International Data
Youth and Media
2022

Current surveys and research compiled by
Heike vom Orde (IZI) and Dr. Alexandra Durner
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<td>Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)</td>
<td>86</td>
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</tbody>
</table>
Media Use, Media Ownership and Importance of Media
Which media can be found in British homes with children?

By age of the children and adolescents

3-15 years, UK, 2020/2021, selection (percentages)


Base: n=2,972 parents of children aged 3-15.
Mobile devices in American homes among 0- to 8-year-olds

According to parents’ response, USA, 2020 (percentages)


Base: n=1,440 parents of 0- to 8-year-olds.
Which media devices are available in households in New Zealand?

Homes with 6- to 14-year-olds, New Zealand, 2020, selection (percentages)

- TV: 94%
- Smartphone: 93%
- Computer/laptop: 89%
- Netflix: 74%
- Tablet: 70%
- Game console: 61%
- Radio: 55%


Base: n=1,112 parents of 6- to 14-year-olds.
Media devices in households with pre-school children in Switzerland

4-6 years, Switzerland, 2018 (percentages)

- Mobile phone/smartphone: 99%
- TV set: 92%
- Music player (CD/cassette tape): 90%
- Laptop: 88%
- Radio set: 86%
- Digital camera: 86%
- Tablet: 79%
- Desktop computer: 61%
- Games console: 42%
- Children's computer: 28%
- Portable games console: 24%
- Smartwatch: 17%
- iPod Touch: 14%

Base: n=879, parents of 4- to 6-year-olds.
Learning devices in Italian households during lockdown

Average number of learning devices (tablets and computers) per child, by total number of children in the household, 10-18 years, Italy, 2020, selection


Base: n=1,000 households with internet-using children; 10-18 years.
Media ownership of adolescents in US

13-18 years, USA, 2019, selection (percentages)

- Smartphone: 84%
- Laptop: 49%
- Tablet: 35%
- Smartwatch: 13%
- E-Reader: 10%
- iPod Touch: 9%


Base: n=1,677; 8-18 years, thereof age 13-18 only.
Personal media ownership of British youth

5-16 years, UK, 2020, selection (percentages)

- Computer: 87%
- Tablet: 63%
- Laptop/netbook: 41%
- Smart speaker: 35%
- Desktop PC: 19%


Base: n=1,976; 5-16 years.
How much time do children spend with media?

According to parents’ response, 0-8 years, USA, 2020, selection (minutes/day)


Base: n=1,440 parents of 0- to 8-year-olds.
Time spent on activities by young Australians

6-13 years, Australia, 2020, selection (hours per week)


Base: n=2,123, 6-13 years.
Daily use of media by young Austrians

11-18 years, Austria, 2021, selection (percentages)

- Mobile phone/smartphone: 80%
- Internet access: 73%
- Computer/laptop: 41%
- TV: 32%
- Radio: 19%
- Tablet: 13%
- Music player: 11%
- Game console: 9%
- Smartwatch: 8%


Base: n=481, 11-18 years.
According to parents’ response, 3-15 years, UK, 2020/2021, selection (percentages)


Base: n=2,972, 3-15 years.
Activities at least weekly, 9-17 years, Brazil/Chile/Costa Rica/Uruguay, 2016-2018, selection (percentages)

<table>
<thead>
<tr>
<th>Activity</th>
<th>15-17 years</th>
<th>13-14 years</th>
<th>11-12 years</th>
<th>9-10 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch videos</td>
<td>78.03%</td>
<td>73.69%</td>
<td>63.54%</td>
<td>75.26%</td>
</tr>
<tr>
<td>Play online games</td>
<td>70.24%</td>
<td>73.94%</td>
<td>68.81%</td>
<td>73.69%</td>
</tr>
<tr>
<td>Use a social networking site</td>
<td>68.81%</td>
<td>75.13%</td>
<td>82.79%</td>
<td>89.85%</td>
</tr>
<tr>
<td>Chat online</td>
<td>60.81%</td>
<td>75.13%</td>
<td>83.02%</td>
<td>82.79%</td>
</tr>
<tr>
<td>Read/watch the news</td>
<td>44.83%</td>
<td>52.61%</td>
<td>52.61%</td>
<td>52.61%</td>
</tr>
<tr>
<td>Create and share your own video/music</td>
<td>26.02%</td>
<td>35.31%</td>
<td>44.09%</td>
<td>52.61%</td>
</tr>
</tbody>
</table>

Source: Trucco/Palma: Childhood and adolescence in the digital age 2020, p. 78.
According to parents, 4-6 years, Switzerland, 2018, selection (percentages)

- Listening to a story/being read to: 60%
- TV: 33%
- Listening to music/radio: 29%
- Listening to audio books: 17%
- Watching videos: 10%
- Tablet use: 8%
- Games: 5%
- Using mobile phone: 3%
- Taking photos/recording videos: 1%
- Phone call/skype call: 1%

Base: n=879 parents of 4- to 6-year olds.
Youth’s daily media use in France

Daily use, 9-16 years, France, 2018, selection (percentages)


Base: n=21,964, 9-16 years, 19 EU-countries; data according to France.
Digital activities of Canadian families

Families with kids 0-15 years, Canada, 2018, selection (percentages)
Most frequent digital activity of the past week

- Watching TV: 65%
- Watching YouTube videos: 45%
- Watching subscription video services: 40%
- Contacting family or friends (e.g. WhatsApp): 30%
- Using apps or games on a mobile device: 27%
- Playing computer and/or video games: 27%

Base: n=825 parents with children, 0-15 years.
Media activities of young people in Denmark

15-31 years, Denmark, 2019, selection (percentages)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming TV content, movies, and clips</td>
<td>25</td>
</tr>
<tr>
<td>Social media</td>
<td>21</td>
</tr>
<tr>
<td>Streaming radio and music</td>
<td>17</td>
</tr>
<tr>
<td>Radio</td>
<td>11</td>
</tr>
<tr>
<td>TV</td>
<td>10</td>
</tr>
<tr>
<td>Games and gaming on the web</td>
<td>9</td>
</tr>
<tr>
<td>Read news on the web</td>
<td>4</td>
</tr>
<tr>
<td>Printed media</td>
<td>3</td>
</tr>
</tbody>
</table>


Base: DR Audience Research; 15+ years; 15- to 31-year-olds.
Differences in media use between Swiss boys and girls

By gender, 12-19 years, Switzerland, 2020, selection (percentages)
Daily use/multiple times per week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>99</td>
<td>99</td>
</tr>
<tr>
<td>Internet</td>
<td>96</td>
<td>99</td>
</tr>
<tr>
<td>Social Networking</td>
<td>89</td>
<td>94</td>
</tr>
<tr>
<td>Listening to music</td>
<td>89</td>
<td>96</td>
</tr>
<tr>
<td>Watching videos on the internet</td>
<td>76</td>
<td>94</td>
</tr>
<tr>
<td>TV</td>
<td>63</td>
<td>64</td>
</tr>
<tr>
<td>Radio</td>
<td>39</td>
<td>46</td>
</tr>
<tr>
<td>Taking digital photos</td>
<td>42</td>
<td>46</td>
</tr>
<tr>
<td>Playing video games</td>
<td>68</td>
<td>67</td>
</tr>
<tr>
<td>Tablet</td>
<td>33</td>
<td>27</td>
</tr>
<tr>
<td>Reading books</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td>Recording digital videos</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>Daily paper online</td>
<td>19</td>
<td>16</td>
</tr>
</tbody>
</table>

Base: n=953, 12-19 years.
Austrian adolescents can’t do without these media devices

By gender, 11-18 years, Austria 2021, selection (percentages)


Base: n=481; 11-18 years.
Where do African adolescents look for news?

18-24 years, 14 African countries, 2019 (percentages)

- TV: 72%
- Social media: 54%
- Radio: 52%
- Friends and family: 36%
- News on the web: 29%
- Newspapers/magazines: 26%
- Religious Leaders: 7%


Base: n=4,200; 18-24 years, 14 African countries.
Youth’s media sources for news in Arabic countries

18-24 years, 17 Arabic countries, 2021 (percentages)
„What medium do you obtain your news information from?”

- **Social Media**
  - 2018: 38
  - 2019: 66
  - 2020: 79
  - 2021: 61

- **TV**
  - 2018: 51
  - 2019: 61
  - 2020: 56
  - 2021: 43

- **Online**
  - 2018: 18
  - 2019: 27
  - 2020: 21
  - 2021: 9

- **Newspaper**
  - 2018: 10
  - 2019: 20
  - 2020: 30
  - 2021: 40

Source: asdaabcw: Arab Youth Survey 2021, p. 57.
Base: n=3,400, 18-24 years, 17 Arabic countries.
Searching for news and information on the internet

Daily, 9-16 years, 19 European countries, 2017-2019, selection (percentages)


Base: n=21,964, 9-16 years, Internet users.
Which type of news content are British adolescents interested in?

12-15 years, UK, 2020/2021, selection (percentages)

Content most interested in/among the top 3

- Music news/singers/musicians: 55%
- Sports/sports personalities: 53%
- Celebrities/famous people/actors: 44%
- Serious things going on in the UK: 38%
- Animals or the environment: 37%
- Local news or events: 32%
- Science and technology: 27%
- Fashion and beauty: 23%


Base: 2021: n=1,010; 2020: n=1,007; 12-15 years.
Are news media fair towards young people?

USA/UK/Germany, 18-24 years, 2021, selection (percentages)

"Do you think that news organisations in your country cover people of your age fair?"


Base: USA n=215; UK n=205; Germany n=194, 18-24 years.
News literacy of young Europeans

12-16 years, by age group, 2017-2019, selection (percentages)

“I find it easy to check if the information I find online is true.”

Source: Smahel et al.: EU Kids Online 2020, p. 36.

Base: n=21,964, 12-16 years, internet users.
Homeschooling platforms in Latin America and the Caribbean during the pandemic

By education level, 30 countries, 2020, selection (percentages)

Base: 30 countries, various sources.

Source: Statista 2022: various sources; UNESCO.
Children, Adolescents and Television
TV use of European youth

15-24 years, 39 countries of the EU/EU applicants, 2020-2021, selection (percentages)

(Nearly) every day: 51%
Two or three times a week: 19%
Once a week: 7%
Two or three times a month: 4%
More rarely: 10%
Never: 9%

Base: n=38,743 EU citizens, 15+ years.
TV viewing time in the Nordic countries

Denmark, Finland, Norway, Sweden, selection, 2020
Daily TV viewing time (minutes)

Source: Kantar Gallup Denmark/Danish Ministry of Culture, Finnpanel/Statistics Finland, Kantar TNS Norway/medianorways, MMS In: Nordicom: TV viewing in the Nordic Countries in 2020, p. 3.

Base: population in Denmark and Norway, TV population in Finland and Sweden.
Time spent watching TV in the UK

By age groups, UK, 2020, selection (minutes/day)
TV Total

Base: BARB, 4+ years.

Ways in which British youths watch TV programmes and films

By age group, 3-15 years, UK, 2020/2021, selection (percentages)

<table>
<thead>
<tr>
<th>Method</th>
<th>3-4 years</th>
<th>5-7 years</th>
<th>8-11 years</th>
<th>12-15 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching through paid for on-demand services like Netflix etc. (SVoD)</td>
<td>47%</td>
<td>48%</td>
<td>58%</td>
<td>90%</td>
</tr>
<tr>
<td>Watching programmes at the time they are broadcast (LIVE)</td>
<td>48%</td>
<td>47%</td>
<td>58%</td>
<td>92%</td>
</tr>
<tr>
<td>Watching on websites or apps like YouTube etc. (AVoD)</td>
<td>52%</td>
<td>56%</td>
<td>57%</td>
<td>92%</td>
</tr>
<tr>
<td>Watching through online or catch up services from UK broadcasters (BVoD)</td>
<td>45%</td>
<td>44%</td>
<td>53%</td>
<td>90%</td>
</tr>
</tbody>
</table>


Base: n=2,972 parents of 3- to 15-year-olds.
By age group, Finland, 2019, selection (percentages)
Weekly range, compared to total population

Source: Finnpanel 2019, p. 10.
Popular TV genres of Austrian children and adolescents

By gender, 11-18 years, Austria, 2021, selection (percentages)

Base: n=481, 11-18 years.

Popular TV content of Swiss pre-school children

4-6 years, according to parents’ response, Switzerland, 2018, selection (percentages)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure</td>
<td>18</td>
</tr>
<tr>
<td>Fantasy</td>
<td>17.9</td>
</tr>
<tr>
<td>Comedy/Humour</td>
<td>14.2</td>
</tr>
<tr>
<td>Pre-school</td>
<td>11.3</td>
</tr>
<tr>
<td>Classics</td>
<td>7.3</td>
</tr>
<tr>
<td>Family</td>
<td>5.2</td>
</tr>
<tr>
<td>Action</td>
<td>4.8</td>
</tr>
<tr>
<td>Super heroes</td>
<td>4.2</td>
</tr>
<tr>
<td>Knowledge/Education</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Base: n=879 parents of 4- to 6-year olds.

Source: OBSAN: ADELE+ Studie 2020, p. 28.
Watching videos on YouTube

Parents' responses, by age, 0-11 years, USA, 2020, selection (percentages)


Base: n=3,640 parents of 0- to 17-year-olds.
Popular online video genres of children

Responses from parents of 3- to 7-year-olds and from children aged 8-15 years, by age group, UK, 2020/2021, selection (percentages)

<table>
<thead>
<tr>
<th>Genre</th>
<th>3-4 years</th>
<th>5-7 years</th>
<th>8-11 years</th>
<th>12-15 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cartoons/animations/mini movies or songs</td>
<td>32</td>
<td>46</td>
<td>60</td>
<td>81</td>
</tr>
<tr>
<td>Funny videos/jokes/pranks/challenges</td>
<td>25</td>
<td>29</td>
<td>40</td>
<td>71</td>
</tr>
<tr>
<td>Videos that help with their schoolwork/homework</td>
<td>20</td>
<td>33</td>
<td>48</td>
<td>60</td>
</tr>
<tr>
<td>Music videos</td>
<td>19</td>
<td>43</td>
<td>48</td>
<td>73</td>
</tr>
<tr>
<td>Game Tutorials/&quot;walk-throughs&quot;</td>
<td>19</td>
<td>39</td>
<td>52</td>
<td>82</td>
</tr>
<tr>
<td>&quot;How-to&quot; videos/tutorials</td>
<td>22</td>
<td>34</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>Vloggers/Youtube influencers</td>
<td>14</td>
<td>19</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>Film trailers, clips of programmes</td>
<td>19</td>
<td>23</td>
<td>40</td>
<td>49</td>
</tr>
</tbody>
</table>


Base: n=1,846 parents and children, 3-15 years; children who watch VSPs.
Reading to Children, Children’s Use of Print Media
Literacy of adolescents worldwide

15-24 years, 2017, selection (percentages)
High level of reading competence (5 and 6)

Source: OECD: Top-performing 15-16 year old students in science, mathematics and reading.

Base: 15-16 years; OECD, PISA (Programme for International Student Assessment) 2018 Database.
Parents’ views: Importance of reading aloud to children at home

According to parents’ response, USA, selection, by age of the kids, 2018 (percentages)


Base: n=1,718 parents of 0- to 17-year-old children.
Frequency child is read books aloud to in China

According to parents, 0-14 years, China, selection, 2020 (percentages)


Base: n=1,210 parents of 0- to 17-year-old children.
How frequently do US children and adolescents read?

6-17 years, USA, 2018, selection (percentages)
"Read books for fun"

<table>
<thead>
<tr>
<th>Year</th>
<th>Infrequent readers (0-3 times a Month)</th>
<th>Moderately frequent readers (1-4 days a week)</th>
<th>Frequent readers (5-7 days a week)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>40</td>
<td>26</td>
<td>34</td>
</tr>
<tr>
<td>2014</td>
<td>42</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>2016</td>
<td>44</td>
<td>24</td>
<td>32</td>
</tr>
<tr>
<td>2018</td>
<td>41</td>
<td>28</td>
<td>31</td>
</tr>
</tbody>
</table>


Base: n=1,040 children and adolescents between 6 and 17 years.
Reading habits of Austrian children and adolescents

By gender, 11-18 years, Austria, 2021, selection (percentages)
“I like reading …”

By gender, 11-18 years, Austria, 2021, selection (percentages)
“I like reading …”


Base: n=481, 11-18 years.
Print books or e-books?
Children’s reading preferences in China

By age groups, China, selection, 2020 (percentages)

Base: n=701 parents and children, 6-17 years.

Internet and Social Media
Internet access at home worldwide

By regions, 3-17 years, 2010-2020, selection (percentages)


Base: calculations based on multiple indicator cluster surveys, demographic and health surveys and other national household surveys (2010-2020).
Internet access and use in Britain

Any Internet, by age group, 3-15 years, UK, 2020, selection (percentages)


Base: Parents of children aged 3-4: n=782; parents of children aged 5-15: n=2,190.
Internet access of young adults in African countries

18-24 years, 2019, selection (percentages in %)


Base: n=4,200, 18-24 years, 14 African countries.
Internet access of children in Latin America

2018-2019, selected countries in Latin America (percentages)

Source: Statista 2022; Activa Research; WIN.

Base: n=3,726 mothers and fathers of children aged 3 to 13.
By income, families with children between 0-8 years, USA, 2020, selection (percentages)

Base: n=1,440 families with 0- to 8-year-old children.

How many adolescents use the internet daily?

By country, 16-19 years, 2020, selection (percentages)


Base: EU citizens, 16-74 years.
How much time do French youths spend online daily?

By age group, 9-16 years, France, 2018
Selection (minutes/day)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Minutes/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-11 years</td>
<td>91</td>
</tr>
<tr>
<td>12-14 years</td>
<td>159</td>
</tr>
<tr>
<td>15-16 years</td>
<td>200</td>
</tr>
</tbody>
</table>

Source: Smahel et al.: EU Kids Online 2020, p. 23.

Base: n=21,964, 9-16 years, Internet users, 19 EU countries; thereof French data only.
The most popular online activities in Bulgaria

9-17 years, Bulgaria, 2018, selection (percentages)
At least practiced weekly

- Watched video clips: 89%
- Listened to music: 75%
- Used social networking sites: 73%
- Played online games: 73%
- Learned by searching online: 68%
- Posted photos or comments online: 55%
- Talked to distant family or friends: 52%
- Used the Internet for schoolwork: 50%


Base: n=1,000, 9-17 years.
Teens’ online activities in Australia

12-17 years, Australia, 2020, selection (percentages)

- Researching things that interest me: 95%
- Chatting with friends: 93%
- Watching videos, movies or TV: 93%
- Listening to music: 92%
- Playing games online with others: 77%
- Making video calls: 72%
- Responding to others’ comments: 72%
- Posting photos/videos online: 68%
- Accessing news: 62%
- Doing online banking or shopping: 54%

Base: n=627, 12-17 years.
How does internet use change when children become older?

9-17 years, Chile, 2018, selection (percentages)

At least weekly

- Watched video clips
  - 9-11 years: 81%
  - 12-14 years: 91%
  - 15-17 years: 92%

- Played online games
  - 9-11 years: 54%
  - 12-14 years: 62%
  - 15-17 years: 77%

- Used the Internet for schoolwork
  - 9-11 years: 65%
  - 12-14 years: 80%
  - 15-17 years: 86%

- Used instant messaging
  - 9-11 years: 54%
  - 12-14 years: 86%
  - 15-17 years: 96%

- Learned by searching online
  - 9-11 years: 45%
  - 12-14 years: 59%
  - 15-17 years: 73%


Base: n=1,000, 9-17 years.
Social media use of European youth in comparison with older population

39 countries of the EU/EU applicants, 2021, selection (percentages)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>55+ years</th>
<th>15-24 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Nearly) every day</td>
<td>27%</td>
<td>86%</td>
</tr>
<tr>
<td>Two or three times a week</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Once a week</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Two or three times a month</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>More rarely</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Never</td>
<td>43%</td>
<td>1%</td>
</tr>
</tbody>
</table>


Base: n=38,743 EU citizens, 15+ years.
Use of social media in Sweden: Facebook, Snapchat and Instagram

By age group, 12+ years, Sweden, 2019, selection (percentages)
Daily use

Source: Internet stiftelsen: Svenskarna och Internet 2019, p. 117.
Base: n=2,978, 12+ years.
Which social media platform do American adolescents prefer?

13-18 years, USA, 2020, selection (percentages)

- YouTube: 86%
- Instagram: 69%
- Snapchat: 68%
- TikTok: 47%
- Facebook: 43%
- Twitter: 28%


Base: n=804, 13-18 years.
Use of social networks in Australia by age

By age group, Australia, 2020, selection (percentages)


Base: n=627, 12-17 years.
Favourite social media platforms in Chile

18-29 years, Chile, 2019, selection (percentages)

Source: Correa/Valenzuela 2021, p. 36.

Base: n=1,000, 18-29 years.

WhatsApp: 96%
Facebook: 86%
Instagram: 77.3%
Twitter: 21.3%
Instagram use of 3- to 13-year-olds in Latin America

2018-2019, selected countries in Latin America, selection (percentages)

Source: Statista 2022; Activa Research; WIN.

Base: n=3,726 mothers and fathers of children aged 3 to 13.
Importance of social media during the coronavirus pandemic in US

14-22 years, USA, 2020, selection (percentages)

Using social media during the pandemic has been very/somewhat important for ...

- Staying connected to friends and family: 86%
- Being informed about current events: 77%
- Learning how to protect yourself from the virus: 70%


Base: n=1,442, 14-22 years, social media users.
What are Swiss adolescents doing on social media?

Daily/multiple times a week, 12-19 years, Switzerland, 2020 (percentages)

- "Like" posts of others: 79%
- Look at posts of others: 76%
- Personal chatting or messaging: 68%
- Creating posts which are being deleted after a certain amount of time: 41%
- Comment on posts of others: 30%
- Creating posts for a selected audience: 27%
- Sharing posts of others: 22%
- Creating public posts: 10%
- Creating posts which are not being deleted: 10%
- Post a video live-stream: 2%


Base: n=894, 12-19 years, social media users.
Social media news use of young adults in Chile

18-29 years, Chile, 2019, selection (percentages)

- 5 or more hours a day: 15.6%
- 4 hours a day: 4.8%
- 3 hours a day: 10.9%
- 2 hours a day: 17.9%
- 1 hour a day: 27.7%
- None: 23.1%

Base: n=1,000, 18-29 years.

Source: Correa/Valenzuela 2021, p. 38.
How do you feel when you use social media?

13-17 years, USA, 2018 (percentages)
“When I use social media, I feel more …”

- ... included: 71%
- ... confident: 69%
- ... authentic: 64%
- ... outgoing: 61%


Base: n=720, 13-17 years.
The importance of “likes”

13-17 years, USA, 2018 (percentages)

“Getting lots of likes is …”

- ... extremely/very important: 55%
- ... somewhat important: 32%
- ... not too/not at all important: 13%

Source: Common Sense: Social Media, Social Life, 2018, p. 28.
Base: n=1,141, 13-17 years, social media users.
Do European adolescents trust social media?

By age groups, 39 countries of the EU/EU applicants, 2021, selection (percentages)
“I trust social media on the internet.”

Base: n=38,743 EU citizens, 15+ years.
As how trustworthy do British young people see social media?

By age group, 8-15 years, UK, 2020, selection (percentages)

"Do you believe that all of the information you see on these sites or apps is true?"

<table>
<thead>
<tr>
<th>Age Group</th>
<th>All is true</th>
<th>Most is true</th>
<th>Some is true</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-11 years</td>
<td>9</td>
<td>33</td>
<td>52</td>
<td>6</td>
</tr>
<tr>
<td>12-15 years</td>
<td>7</td>
<td>28</td>
<td>62</td>
<td>3</td>
</tr>
</tbody>
</table>


Base: children, 8-15 years, who go online and who say they visit social media sites: n=1,193 or apps: n=1,141.
Arabic youths often find it difficult to disconnect from social media

18-24 years, 17 Arabic countries, 2021 (percentages)


Base: n=3,400, 18-24 years, 17 Arabic countries.
Parents’ monitoring of children’s social media use in Latin America

Frequency of monitoring, 2020, selected countries in Latin America (percentages)

Source: Statista 2022: Kaspersky Lab; CORPA – Estudios des Mercado; Infogate.

Base: n=2,294 parents of children aged 0-18 years.
How many children and adolescents play online games?

Responses from parents of 3- to 7-year-olds and from child aged 8-15 years, by age groups, 3-15 years, UK, 2020, selection (percentages)

"Do you ever play games online?"


Base: parents and children, 3-15 years; 3-4 years: n=782; 5-15 years: n=2,190.
How much time do children spend with video games in US?

By age, according to parents’ response, 0-8 years, USA, 2020 (minutes/day)


Base: n=1,440 parents with kids between 0–8 years.
How do Swiss adolescents search for information online?

12-19 years, Switzerland, 2020, selection (percentages)

Daily usage/more than once a week

- **Search engines**: 90%
- **Social networks**: 84%
- **Video platforms**: 75%
- **Streaming movies, documentaries and series**: 56%
- **Surfing the internet**: 40%
- **Wikipedia**: 34%

Source: Bernath u. a.: JAMES-Studie 2020, p. 27.

Base: n=467, 12-19 years.
Young Europeans get news mainly through social media

18-29 years, 8 European countries, 2017, selection (percentages)
At least daily use


Base: Denmark n=2,096, Germany n=1,983, France n=2,011, Italy n=2,043, Netherlands n=2,001, Spain n=2,011, Sweden n=1,968, UK n=2,001; 18- to 29-year-olds.
Looking for health information worldwide

By nations, 12-16 years, 2020, selection (percentages)
At least monthly, by gender

Source: EU Kids Online/Global Kids Online.

Base: n=approximately 22,000, parents and children, 12-16 years, internet users, 28 countries.
Topics of online health information search requests in the US

14-22 years, USA, 2020, selection (percentages)

- COVID-19: Boys 56%, Girls 60%
- Fitness and exercise: Boys 45%, Girls 49%
- Anxiety: Boys 31%, Girls 52%
- Stress: Boys 31%, Girls 46%
- Depression: Boys 29%, Girls 46%
- Diet and nutrition: Boys 33%, Girls 43%
- Sleep disorders: Boys 20%, Girls 30%
- Smoking or vaping: Boys 23%, Girls 24%
- Birth control: Boys 8%, Girls 31%

Base: n=1,513, 14-22 years.
Do children and adolescents in South Africa participate in politics on the web?

By age group, 9-17 years, South Africa, 2018, selection (percentages)
Practiced at least weekly

- Talking to people that are different
  - Total: 44
  - 9-11 years: 16
  - 12-14 years: 36
  - 15-17 years: 61

- Searching for online news
  - Total: 54
  - 9-11 years: 12
  - 12-14 years: 21
  - 15-17 years: 54

- Participating in political discussions on the web
  - Total: 26
  - 9-11 years: 7
  - 12-14 years: 17
  - 15-17 years: 26

- Participating in campaigns or protests
  - Total: 8
  - 9-11 years: 3
  - 12-14 years: 4
  - 15-17 years: 2

Source: Livingstone et al.: Is there a ladder of children’s online participation. Findings from three Global Kids Online countries, 2019, p. 5.

Base: n=1,000, 9-17 years.
Exposure to online risks

By country, 9-17 years, 11 countries worldwide, 2016-2018, selection (percentages)
"Have you seen content relating to ...?"

- Hate Speech
- Violent content
- Sexual content


Base: n=14,733, 9-17 years, Internet users.
Negative online experience by age groups

9-16 years, by age group, selection (percentages)
"Did you have an upsetting online experience this year?"

Source: Smahel et al.: EU Kids Online 2020, p. 46.

Base: n=21,964, 9-16 years, Internet users.
Upsetting Internet experiences in Latin America

9- to 17-year-olds who have seen something online that upset them in the past year 2016-2018, selection (percentages)

Source: Trucco/Palma: Childhood and adolescence in the digital age 2020, p. 90.

Base: Brazil n=2,999; Chile n=1,000; Costa Rica n=1,008; Uruguay n=948; 9- to 17-years olds and one parent.
Exposure to hate speech on social media by LGBTQ+ youths in the USA

14-22 years, USA, 2020, selection (percentages)

- **Often**: LGBTQ+ 18%, Non-LGBTQ+ 44%
- **Sometimes**: LGBTQ+ 30%, Non-LGBTQ+ 39%
- **Hardly ever**: LGBTQ+ 17%, Non-LGBTQ+ 25%
- **Never**: LGBTQ+ 8%, Non-LGBTQ+ 18%

**Source**: Rideout et al.: Coping with COVID-19 2021, p. 47.

**Base**: Non-LGBTQ+ n=1,119, LGBTQ+ n=239; 14-22 years.
Purposes of youth to share personal information

15-24 years, 28 countries of the EU with EU applicants, 2019, selection (percentages)

“For what purposes would you be willing to share some of your personal information securely?”, multiple answers possible

- Total willing to share: 68%
- To improve medical research and care: 48%
- To improve the response to crisis situations (e.g. epidemics): 35%
- To improve public transport and reduce air pollution: 33%
- To improve energy efficiency: 27%
- Not willing to share: 27%
- Don’t know: 5%

Source: European Commission: Special Eurobarometer 503: Attitudes towards the impact of digitalisation on daily lives 2020, p. 38.

Base: n=27,498 EU citizens, 15+ years.
Feel EU citizens skilled in the use of digital technologies?

By age groups, 28 countries of the EU with EU applicants, 2019, selection (percentages) “... in your daily life.”, total “agree”

- **15-24 years**: 90%
- **25-39 years**: 87%
- **40-54 years**: 79%
- **55+ years**: 48%

Source: European Commission: Special Eurobarometer 503: Attitudes towards the impact of digitalisation on daily lives 2020, p. 66.

Base: n=27,498 EU citizens, 15+ years.
Programming as a future digital competence by gender

By gender, 16-24 years, 2019, selection (percentages)
Computer programming skills

<table>
<thead>
<tr>
<th>Country</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>33.5</td>
<td>21.7</td>
</tr>
<tr>
<td>France</td>
<td>24.7</td>
<td>13.1</td>
</tr>
<tr>
<td>UK</td>
<td>12.4</td>
<td>11.8</td>
</tr>
<tr>
<td>Spain</td>
<td>17.2</td>
<td>11.1</td>
</tr>
<tr>
<td>Switzerland</td>
<td>32.6</td>
<td>17.8</td>
</tr>
<tr>
<td>Italy</td>
<td>17.8</td>
<td>6.4</td>
</tr>
<tr>
<td>Germany</td>
<td>17.6</td>
<td>9.1</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>6.4</td>
<td>2.1</td>
</tr>
<tr>
<td>Greece</td>
<td>9.3</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Source: OECD 2019: Coders aged 16-24 years.

Base: 16-24 years. Based on data by Eurostat, Digital Economy and Society Statistics.
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)
Mobile phone access and use in Britain

By age groups, 3-15 years, UK, 2020, selection (percentages)


Base: parents of children aged 3-4: n=782 or 5-15: n= 2,190.
Use of smartphones among young adults in emerging countries

18-29 years, 2018, selection (percentages)

Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500; 18+ years, 18- to 29-year-olds.
How many adolescents use a smartphone in Africa?

By age group, 2018, selection (percentages)

Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

Base: Tunisia n=2,532, Kenya n=2,508, South Africa n=2,466; 18+ years.
How many Swedish children have their own mobile phone?

By age, 0-10 years, Sweden, 2018 (percentages)

Source: Internet stiftelsen: svenskarna och Internet 2018, p. 63.

Base: n=603 parents of 0-10-year-olds.
How often do pre-school children use a mobile phone?

4-6 years, Switzerland, 2018 (percentages)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>3%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>14%</td>
</tr>
<tr>
<td>Once a week</td>
<td>16%</td>
</tr>
<tr>
<td>Once in 14 days</td>
<td>7%</td>
</tr>
<tr>
<td>Once a month</td>
<td>5%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>14%</td>
</tr>
<tr>
<td>Never</td>
<td>41%</td>
</tr>
</tbody>
</table>


Base: n=879 parents of 4- to 6-year-olds.
At what age it is acceptable for a child to have its own smartphone?

Parents’ responses, 0-17 years, USA, 2020, selection (percentages)


Base: n=3,640 parents with 0- to 17-year-old children.
Usage of mobile devices among children in the USA

0-8 years, USA, 2020, selection (percentages)

- Watching video clips (e.g. on YouTube): 72%
- Playing games: 65%
- Using Apps: 64%
- Watching movies/TV series: 55%
- Reading books: 33%

Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 25.

Base: n=1,440 parents with 0- to 8-year-old children.
How many adolescents use their smartphones to access the internet?

By country, 9-16 years, 2017-2019, selection (percentages)
Multiple times per day/always

Slovakia: 39%
France: 43%
Croatia: 46%
Spain: 55%
Italy: 56%
Czech Rep.: 59%
Germany: 63%
Lithuania: 68%
Norway: 71%

Source: Smahel et al.: EU Kids Online 2020, p. 20.

Base: n=21,964, 9-16 years, Internet users.
How often do young people access the internet by phone?

By country, 9-16 years, 2017-2019, selection (percentages)

Source: Smahel et al.: EU Kids Online 2020, p. 20.

Base: n=21,964, 9-16 years, Internet users.
Daily usage of a tablet for internet access in Sweden

By age group, 0-10 years, Sweden, 2018, selection (percentages)

Daily usage

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Daily Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 year</td>
<td>2</td>
</tr>
<tr>
<td>2-3 years</td>
<td>31</td>
</tr>
<tr>
<td>4-5 years</td>
<td>41</td>
</tr>
<tr>
<td>6-7 years</td>
<td>46</td>
</tr>
<tr>
<td>8-10 years</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Internet stiftelsen: svenskarna och Internet 2018, p. 64.

Base: n=603 parents of 0- to 10-year-olds.
Use of WhatsApp in emerging countries

18-29 years, 2018, selection (percentages)
"Currently I use WhatsApp."


Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n=2532; 18+ years, 18- to 29-year-olds.
Media education in emerging countries: control of the child’s mobile phone usage through the parents

According to parents, 2018, selection (percentages)

“Did you ever check what your child is doing with its smartphone or what it watches?”

Base: 18+ years; only parents whose children use a mobile phone. Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n=2,532; 18+ years, 18- to 29-year olds.

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Sources


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