

# Basic Data Adolescents and Media 2020

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

Compiled by  
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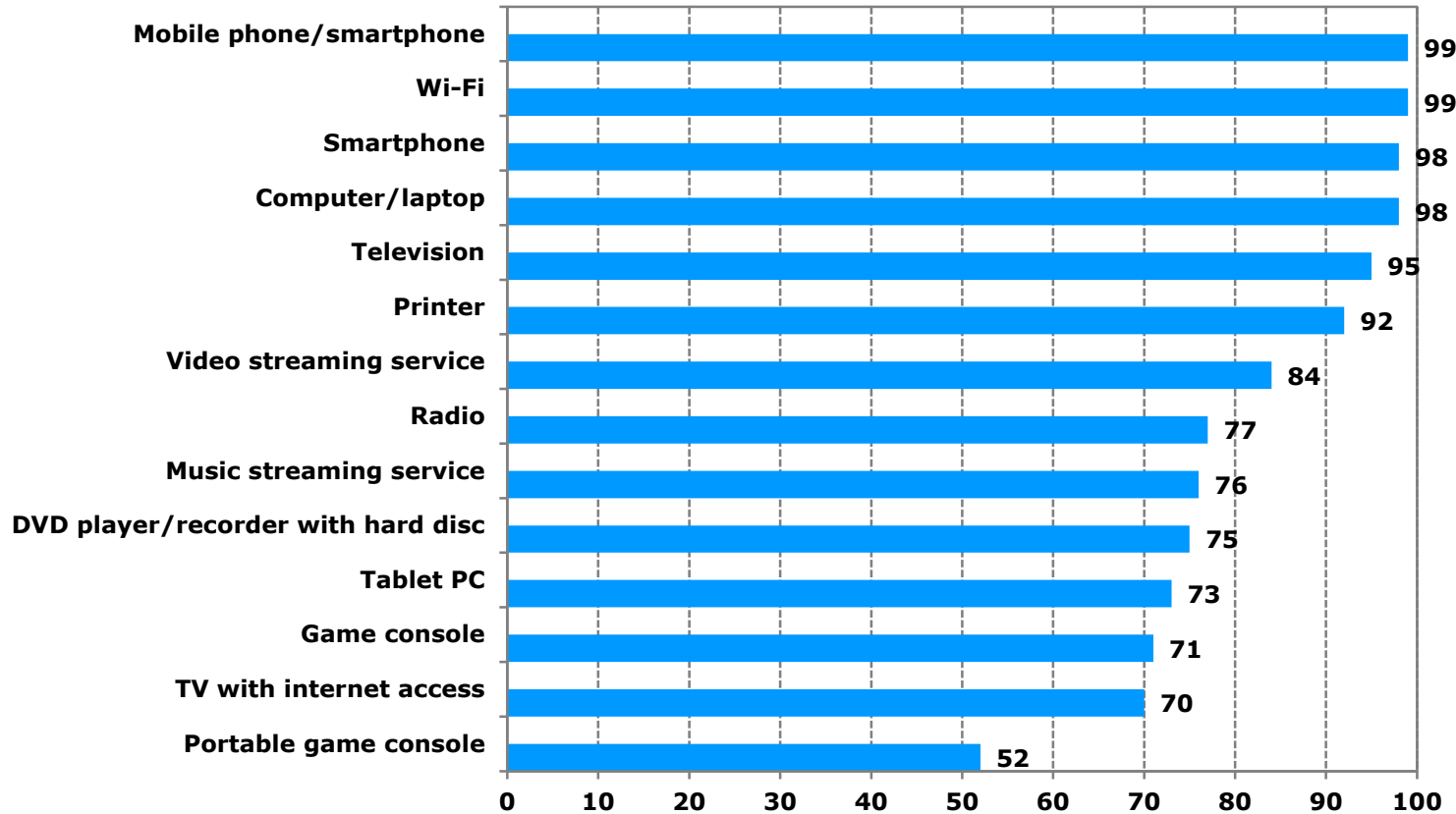
## Overview

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# Media Use, Media Ownership and Importance of Media

## Media devices at home

Media in German households, 2020, selection (percentages)

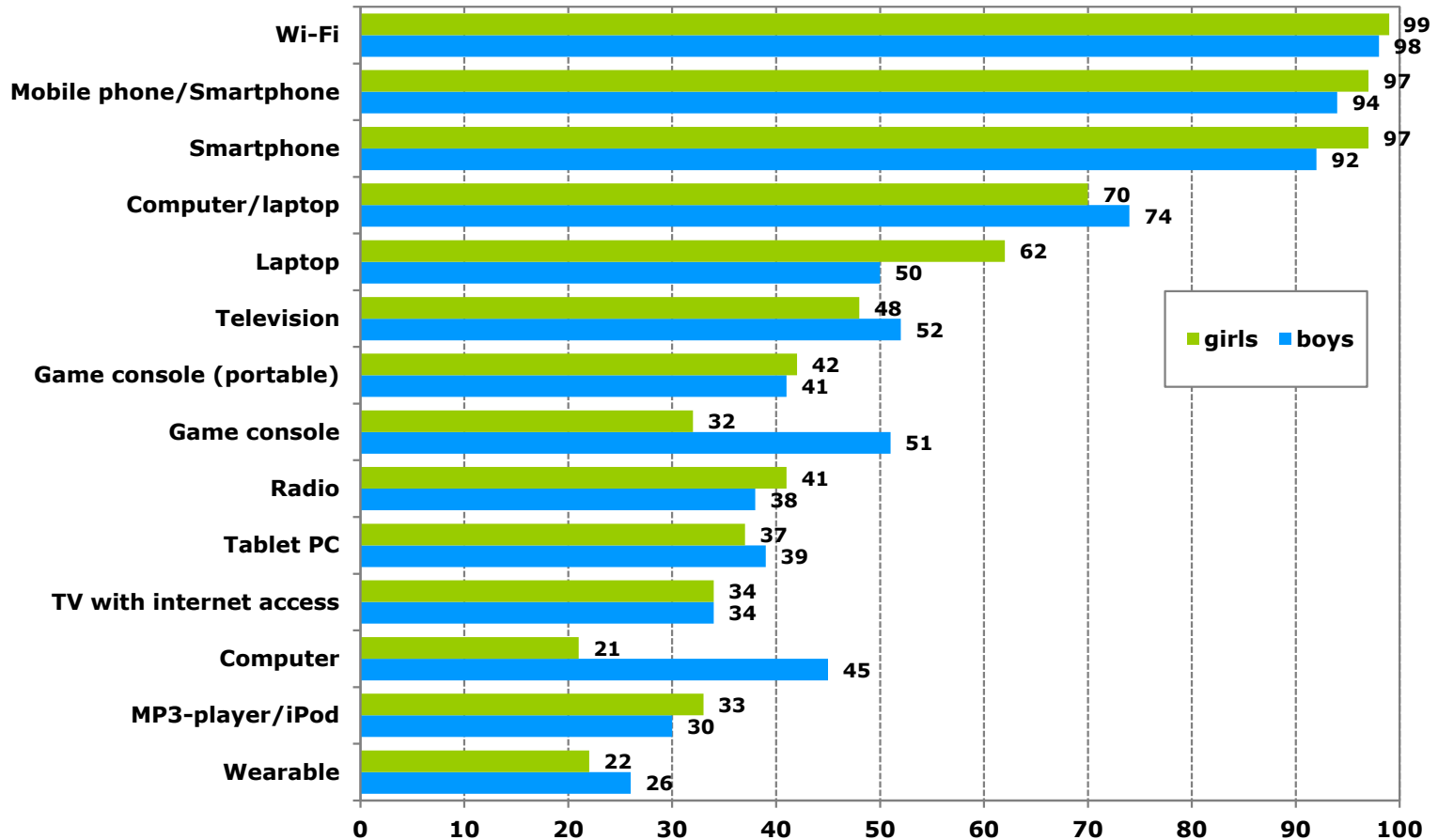


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2020, mpfs, p. 6.

## Personal media equipment of German adolescents

By gender, selection, 2020 (percentages)

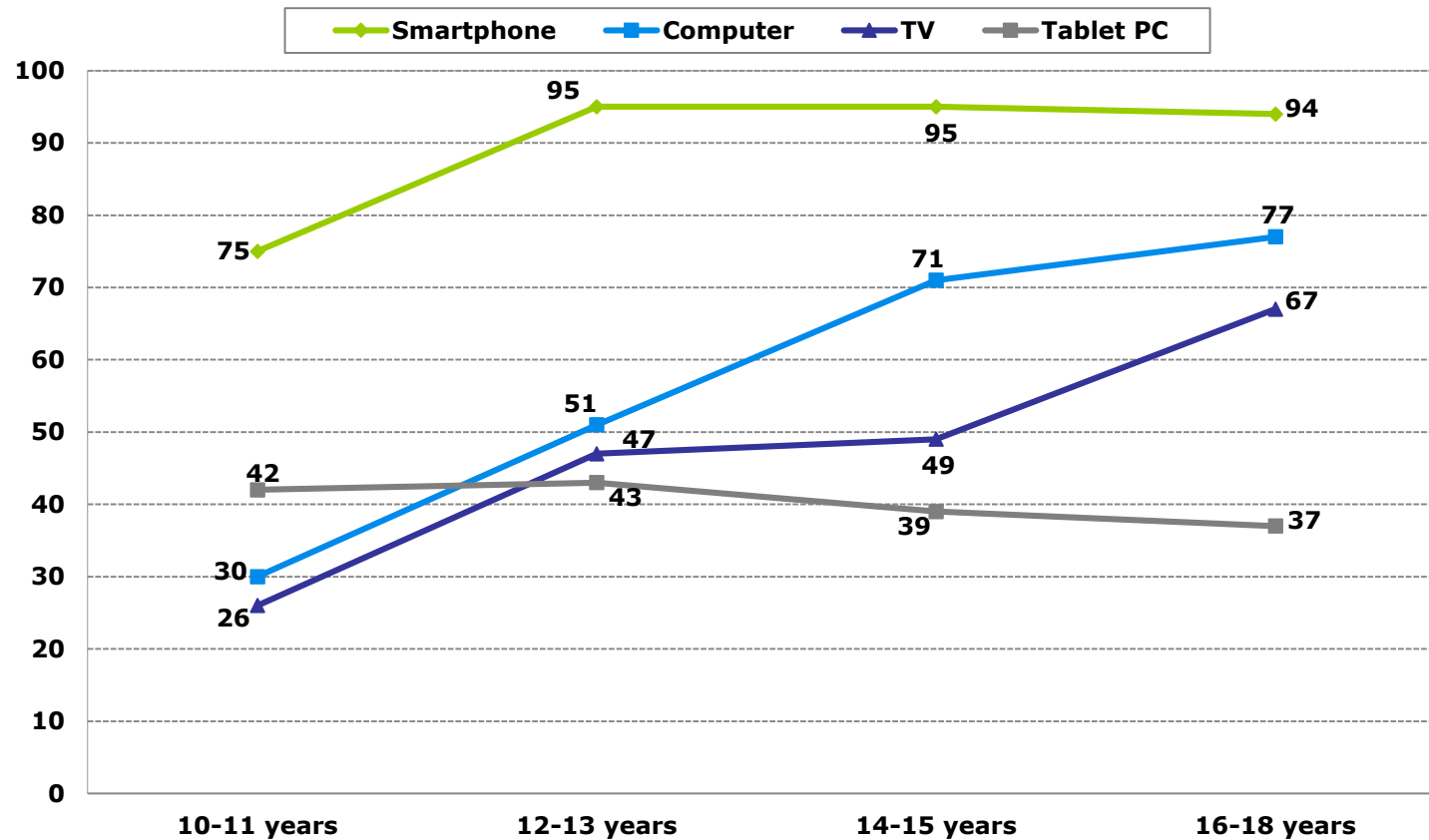


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2020, mpfs, p. 9.

## Personal media equipment of German adolescents by age

2019, selection (percentages)

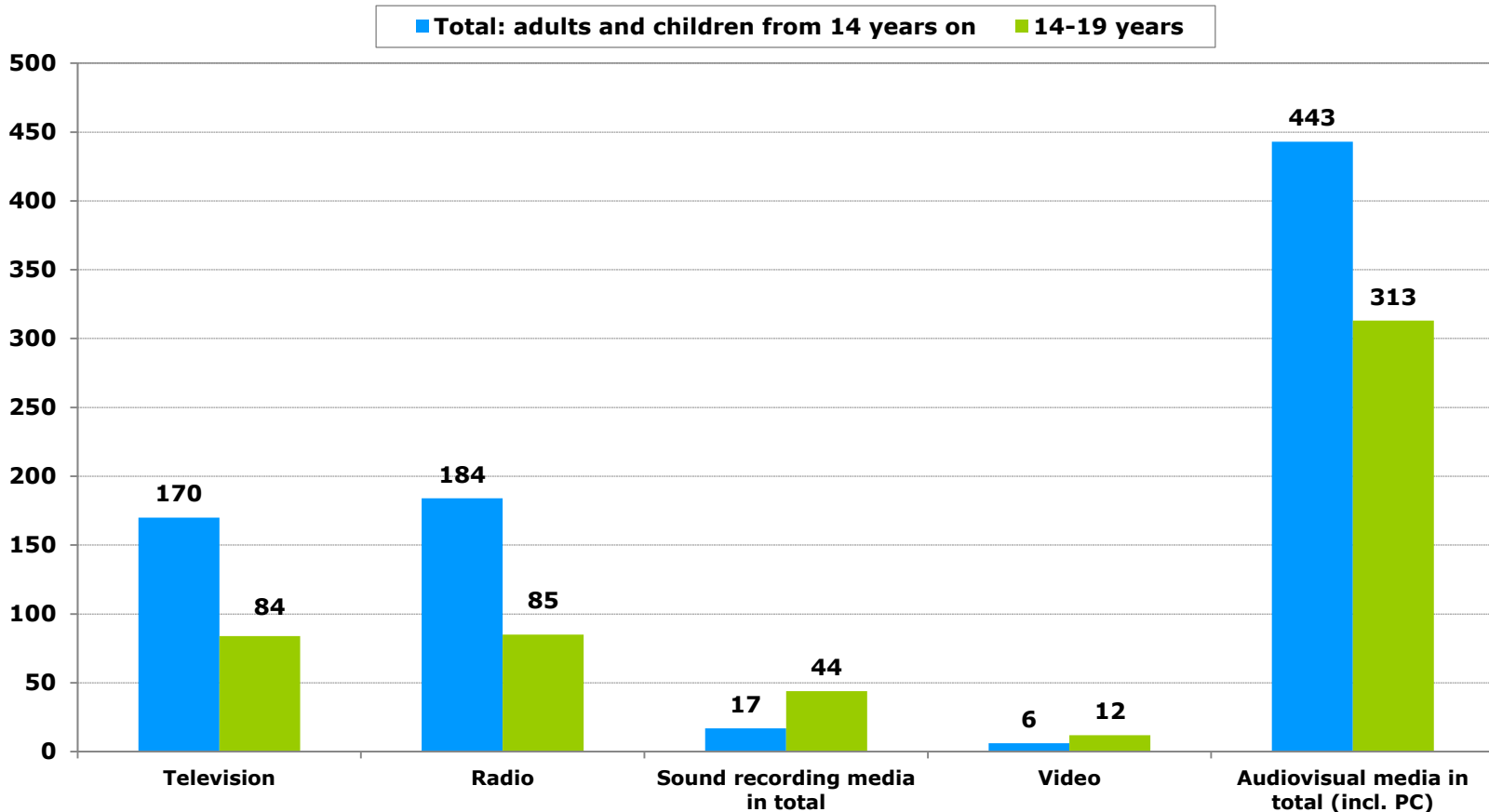


Basis: 915, 6-18 years.

Source: bitkom research 2019, p. 4.

## Average amount of time spent with various media in 2019

### Minutes per day, by age groups

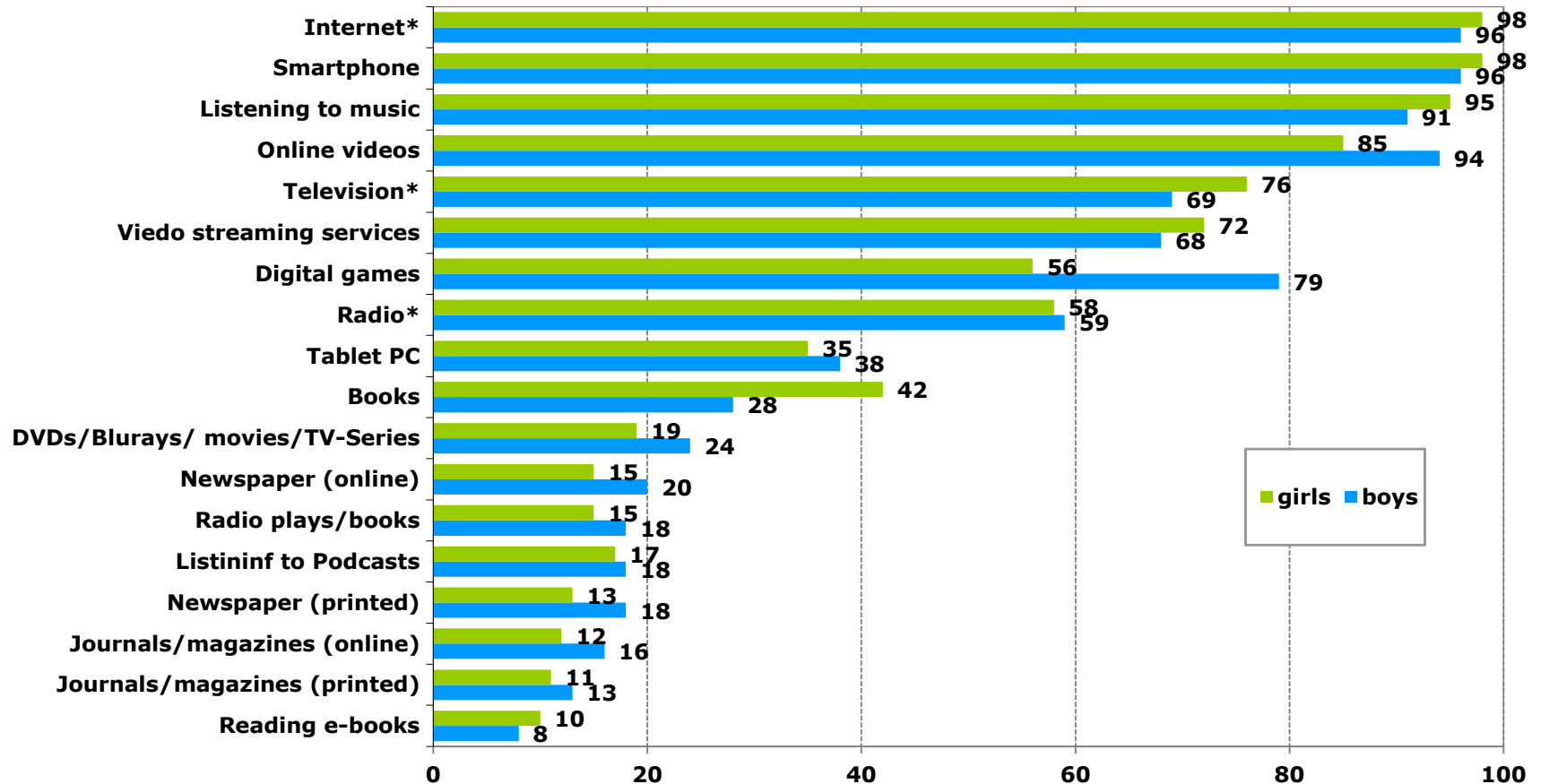


Basis: ma 2019, German speaking people 14 years and older, Mon-Sun, 5:00 a.m.–12:00 p.m. Sound recording media = record, tape, CD, MP3.

Source: Media Perspektiven Basisdaten 2019, p. 69/70.

## German adolescents media use in leisure time

Daily/several times a week, by gender, selection, 2020 (percentages)



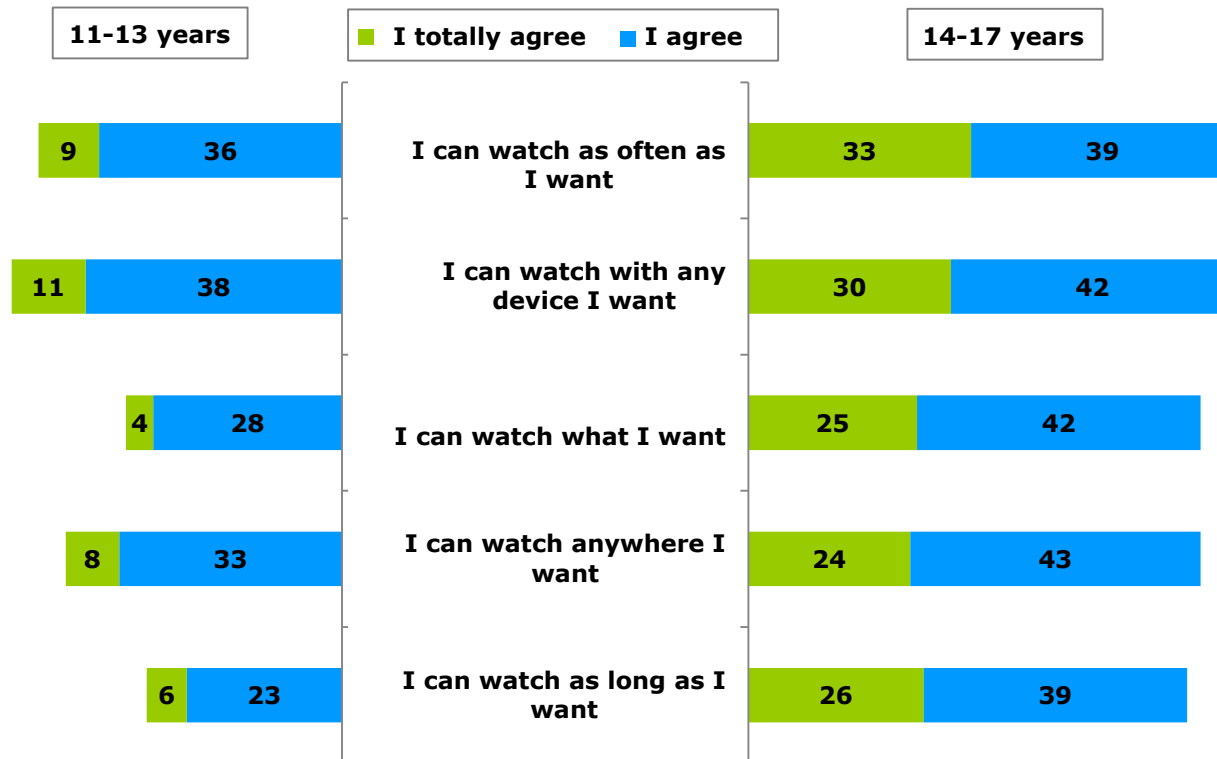
Basis: n= 1,200, 12-19 years. \*Regardless what access used

Source: JIM-Studie 2020, mpfs, p. 15.



## With increasing age young people have more freedom to use media as they want to

By age group (percentages)

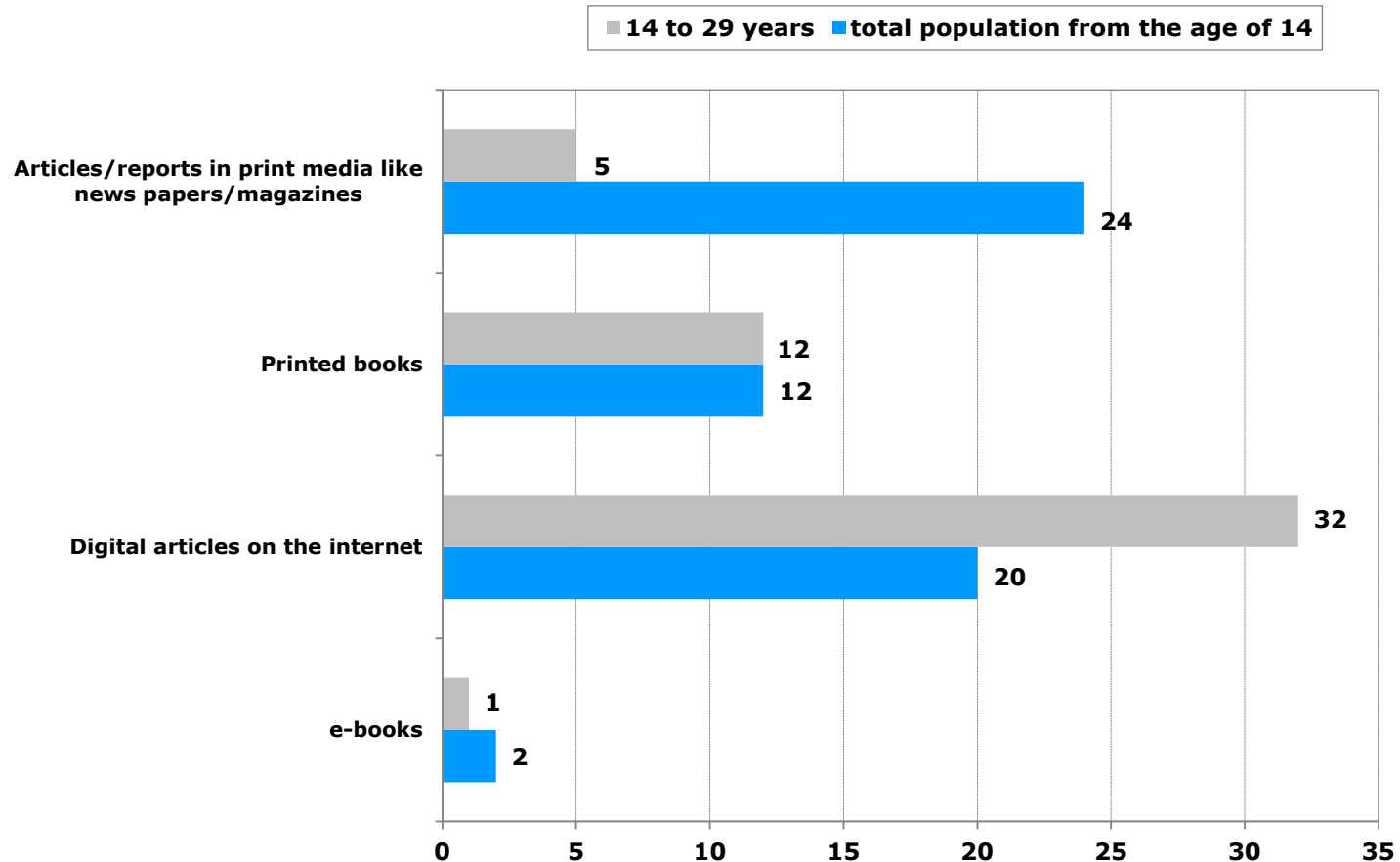


Basis: n= 5,136, 3-17 years and their parents.

Source: AGF GenZ Videostudie 2020, p. 18.

## 14- to 29-year-olds and their use of digital vs. print texts

Daily reach, usage yesterday, by age group (percentages)



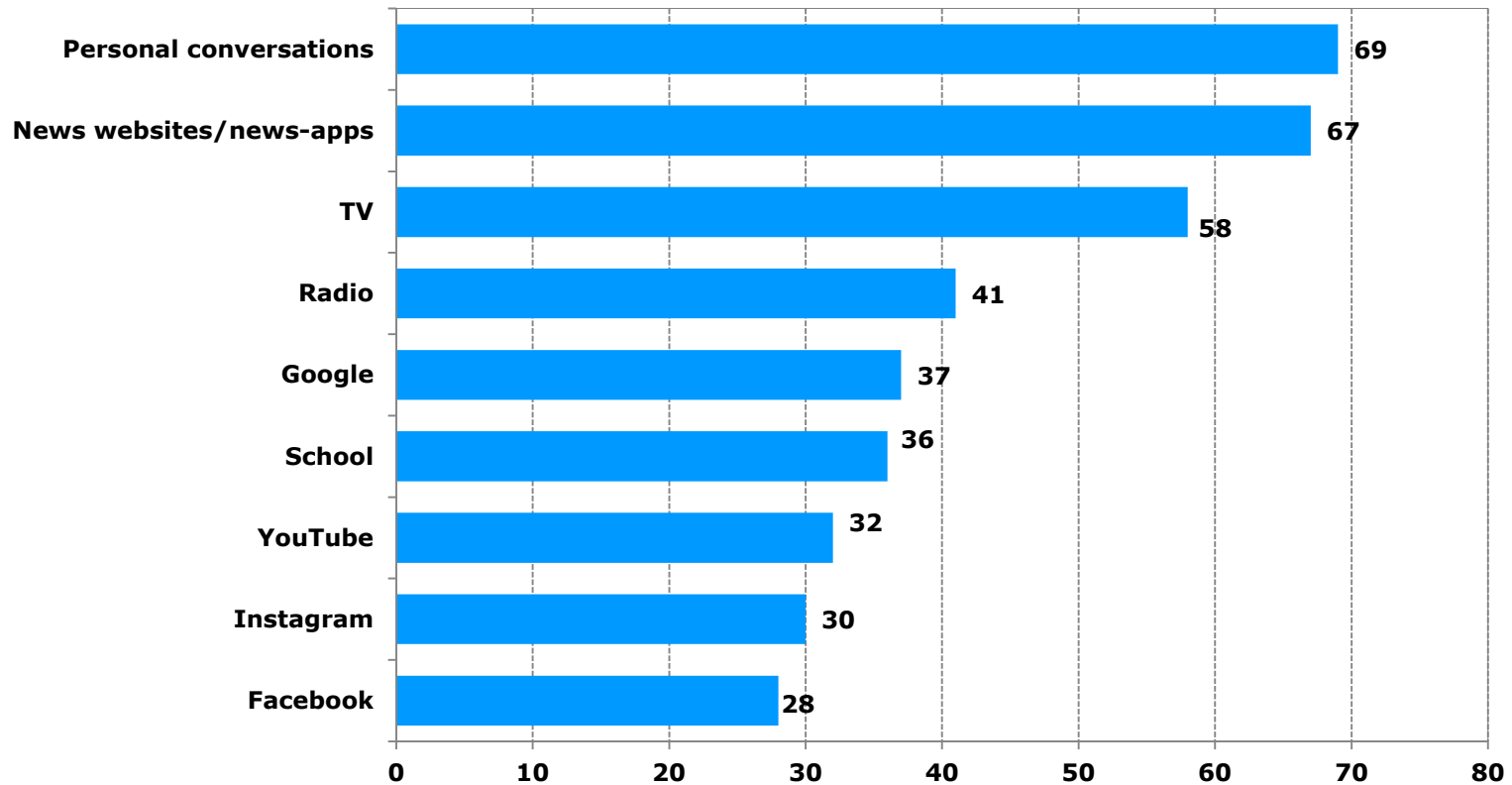
Base: n=2,000, German speaking population from the age of 14, Mo-Su, 5.00 a.m.-24.00 p.m.

Source: ARD/ZDF-Massenkommunikation Trends 2019 in: Frees et al. 2019, p. 322.

## How do German young people inform themselves about politics?

“From where do you get your information about contemporary political activities in Germany and the rest of the world?”

Multiple answers possible, selection, 2019 (percentages)

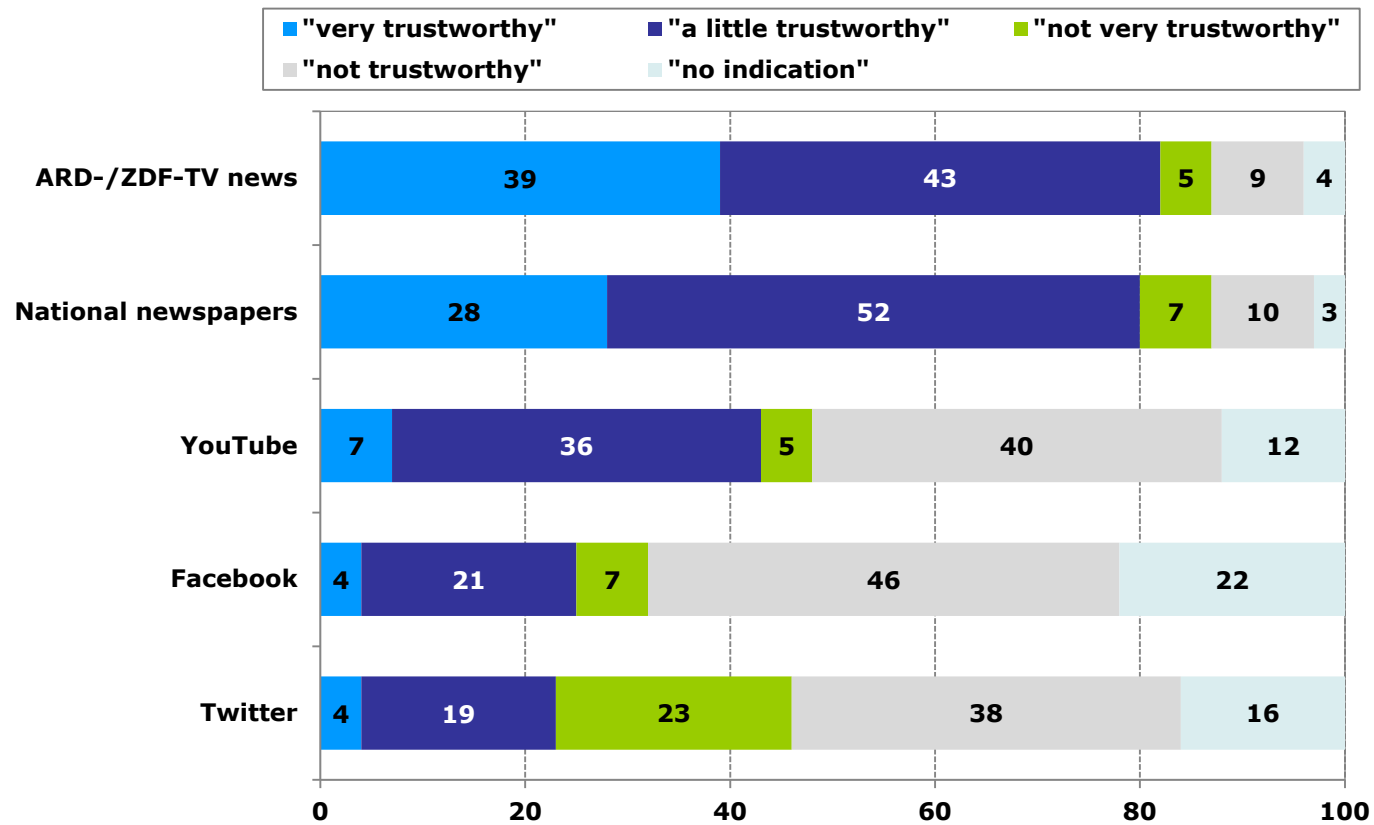


Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 11.

## Which news sources do German young people trust?

“How trustworthy do you think are these information sources ...?”  
12 to 25 years, 2019 (percentages)

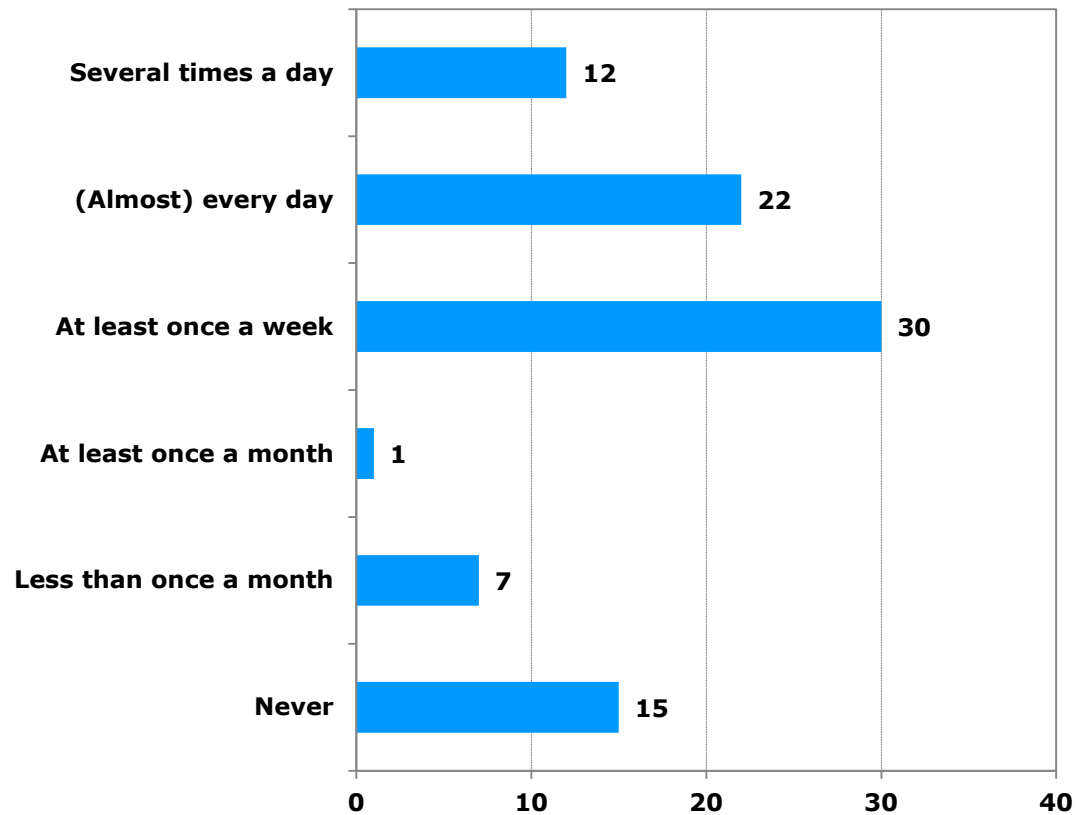


Base: n=2,572, 12-25 years.

Source: Shell Deutschland Holding: Jugend 2019, p. 243.

## How often do young people encounter online “fake news”?

“How often do you encounter news and information, on the internet or social media, where you have the feeling that they twist reality on purpose or are completely false?” 2019 (percentages)



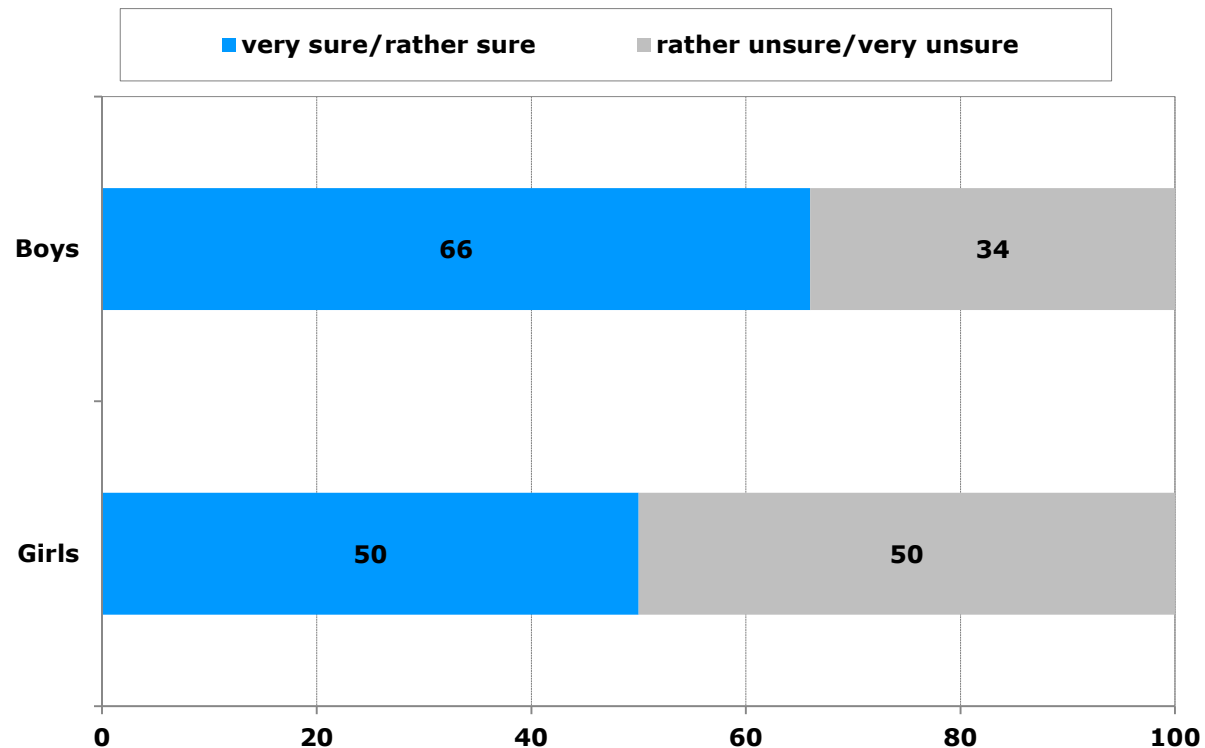
Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 21.

## Especially male young people think that they are very good in detecting “fake news”

“How sure or unsure are you, that you can detect Fake News on the internet?”

By gender, 2019, percentages

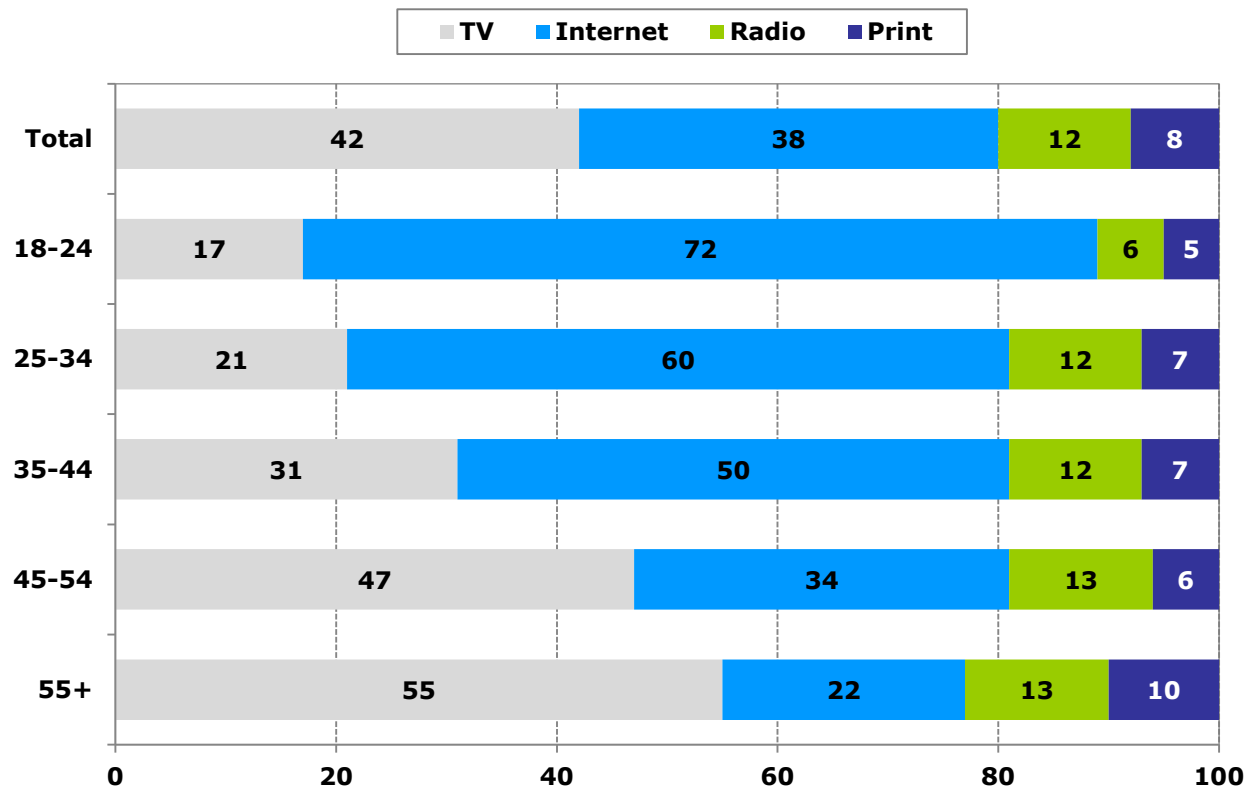


Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 25.

## Young people prefer internet news sources

Main news sources used by age groups, 2020 (percentages)

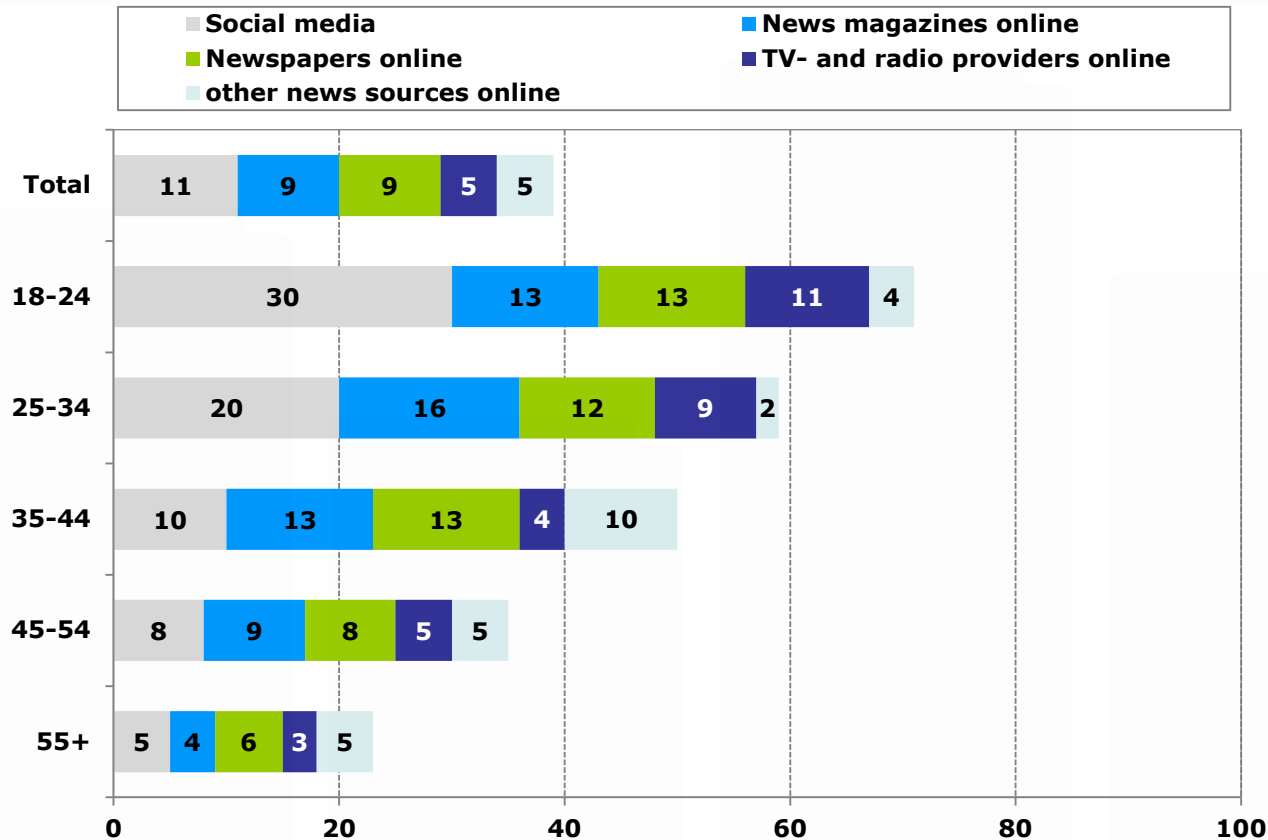


Basis: n=2.011, 18+ years.

Source: Reuters Institute Digital News Report 2020, p. 22.

## Social media are important news sources especially for young people

By age, 2020 (percentages)



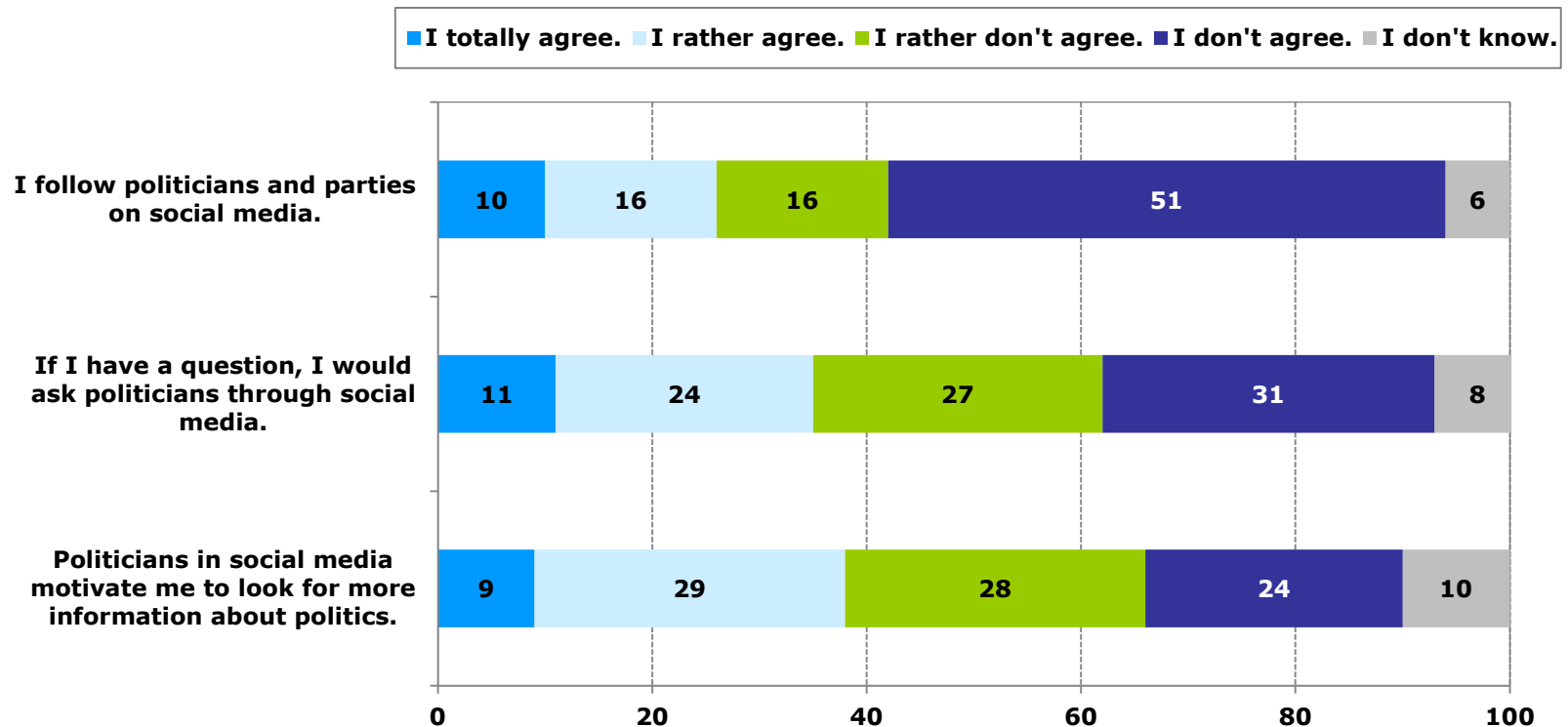
Basis: n=2.011, 18+ Jahre.

Source: Reuters Institute Digital News Report 2020, p. 23.



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

2018 (percentages)



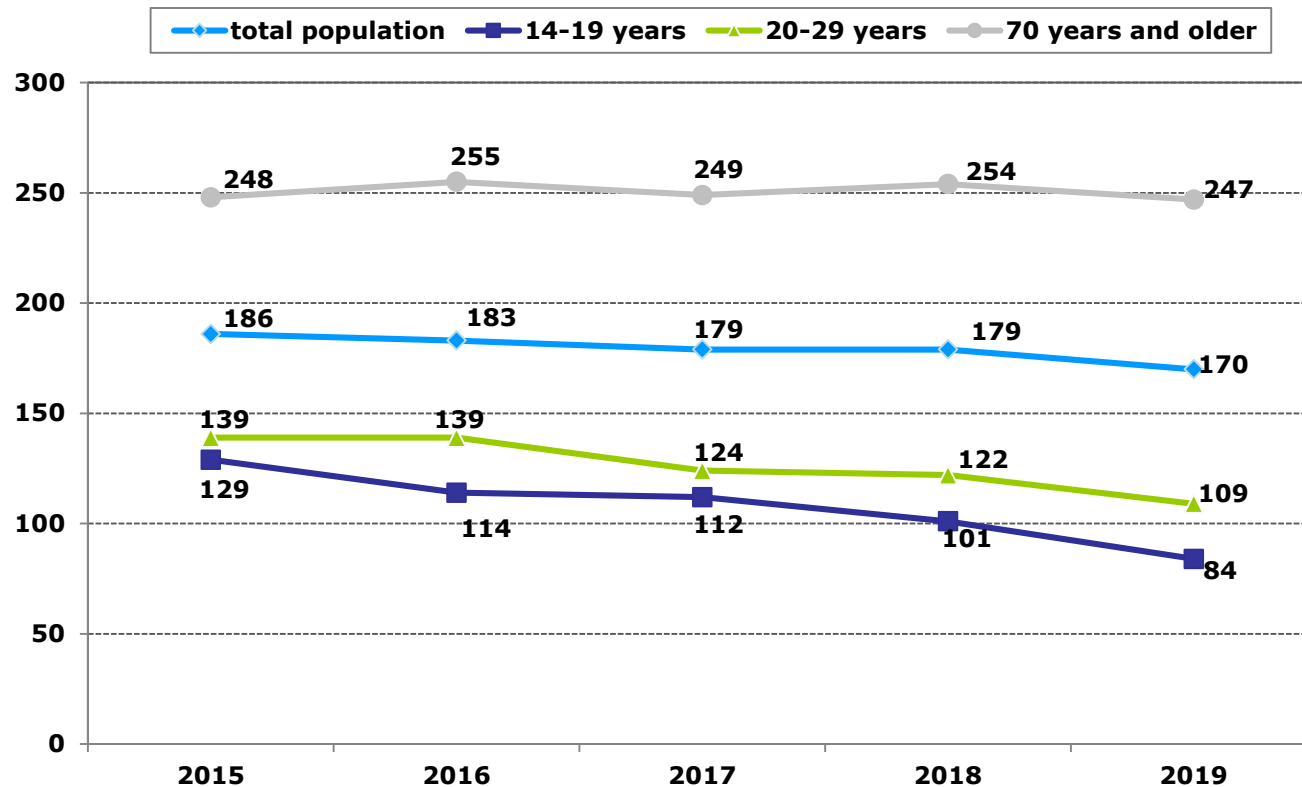
Basis: n=618, social media users, 14-24 years.

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, 2015-2019

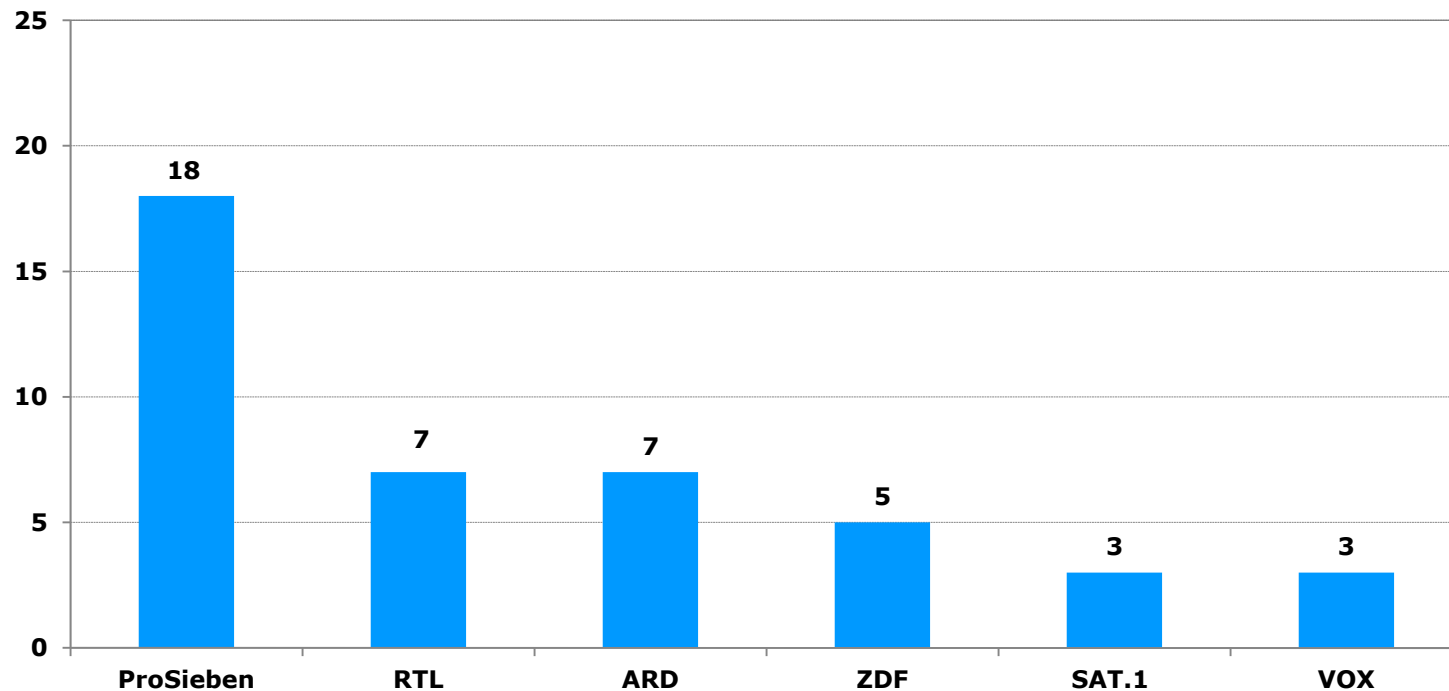


Basis: FRG in total, 14 years and older,  
5:00 a.m.-12:00 p.m., Mon-Sun.

Source: Media Perspektiven Basisdaten 2019,  
p. 69.

## Popular TV broadcasters among German adolescents in 2020

Market shares in age group 12-19 years, 2020 (percentages)

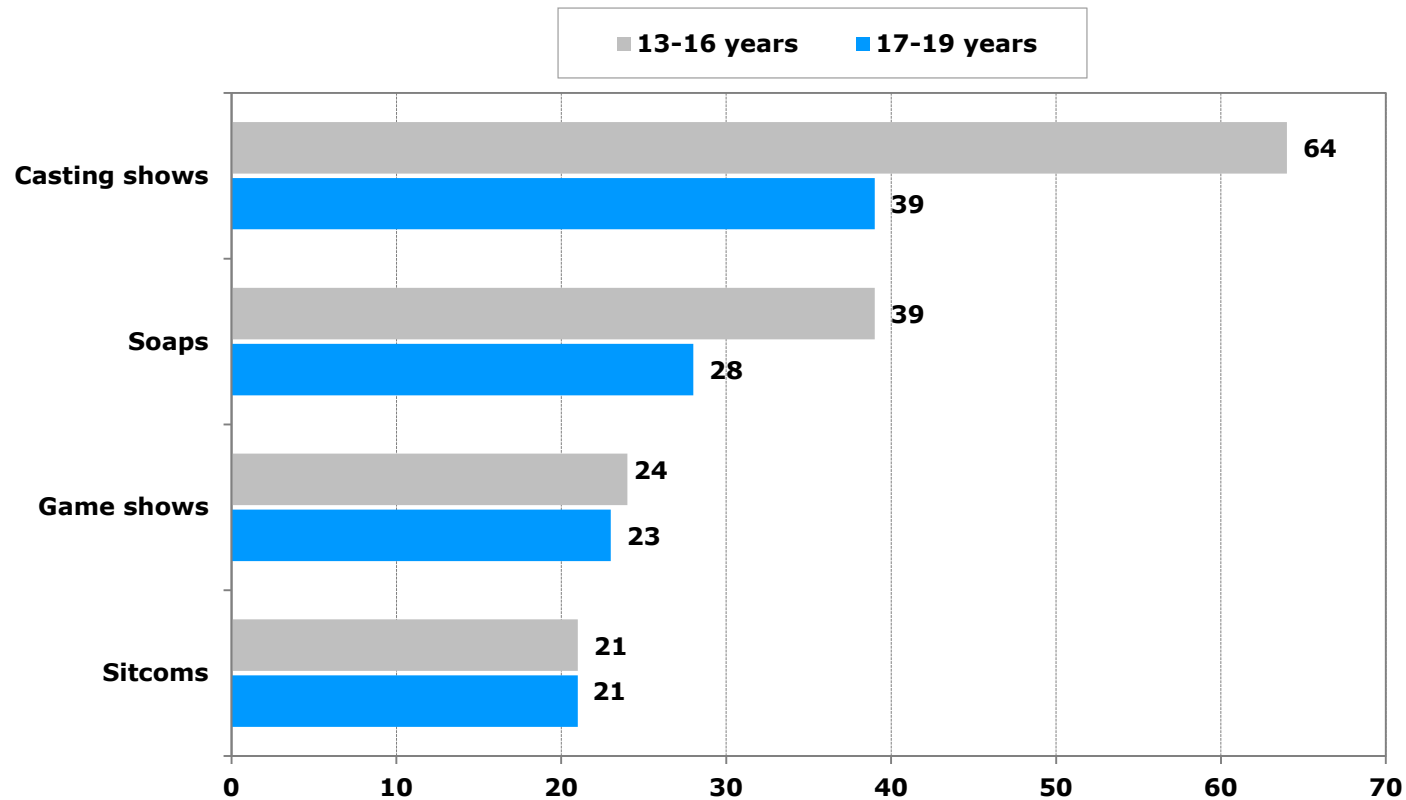


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2020, mpfs, p. 43.

## Girls' favourite TV genres in 2020

**“What type of programme do you like best?”**  
**Multiple nominations possible, 2020, selection (percentages)**

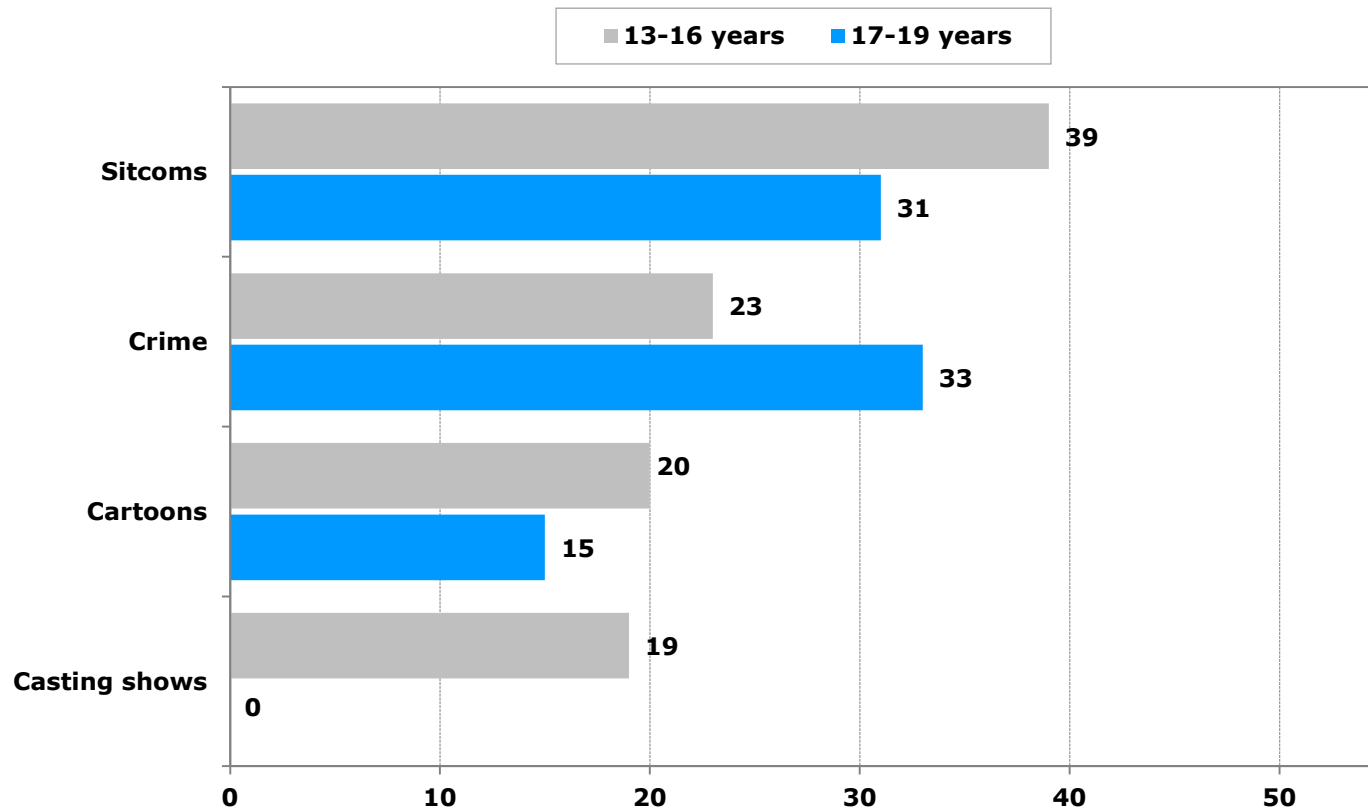


Basis: n=725 girls, 6 to 19 years.

Source: iconkids & youth international research:  
 Trend Tracking Kids 2020, p. 30.

## Boys' favourite TV genres 2020

**"What type of programme do you like best?"**  
**Multiple nominations possible, 2020, selection (percentages)**

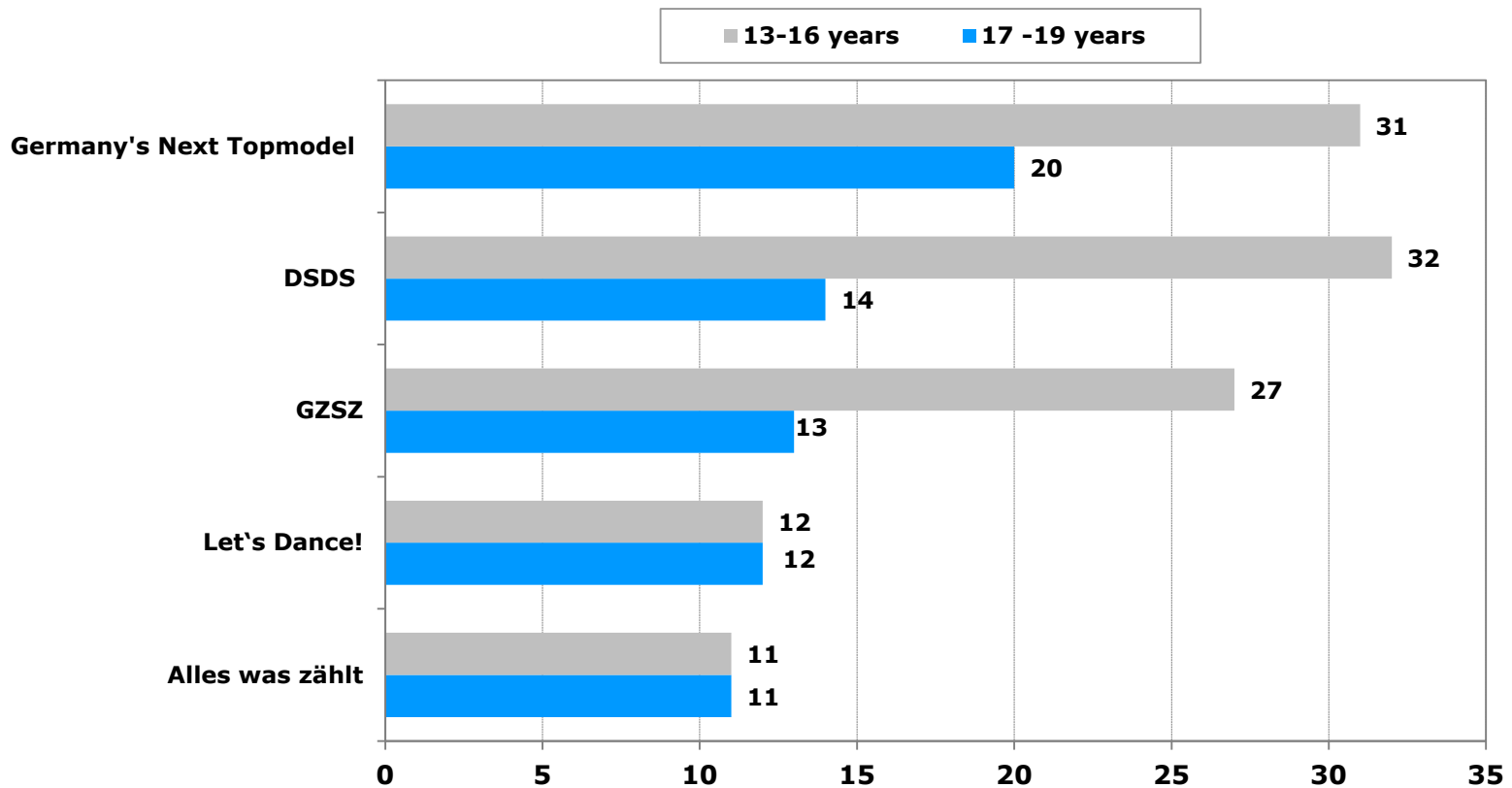


Basis: n=762 boys, 6-19 years.

Source: iconkids & youth international research:  
Trend Tracking Kids 2020, p. 29.

## Which TV programmes do German girls like best?

2020, multiple nominations possible, selection (percentages)

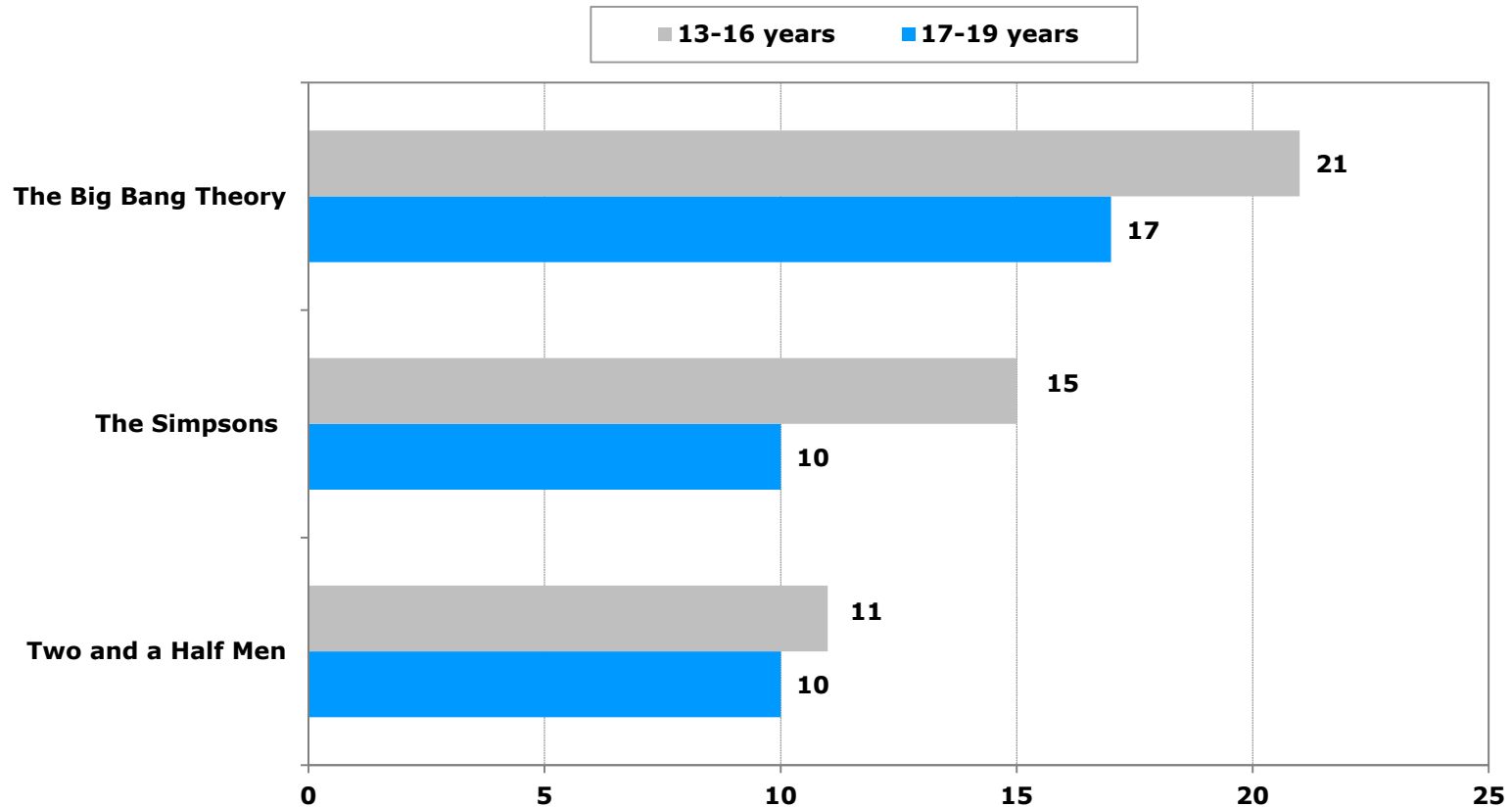


Basis: n=725 girls, 6-19 years.

Source: iconkids & youth international research:  
Trend Tracking Kids 2020, p. 26.

## Which TV programmes do German boys like best?

2020, multiple nominations possible, selection (percentages)



Basis: n=762 boys, 6-19 years.

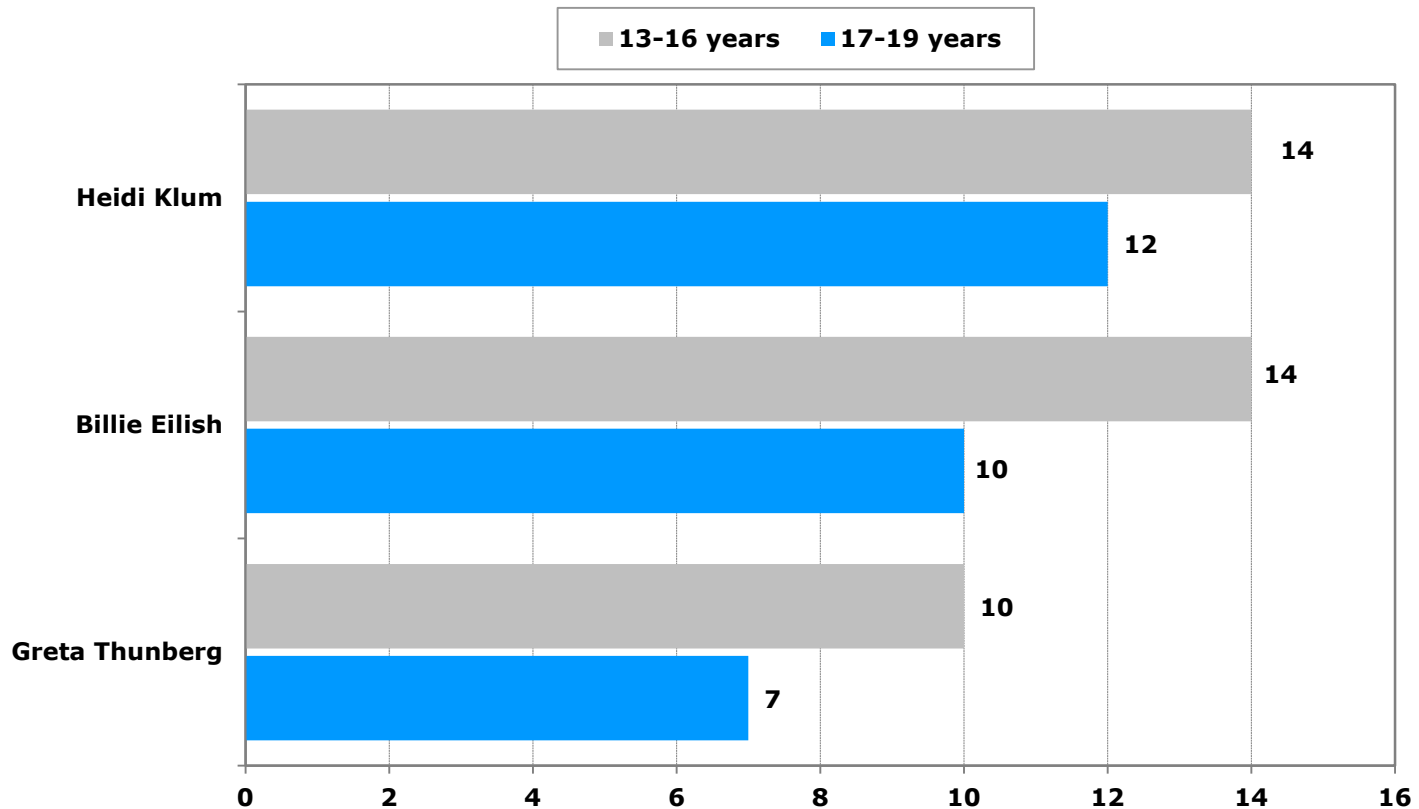
Source: iconkids & youth international research:  
Trend Tracking Kids 2020, p. 25.



## German girls' media idols 2020

**“Who do you find really awesome currently?”**

**Unsupported, multiple nominations possible, selection (percentages)**



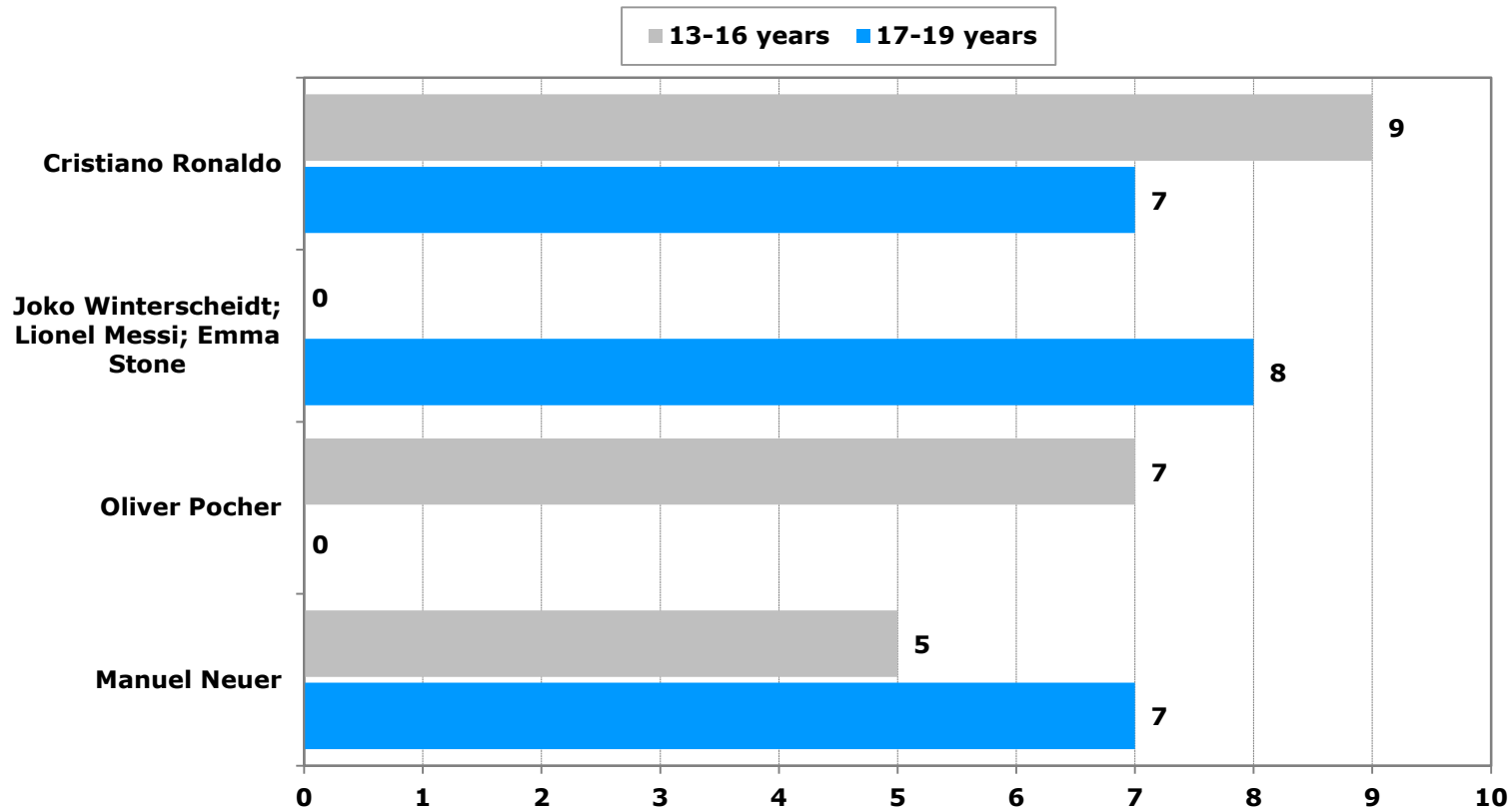
Basis: n=725 girls, 6-19 years.

Source: iconkids & youth international research:  
Trend Tracking Kids 2020, p. 63.

## German boys' media idols 2020

"Who do you find really awesome currently?"

Unsupported, multiple nominations possible, selection (percentages)

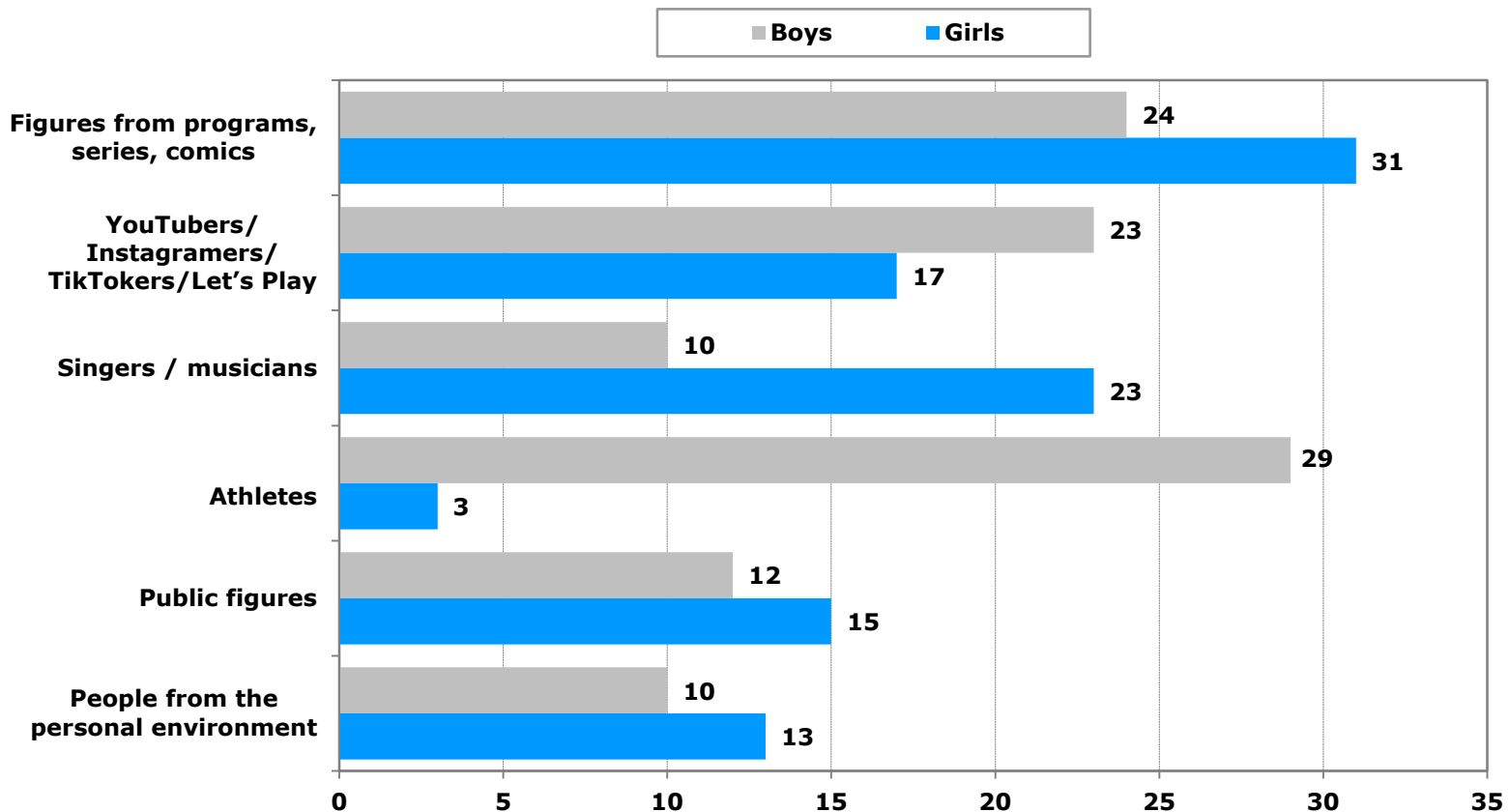


Basis: n=762 boys, 6-19 years.

Source: iconkids & youth international research:  
Trend Tracking Kids 2020, p. 62.

## Athletes and singers are becoming important role models for adolescents

By gender, selection (percentages)

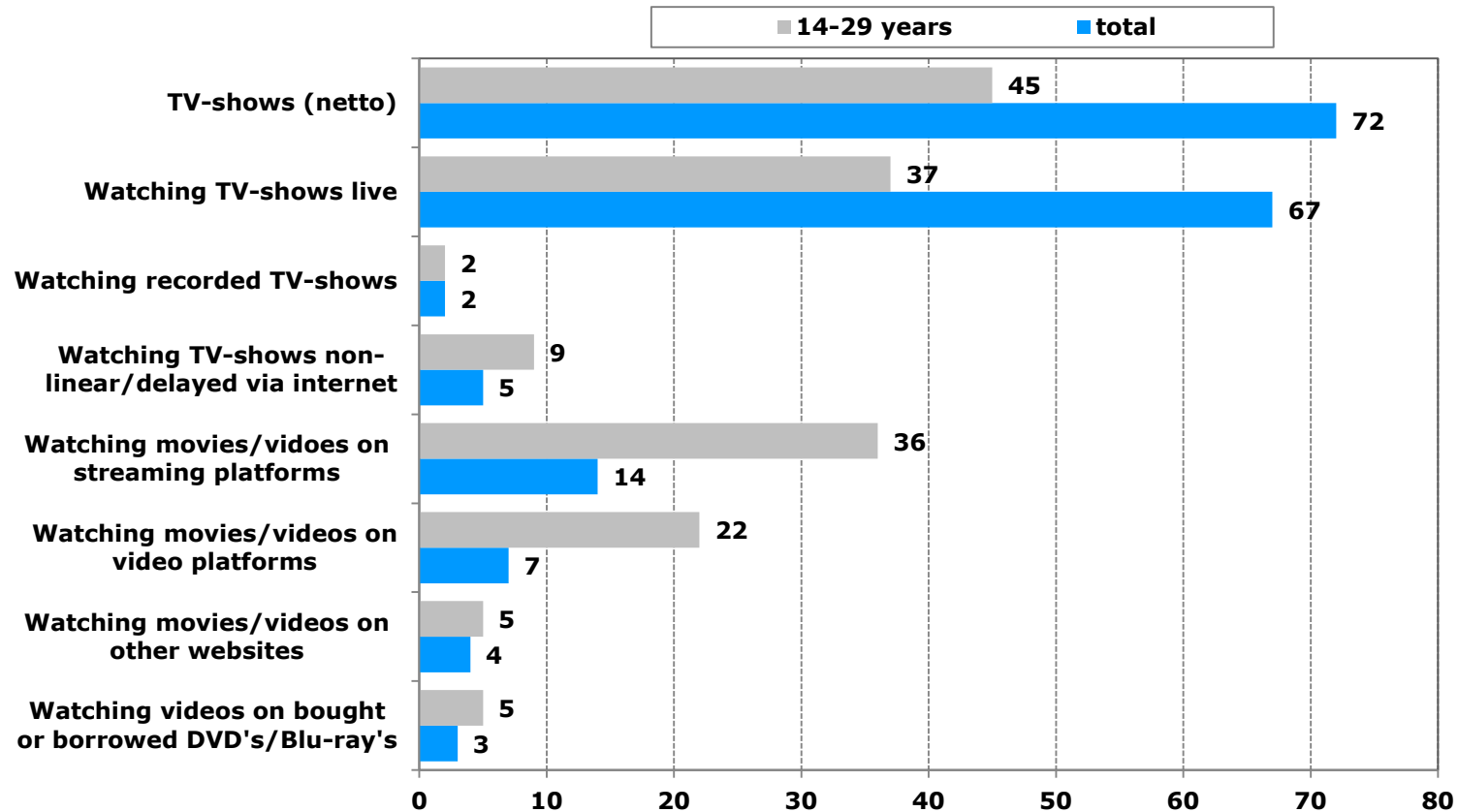


Basis: n=5,136 3-17 years; young people who have a role model.

Source: AGF GenZ Videostudie, p. 14.

## Ways of video-/TV-use: 14- to 29-year-olds in comparison to total population

Daily reach, usage yesterday, by age groups, 2019, percentages

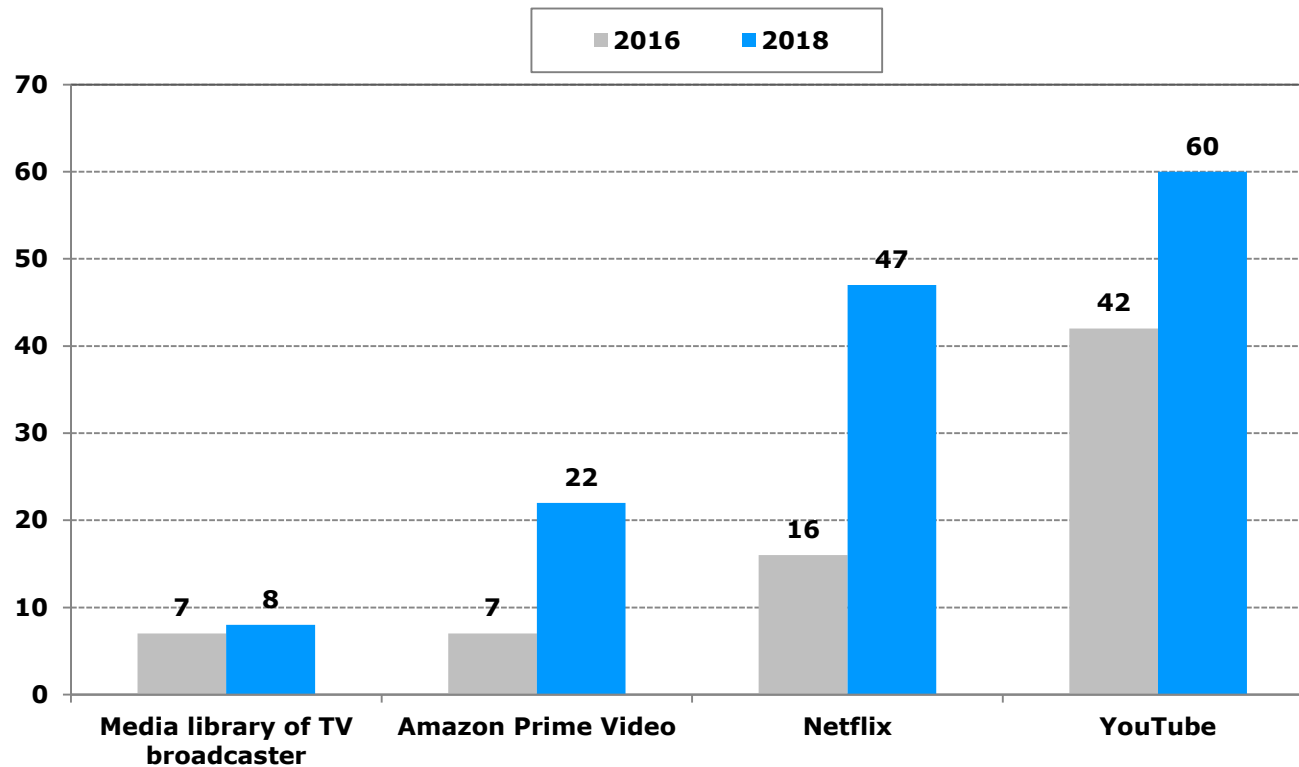


Base: n=2,000; German speaking population from the age of 14.

Source: ARD/ZDF-Massenkommunikation Trends 2019. In: Frees et al. 2019, p. 317.

## Watching programmes, series and movies online

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

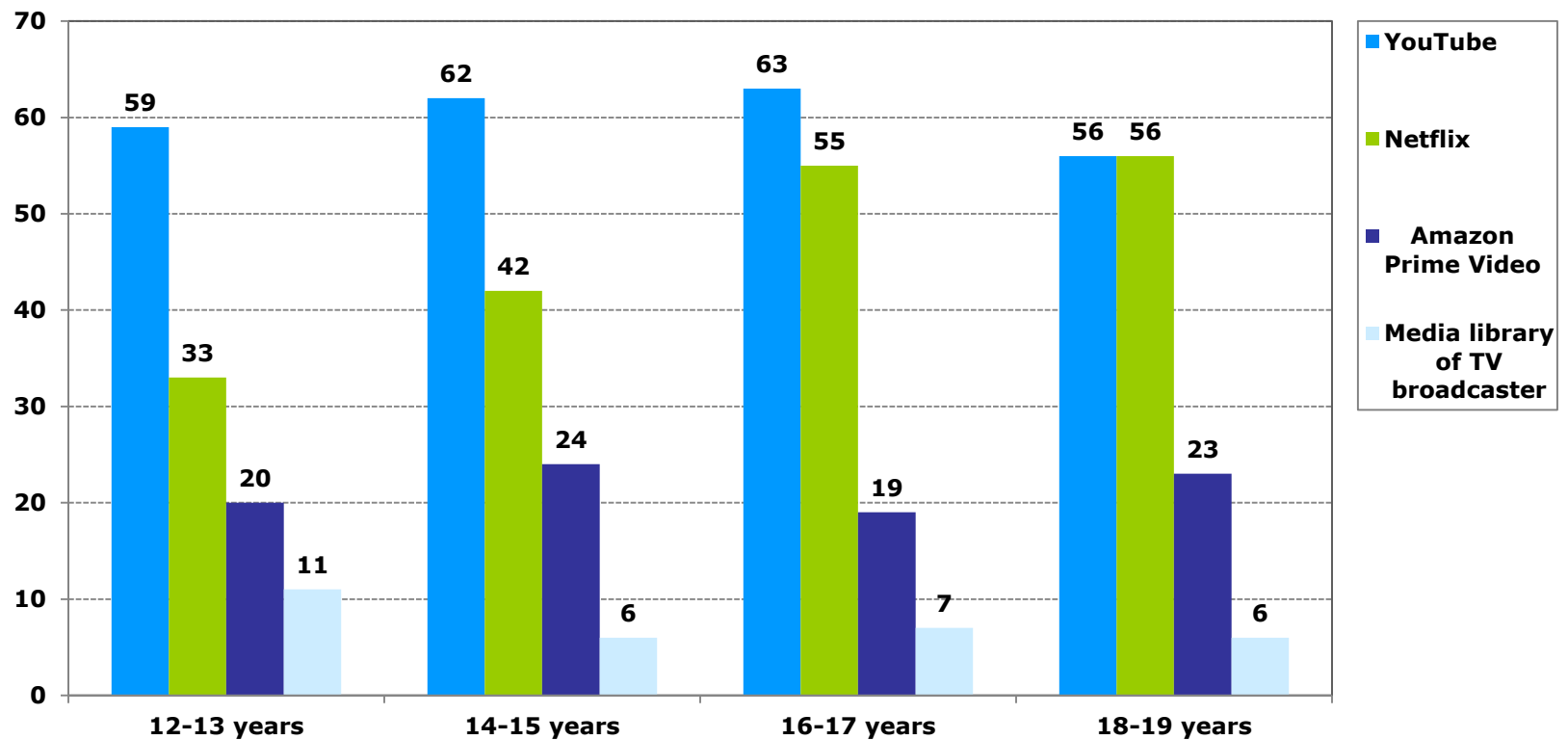


Basis: 2016: n=1,200, 2018: n=1,200, 12-19 years.

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)

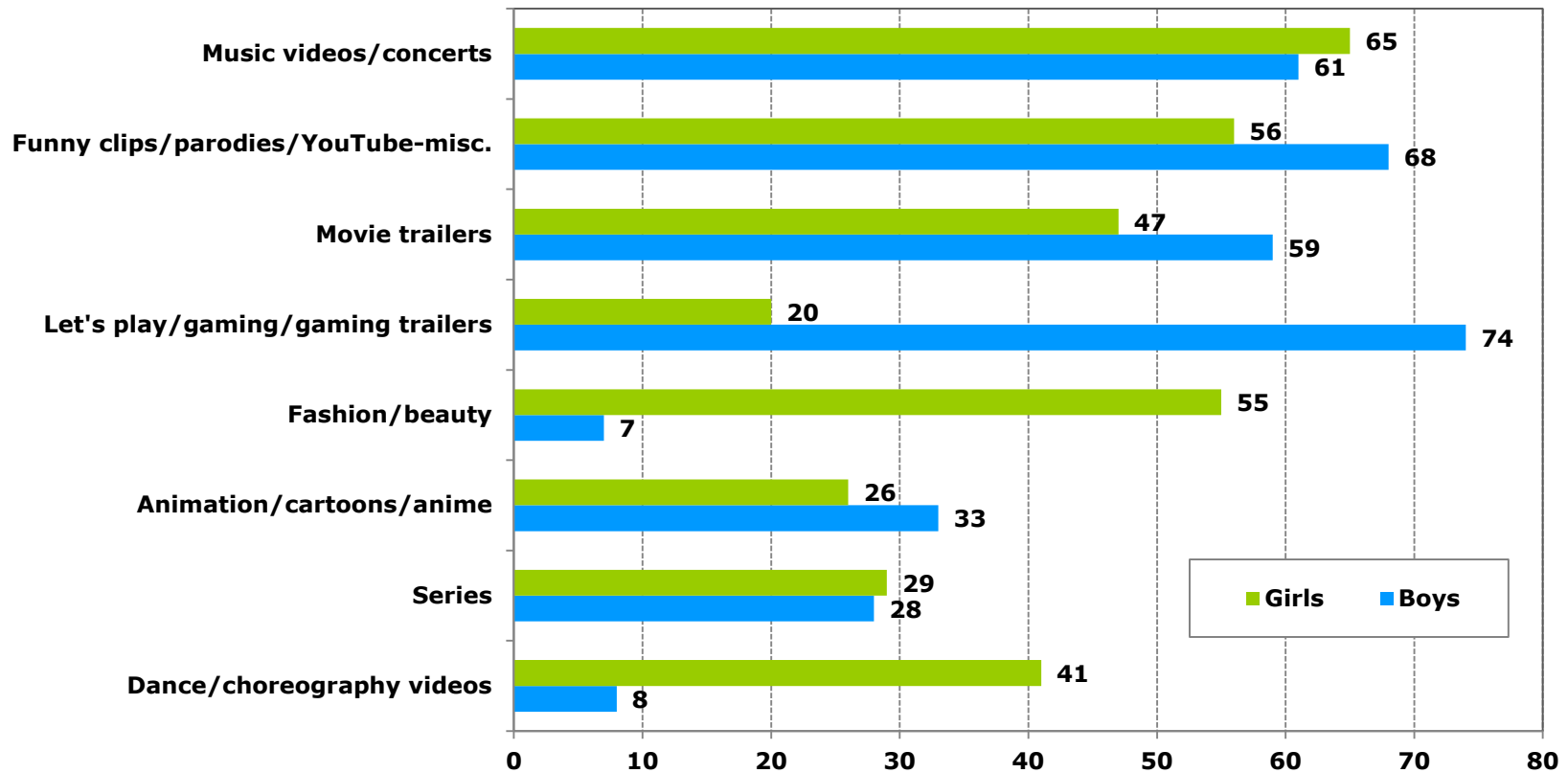


Basis: n=1,200, 12-19 years.

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

## What do adolescents watch on YouTube?

By gender, selection, 2019 (percentages)



Base: n=710, 12-19 years, YouTube users.

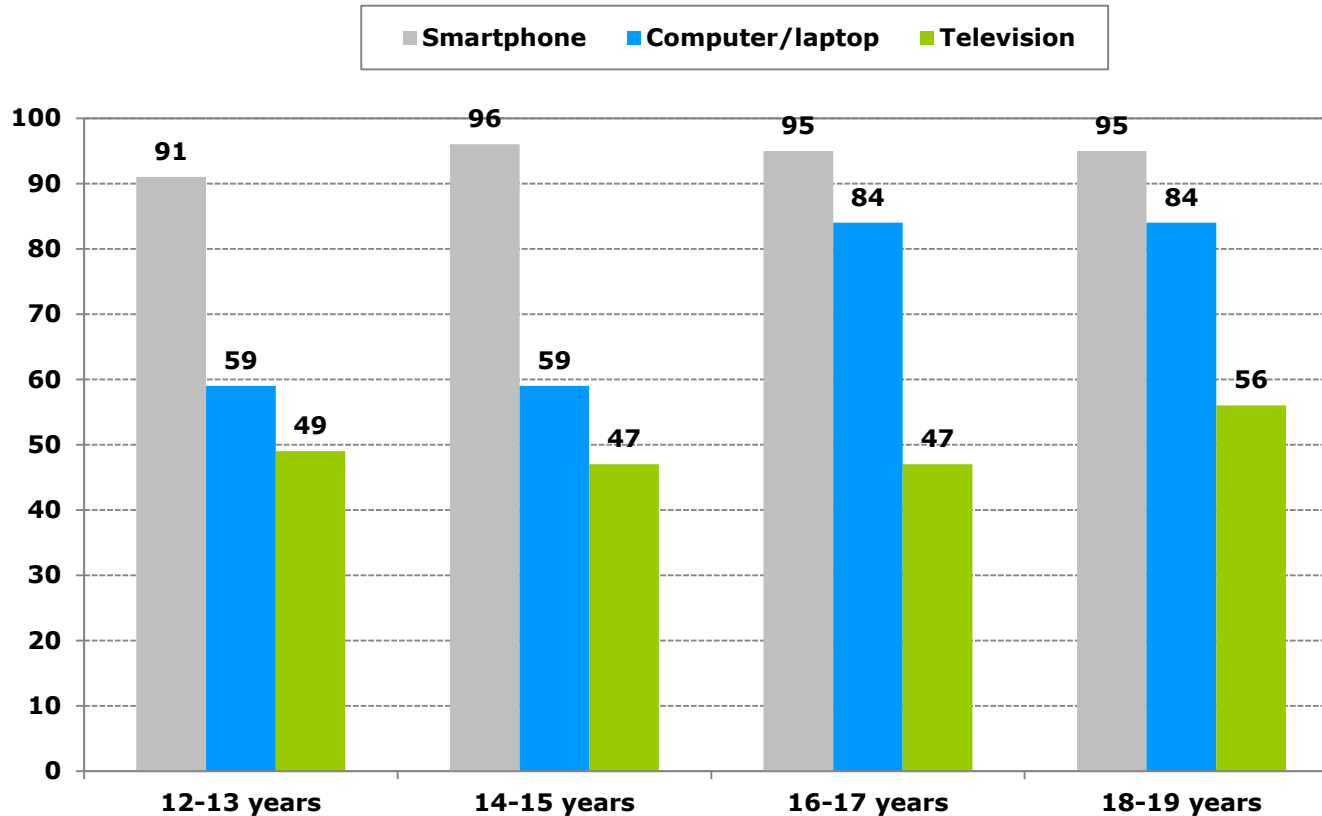
Source: Rat für kulturelle Bildung 2019, p. 25.

# Computer, Internet and Social Media



## Selected media devices in personal ownership

By age groups, 2020, percentages

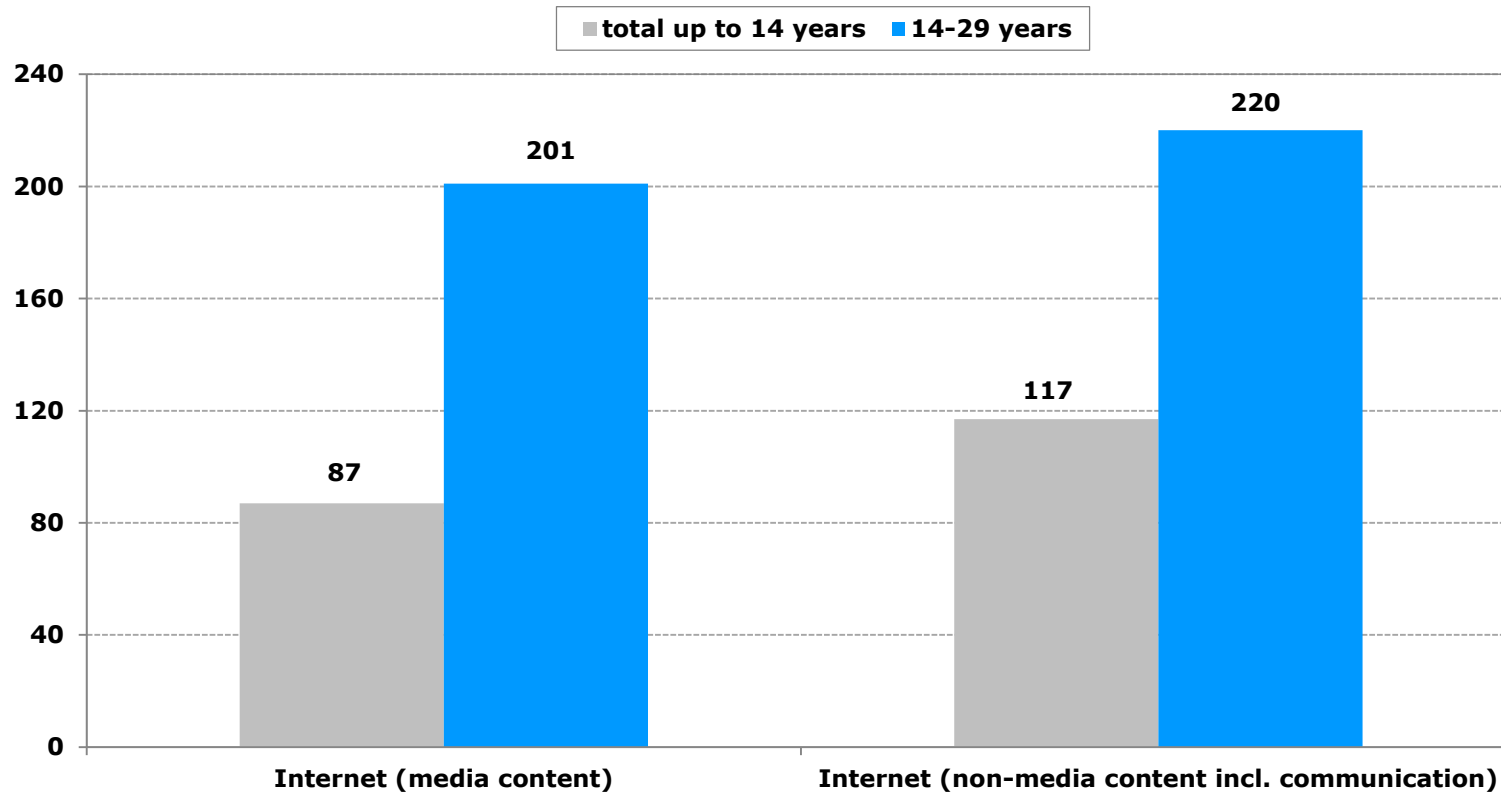


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2020, mpfs, p. 10.

## Daily time spent online in 2019

Comparison total population and adolescents/young adults, in minutes per day

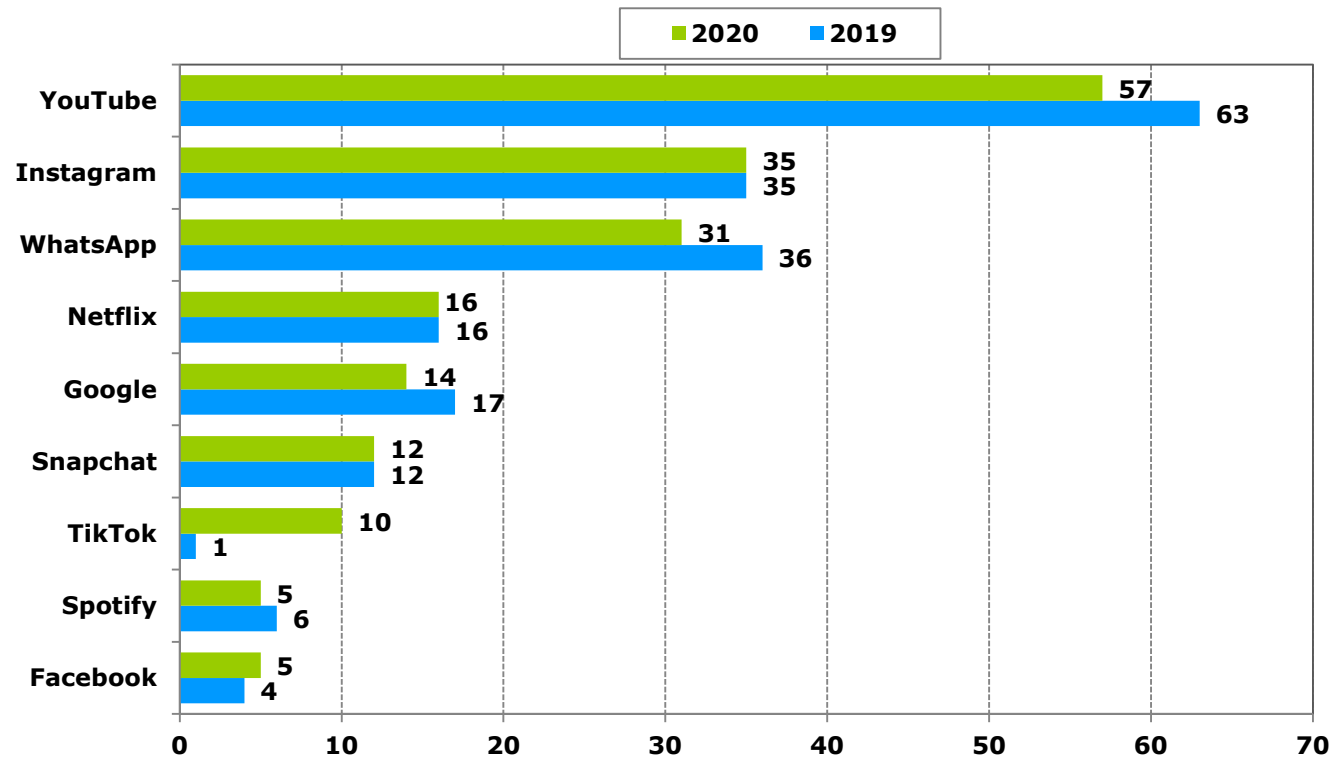


Base: n=2,000, German speaking population up to 14 years.

Source: ARD/ZDF-Massenkommunikation Trends 2019, in: Frees et al. 2019, p. 316.

## Favourite websites and platforms in 2019 and 2020

Maximum of 3 nominations, selection, 2020 (percentages)

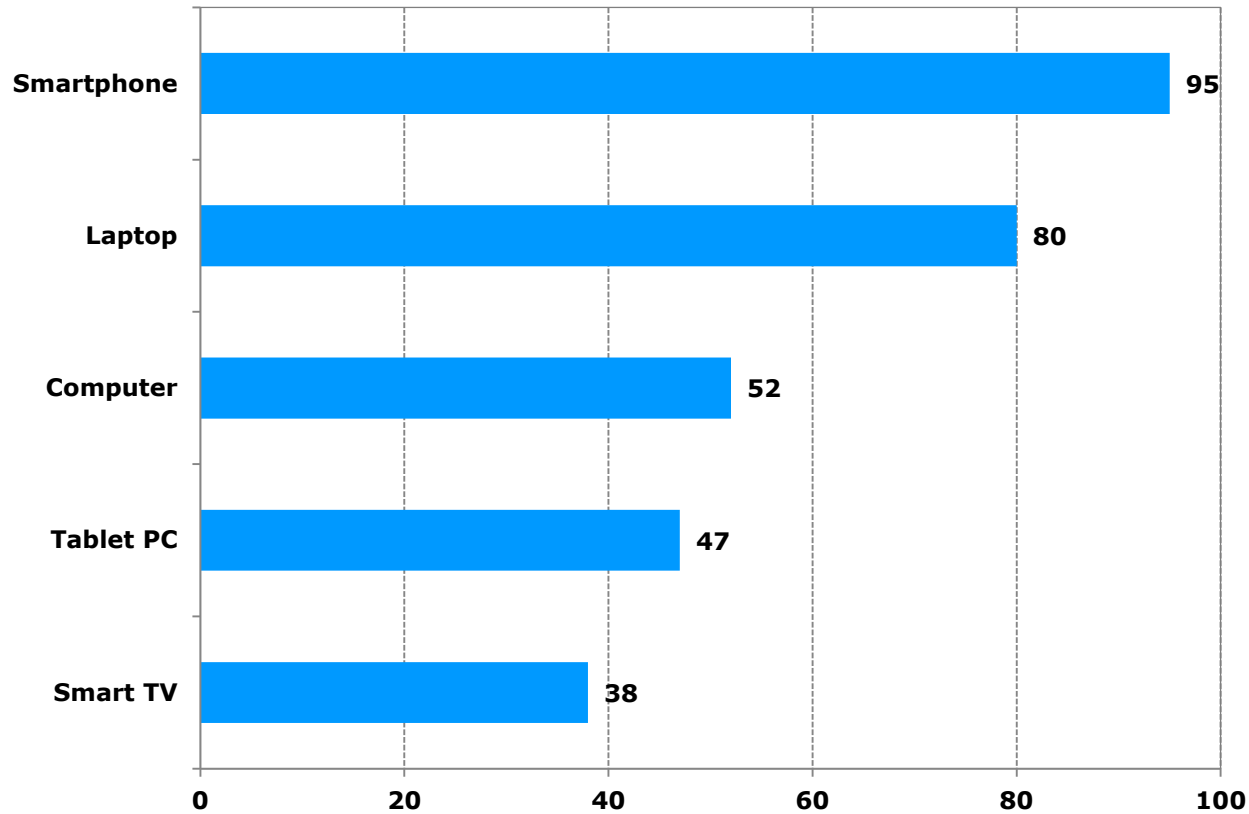


Basis: 2019 n=1,181, 2020: n=1.200; 12-19 years;  
internet use at least rarely.

Source: JIM-Studie 2020, mpfs, p. 37.

## Favourite ways to use social media

Selection, 14-29 years, 2018 (percentages)

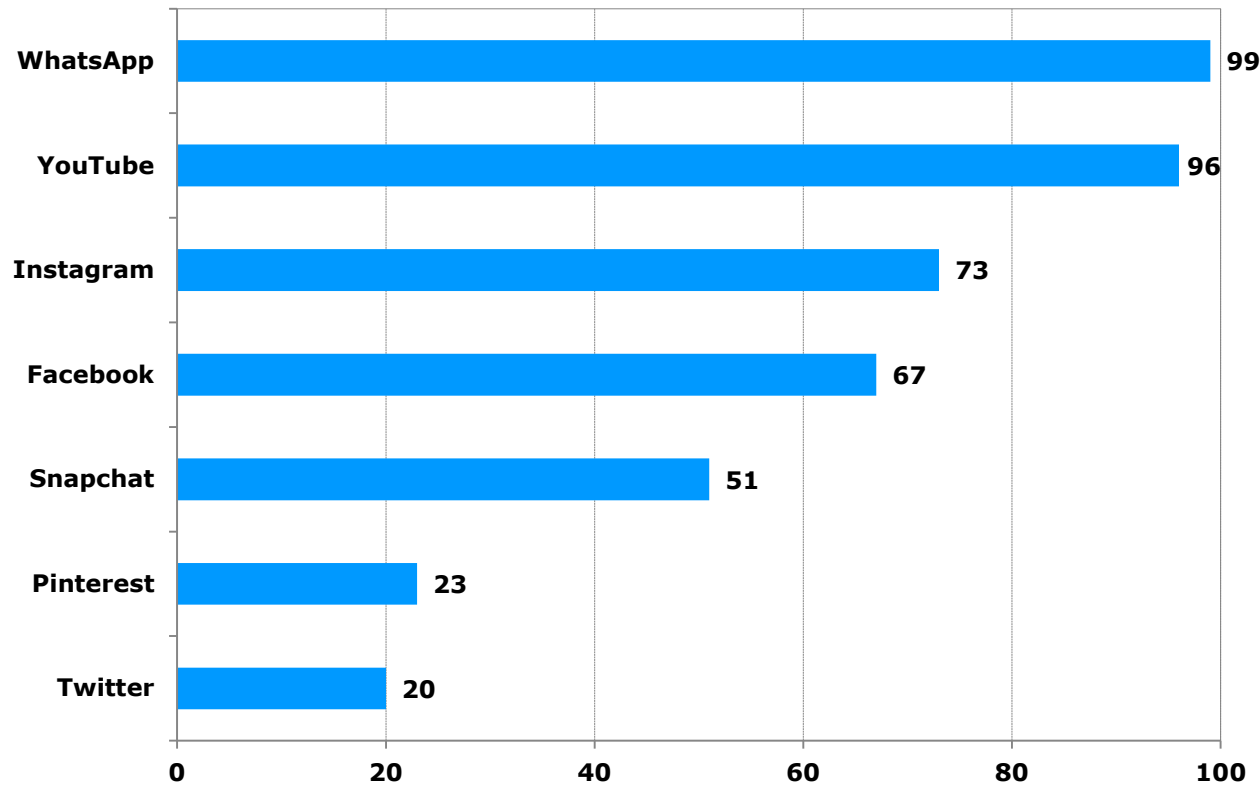


Basis: n=1,001 social media users, 14 years and older, selection of the 14-to-29-year-olds.

Source: Bitkom Research 2018, p. 9.

## Favourite social media platforms of German youth

Regularly/occasionally use, selection, 2018 (percentages)

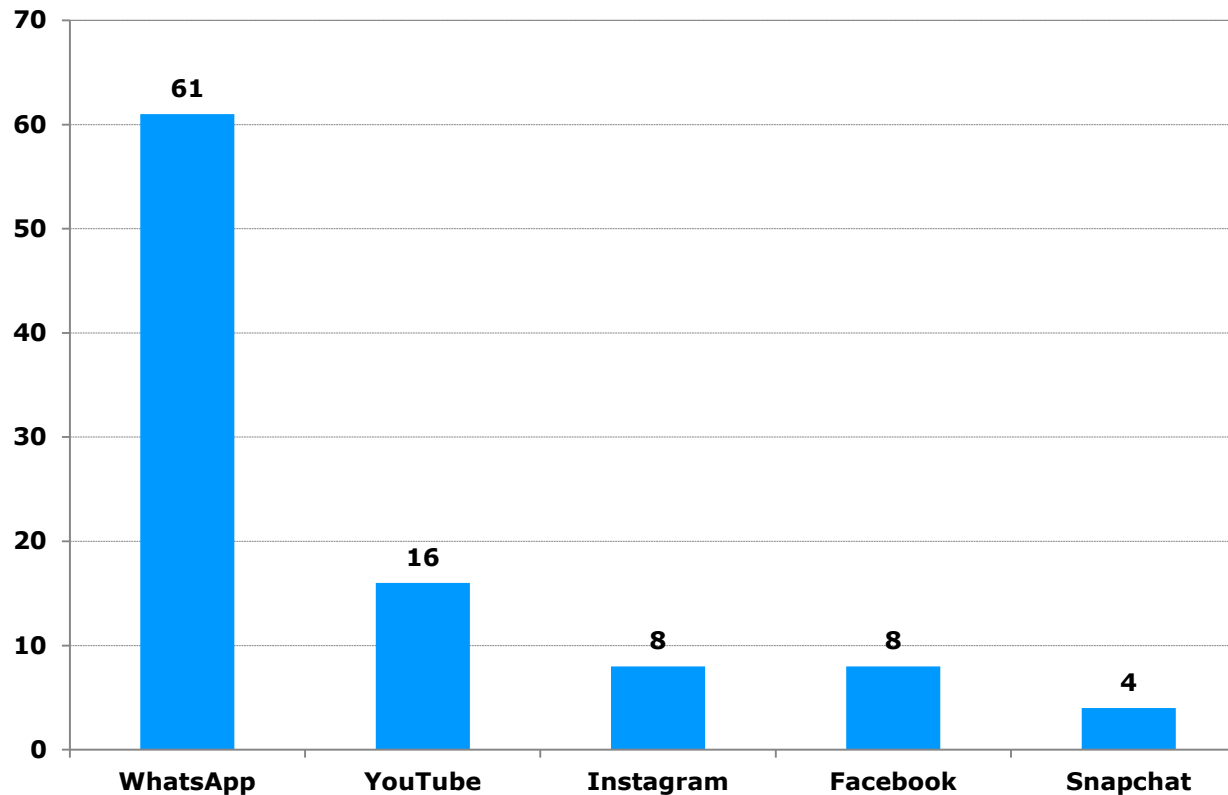


Basis: n=1,730, 14-24 years.

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

## What social media would young people miss most?

Selection, 2018 (percentages)

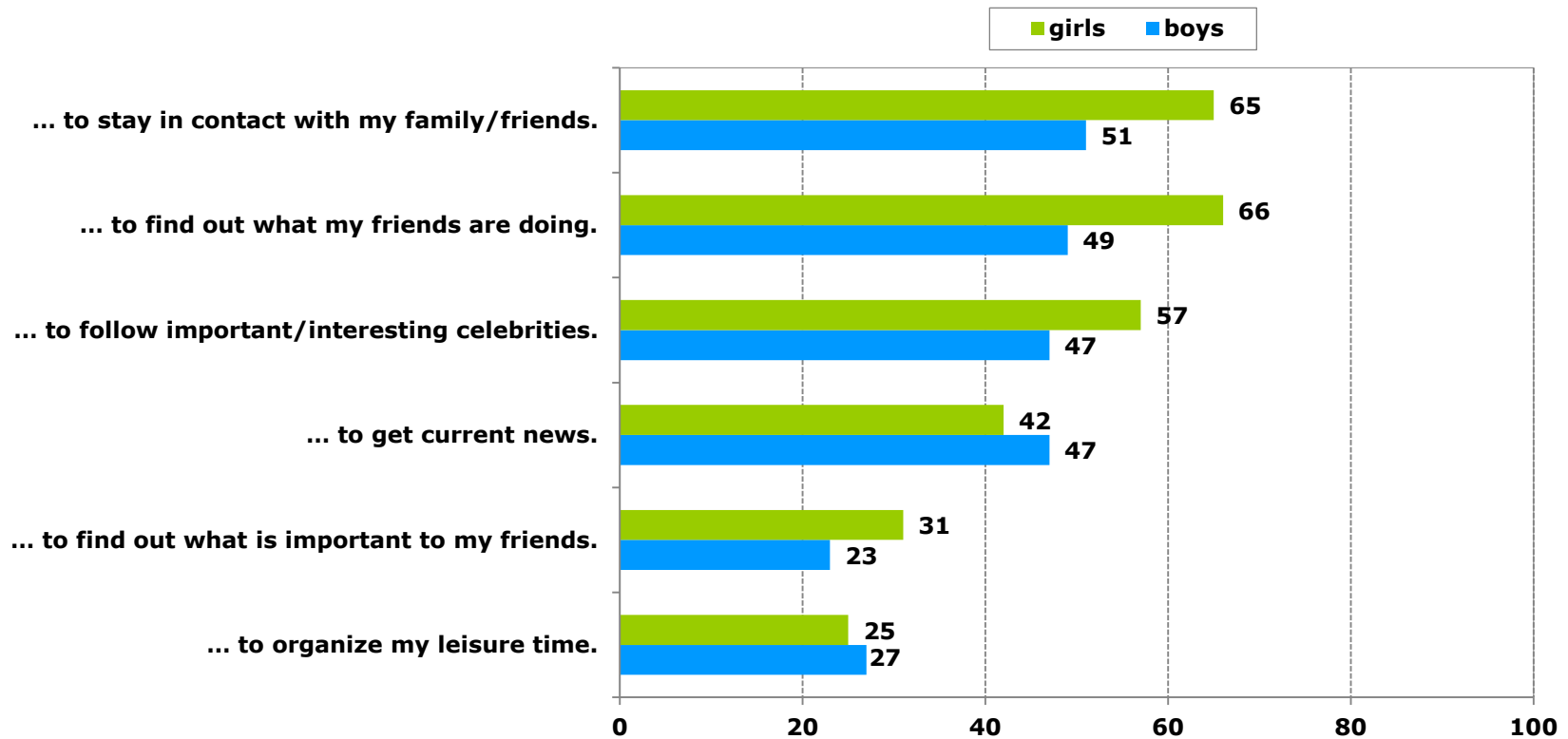


Basis: n=1,730, 14-24 years.

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 ...

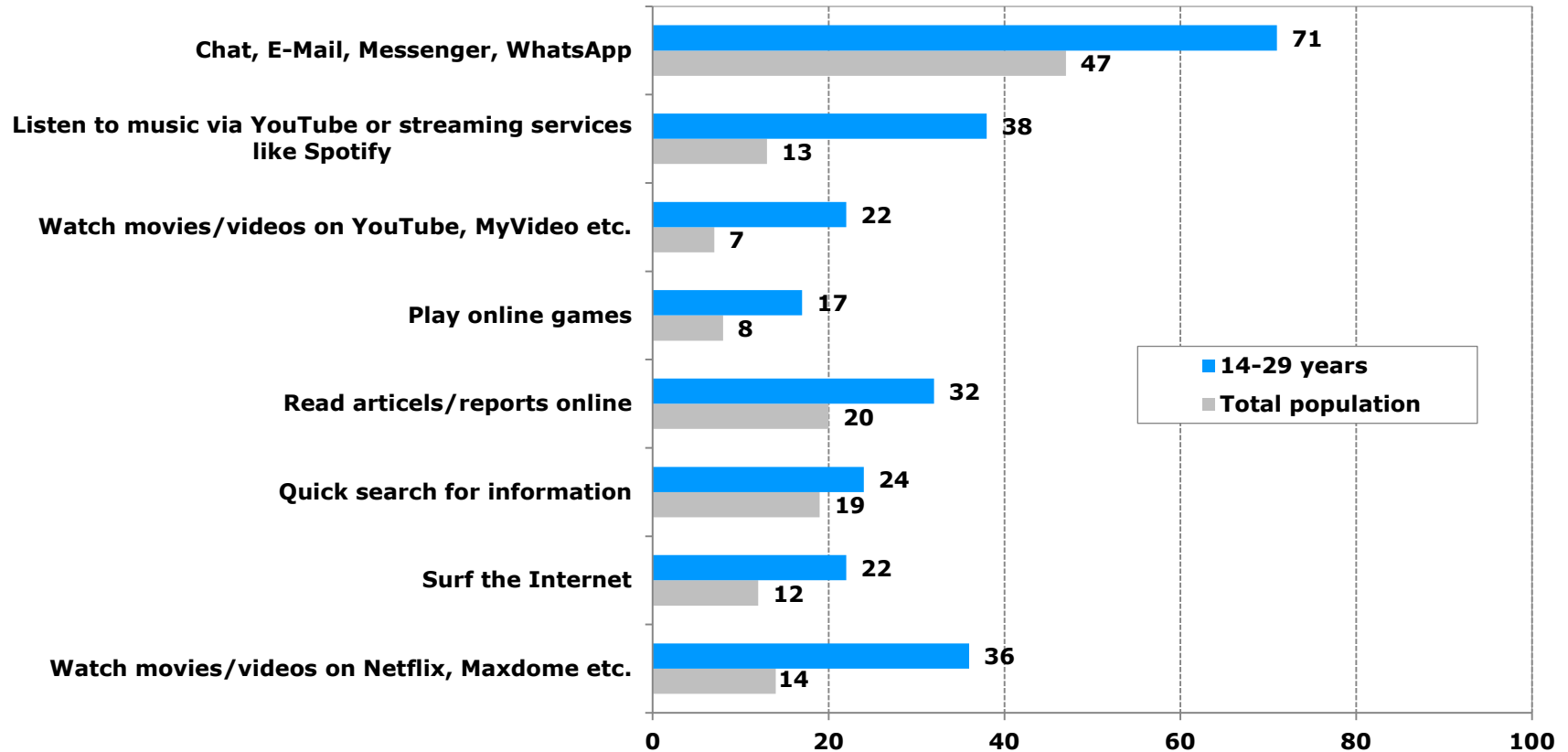


Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 17.

## Online activities of 14- to 29-years olds in comparison to the total population

Daily reach, 2019, selection (percentages)



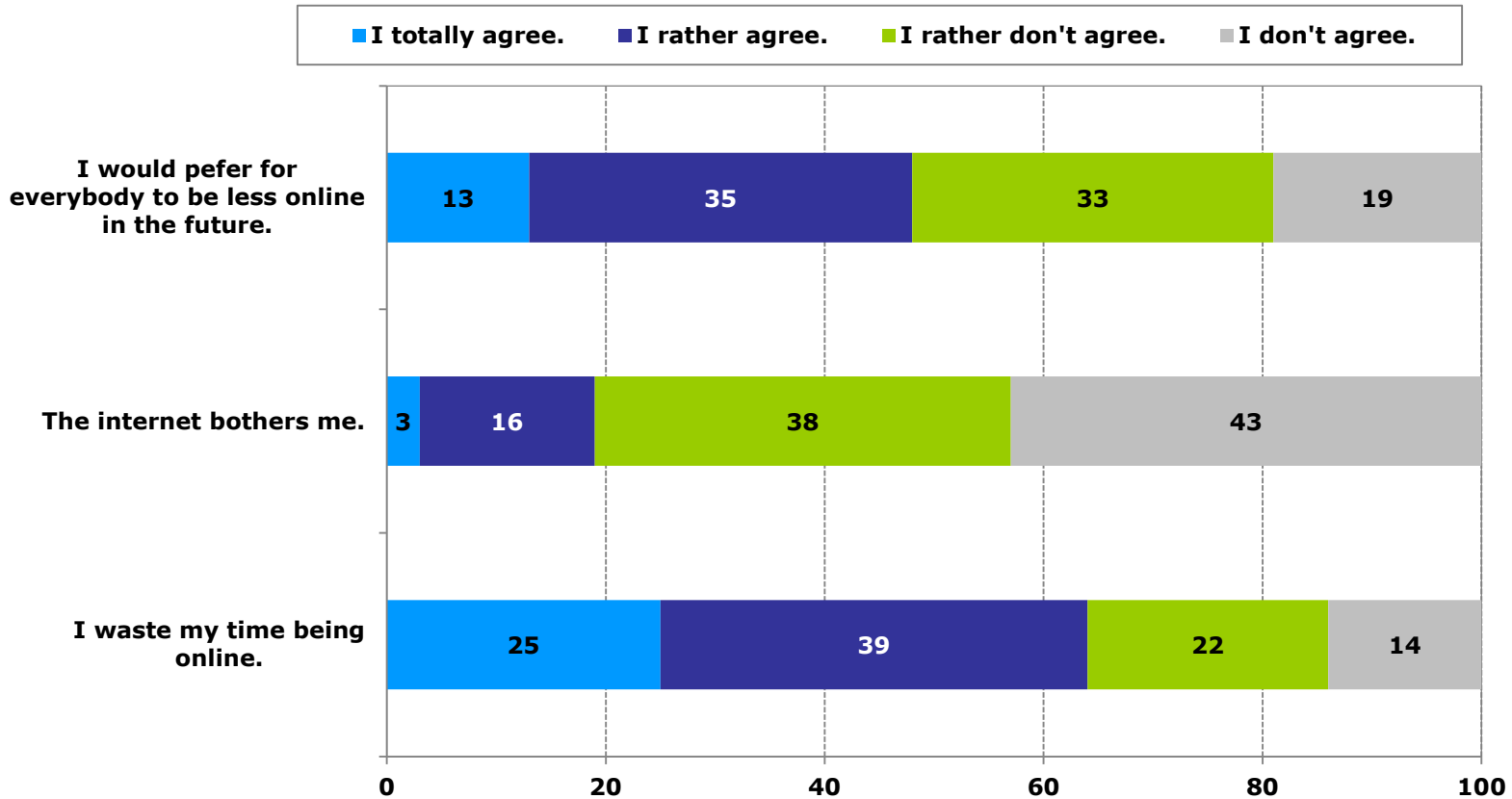
Base: n=2,000, German speaking population up to 14 years.

Source: ARD/ZDF-Online-Studien 2019, Beisch et al., in: Media Perspektiven 9/2019, p. 378.



## Perception of negative aspects of the web

2018 (percentages)



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

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

## Favourite social media influencers of German adolescents

### Top 5, by gender, 2020

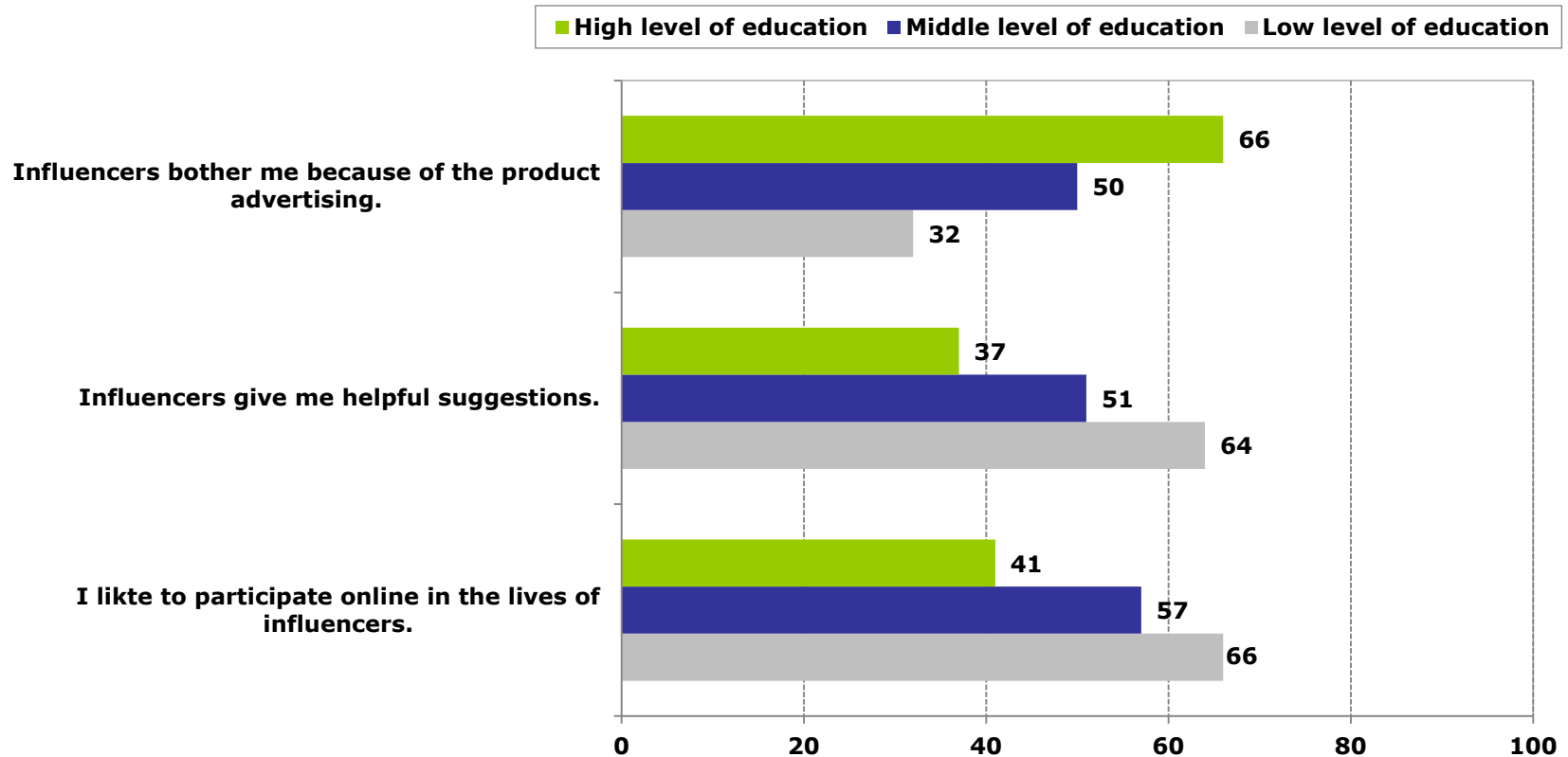
Boys	#	Girls
Gronkh (Erik Range)	1	Dagi Bee
Rezo	2	Bianca Heinicke
Julien Bam (Flying Pandas)	3	Julien Bam (Flying Pandas)
Oliver Pocher	4	Heidi Klum
Sami Slimani	5	Shirin David

Basis: n=748, 13-19 years.

Source: IZI-Study Influencer, 2020.

## Opinions towards social media influencers

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

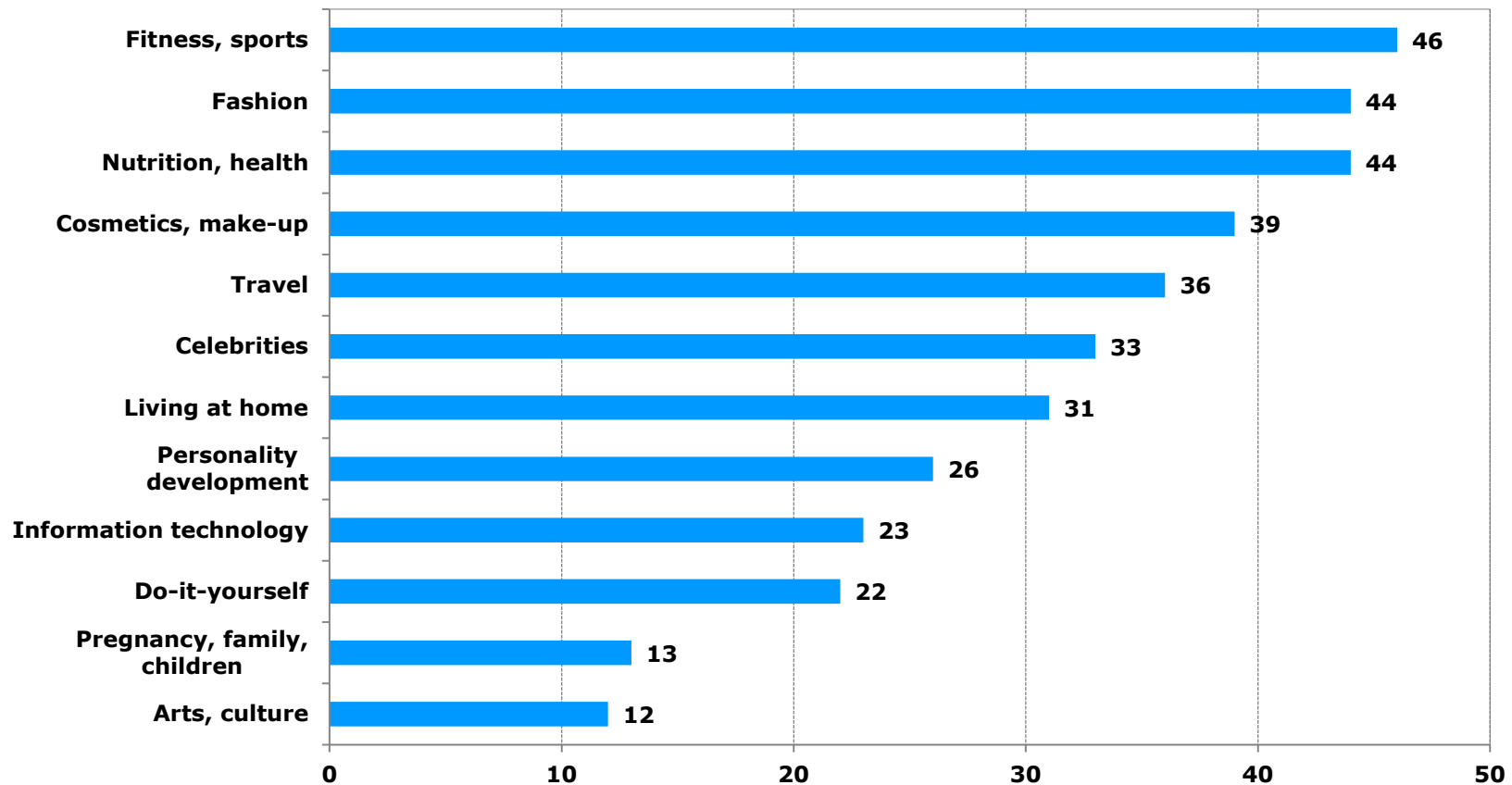


Basis: n=1,730, 14-24 years.

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

## Favourite subjects of influencers

Multiple nominations possible, 2018 (percentages)

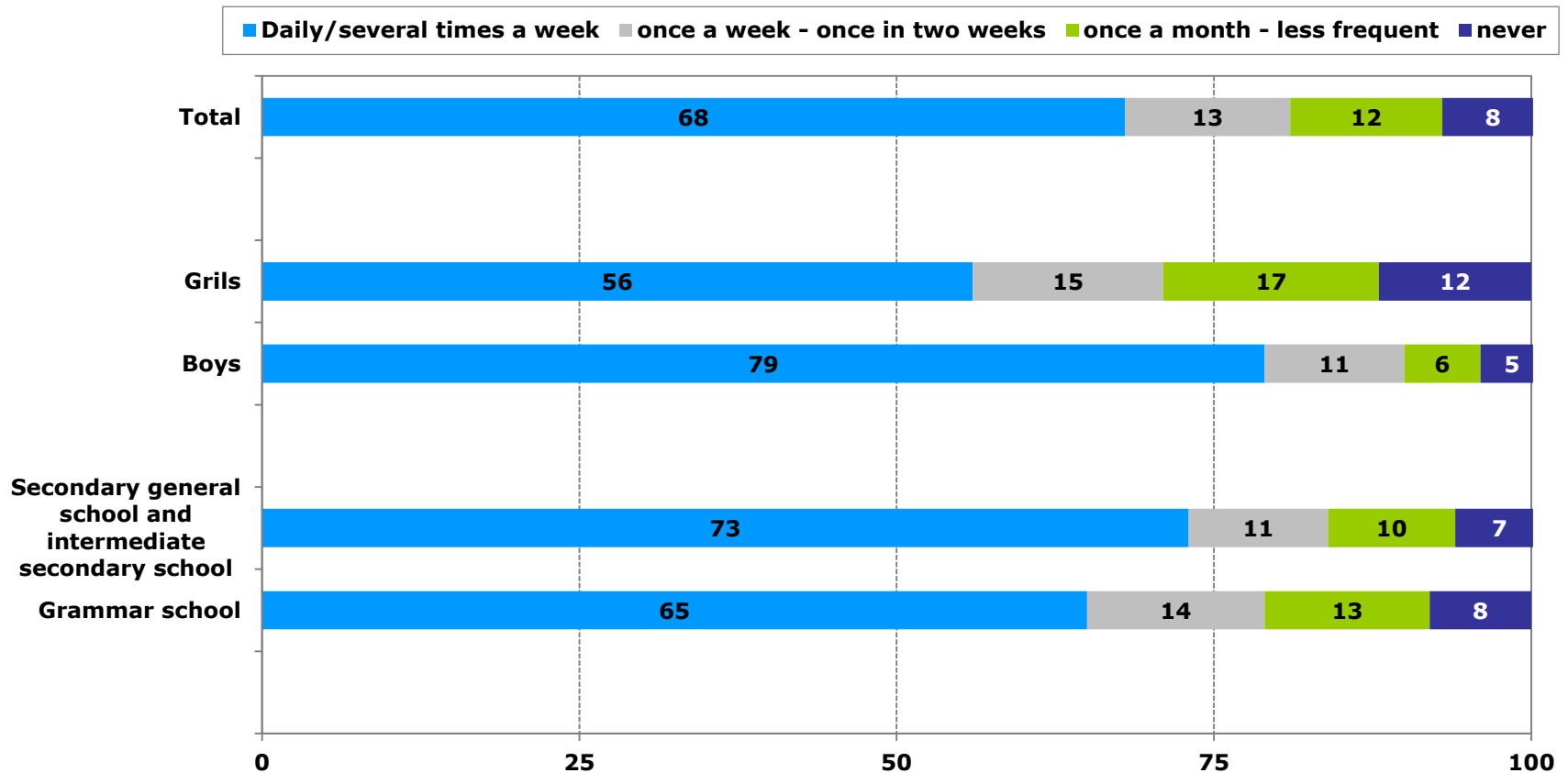


Basis: Followers of influencers on social media (n=198), 14 years and older.

Source: Bitkom Research 2018, p. 22.

## Digital games: frequency of use 2020

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

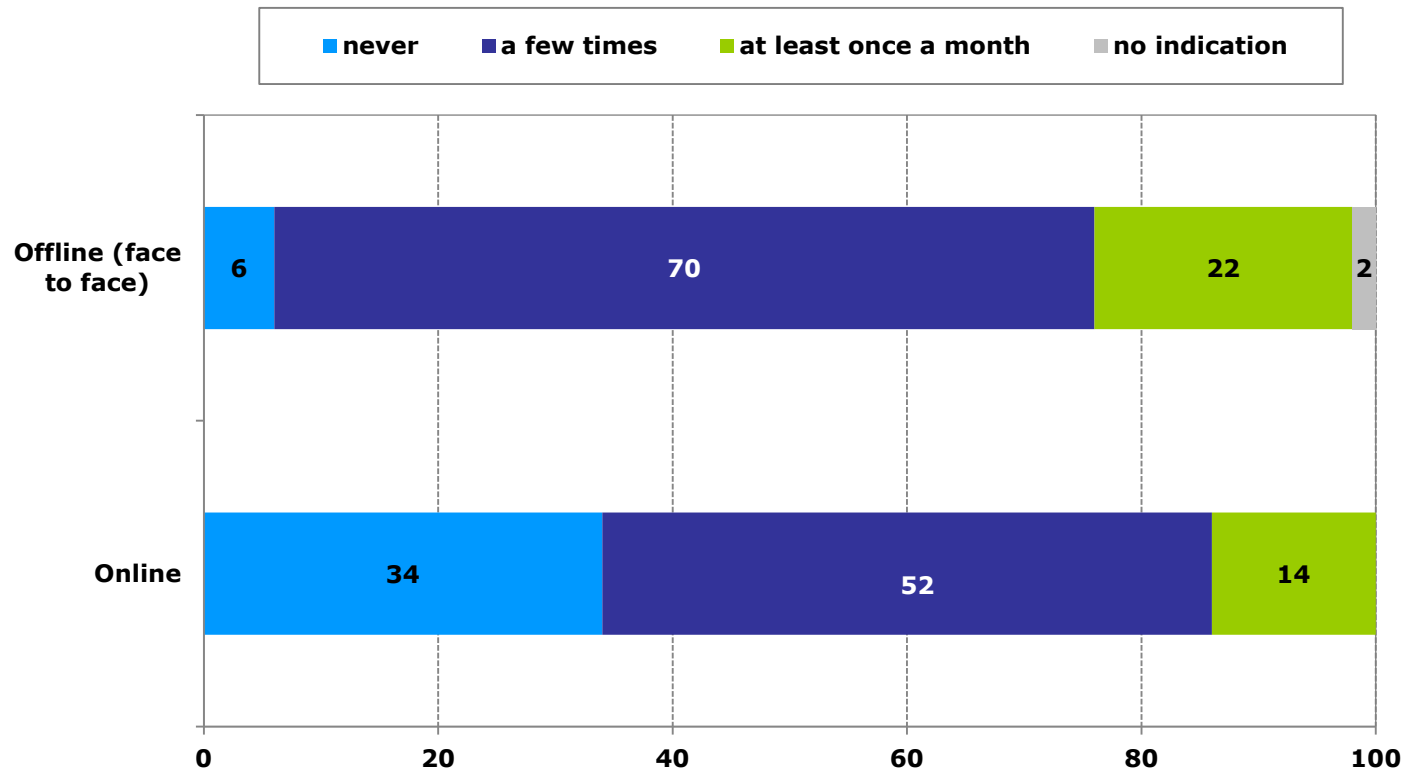


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2020, mpfs, p. 54.

## Experience with online and offline bullying

Experienced in the last 12 months, 2019 (percentages)

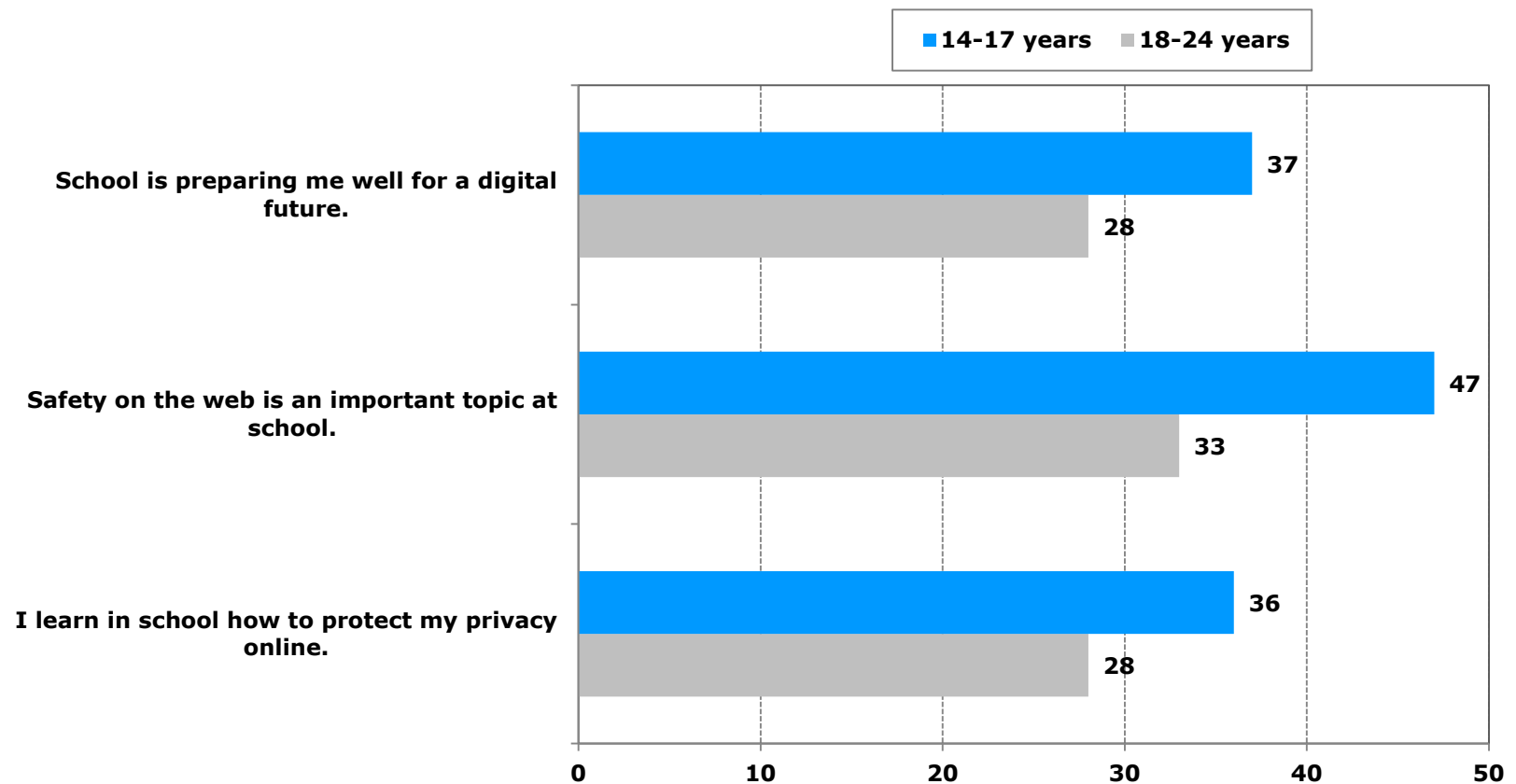


Base: n=235; 9-17 years.

Source: Hasebrink et al.: EU Kids Online-Befragung Deutschland 2019, p. 18/19.

## Opinions towards school and internet

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



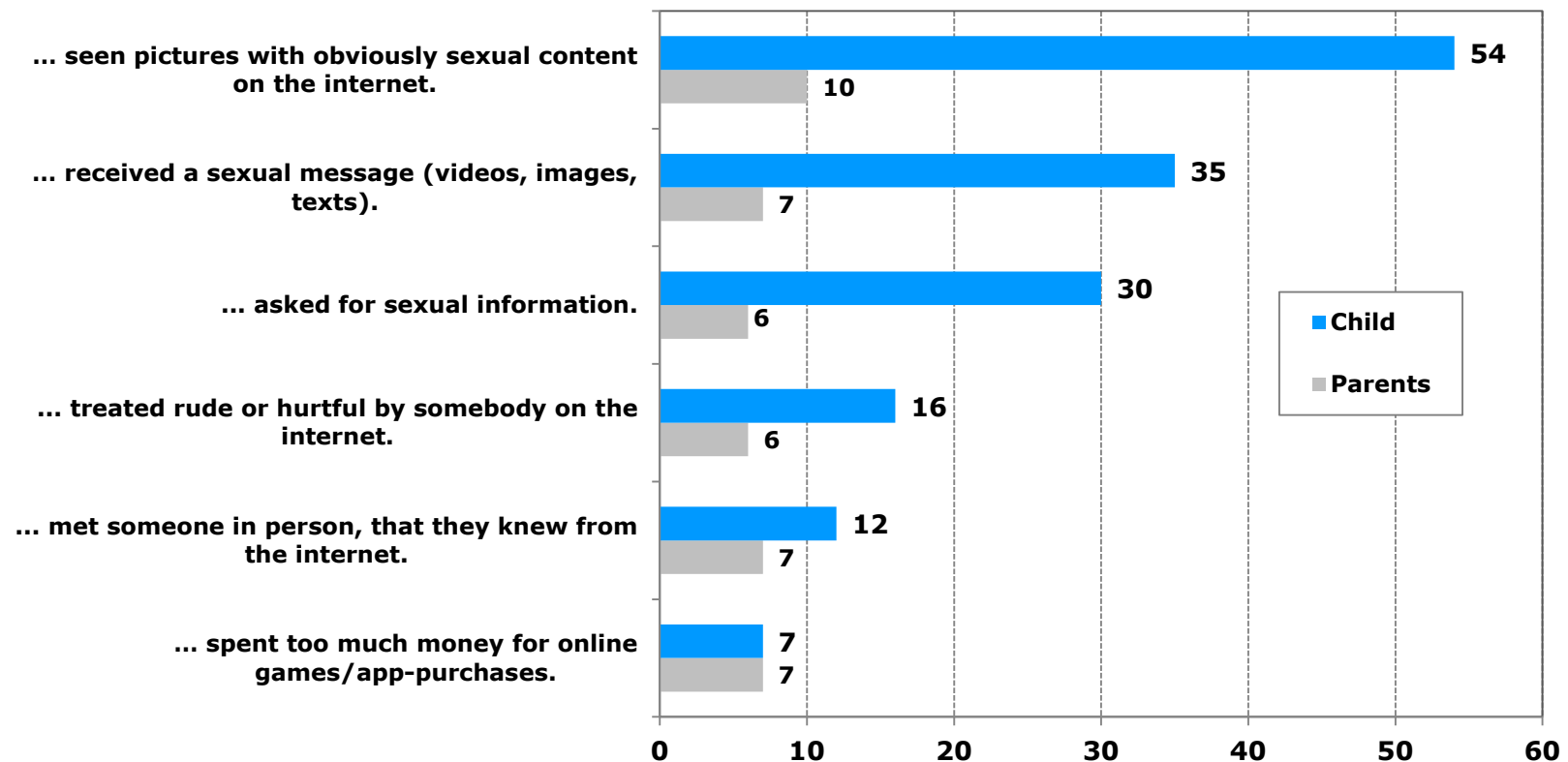
Basis: n=1,730, 14-24 years.

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

## Negative online experiences – comparison of the indications between parents and children

Happened in the last year, 2019, questioning of the parent and children, selection (percentages)

The child was/has ...



Base: n=1,044 children, 9-17 years and n=1,044 parents.

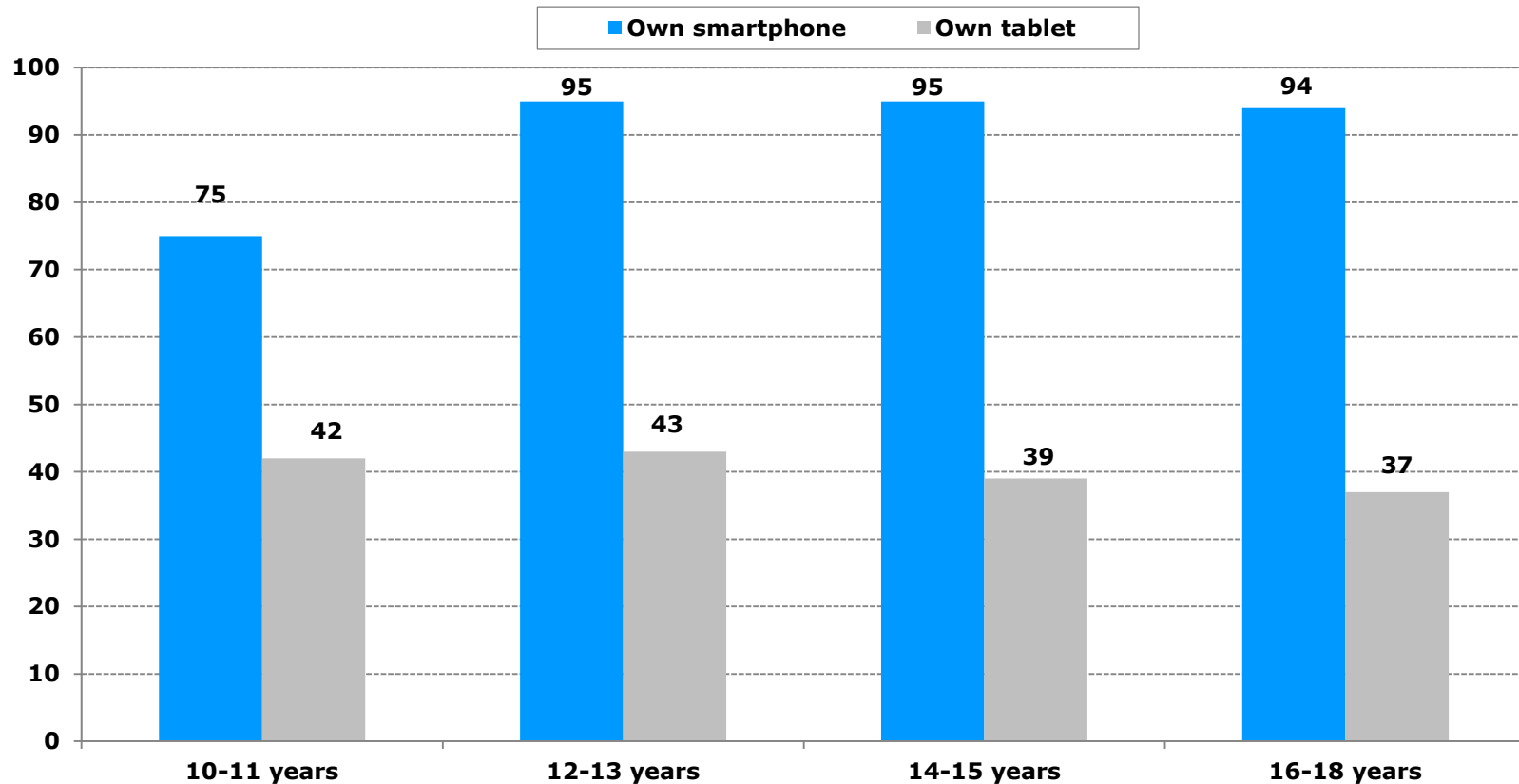
Source: Hasebrink et al.: EU Kids Online-Befragung Deutschland 2019, p. 37.



# Adolescents and Mobile Media

## Personal ownership of smartphone or tablet

By age group, selection, multiple answers possible, 2019 (percentages)

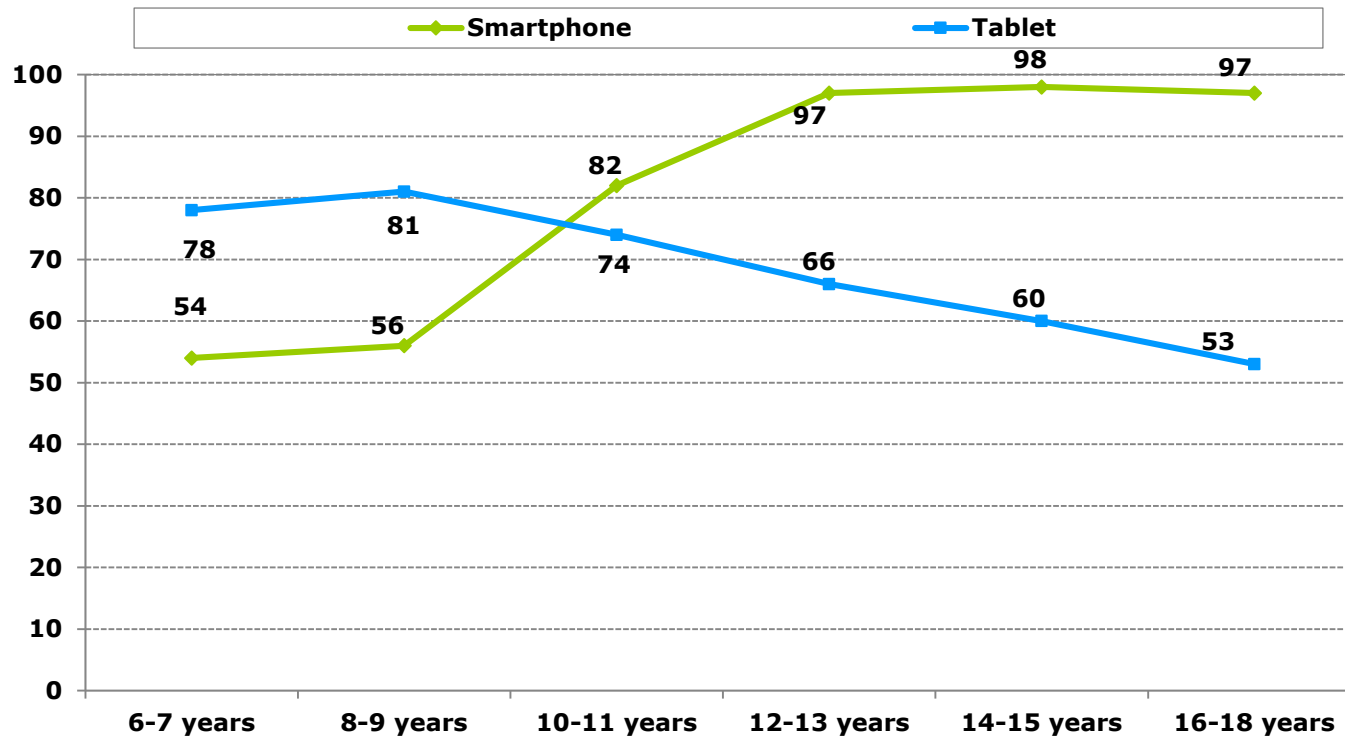


Base: n=915, 6-18 years.

Source: bitkom Research 2019, p. 4.

## Use of smartphone and tablet by age group

Usage at least once in a while, by age group, multiple answers possible, selection, 2019  
(percentages)

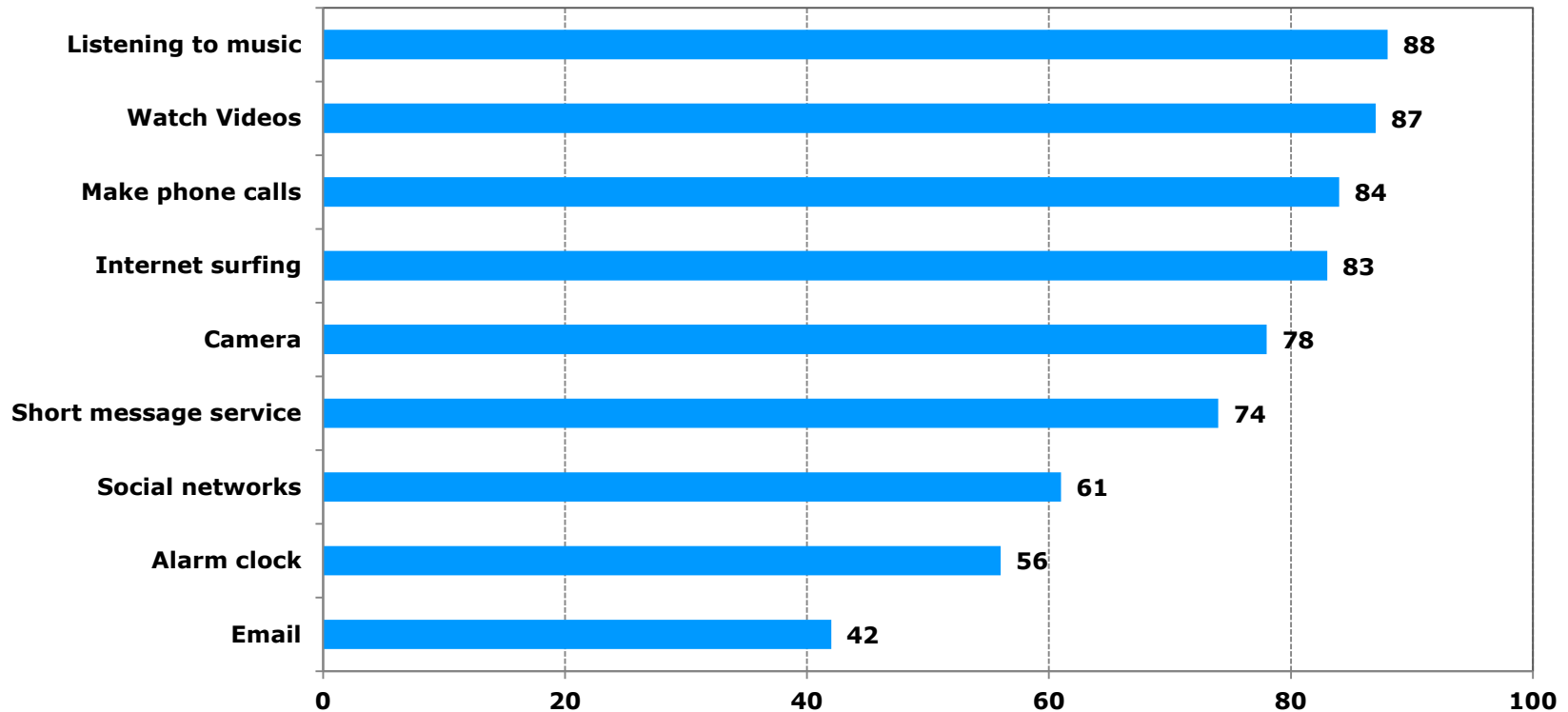


Base: n=915, 6-18 years.

Source: bitkom Research 2019, p. 2.

## Smartphone or mobil phone activities of German adolescents

2019 (percentages)

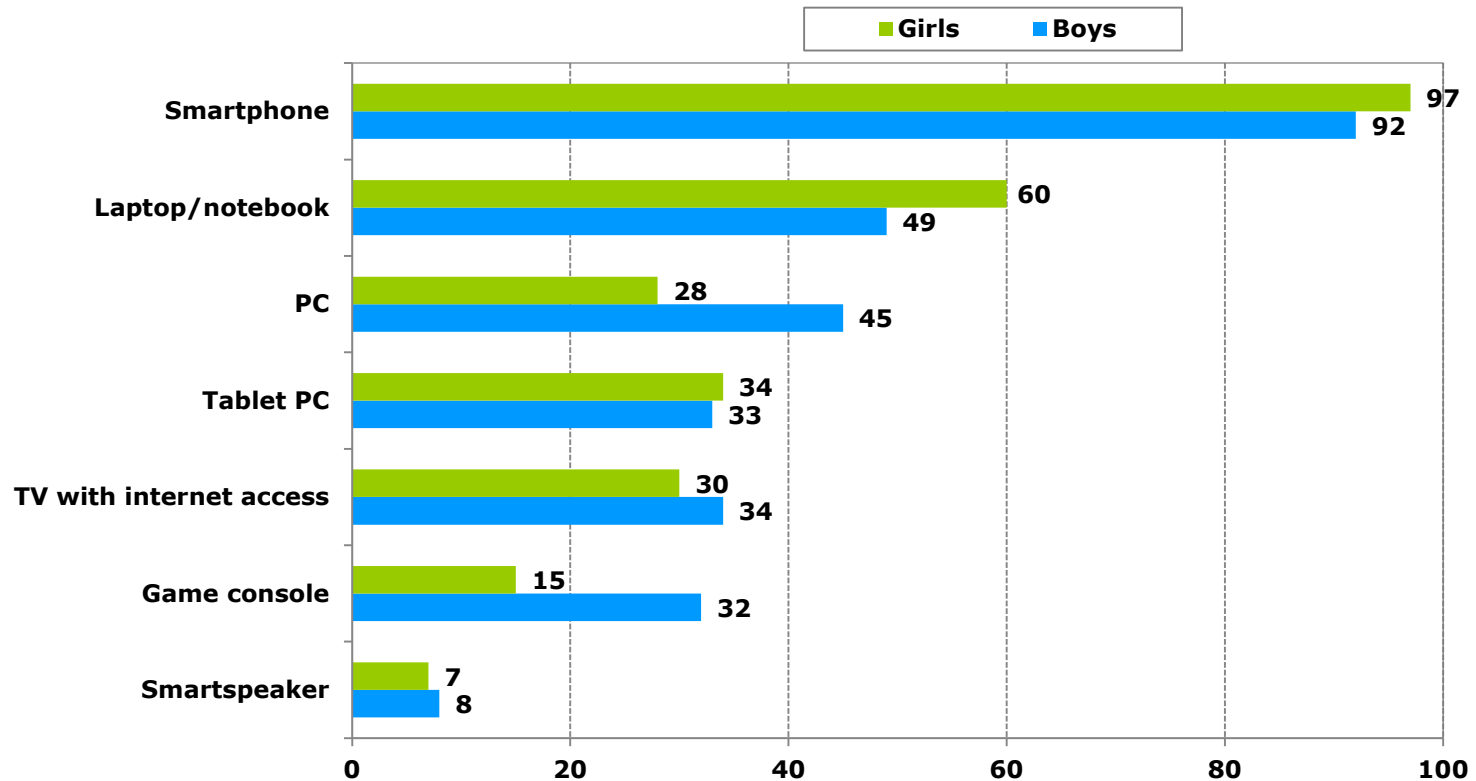


Basis: n=622, 10-18 years.

Source: bitkom research 2019, p. 5.

## Which media do you use to go online?

In the last 14 days, by gender, 2020 (percentages)

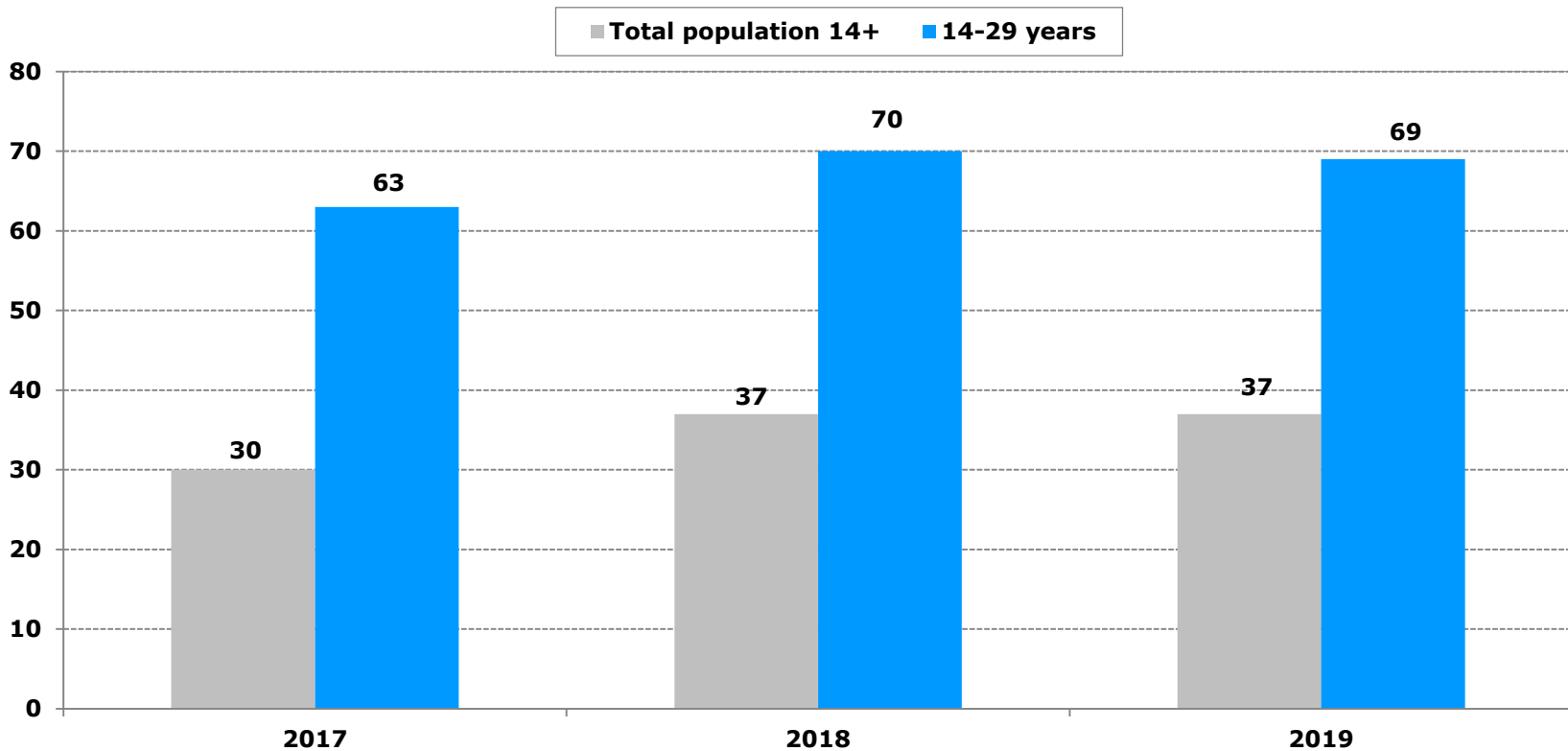


Basis: n=1,198; 12-19 years; Internet use at least once in two weeks.

Source: JIM-Studie, 2020, p. 31.

## Mobile internet use

Daily usage, comparison total population (14+) and 14- to 29-year olds, 2017-2019, (percentages)

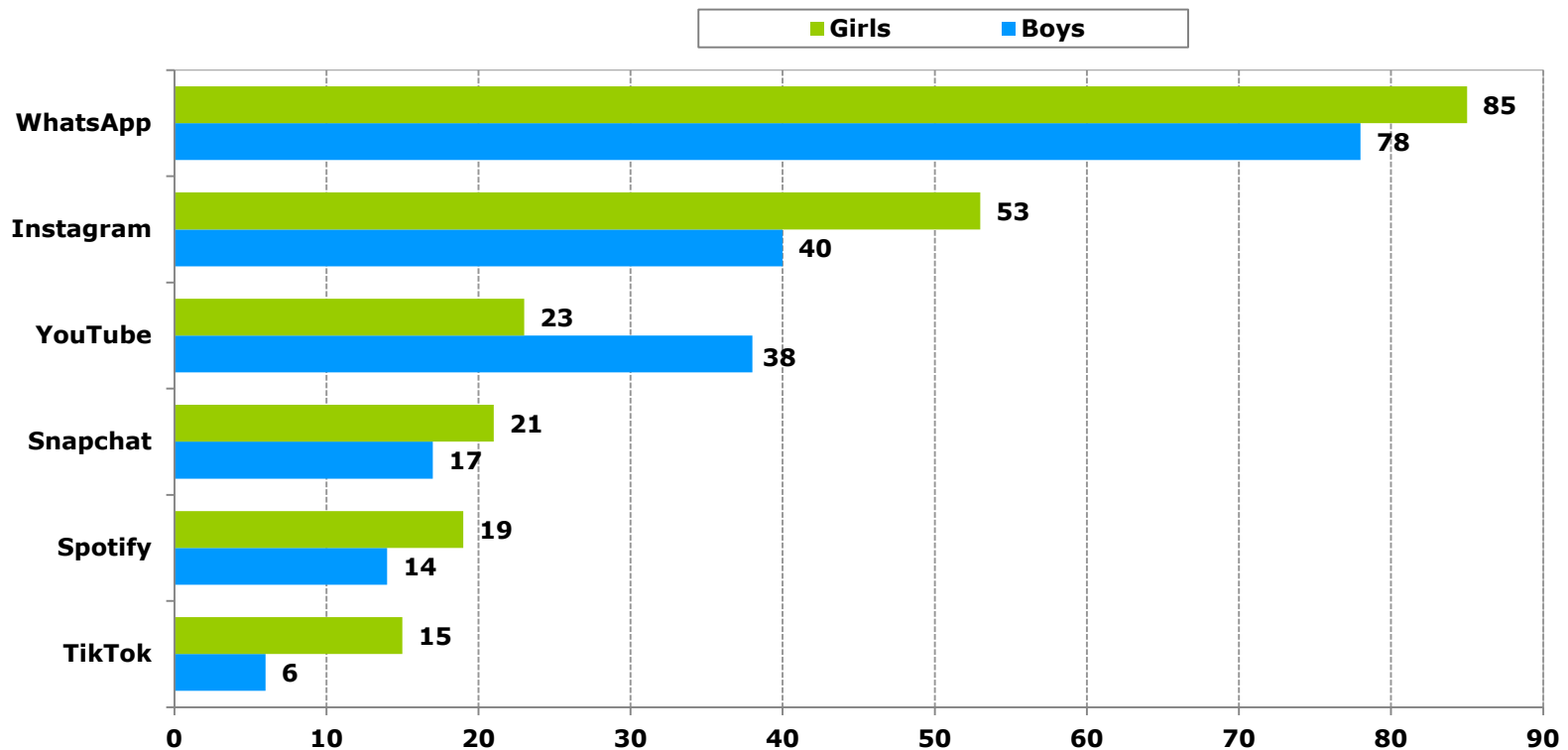


Basis: German speaking population up to 14 years (2017: n=2,017, 2018: n=2,009, 2019: n=2,000).

Source: ARD/ZDF-Online-Studien 2017-2019, Beisch et al., in: Media Perspektiven 9/2019, p. 377.

## German boys' and girls' favourite apps in 2020

Up to 3 mentions, by gender, selection, 2020 (percentages)



Basis: n=1,150; 12-19 years, smartphone owners.

Source: JIM-Studie 2020, mpfs, p. 38.

## Secondary Data / Sources

- AGF GenZ Videostudie. Bewegtbildnutzung im Wandel – Jugendliche gehen voran. AGF Videoforschung in Zusammenarbeit mit Kantar. 2020.  
URL: [https://viewtime.agf.de/fileadmin/agf/downloads/AGF\\_GenZ\\_Praesentation\\_Ergebnisse.pdf](https://viewtime.agf.de/fileadmin/agf/downloads/AGF_GenZ_Praesentation_Ergebnisse.pdf) (last access: 28.07.2020)
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