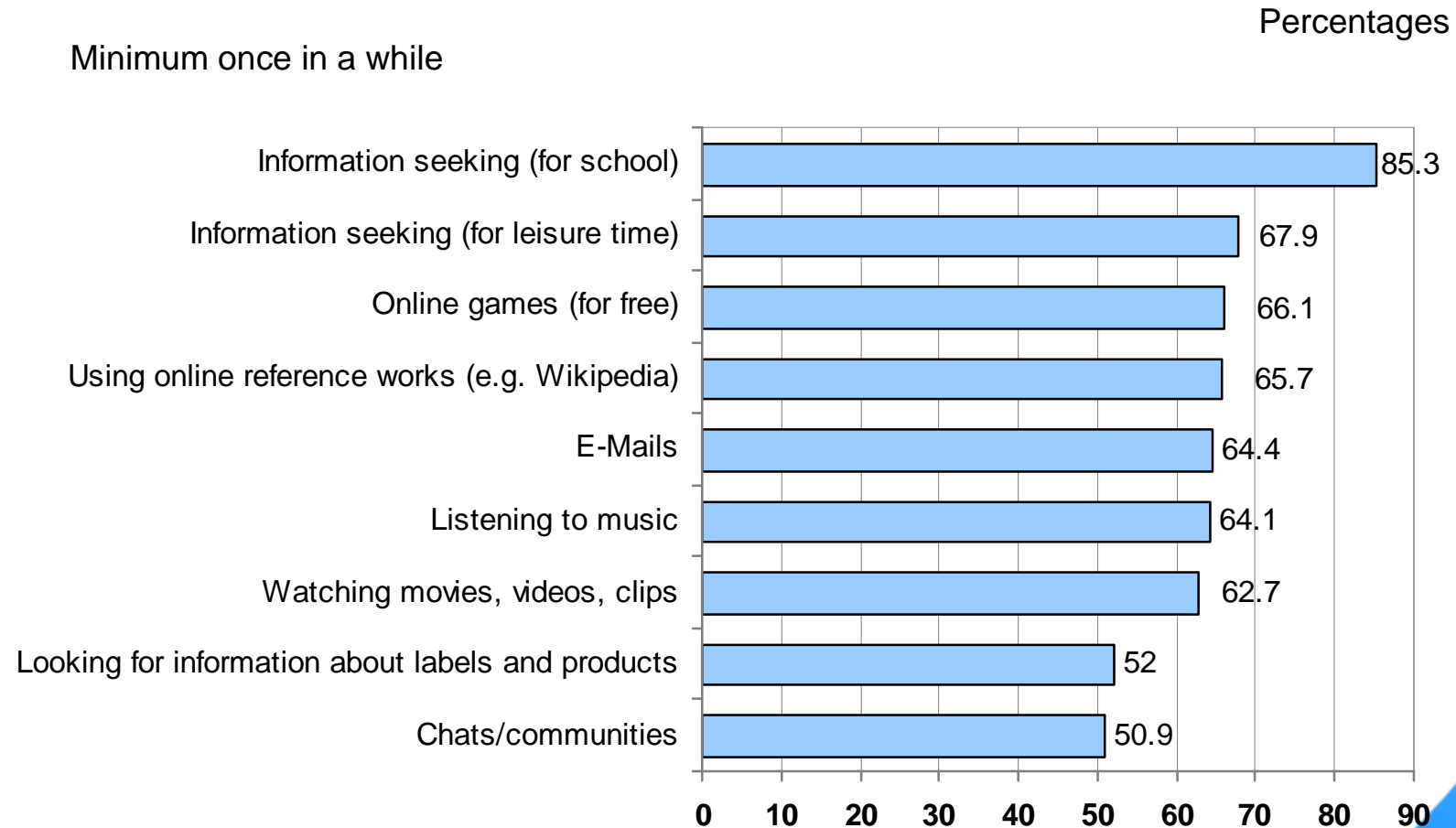
Percentages



Basis: 2.529 girls and boys, 6-11 years, 2009.

Source: World Vision Kinderstudie 2010 – TNS Infratest Sozialforschung,
article of Leven/Schneekloth 2010, p. 122 and 123.

Use of the Internet

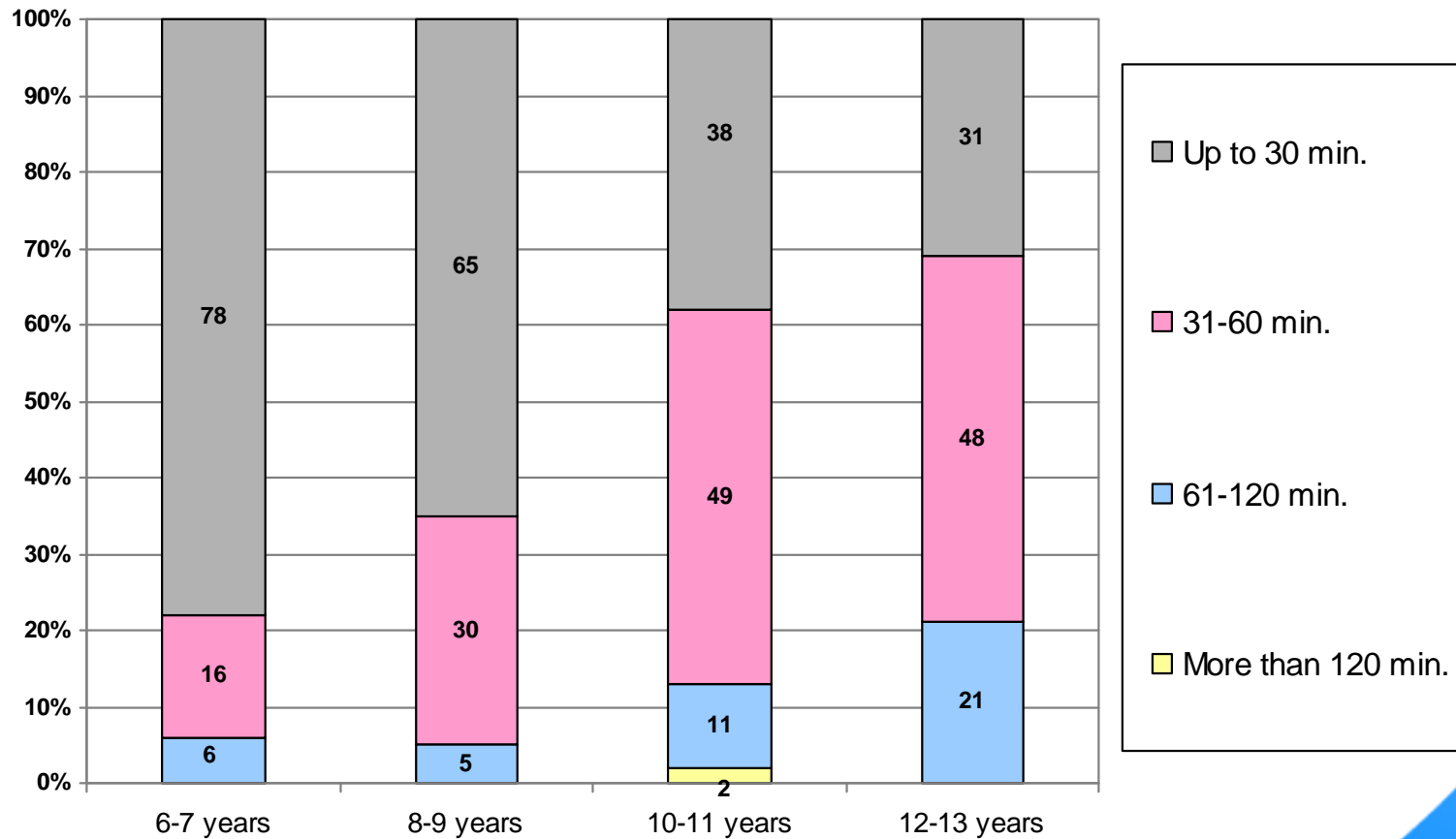


Basis: 1.173 girls and boys, 6-13 years, Internet Users.

Source: KidsVerbraucherAnalyse 2010, p. 44.

How long do children surf the web?

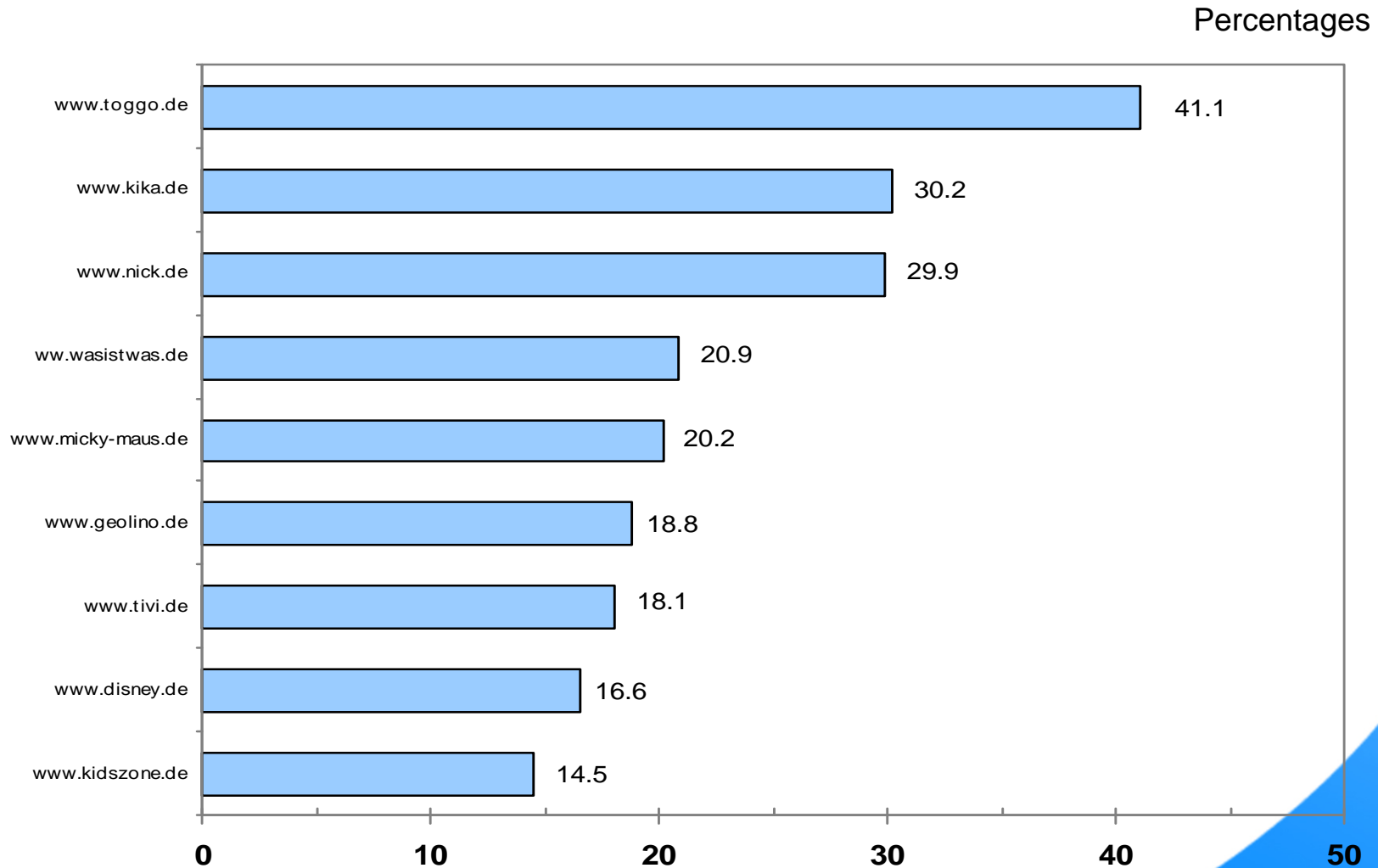
Percentages



Basis: 1.054 boys and girls, 6-19 years, Internet users, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 116.

Favourite websites of German children



Basis: 1.173 girls and boys, 6-13 years, Internet users.

Source: KidsVerbraucherAnalyse 2010, p. 44.

Digital literacy: Understanding the Internet

**6-7
years**

- Complexity of the Internet is beyond their cognitive ability
- The „Internet“ is understood as an abstract term and is primarily associated with gaming
- Boundaries between reality and virtual reality are blurring

**8-10
years**

- Some functions of the web are comprehensible
- Still some functionalities (e.g. profiles in social networks) have not been used yet

**11-13
years**

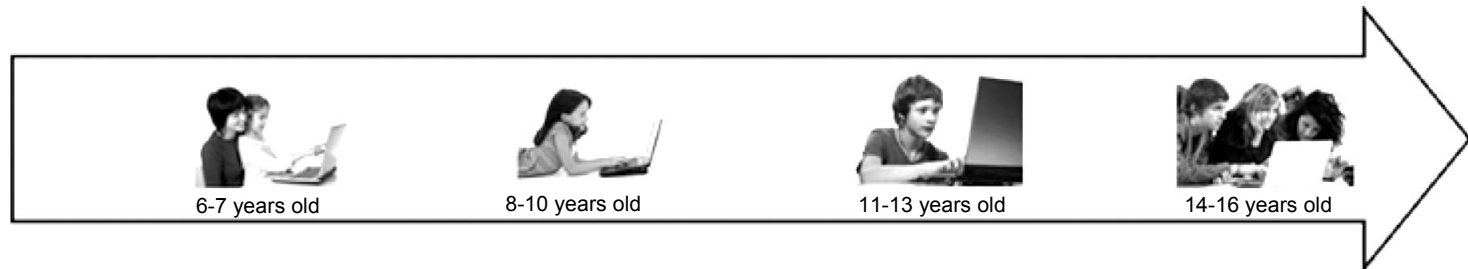
- (More) precise knowledge of the web
- Internet and web functionalities are familiar and widely understood

Basis: Qualitative study, 40 girls and boys, 6-16 years.

Source: Elements of Art / phaydon research+consulting: Kinder im Internet – vom virtuellen Spielplatz zum Alltagsbegleiter. Mönchengladbach 2009, slide 13.

Digital literacy:

Internet Use According to Age-Specific Behavioural Patterns and Needs



Internet Use:

- | | | | |
|---------------------|----------------------|-------------------------|-------------------------------|
| ◦ immersed | ◦ interested/curious | ◦ willing to learn | ◦ self-confident / proficient |
| ◦ amazed/baffled | ◦ partly proficient | ◦ proficient | ◦ (apparently) serene |
| ◦ passive-receptive | ◦ passive-receptive | ◦ predominantly passive | ◦ active and self-portraying |

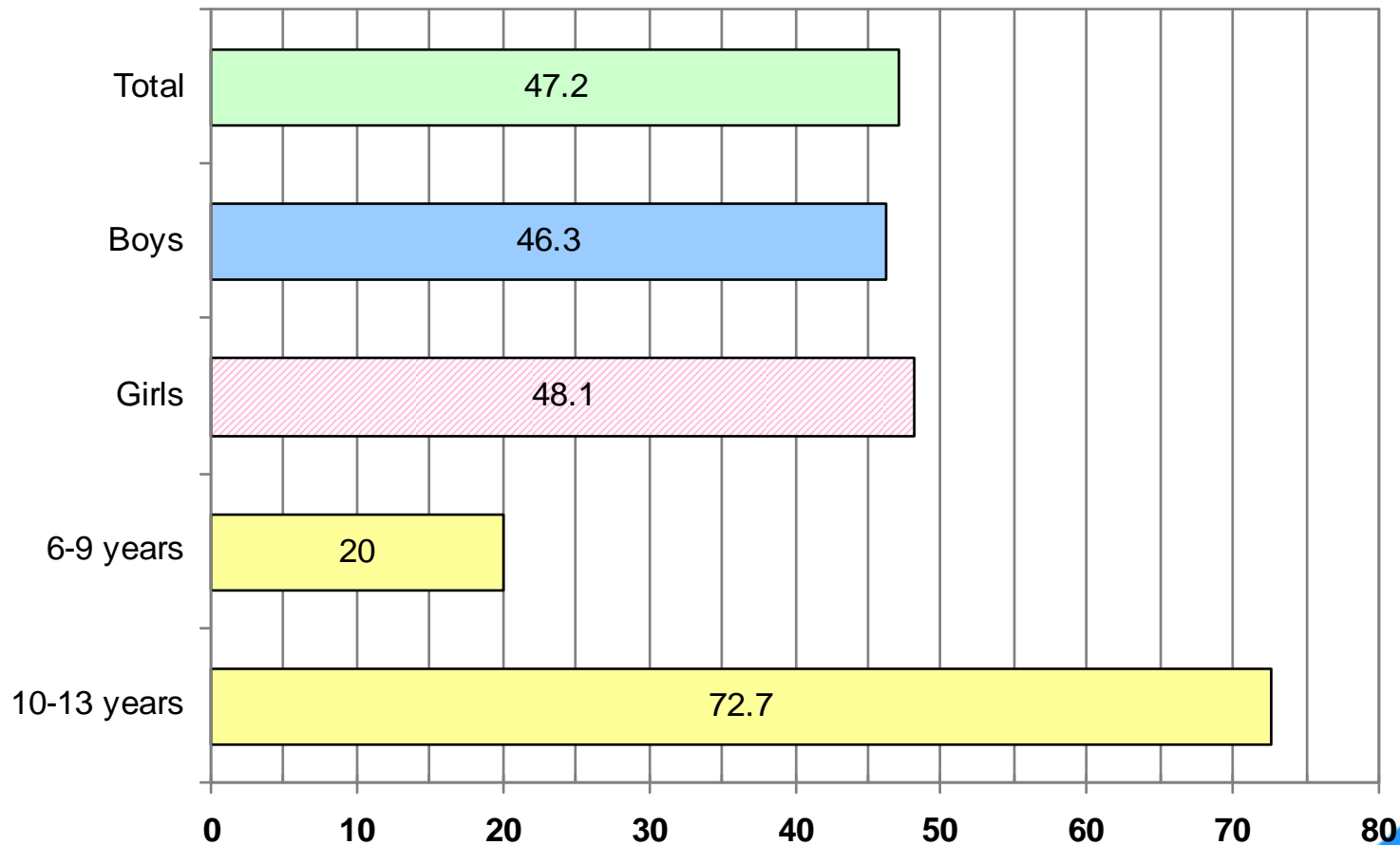
Expectations of

Internet Use:

- | | | | |
|--------------------------------|-----------------------------------|---------------------------------------|--|
| ◦ (simple) games | ◦ more demanding games | ◦ entertainment
(e.g. video games) | ◦ platforms for self-portrayal and
exchange with others |
| ◦ colourful and idyllic worlds | ◦ playful adaptation of knowledge | ◦ well-structured websites | ◦ youthful design |
| ◦ characters known from TV | ◦ colourful and idyllic worlds | ◦ varied design | |

How many children own a mobile phone?

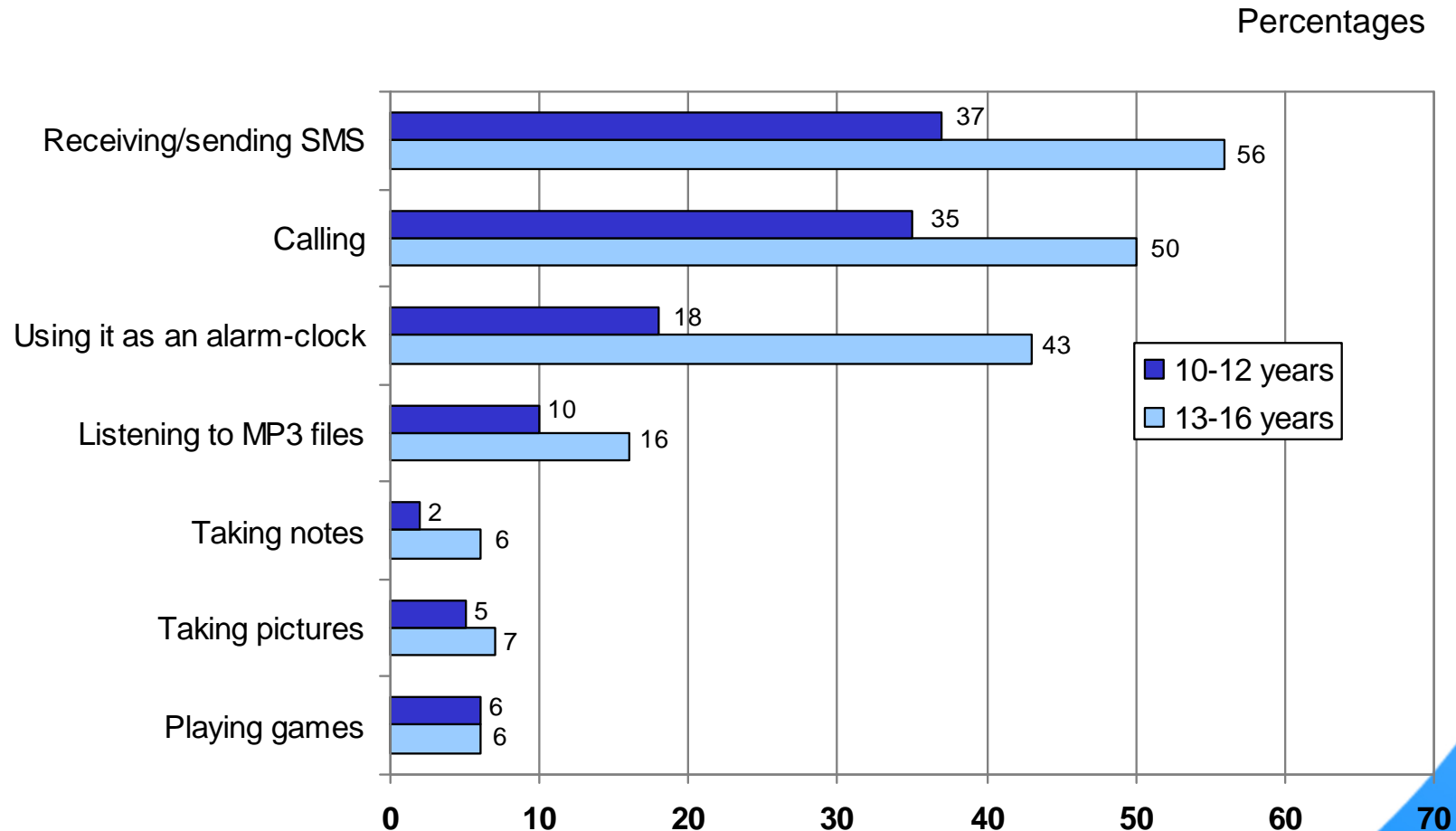
Percentages



Basis: n=1.745; 823 boys and girls, mobile phone owners. 6-13 years.

Source: KidsVerbraucherAnalyse 2010, p. 47.

Use of mobile phones

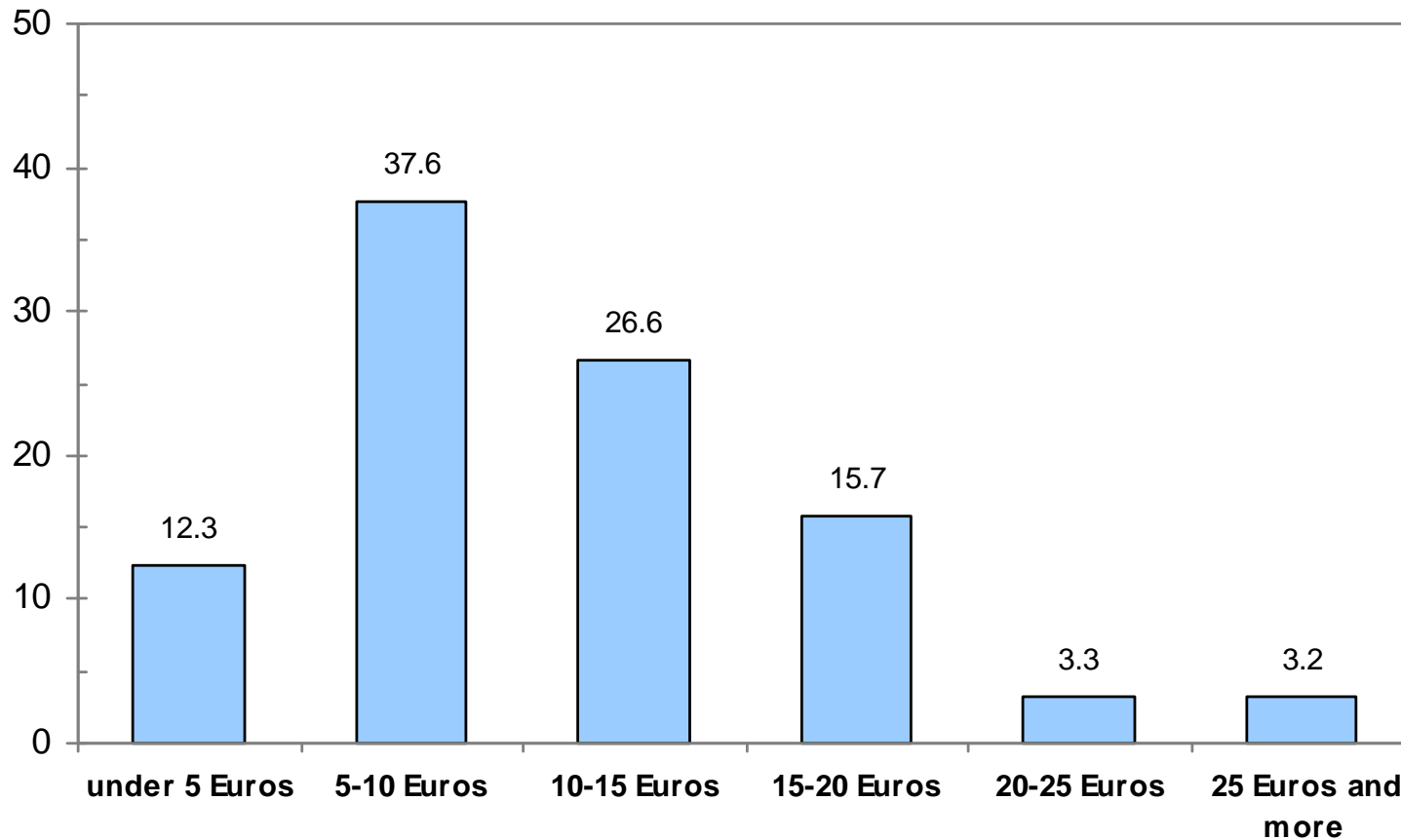


Basis: 928 boys and girls, 6-19 years, mobile phone owners, trend 2010.

Source: Trend Tracking Kids 2010, iconkids & youth international research, p. 150.

Expenses for mobile phone (per month)

Percentages



Basis: 416 boys and girls, mobile phone owners, 6-13 years.

Source: KidsVerbraucherAnalyse 2010, p. 48.

Sources:

- iconkids & youth international research GmbH: Trend Tracking Kids 2010. München 2010.
- Egmont Ehapa Verlag Berlin (Hrsg.): KidsVerbraucherAnalyse 2010: Junge Zielgruppen 6 bis 13 Jahre. Berlin: Ehapa 2010.
- Elements of Art/phaydon research+consulting: Kinder im Internet – vom virtuellen Spielplatz zum Alltagsbegleiter. Mönchengladbach 2009.
- Feierabend, Sabine; Klingler, Walter: Was Kinder sehen. Eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger 2009. In: Media Perspektiven, 4/2010, p. 182-194.
http://www.media-perspektiven.de/uploads/tx_mppublications/04-2010_Feierabend.pdf (last access: 20.09.2010).
- Horstmann, Reinhold; Schümann, Sandra: Das große Flimmern. Kartografie deutscher Wohnzimmer. In: Research & Results 4/2010, p. 48-50.
http://www.emnid.de/presse/pdf/autorenbeitraege/07_29_AB_TNS_Emnid_Schuemann_Horstmann_IP_Wohnzimmer_Web_RuR_04_2010.pdf (last access: 20.09.2010).
- Leven, Ingo; Schneekloth, Ulrich: Die Freizeit: Sozial getrennte Kinderwelten. In: World Vision Deutschland e. V. (Hrsg.): Kinder in Deutschland 2010. 2. World Vision Kinderstudie. Frankfurt a. M.: Fischer 2010, p. 95-140.
- Medienpädagogischer Forschungsverbund Südwest (mpfs): KIM-Studie 2008. Kinder + Medien, Computer + Internet. Stuttgart: mpfs 2009.
- SUPER RTL / Casu, Claudia; Bartz, Franziska: Kinderwelten. Fachtagung. Leitmedium Fernsehen. Aktuelle Fakten zur Rolle von TV bei Kindern und Familien. Vortrag auf der Fachtagung „Kinderwelten“ 2010.
http://www.ip-deutschland.de/ipd/plattformen/fernsehen/super_rtl/kinderwelten.cfm
(last access: 20.09.2010).