

# International Data on Youth and Media 2020



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

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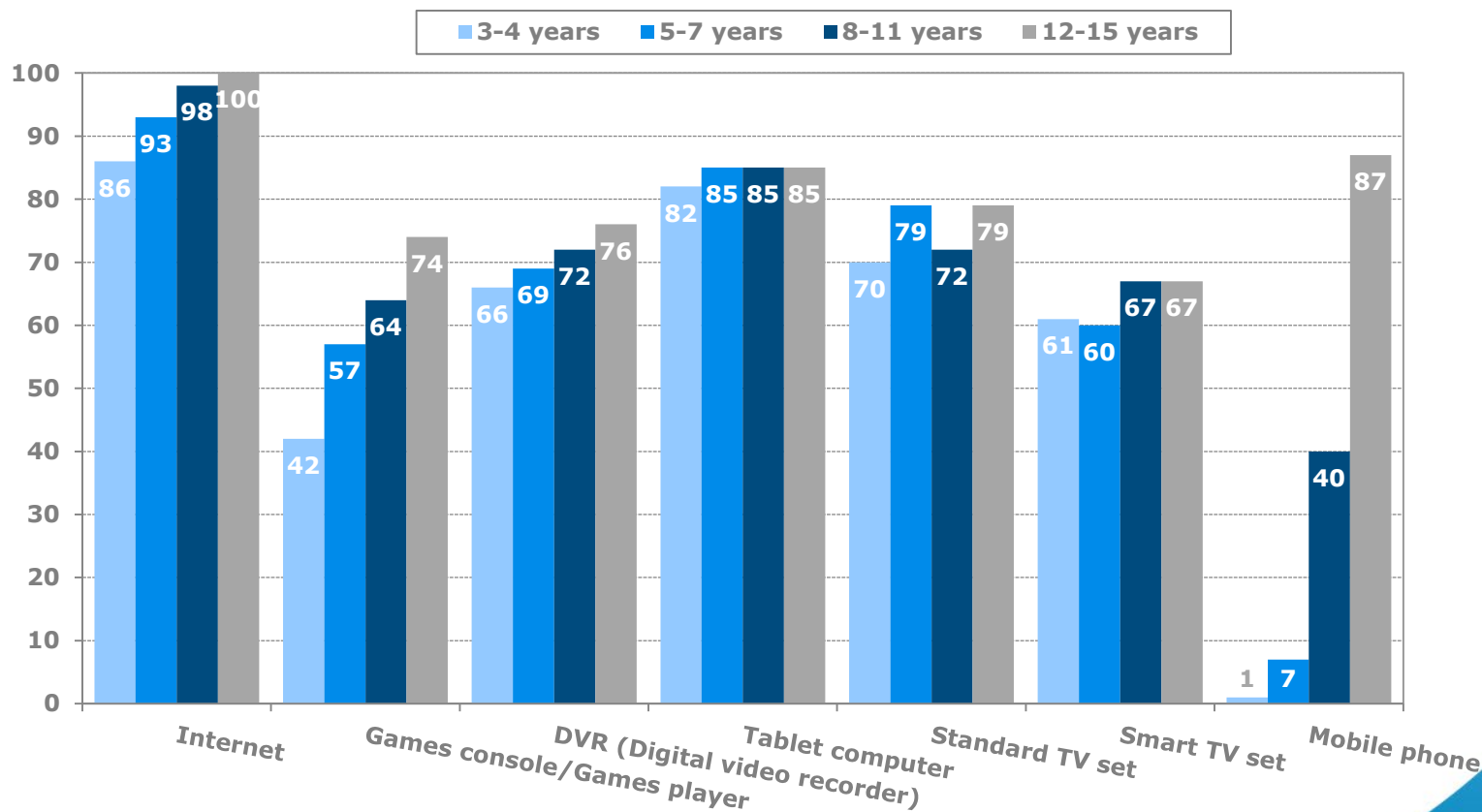
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# Media Use, Media Ownership and Importance of Media



# Britain: Which media can be found in homes with children?

By age of the children and adolescents  
3-15 years, UK, 2018, selection (percentages)



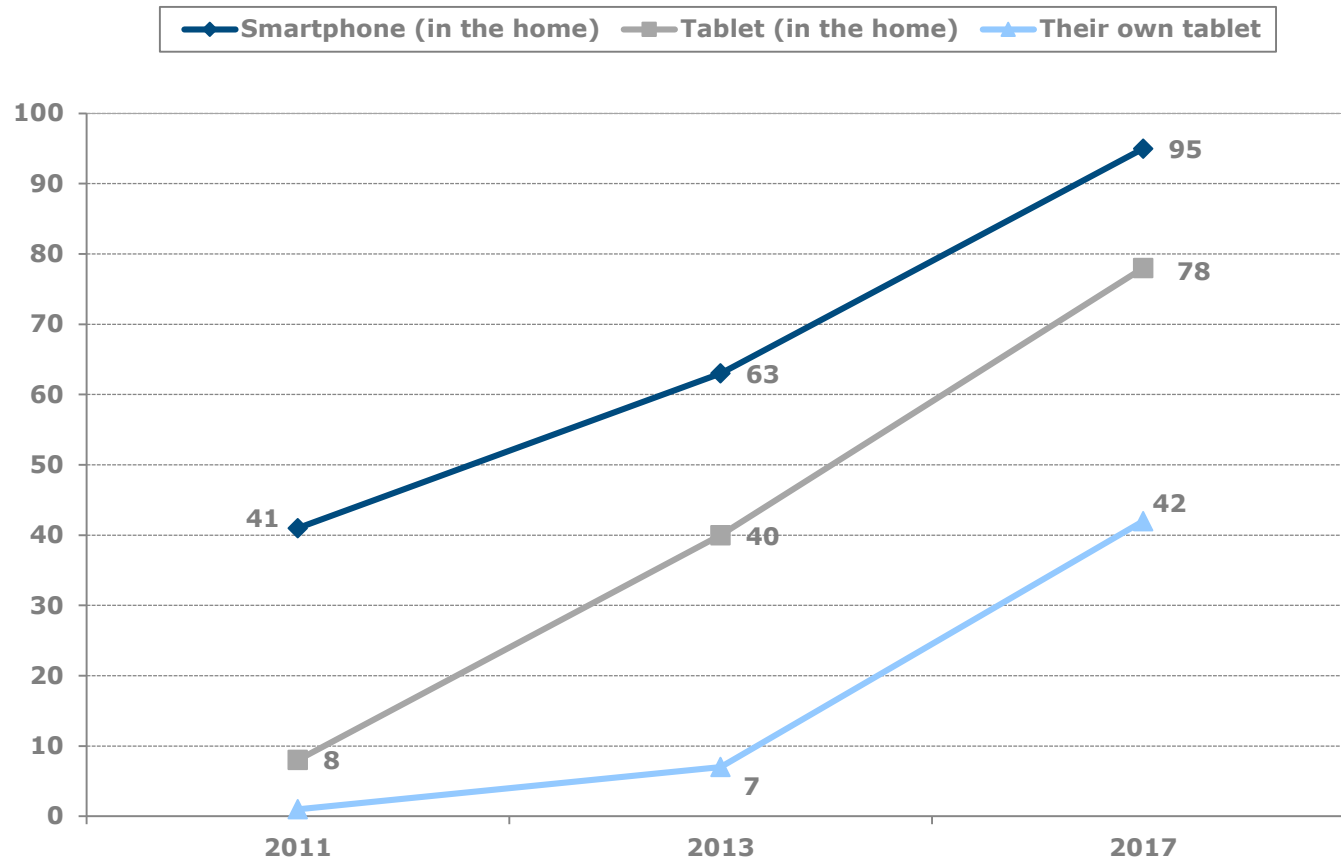
Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds;  
n=630 parents of 3- to 5-year-olds



# USA: mobile devices in the home among 0- to 8-year-olds

According to parents' response, 0-8 years, USA, 2017 (percentages)



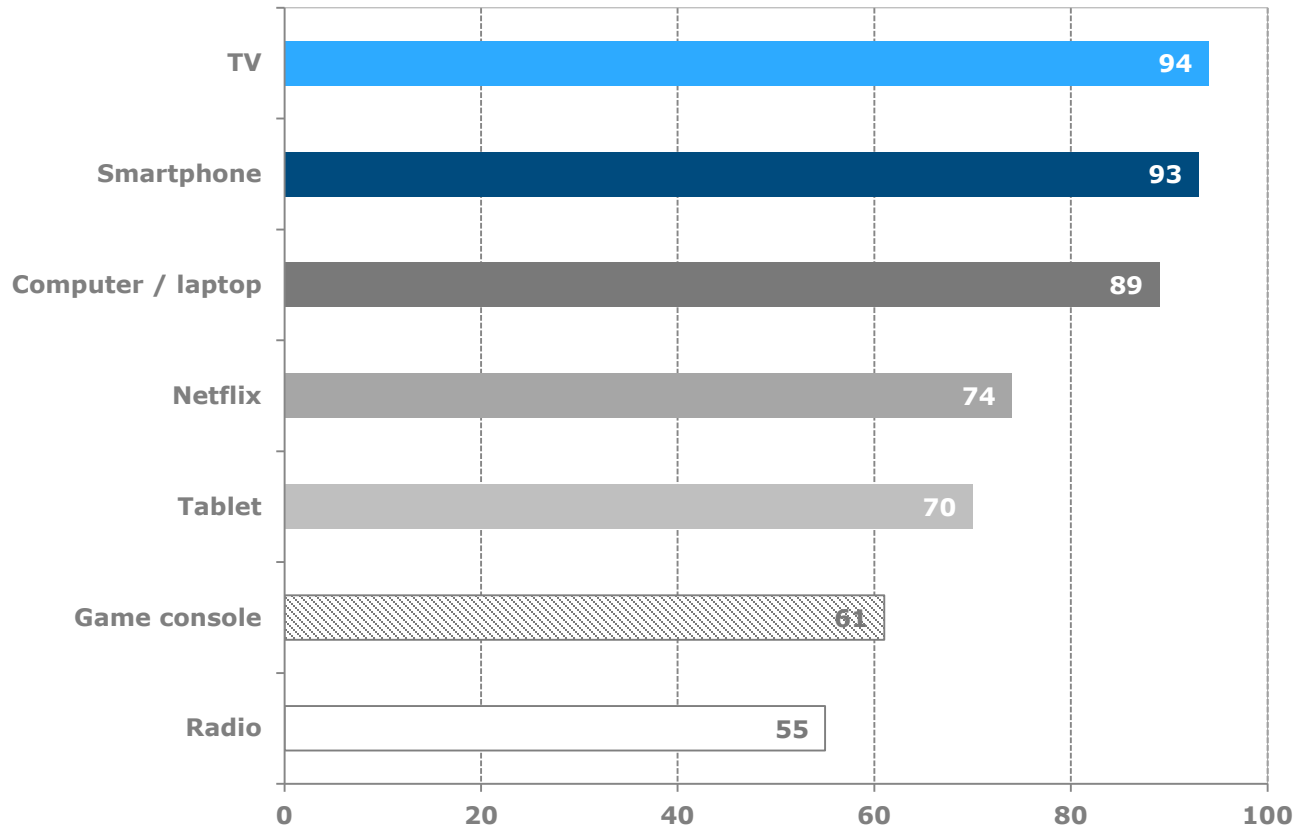
Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2017, p. 3.

Base: n=1,454 parents of 0- to 8-year-olds



# New Zealand: Which media devices/platforms are available in households with children?

New Zealand, 2020, selection (percentages)



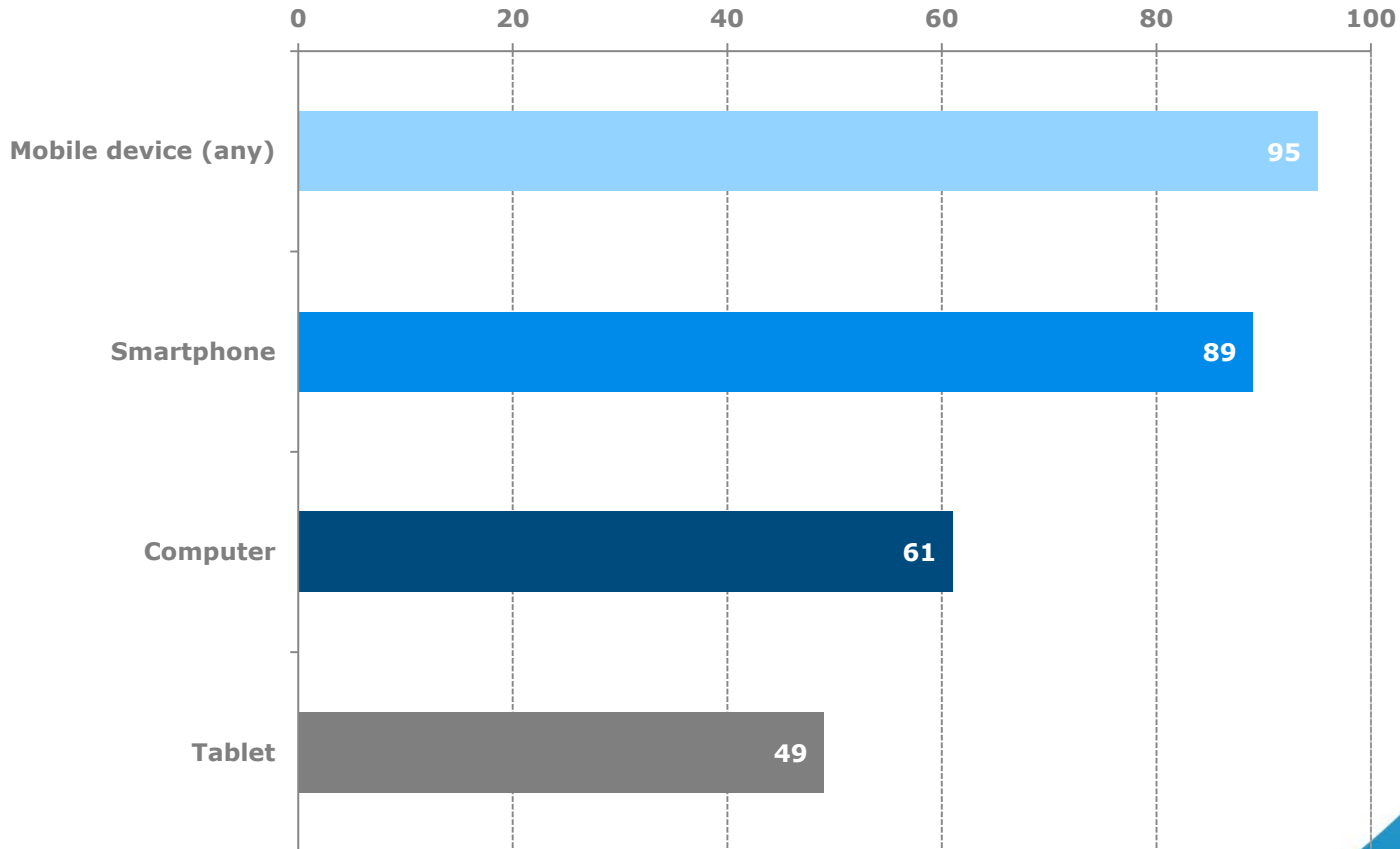
Source: Colmar Brunton: Children's Media Use 2020, p. 9.

Base: n=1,112 parents of 6- to 14-year-olds.



# USA: media ownership of adolescents

13-17 years, USA, 2018, selection (percentages)



Source: Common sense: Social Media, social life 2018, p. 18.

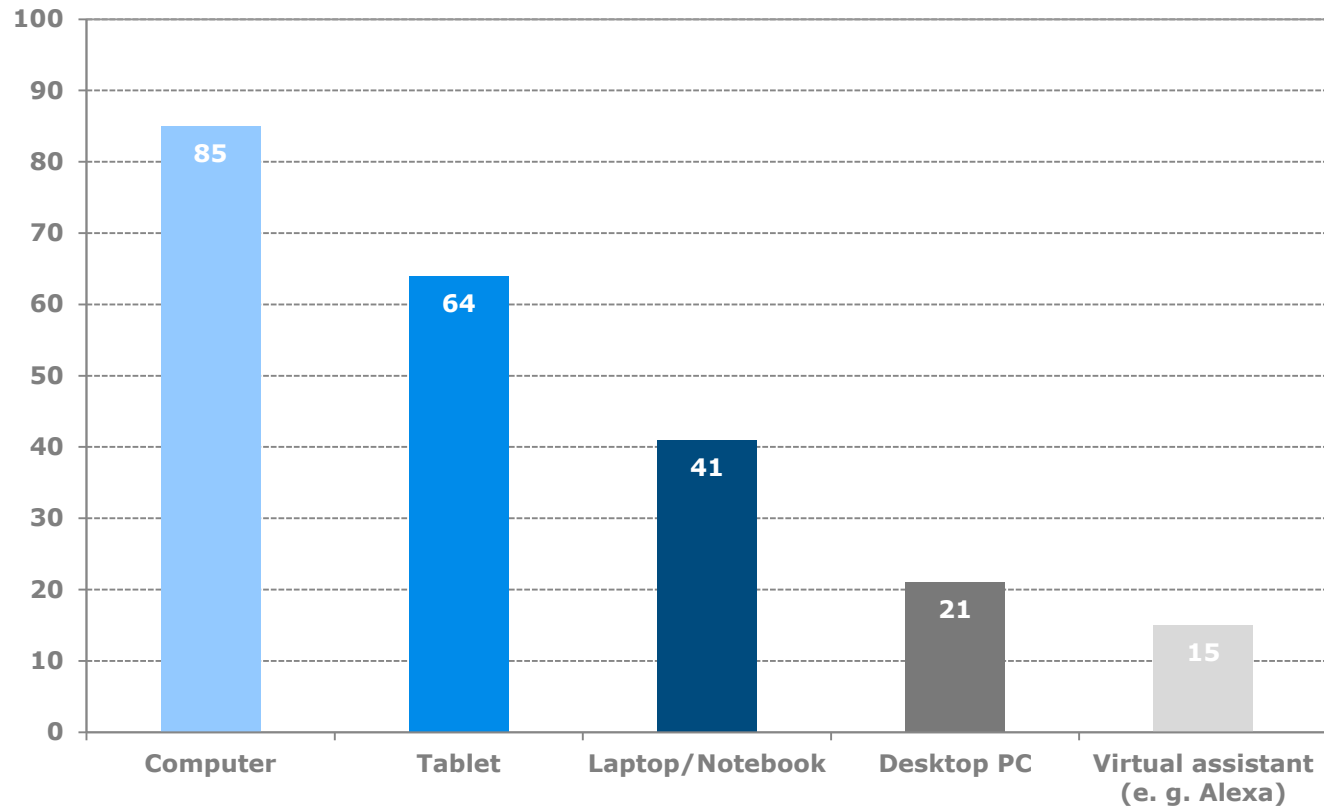
Base: n=1,141; 13-17 years



# Personal media ownership of British youth



5-16 years, UK, 2018, selection (percentages)



Source: Childwise: The monitor report, 2019, Section 1.

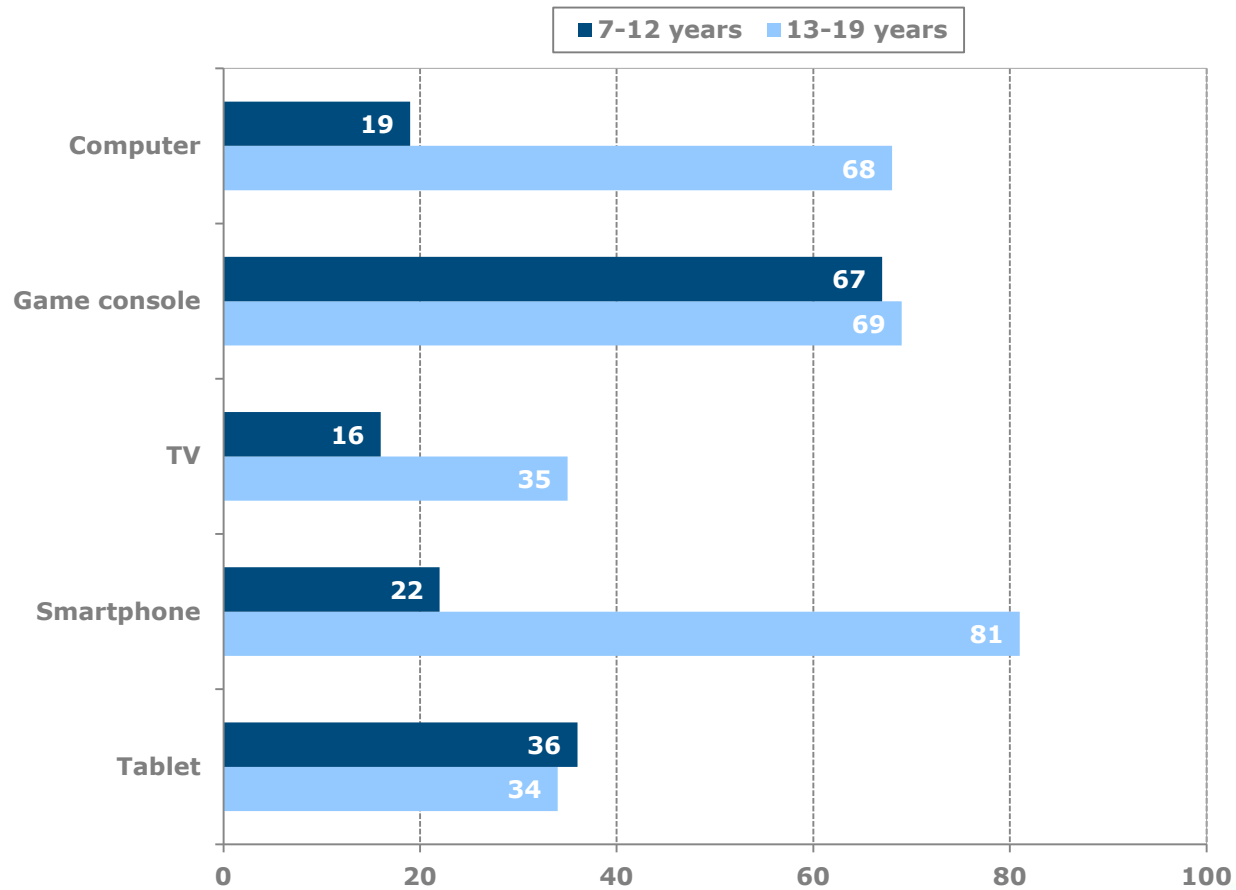
Base: n=2,201; 5-16 years





# Media ownership in France

By age, 7-19 years, France, 2017, selection (percentages)



Source: Ipsos: Junior Connect', 2017.

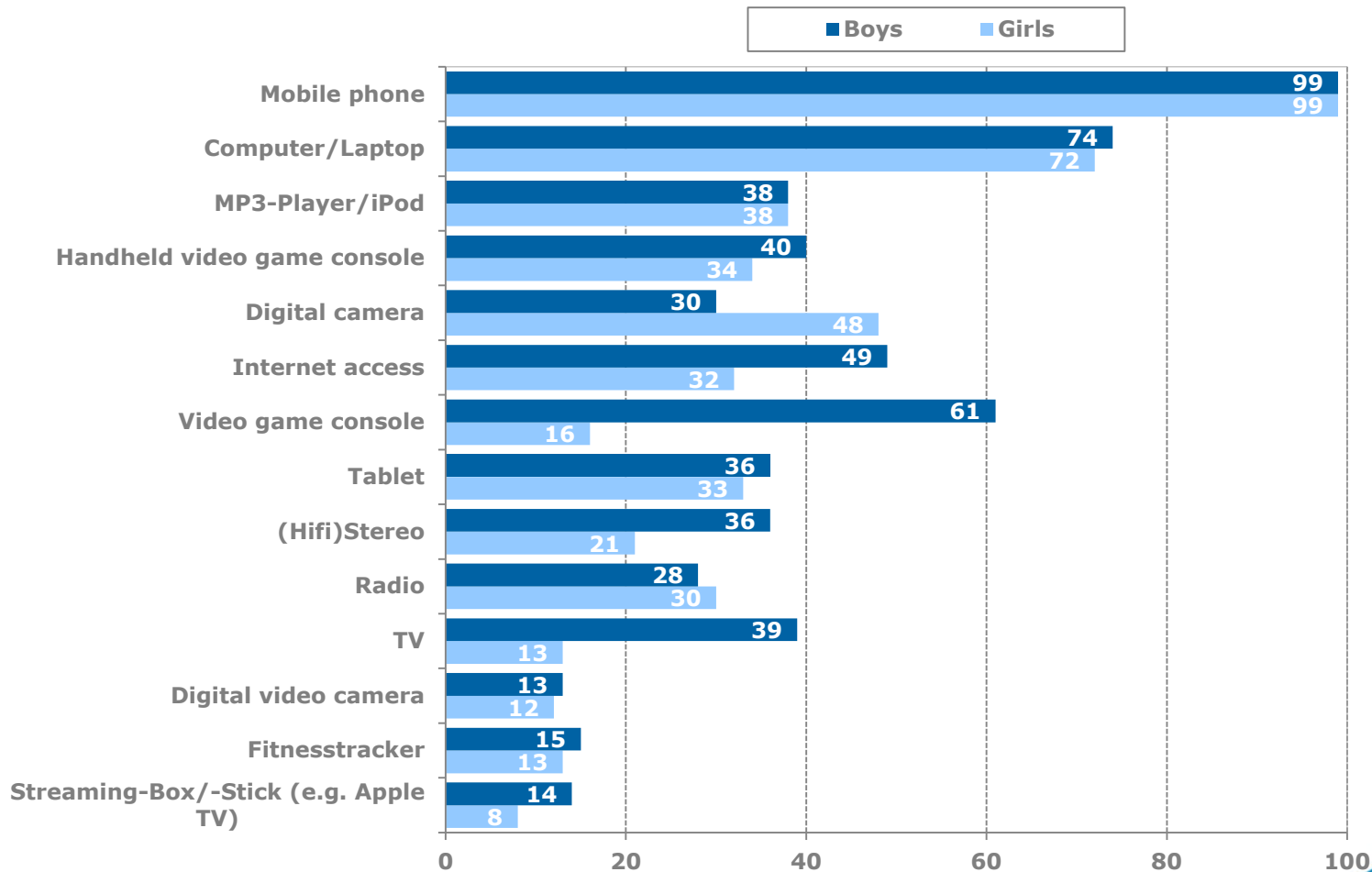
Basis: n=4,700; 1-19 years



# Personal media ownership in Switzerland: Are there any differences between boys and girls?



By gender, 12-19 years, Switzerland, 2018, selection (percentages)



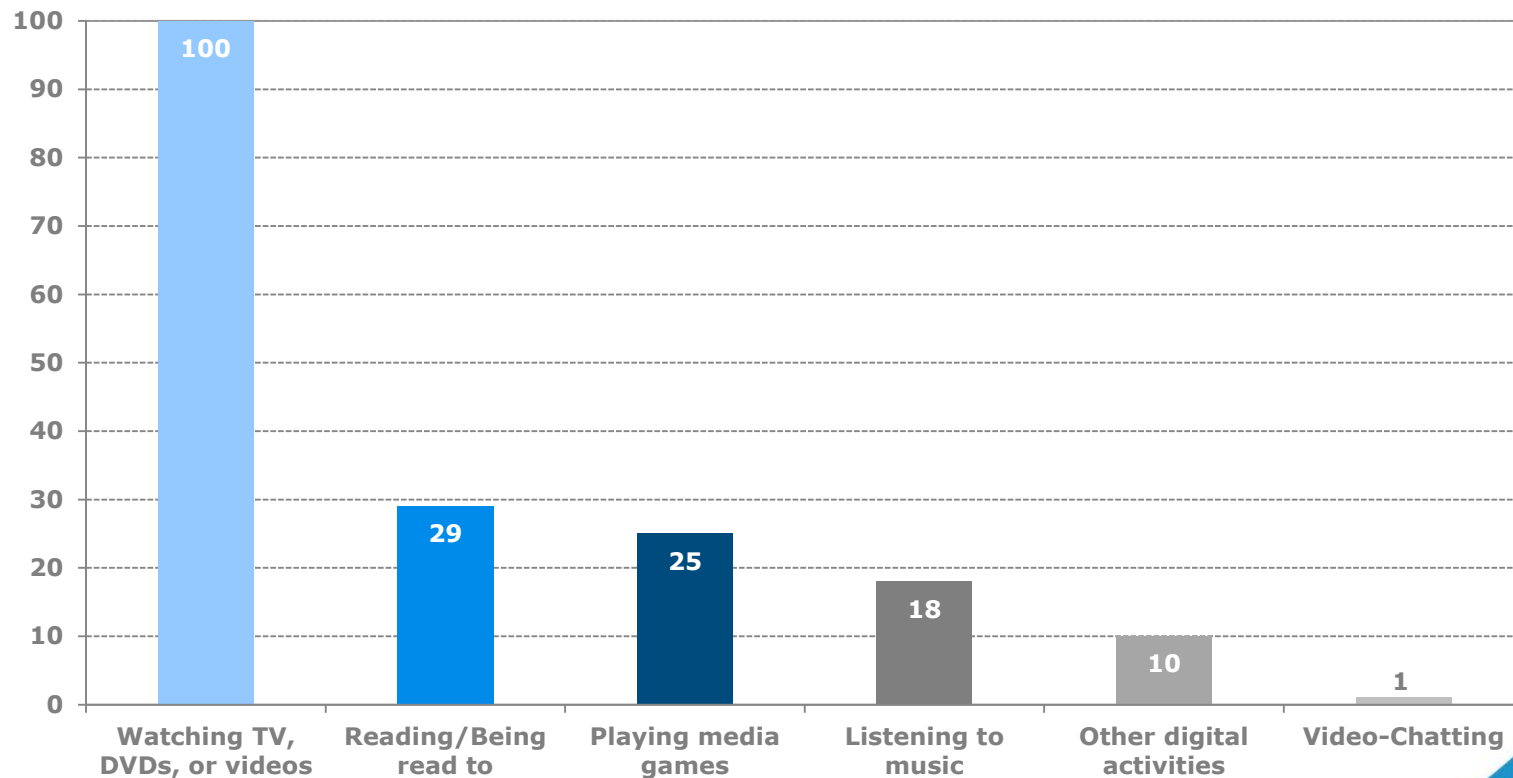
Source: ZHAW: James-Studie 2018, p. 25.

Base: n=1,160; 12-19 years



# USA: How much time do children spend with media?

According to parents' response,  
0-8 years, USA, 2017, selection (minutes/day)



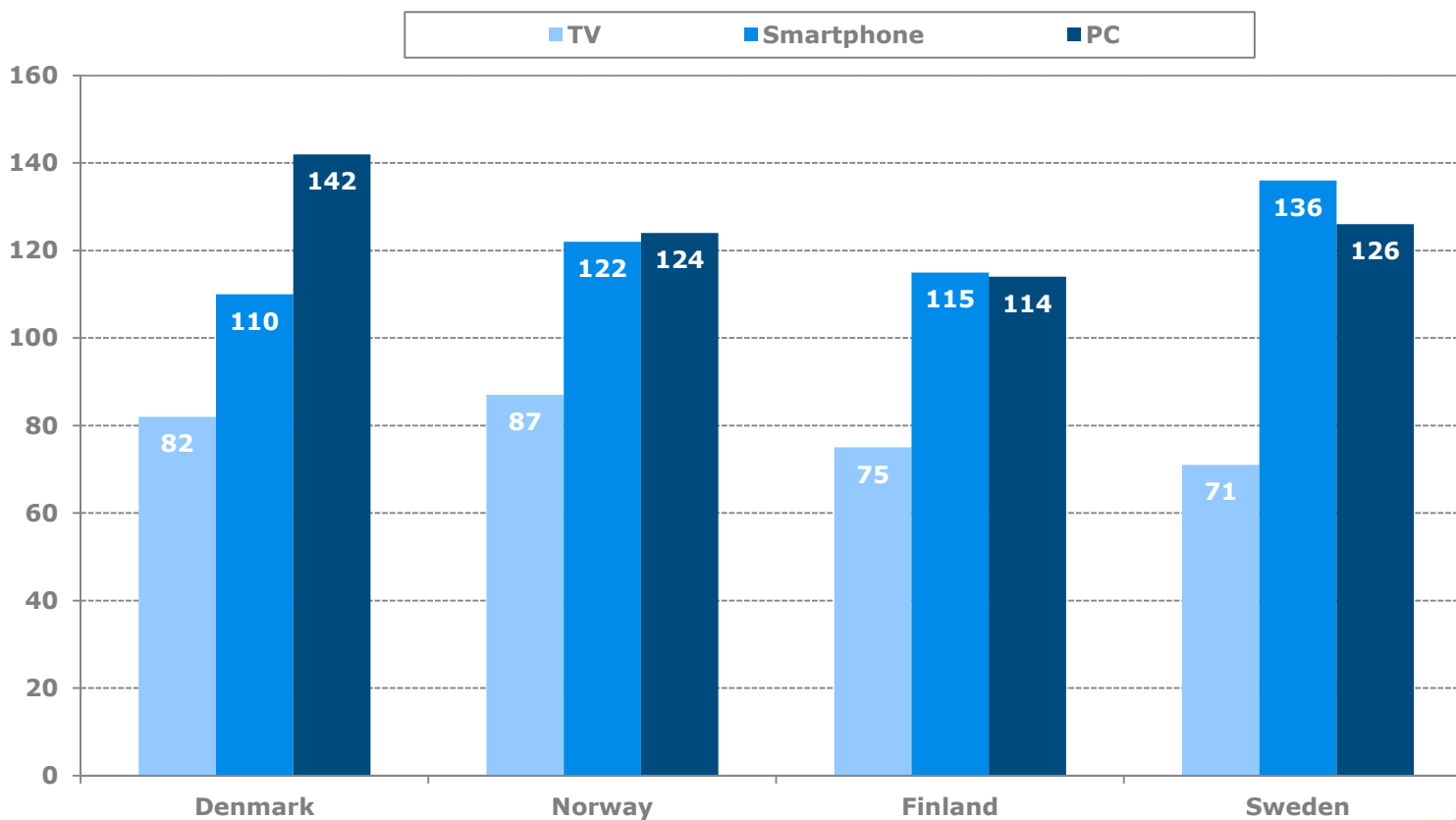
Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight, 2017, p. 13.

Base: n=1,454 parents of 0- to 8-year-olds



# How much time do young people in Nordic countries spend on media?

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



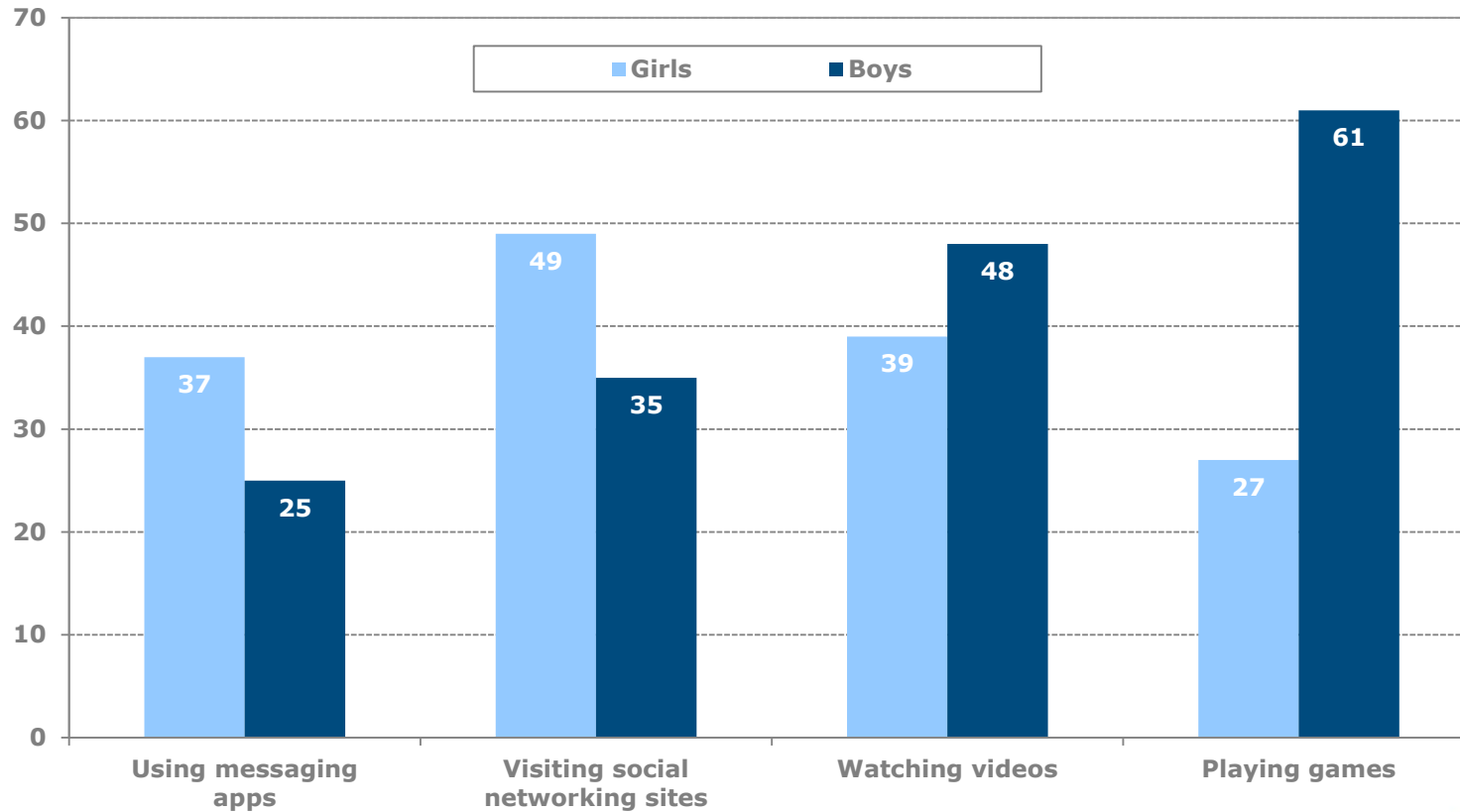
Source: NRK Analyse: Medienbruk i Norge - Oppsummeringen 2015, p. 16.

Base: n=4,000; 13-29-year-olds



# Japan: time spent on media by adolescents

By activity and gender, 13-18 years, Japan, 2017, selection (minutes/day)

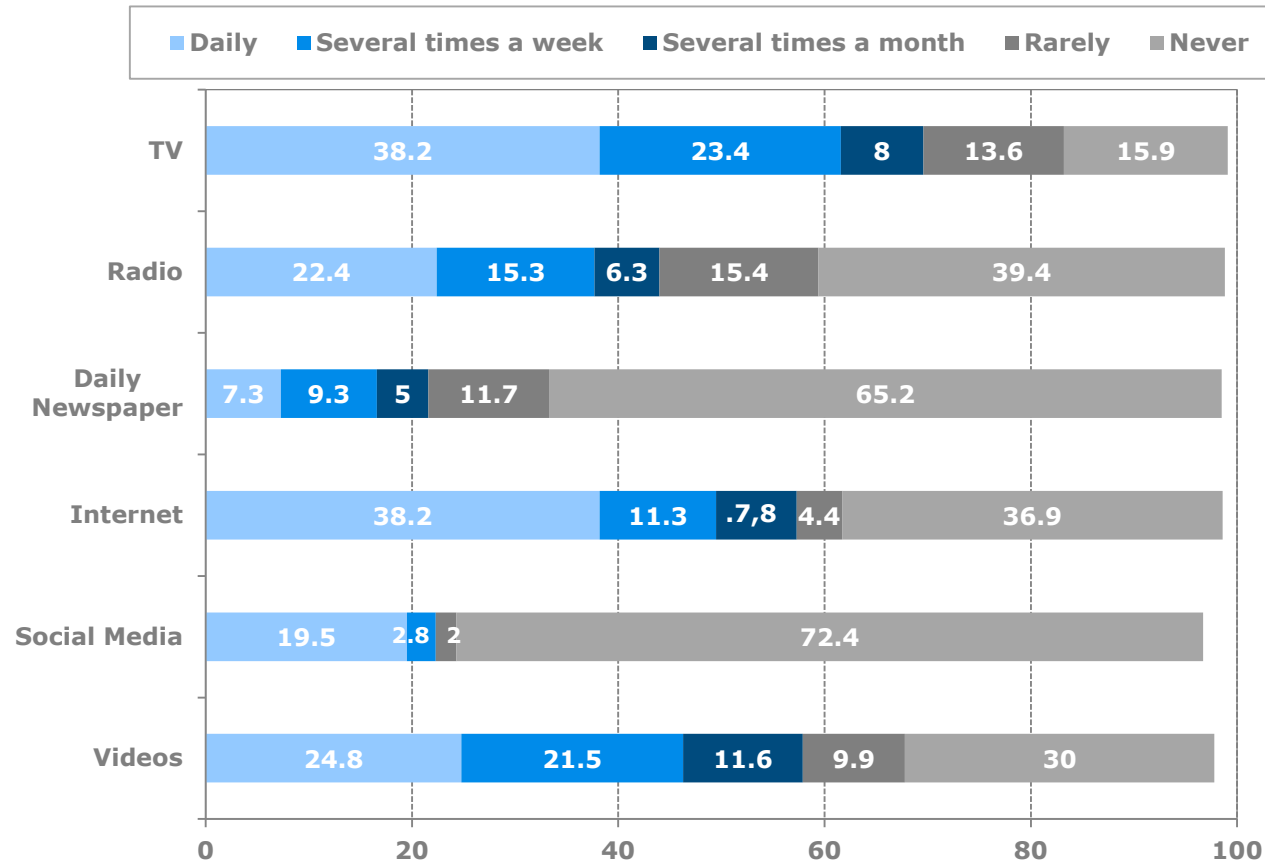


Source: Robb, M. R. u a.: Parents, Teens and Digital Devices in Japan 2017, p. 5.

Basis: n=1,200 parents and their kids, 13-18 years

# Austria: How often are different types of media used?

According to parents' response, 0-15 years, Austria, 2018, selection (percentages)



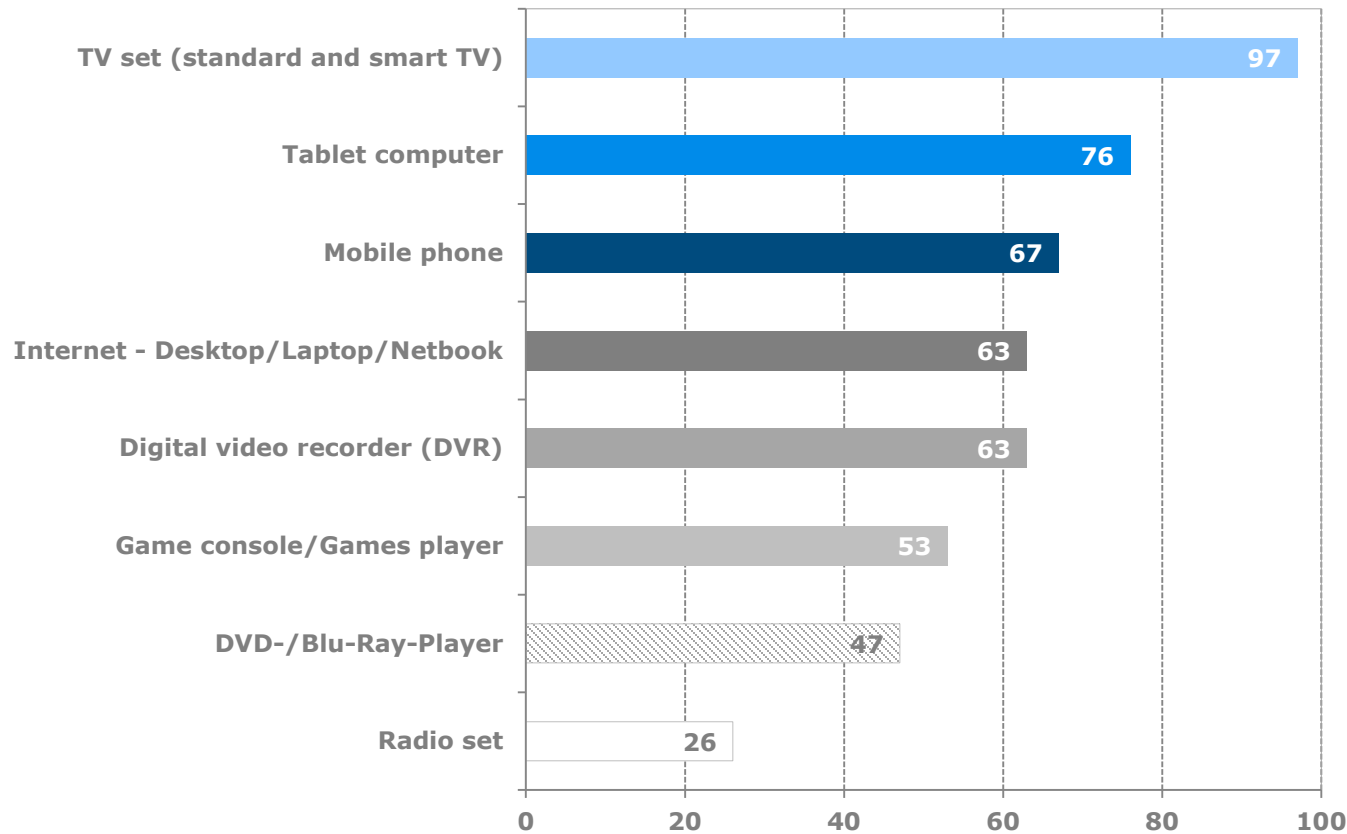
Source: RTR: Kinder, Jugendliche und junge Erwachsene im VOD-Zeitalter, 2018, p. 50.

Base: n=260 parents of 0- to 15-year-olds



# Britain: media use of children and adolescents

According to parents' response, 5-15 years, UK, 2018, selection (percentages)



Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 24.

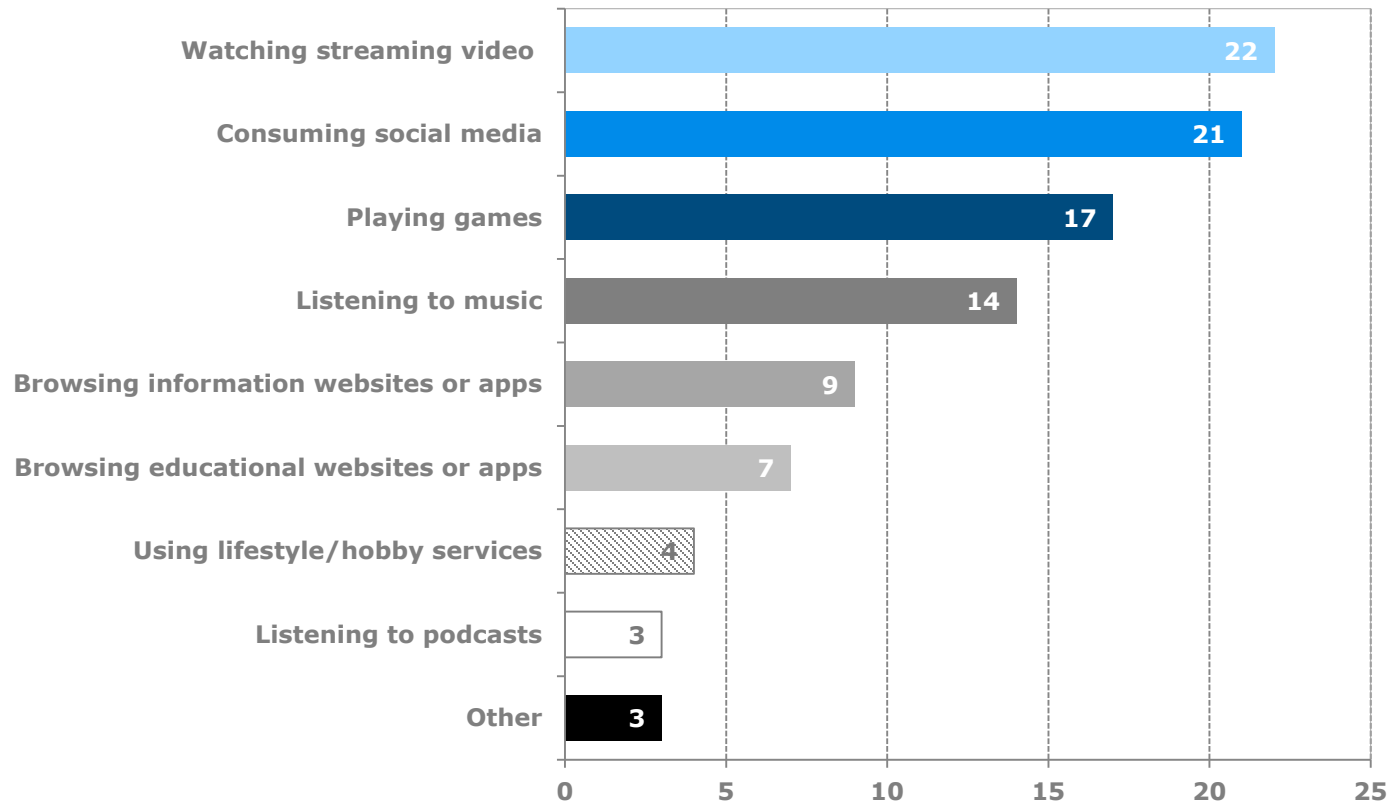
Base: n=1,430 parents of 5- to 15-year-olds



# Digital entertainment time in Australia

14-28 years, Australia, 2018, selection (percentages)

“What percentage of your online/digital entertainment time is spent doing the following activities?”



Source: Deloitte: Media Consumer Survey 2018, Australien, p. 5.

Basis: n=2.000+; 14-71+ years; the 14- to 28-year-olds

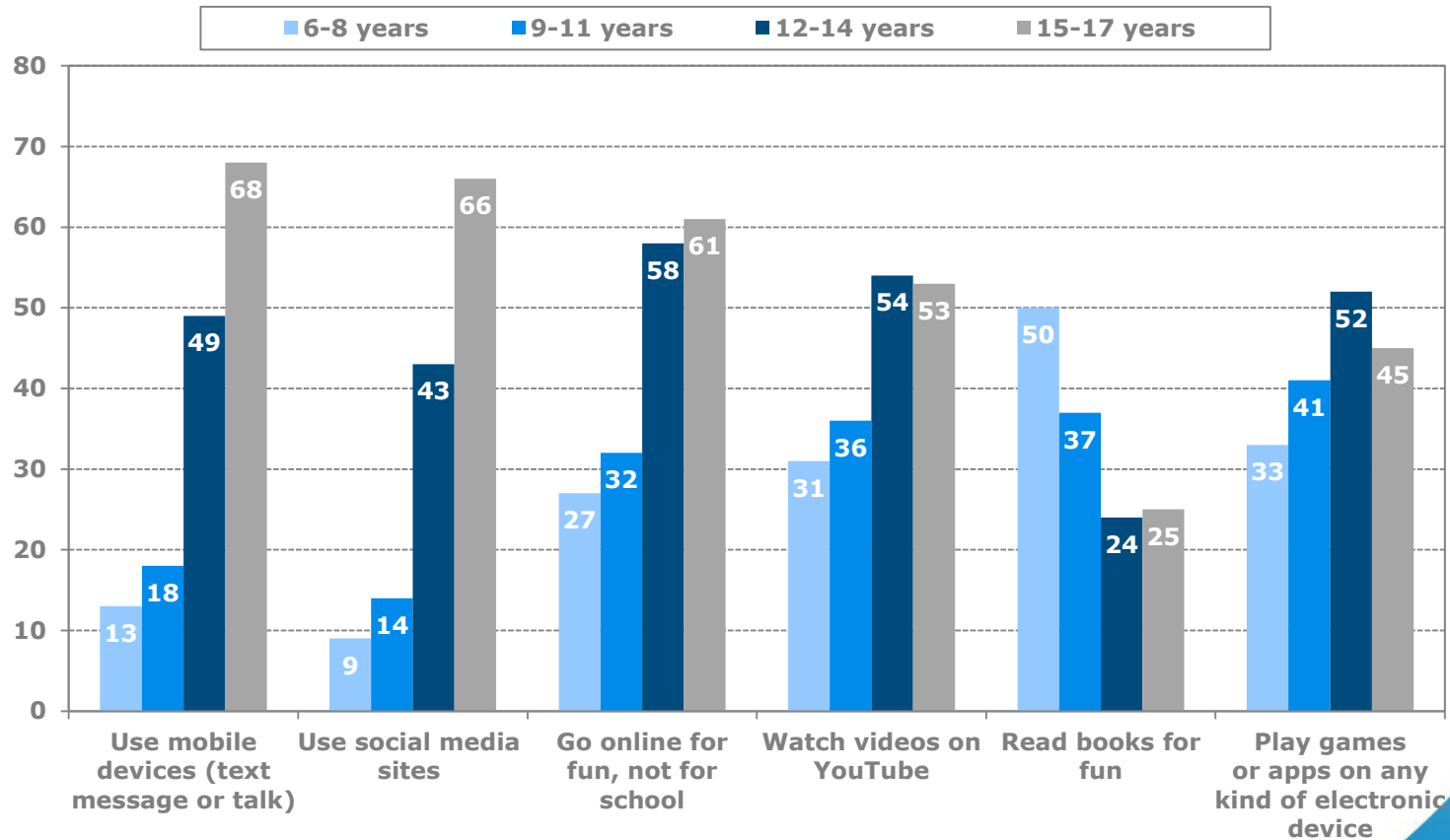




# Canada: media usage by age group



By age group, 6-17 years, Canada, 2017 (percentages)  
5-7 days a week



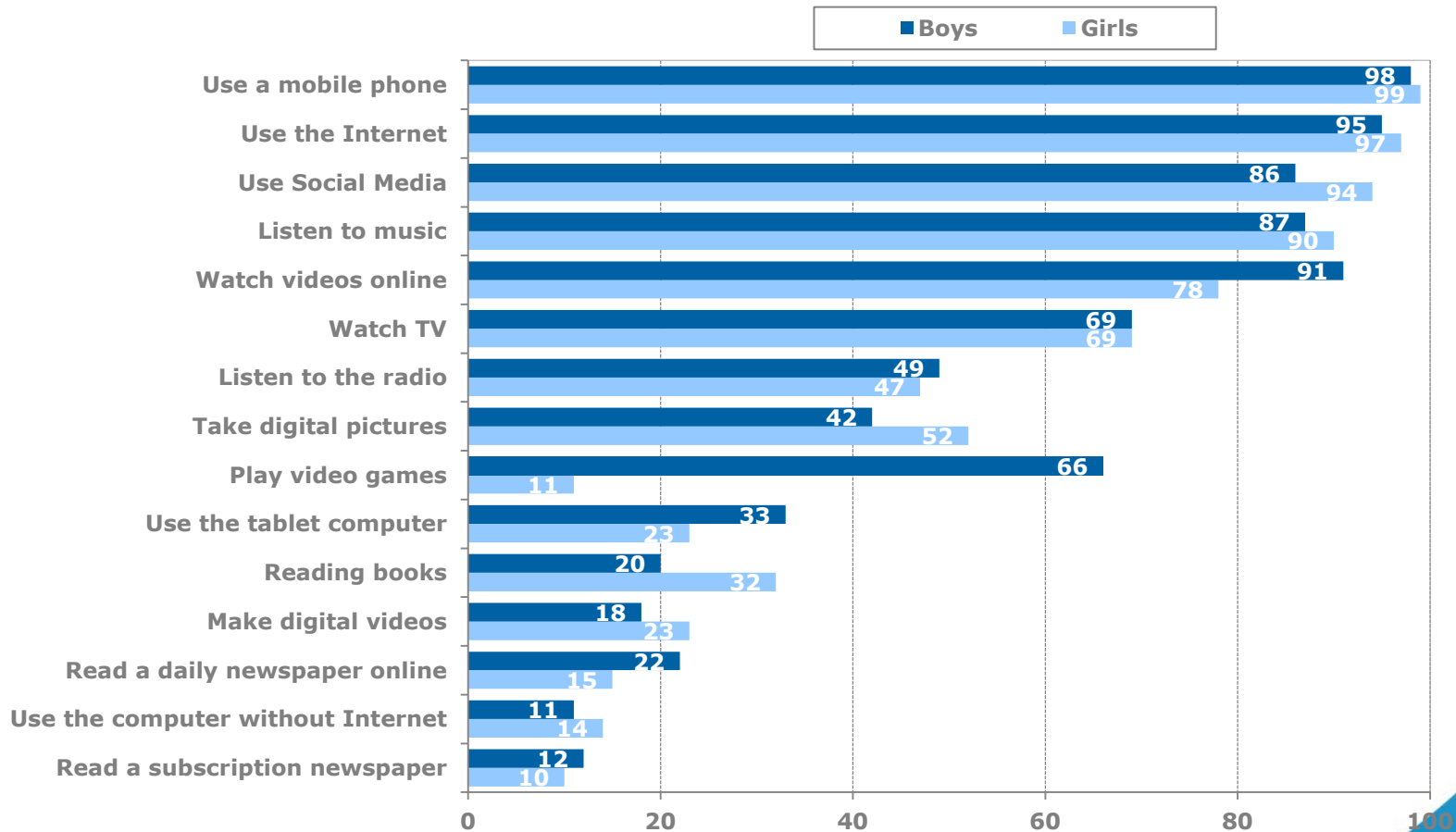
Source: Scholastic/YouGov: Kids & Family Reading Report. Canadian Edition 2017, p. 21.

Base: n=784 children; 6-17 years



# Switzerland: differences in the media usage between boys and girls

By gender, 12-19 years, Switzerland, 2018, selection (percentages)  
Daily/more than once a week



Source: ZHAW: James-Studie 2018, p. 30.

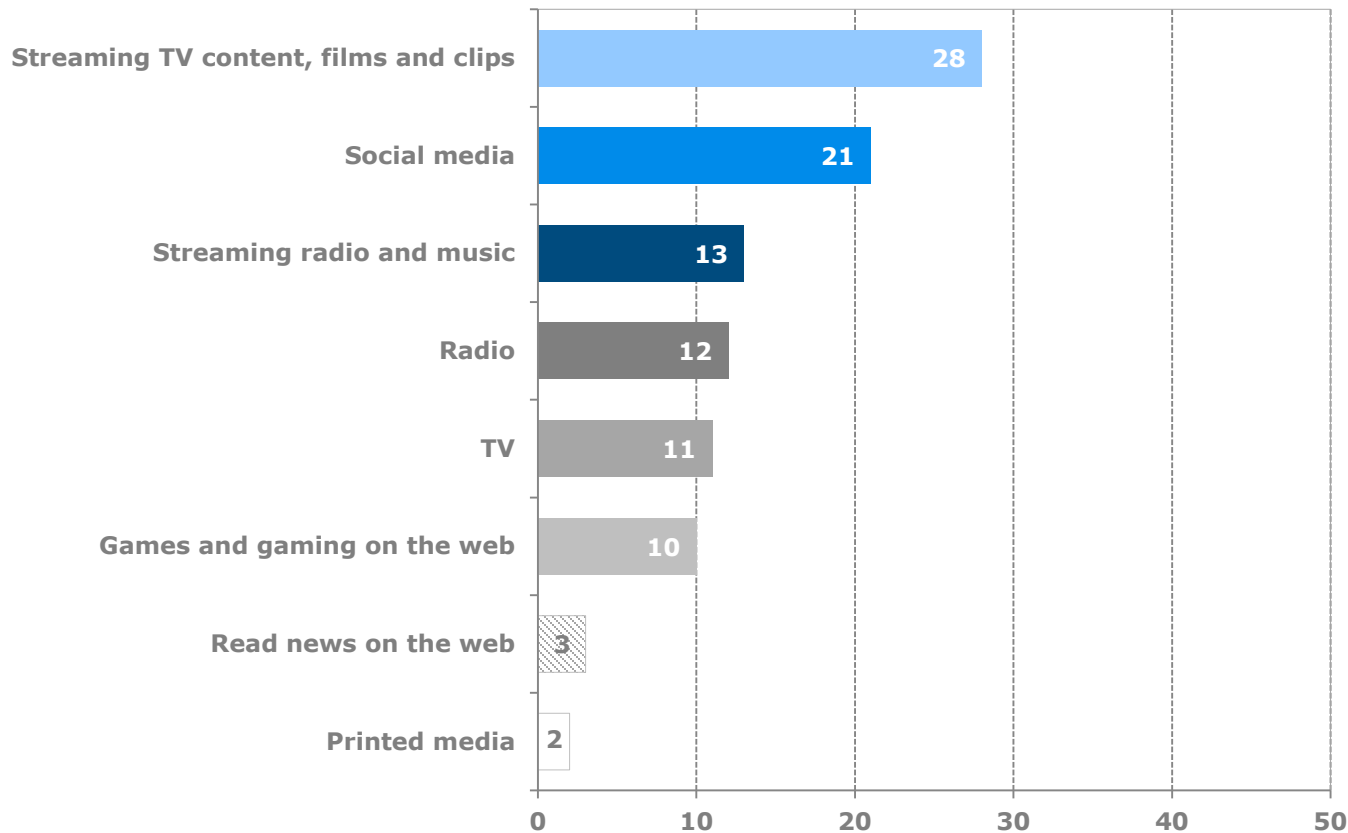
Base: n=1,165; 12-19 years



# Media activity of adolescents and young adults in Denmark



15-29 years, Denmark, 2018, selection (percentages)



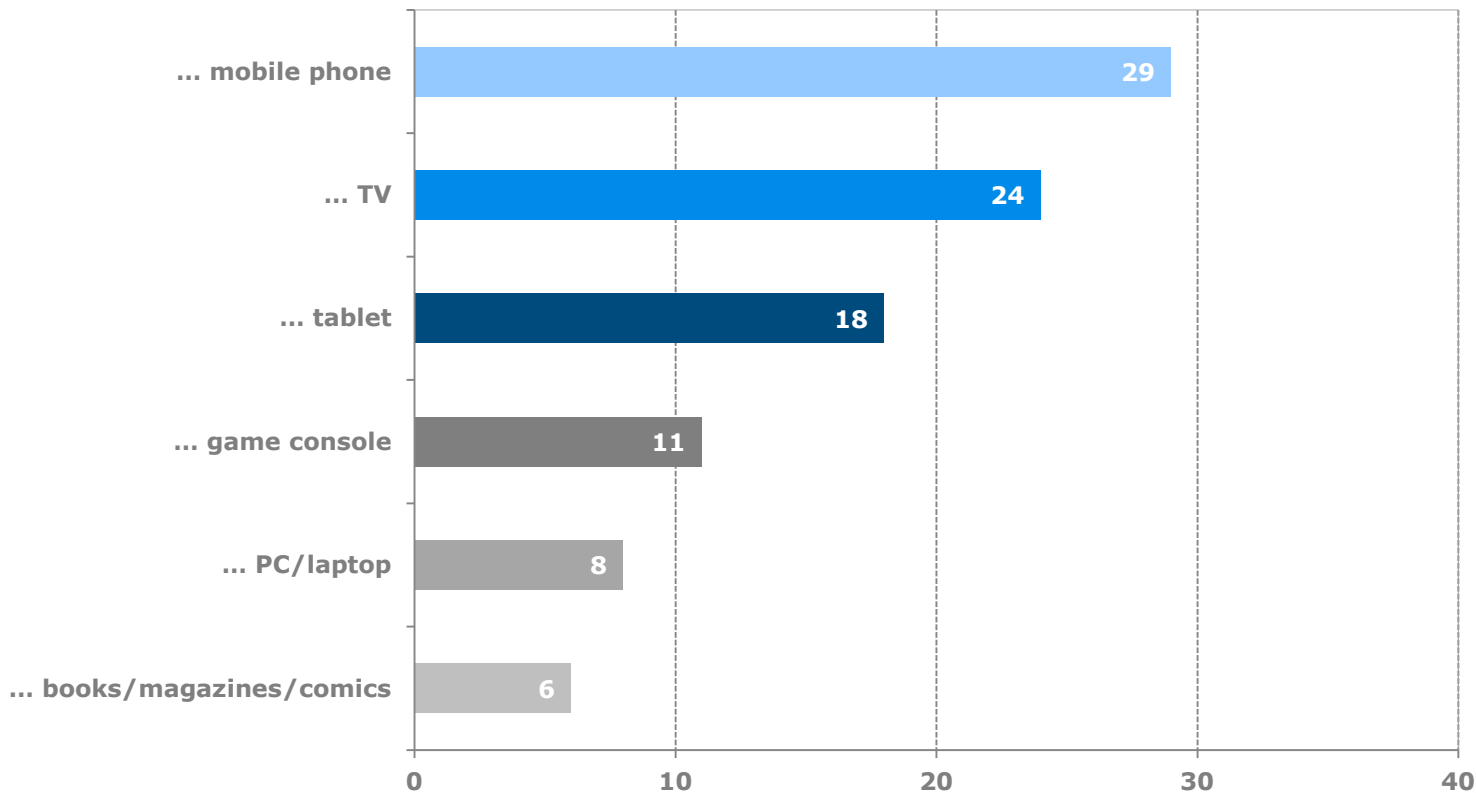
Source: DR Audience Research: Media Development 2018, p. 9.

Base: DR Audience Research; 15+ years; 15- to 29-year-olds



# Which media can British children and young people hardly do without?

5-15 years, UK, 2017, selection (percentages)  
“I could not do without...”



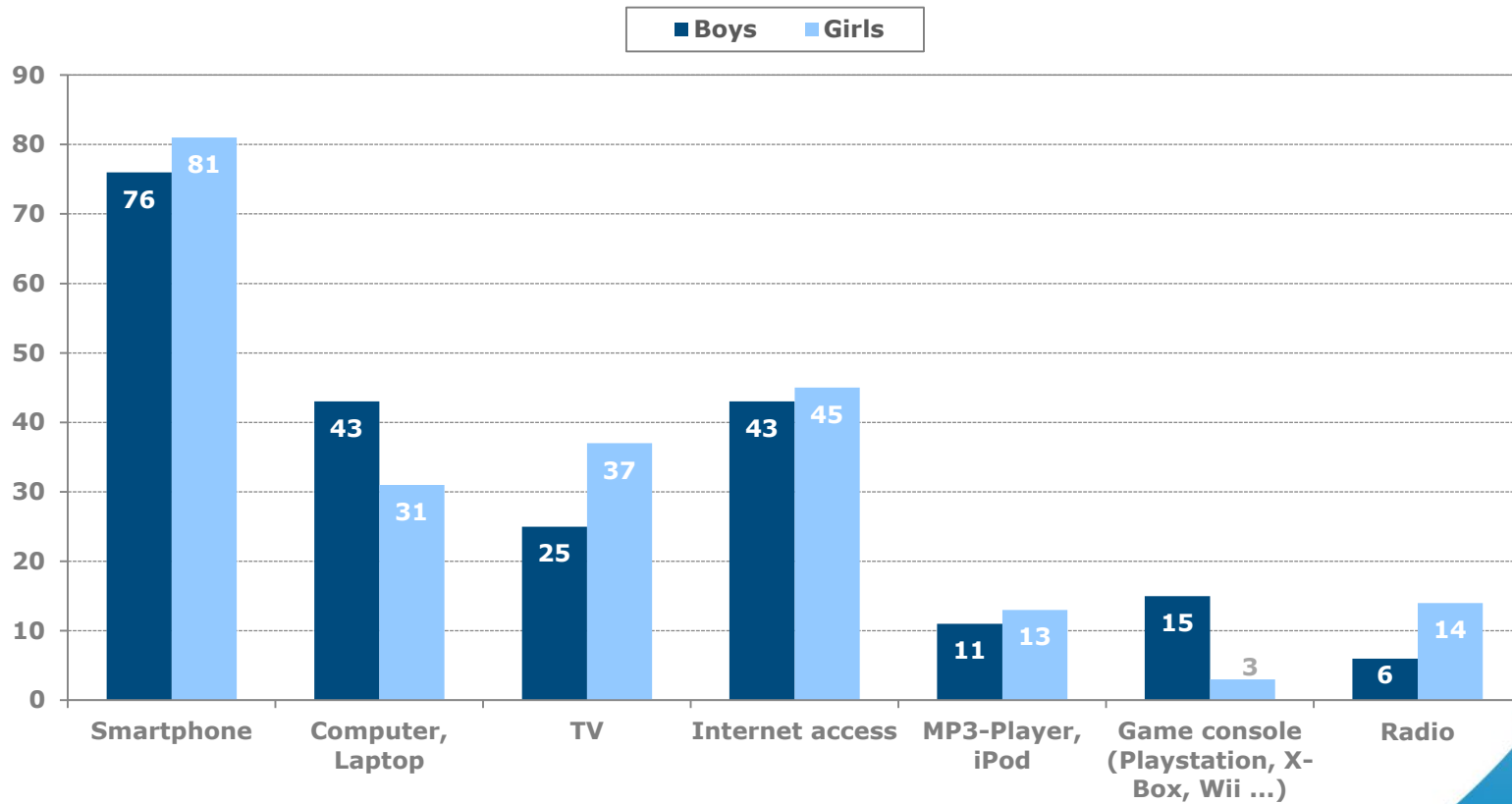
Source: Ofcom: Children and Parents 2017, p. 70.

Base: n=1,388 children und adolescents; 5-15 years



# Austrian adolescents can't do without these media devices

By gender, 11-18 years, Austria 2017, selection (percentages)



Source: Oö. Jugend-Medien-Studie 2017, p. 12.

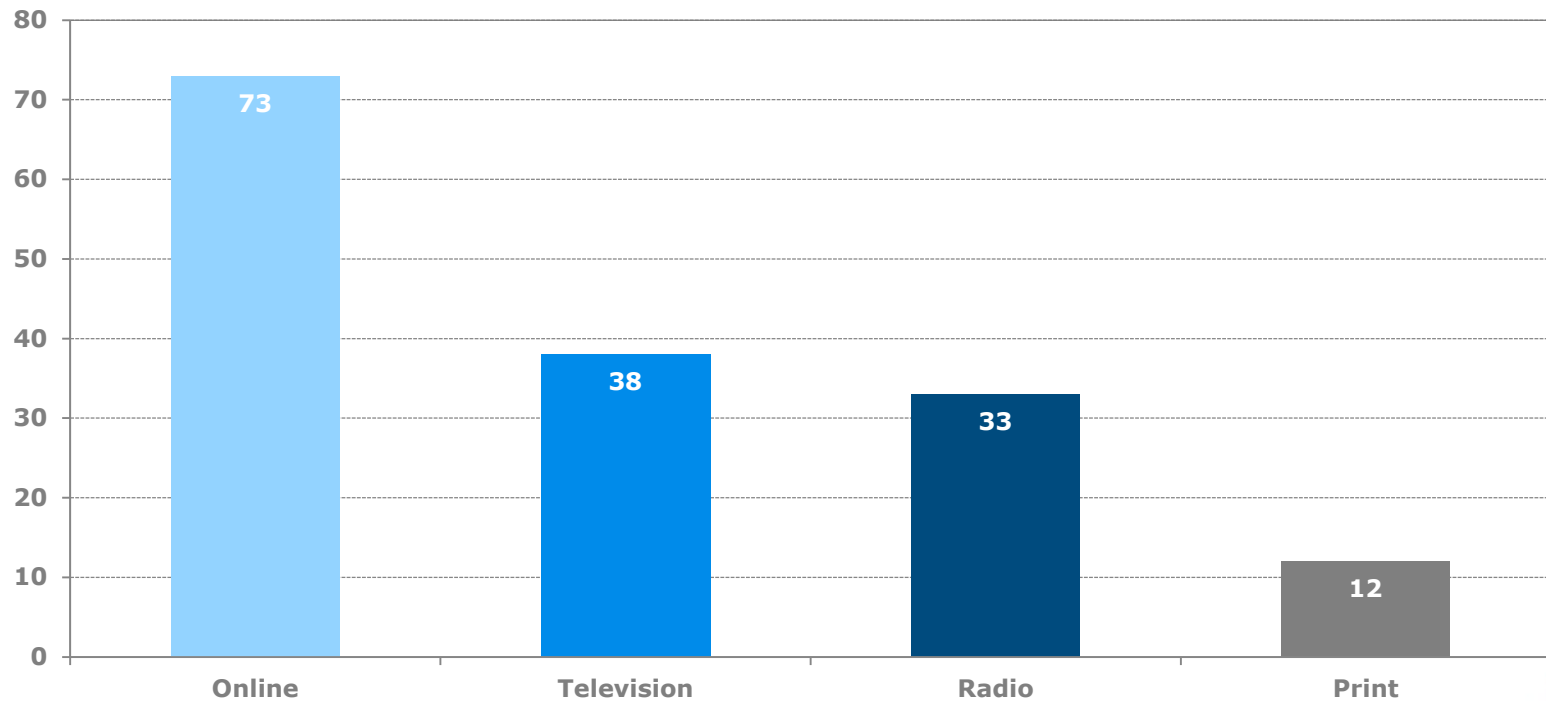
Base: n=500; 11-18 years



# Europe: the search for news and information - What source do young people prefer?

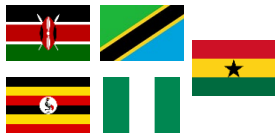


18-29 years, 8 European countries, 2017, selection (percentages)



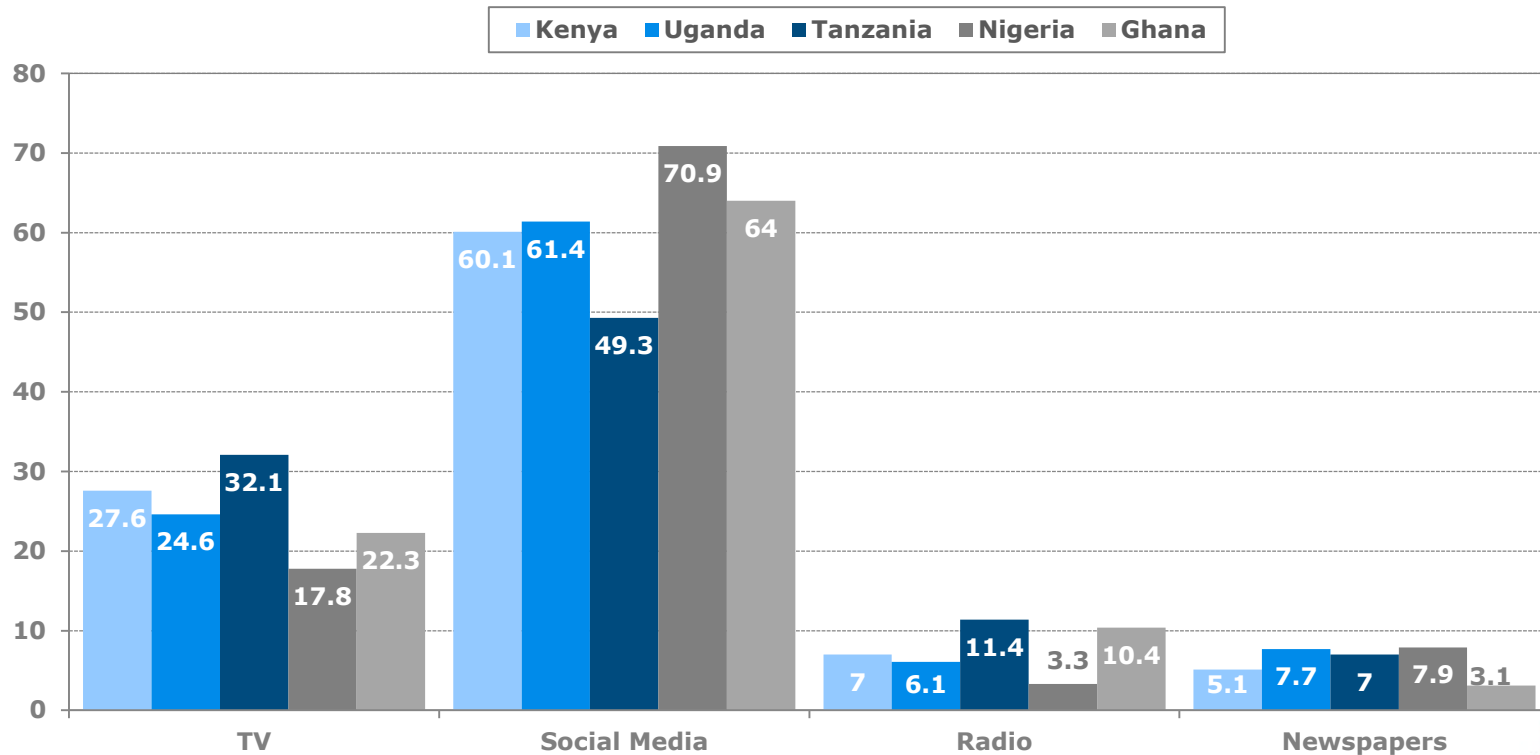
Source: PEW Research Center: Western Europeans Under 30 ..., 2018, p.6.

Base: n=16,114; 18+; Denmark, Germany, France, Italy, Netherlands, Spain, Sweden, UK; 18- to 29-year-olds



# Media source for news in African countries

18-34 years, 5 African countries, 2017 (percentages)



Source: GeoPoll Straw Poll Survey 2017, p. 2.

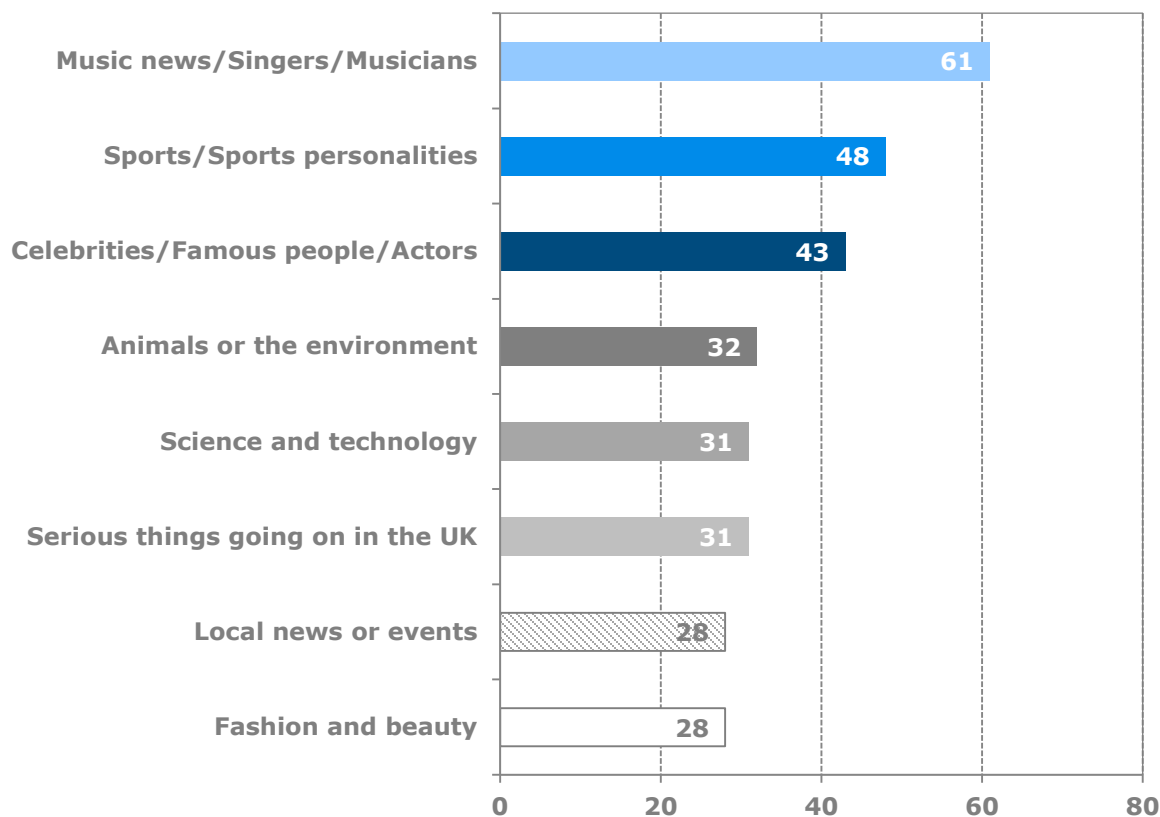
Base: n=2,861; 18-34 years.



# Britain: Which type of news content are adolescents interested in?

12-15 years, UK, 2018, selection (percentages)

Content most interested in/Among the top 3



Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 112.

Base: n=1,001; 12-15 years

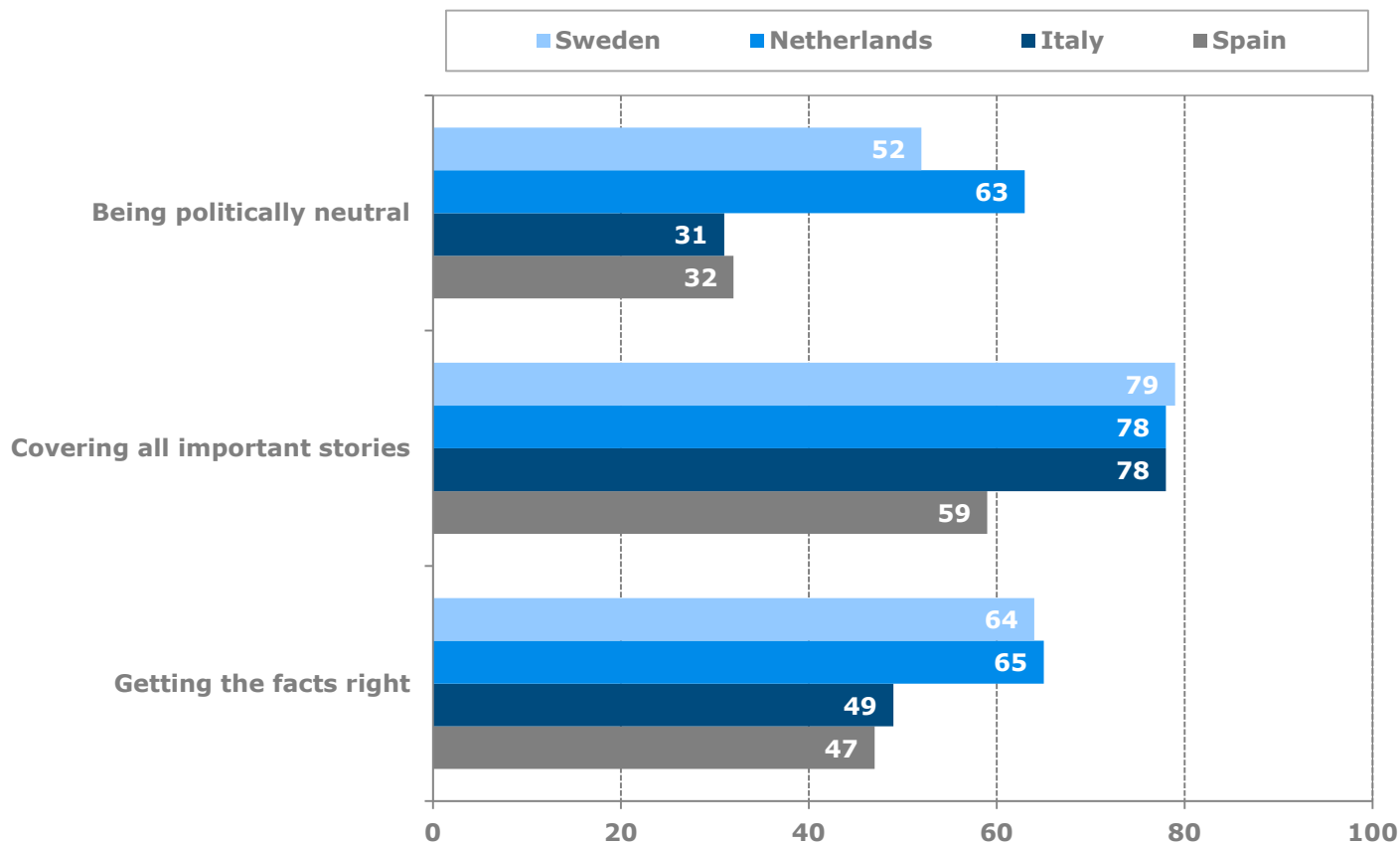




# Attitude of European adolescents towards the news: what makes news media (very) good?



18-29 years, Spain, Italy, Netherlands, Sweden 2017, selection (percentages)



Source: PEW Research Center: Western Europeans Under 30 ..., 2018, p. 25.

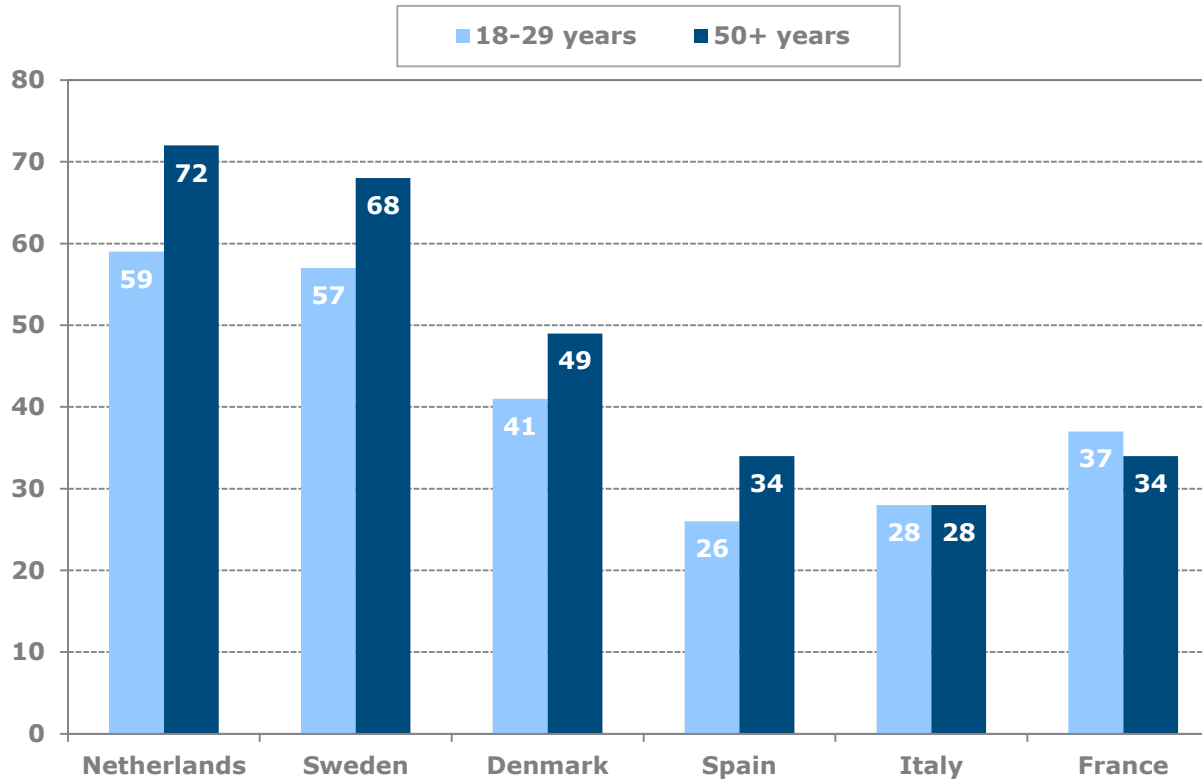
Base: Italy n=2,043; Netherlands n=2,001; Spain n=2,011; Sweden n=1,968; 18+ years; 18- to 29-year-olds. News media: TV, Print, Radio, digital.



# Trust in news media in Europe – comparison of younger and older people



By age group, 2017, selection (percentages)  
“I have (a lot of) trust”



Source: PEW Research Center: Western Europeans Under 30 ..., 2018, p. 29.

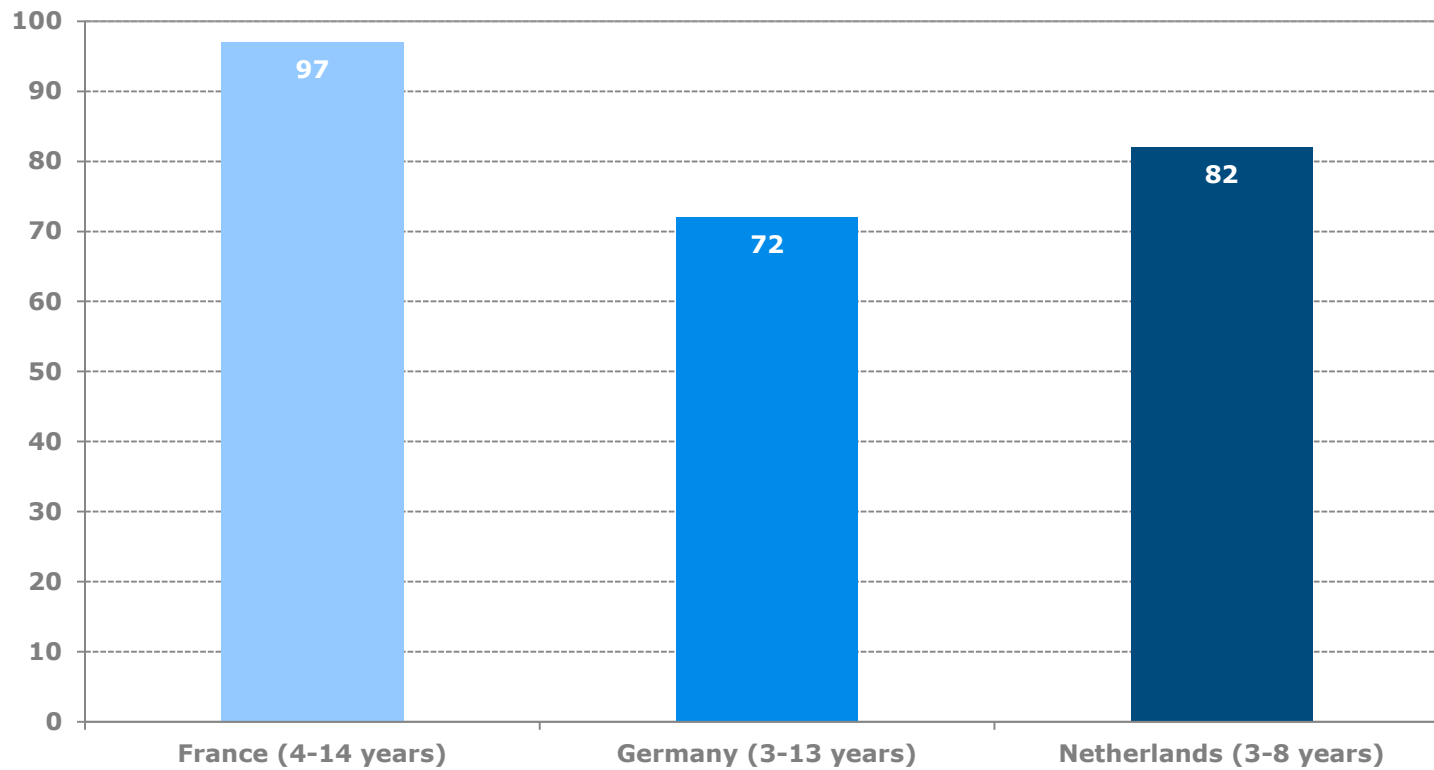
Base: Denmark n=2,096, France n=2,011, Italy n=2,043, Netherlands n=2,001, Spain n=2,011, Sweden n=1,968; 18+ years.

# Children, Adolescents and Television



# Europe: How much time do children spend watching TV?

France, Germany, Netherlands, 2017  
Daily viewing time (minutes)

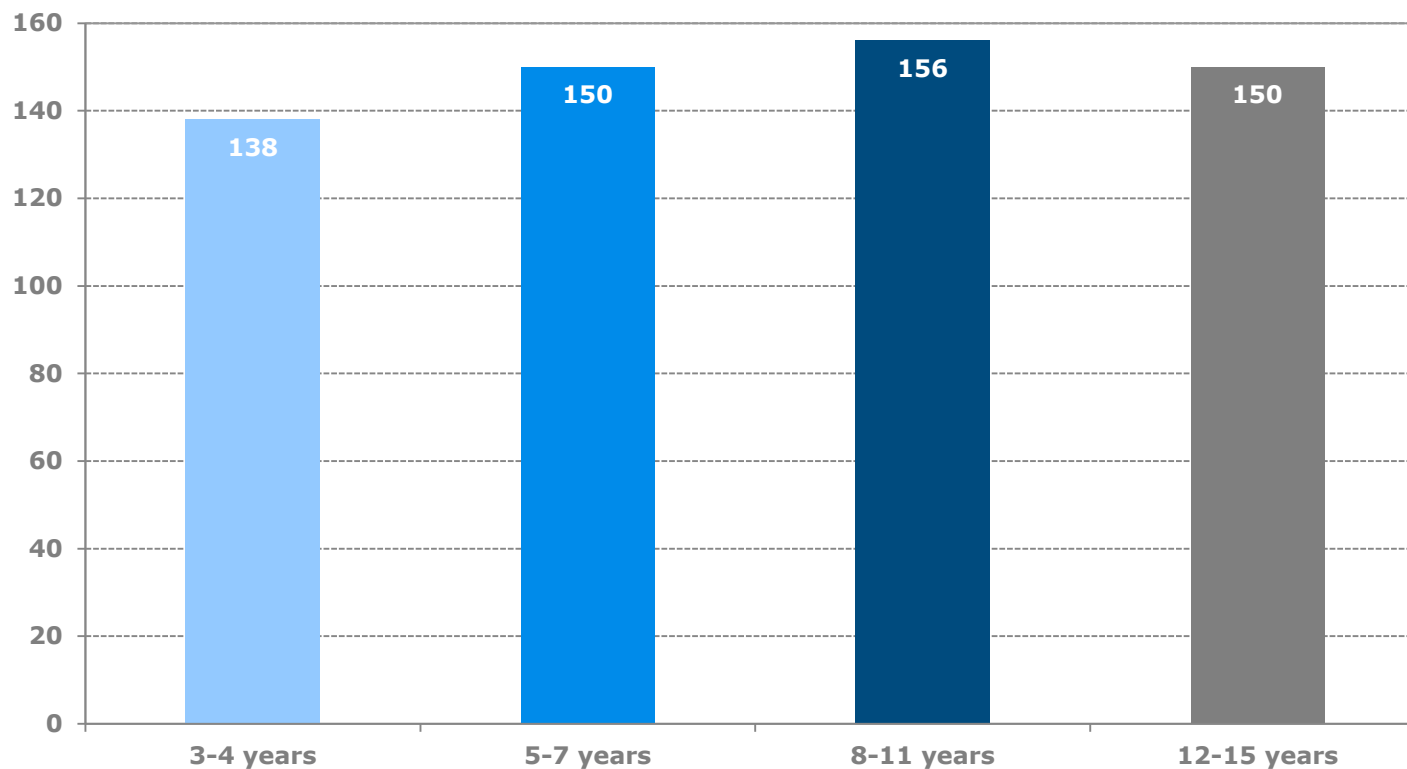


Source: Eurodata TV, Stichting Kijkonderzoek (SKO), Mediametrie/Mediamat, AGF in Zusammenarbeit mit GfK; TV Scope 6.1, Jan-Nov 2017; In: RTL Adconnect 2017.



# Time spent watching TV in Britain

By age group, 3-15 years, UK, 2018, selection (minutes/day)  
“Hours spent watching TV on a television set per day”



Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 12.

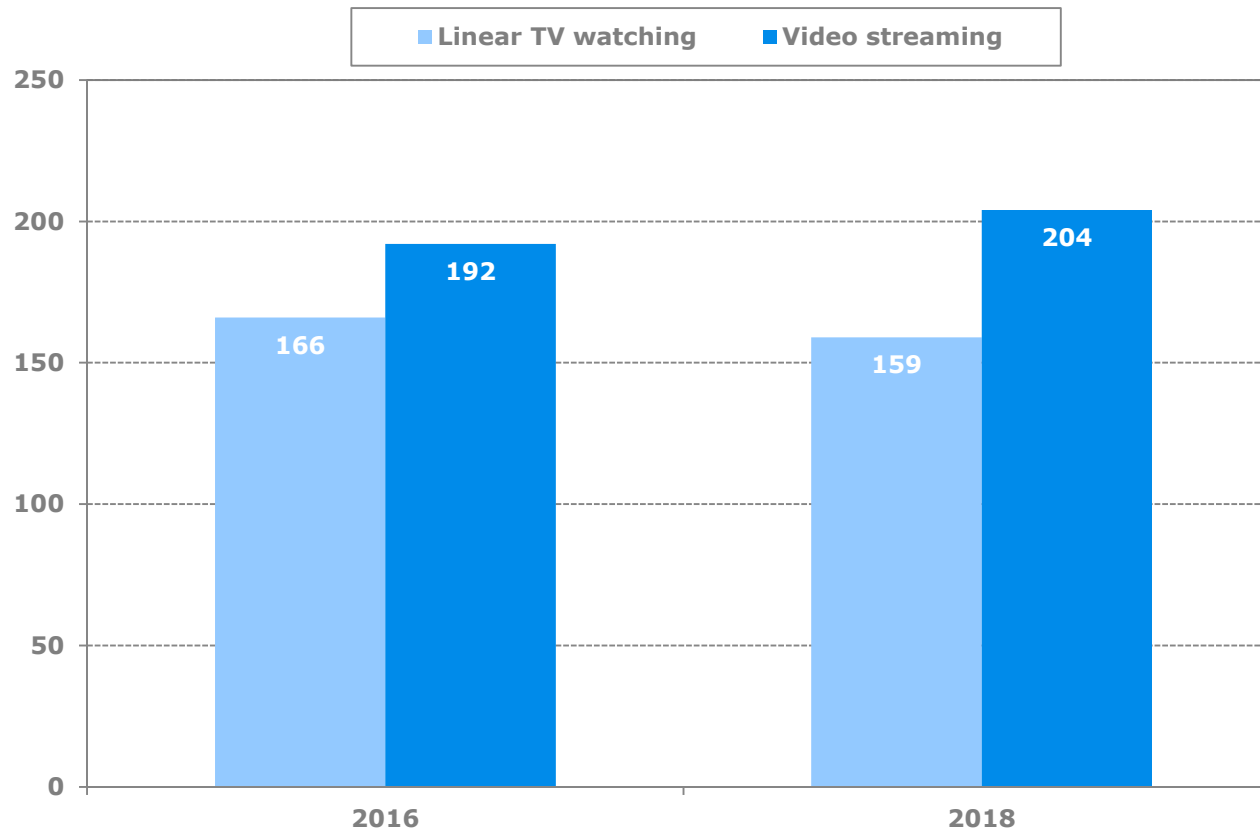
Base: n=1,430 parents of 5- to 15-year-olds as well as Children, 8-15 years; n=630 parents of 3- to 4-year-olds.



# New Zealand: How much time do adolescents spend on video streaming compared to watching TV?



15-24 years, New Zealand, 2016 and 2018, selection (minutes/day)



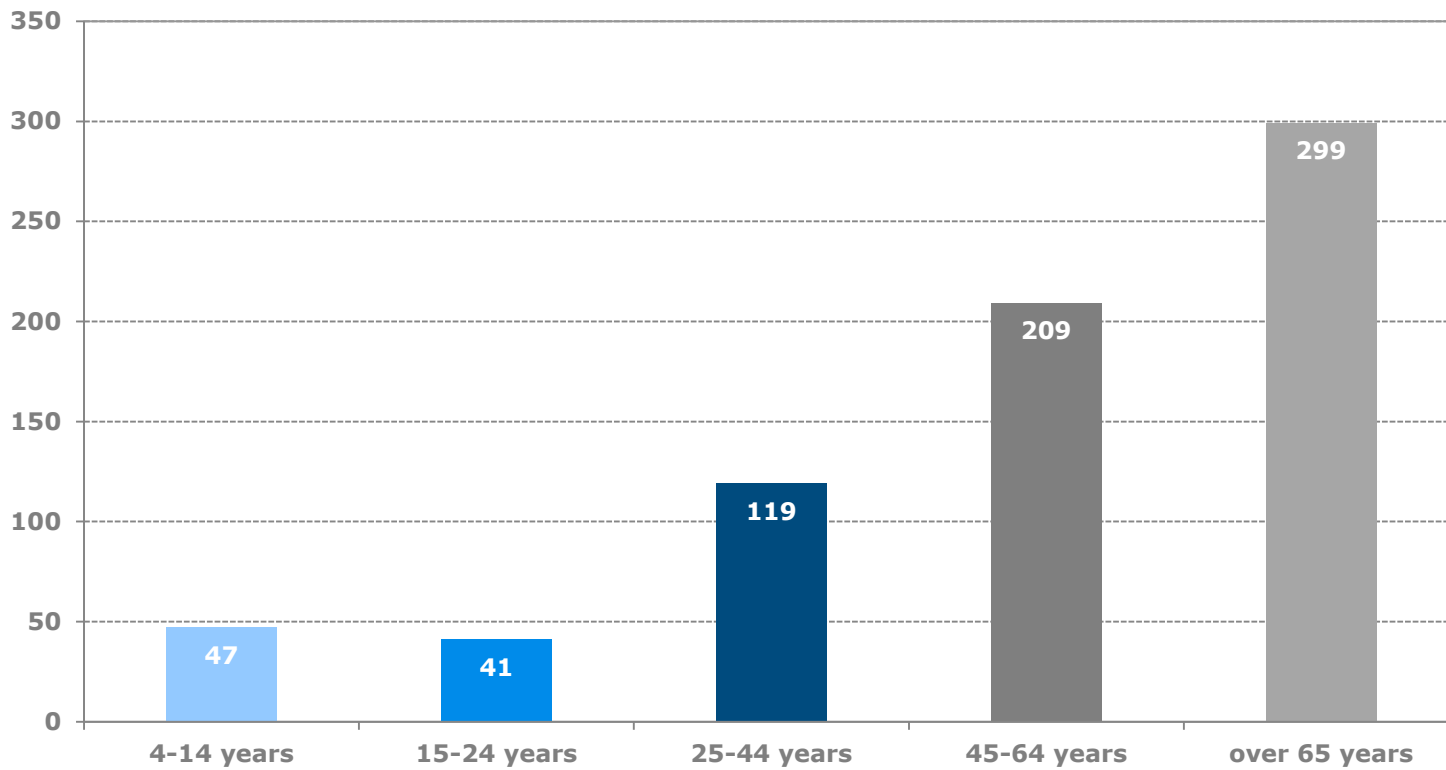
Source: Glasshouse/NZ On Air: Where are the audiences 2018, p. 16.

Base: 2018: n=221; 2016: n=249; 15-24 years.



# Viewing time by age group in Finland

By age group, Finland, 2018, selection (percentages)  
Daily TV viewing time



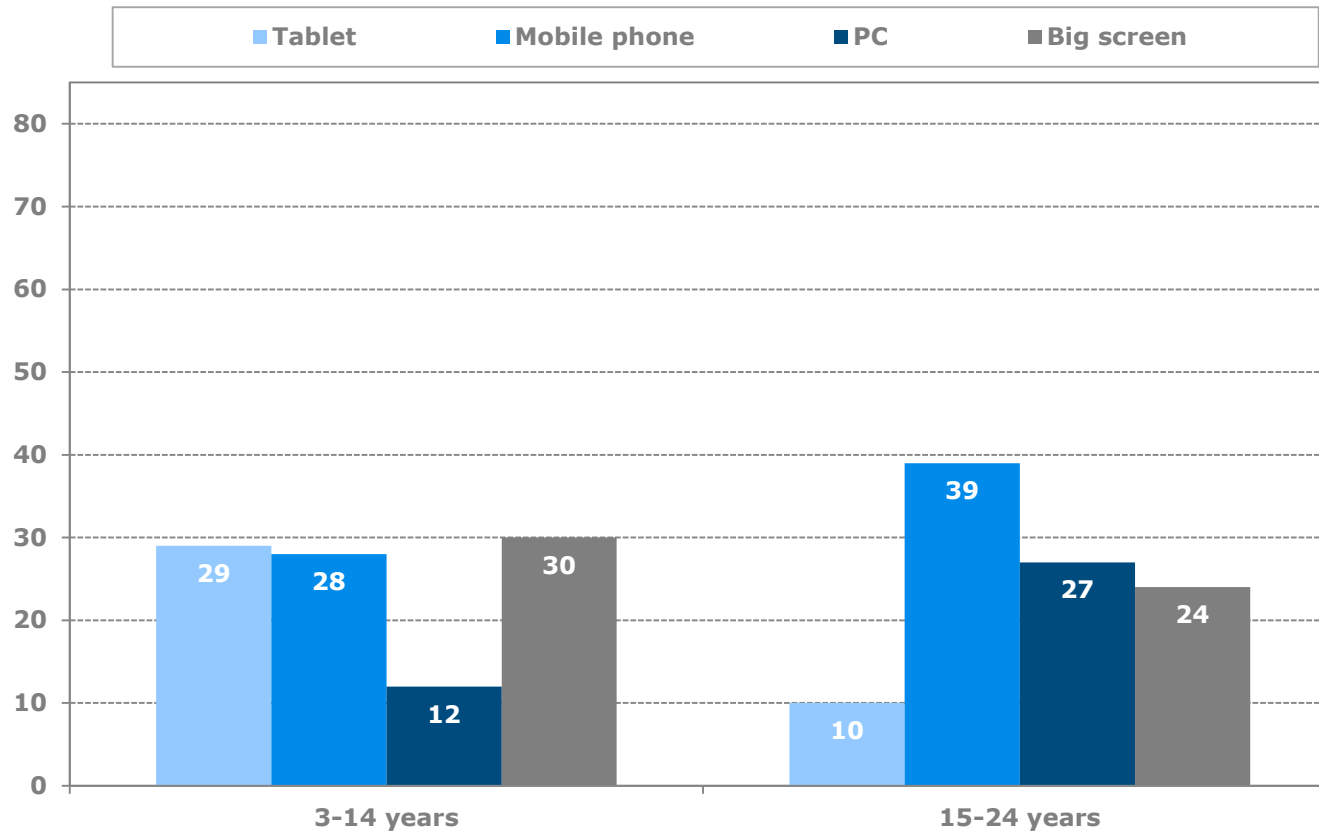
Source: Finnpanel: Television viewing in Finland 2018, p. 5.

Base: TAM 4+.



# Finland: watching TV online

By age group, 3-24 years, Finland, 2018, selection (percentages)  
Online viewing by device



Source: Finnpanel: Television viewing in Finland 2018, p. 17.

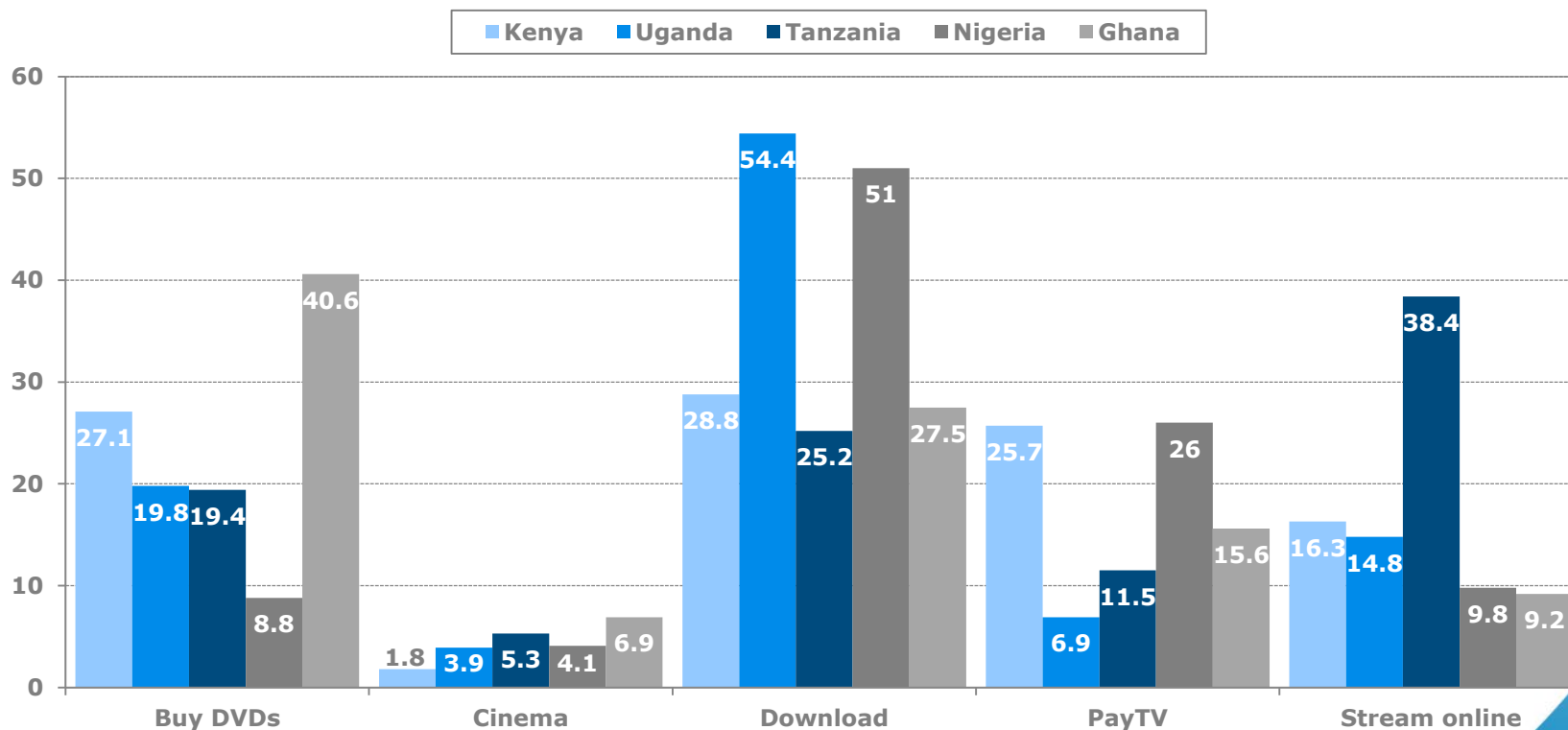
Base: Total-TV-measurement Sept-Dec 2018 (census-data source Comscore); Usage of streaming services: Yle Areena, mtv & C More, Ruutu & Ruutu+.





# TV and video use in Africa

18-34 years, 5 African countries, 2017 (percentages)  
Access to video entertainment



Source: GeoPoll Straw Poll Survey 2017, p. 4.

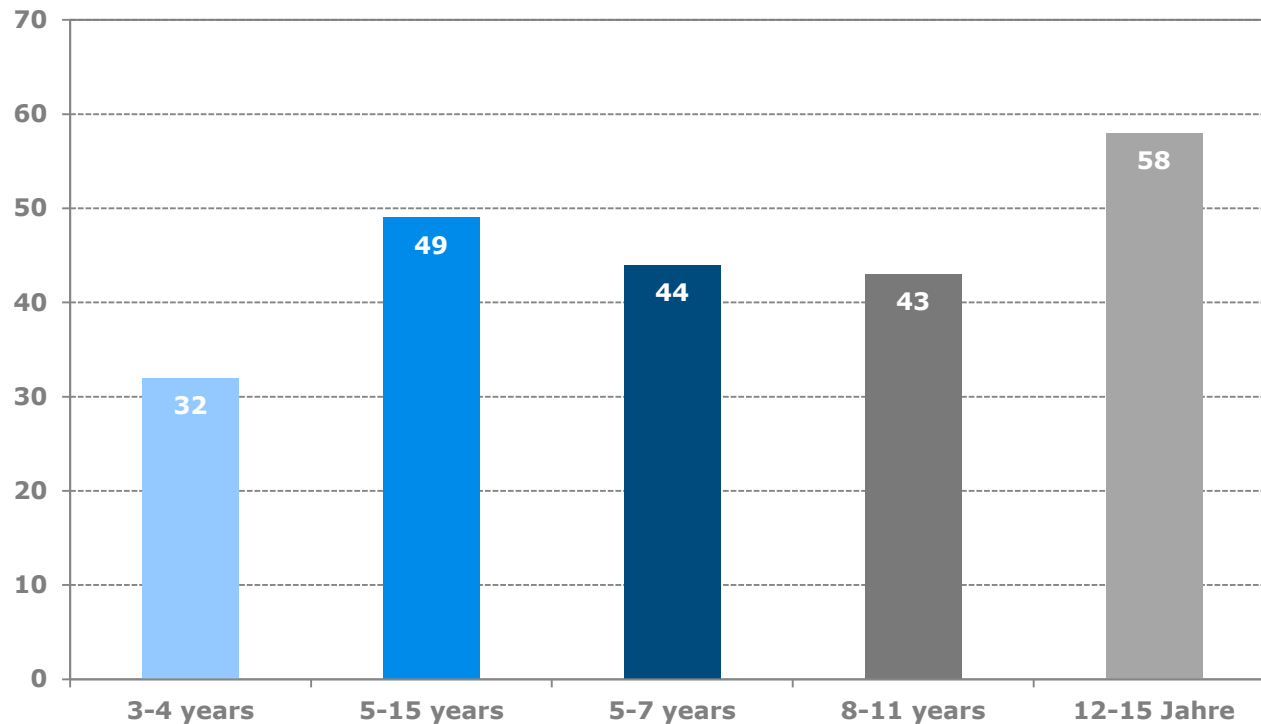
Base: n=2,861, 18-34 years.



# UK: streaming TV and video-on-demand use of children and adolescents

By age group, 3-15 years, UK, 2018, selection (percentages)

*“Does your child ever watch any TV programmes or films via any on-demand and streaming TV and video services that you pay to receive ...?”*



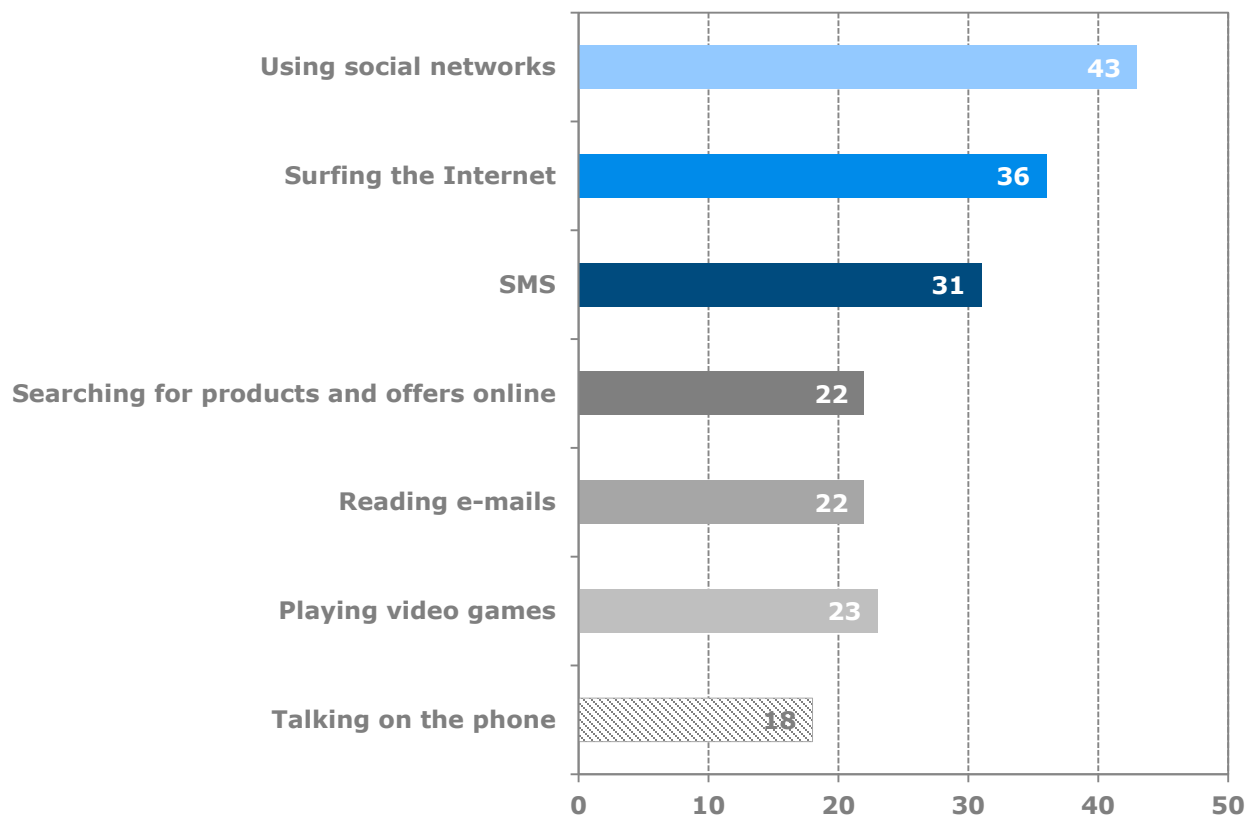
Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 51.

Base: n=1,430 parents of 5- to 15-year-olds, n=630 parents of 3- to 4-year-olds.



# Multitasking: what do young Australians do while watching TV?

14-26 years, Australia, 2016, selection (percentages)



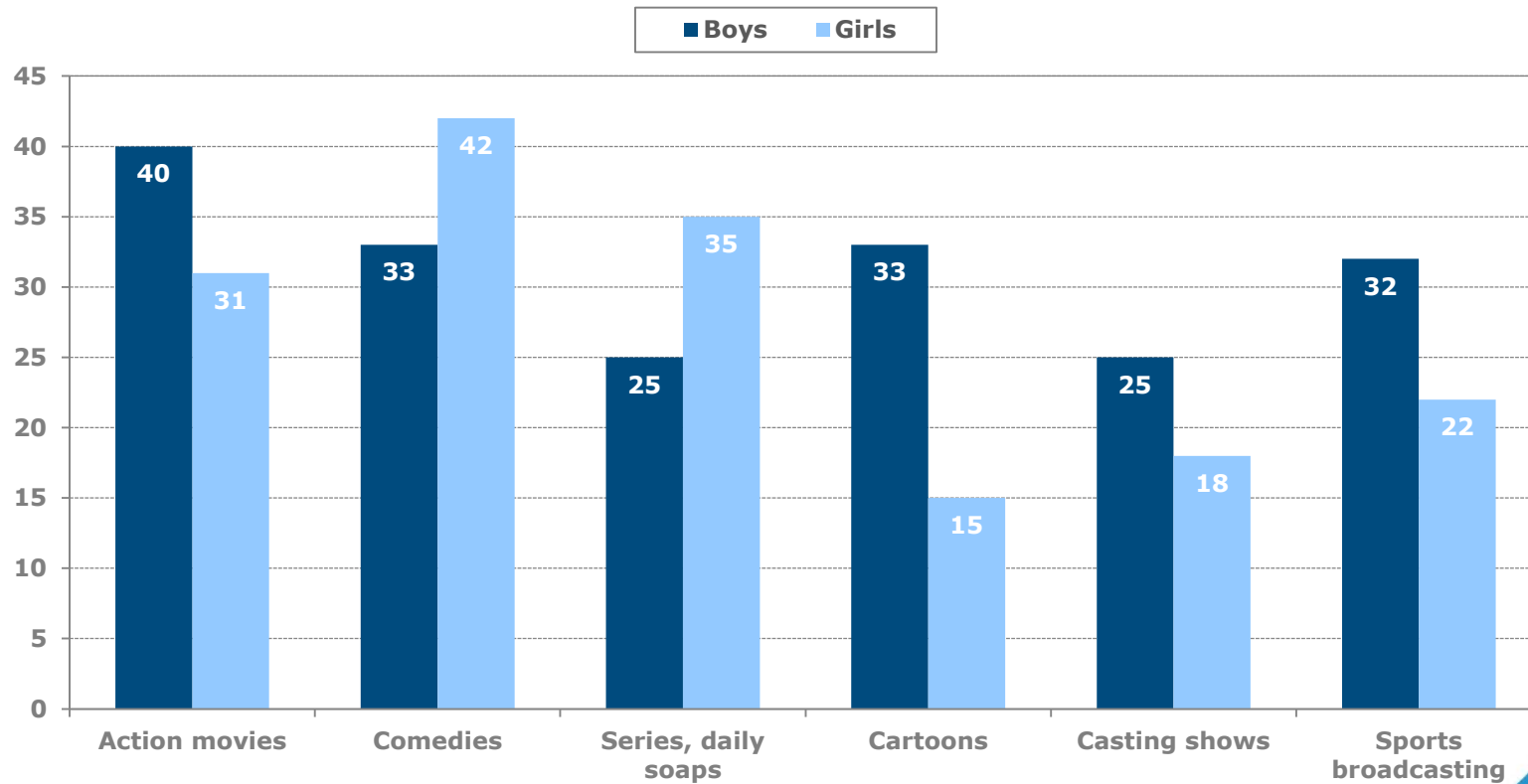
Source: Deloitte: Media Consumer Survey 2016, Australien, p. 19.

Base: n=2,000+, 14-69+ years.



# The most popular TV genres for Austrian adolescents

By gender, 11-18 years, Austria, 2017, selection (percentages)



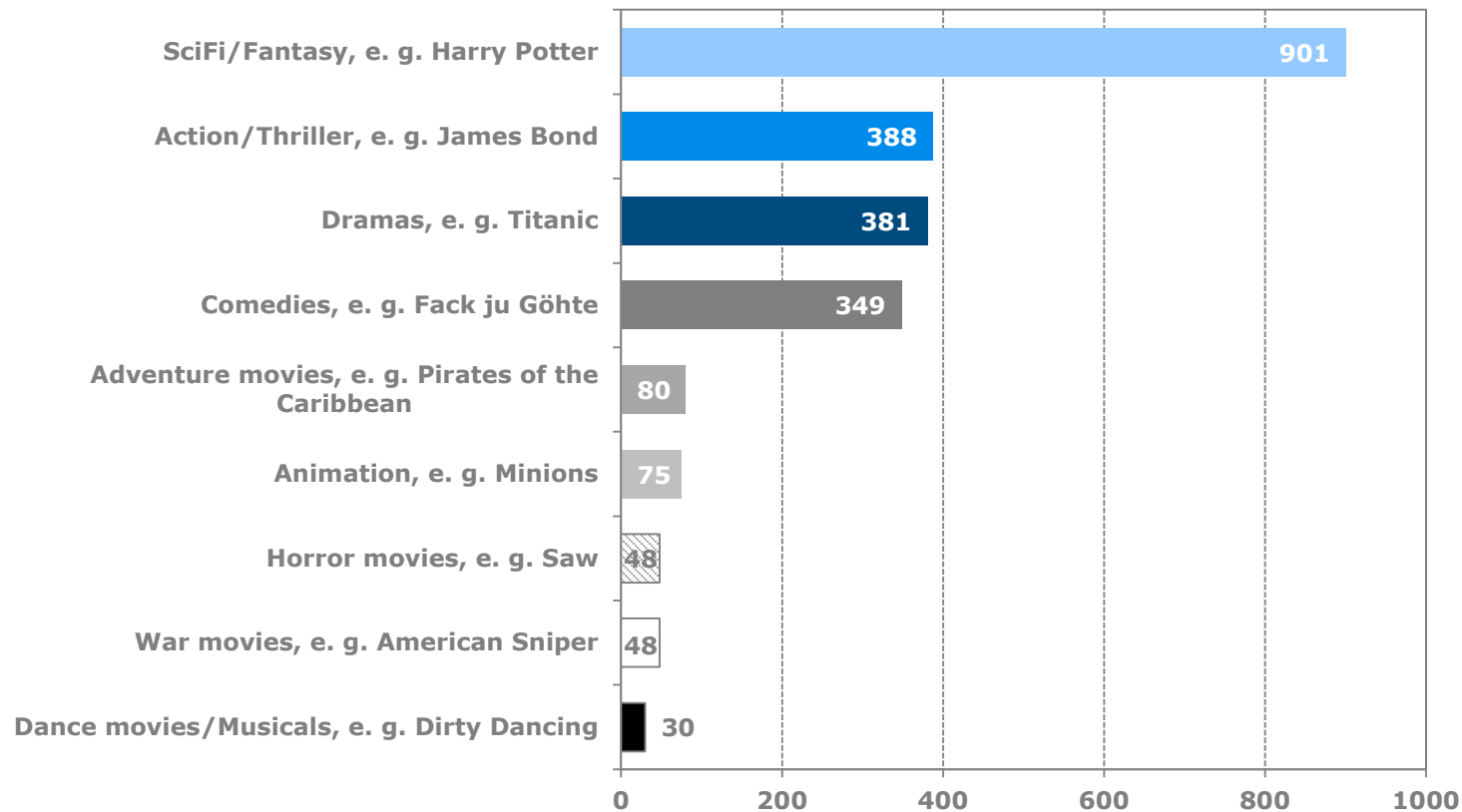
Source: Oö. Jugend-Medien-Studie 2017, p. 17.

Base: n=500, 11-18 years.



# The most popular TV genres among Swiss youth

12-19 years, Switzerland, 2016, selection (number of times mentioned)



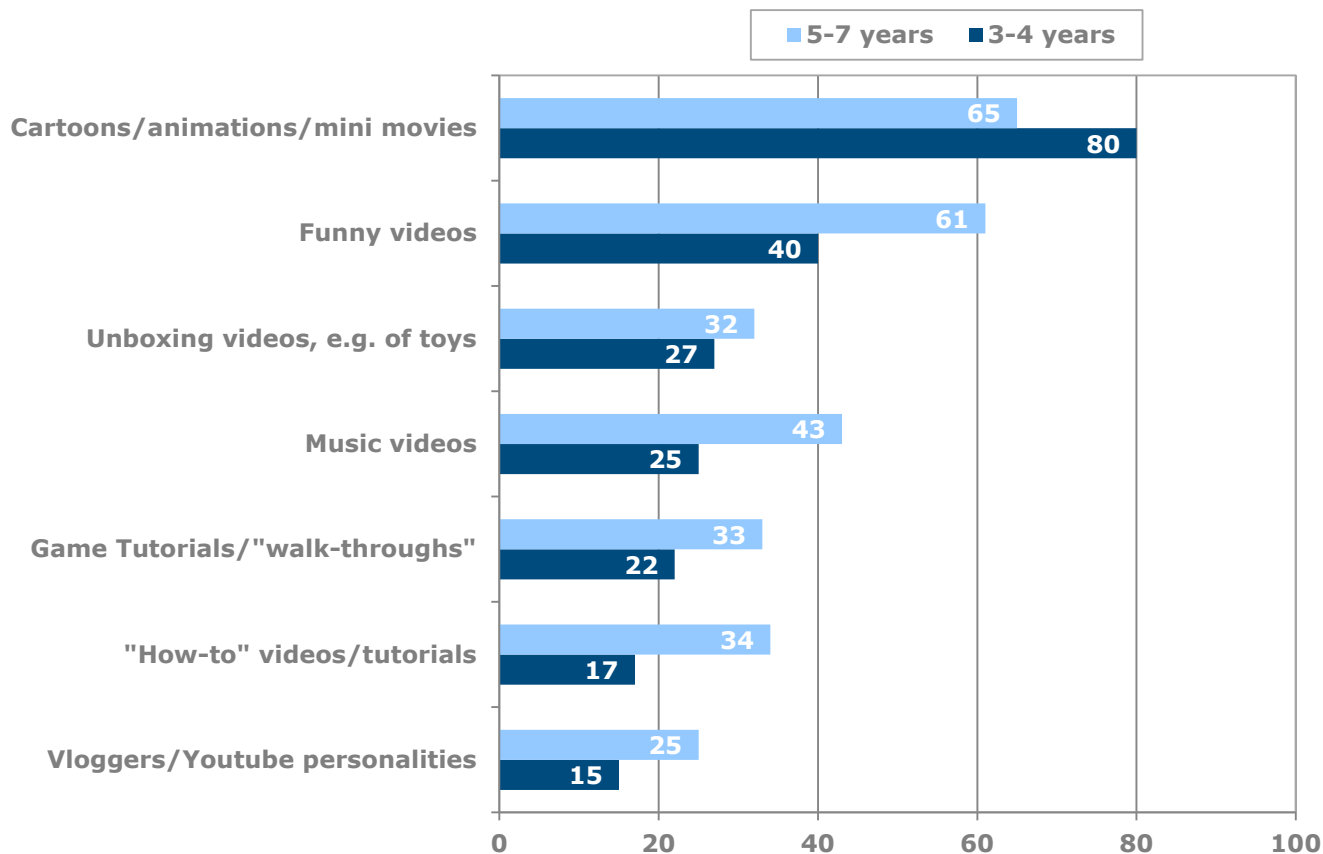
Source: Willemse, I. u. a.: JAMESfocus.  
Filme – Games – YouTuber 2017, p. 14.

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



# Popular YouTube-Genres for preschoolers and elementary school children

By age group, UK, 2018, selection (percentages)



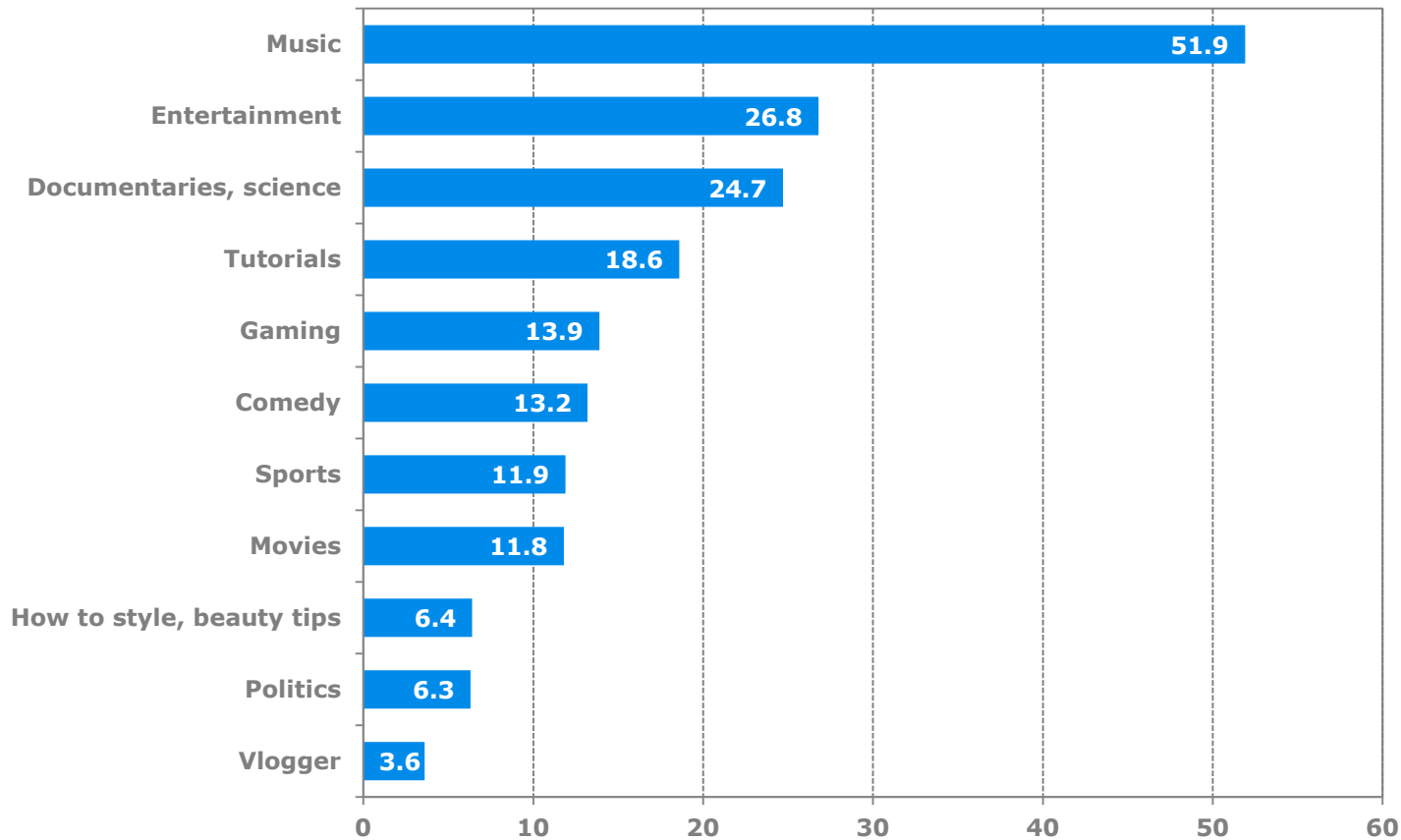
Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 58.

Base: n=591 parents of 3- to 7-year-olds.



# What kind of videos do young people from Austria like to watch?

16-29 years, Austria, 2018, selection (percentages)



Source: RTR: Kinder, Jugendliche und junge Erwachsene im VOD-Zeitalter 2018, p. 82.

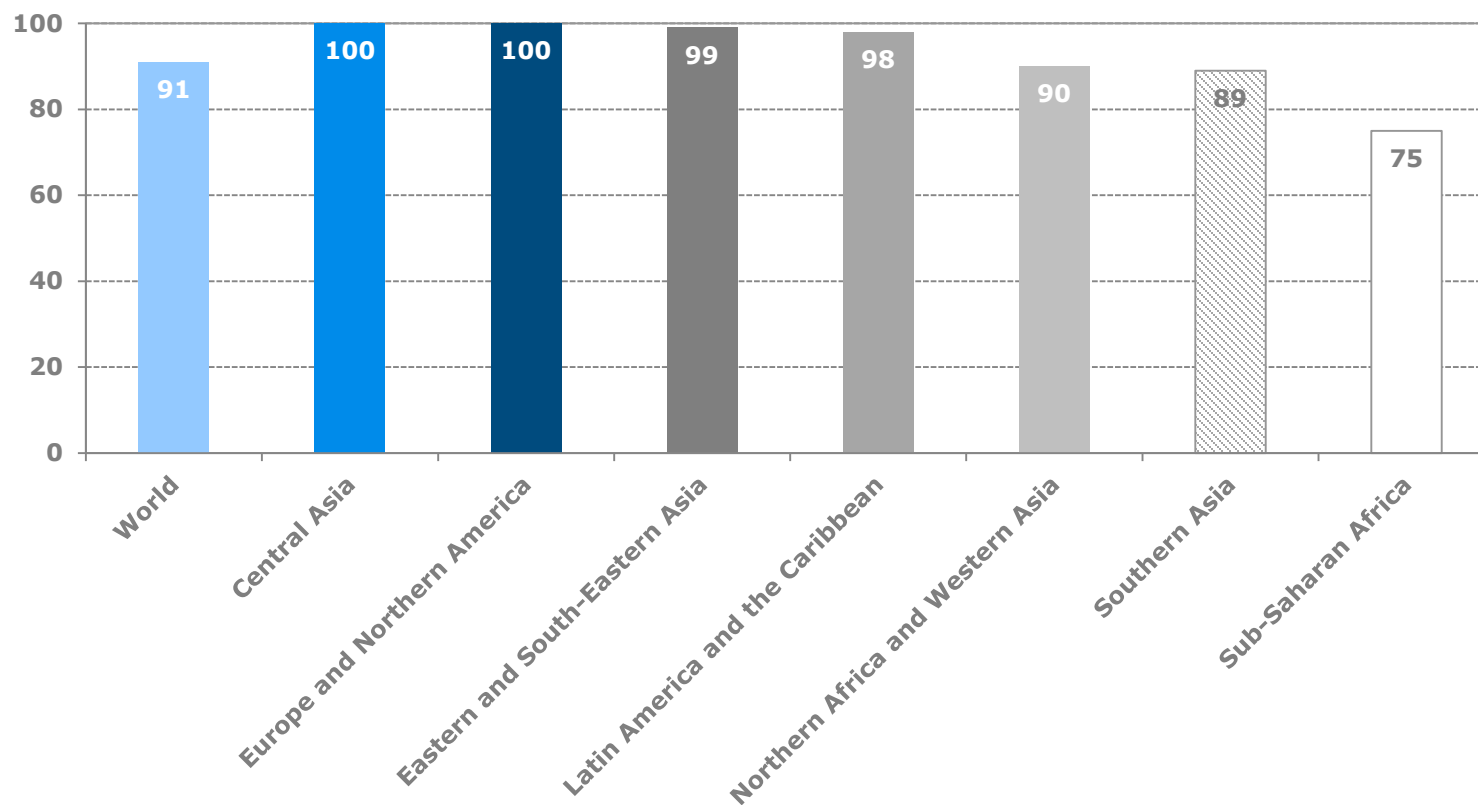
Base: n=1,060, 16+ years; 16- to 29-year-olds.

# Reading to Children, Children's Use of Print Media



# Global youth literacy rate

By region, 15-24 years, 2016, selection (percentages)



Source: UNESCO Institute for Statistics  
2017, p. 5.

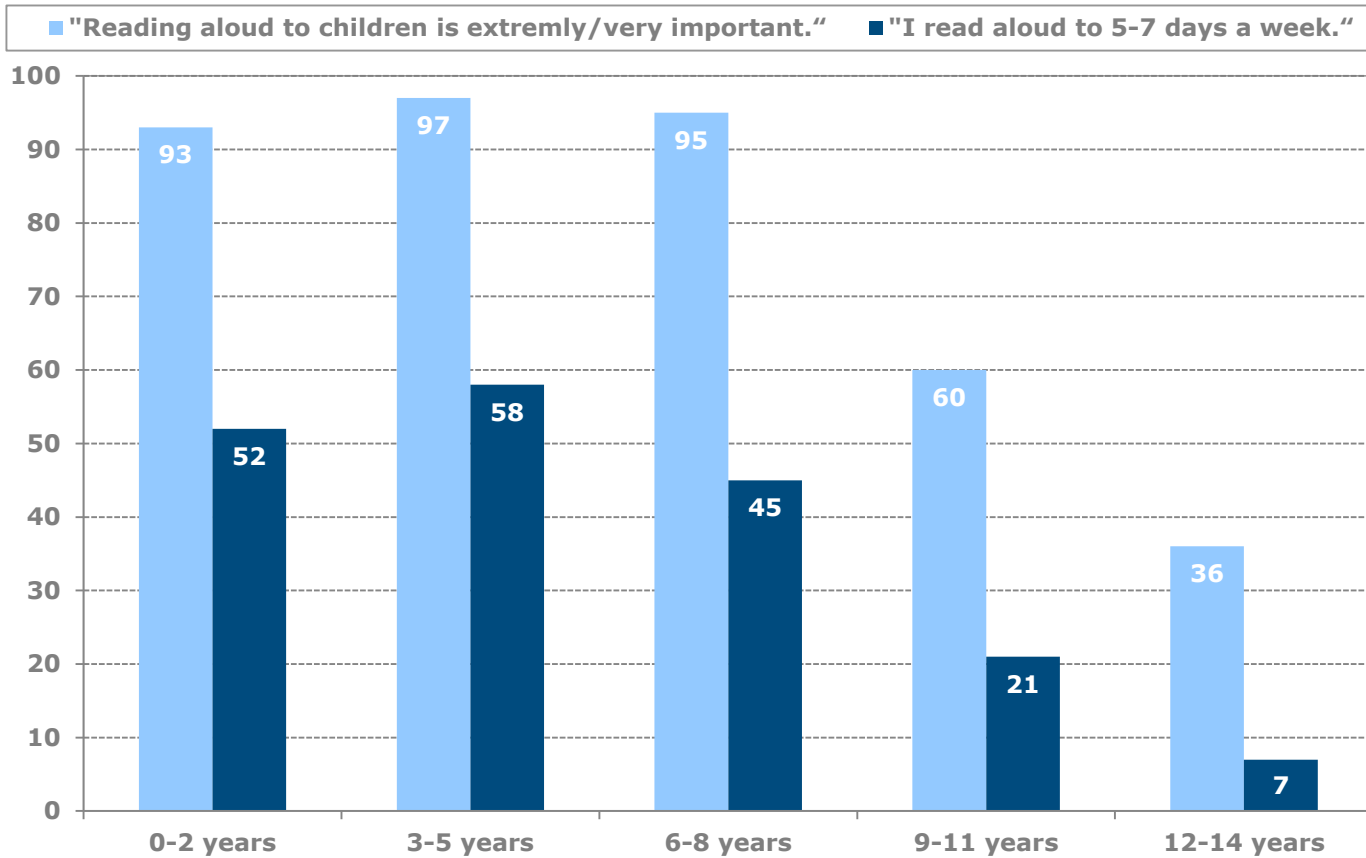
Base: UIS, more than 200 countries and  
regions, 15-24 years.



# USA: importance of reading aloud to children at home from the parents' point of view



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



Source: Scholastic: Kids & Family Reading Report 2018, p. 7.

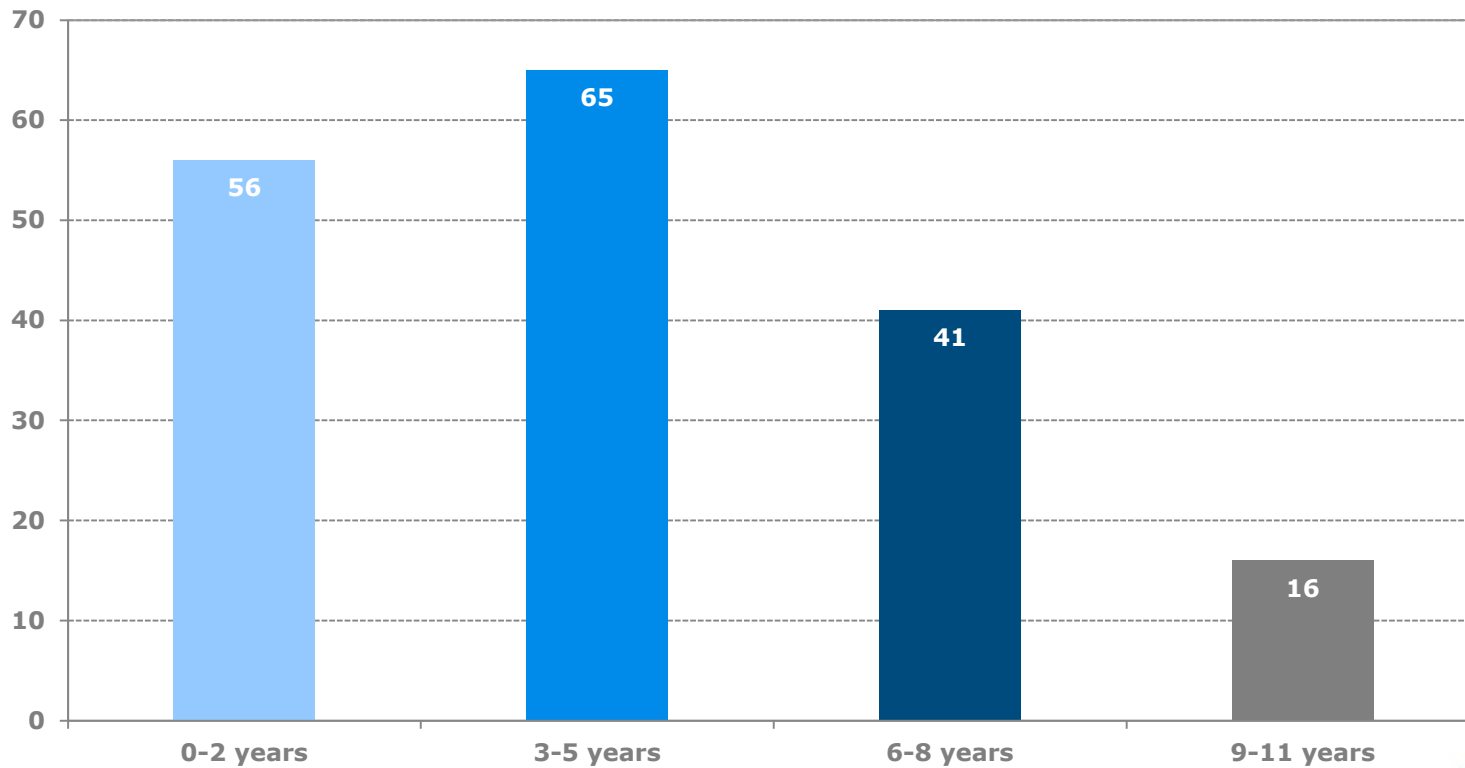
Base: n=1,718 parents of 0- to 17-year-old children.



# How many parents in Canada read aloud to their kids several times a week?



By age group, Canada, selection, 2017 (percentages)  
5-7 days a week



Source: Scholastic/YouGov: Kids & Family Reading Report. Canadian Edition 2017, p. 59.

Base: n=1,939 parents of 0- to 17-year-olds.

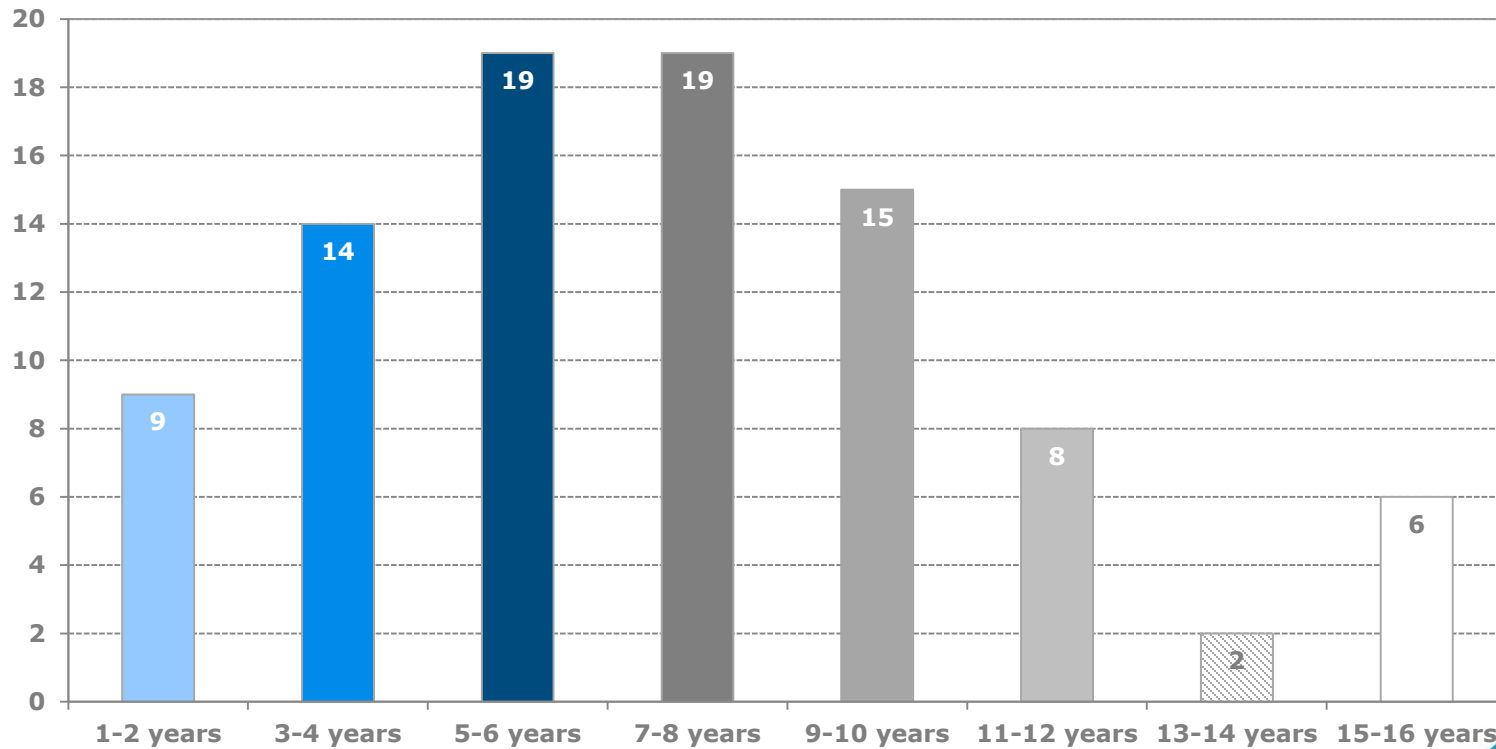


# UK: Up to what age should children be read to?



According to parents' response, UK, 2018, selection (percentages)

“Up to what age do you think children should be read to, in order to encourage them to read themselves for fun?”



Source: Nielsen's Understanding the Children's Book Consumer 2018. In: Egmont: Children's Reading for Pleasure: Trends and challenges 2019, p. 13.

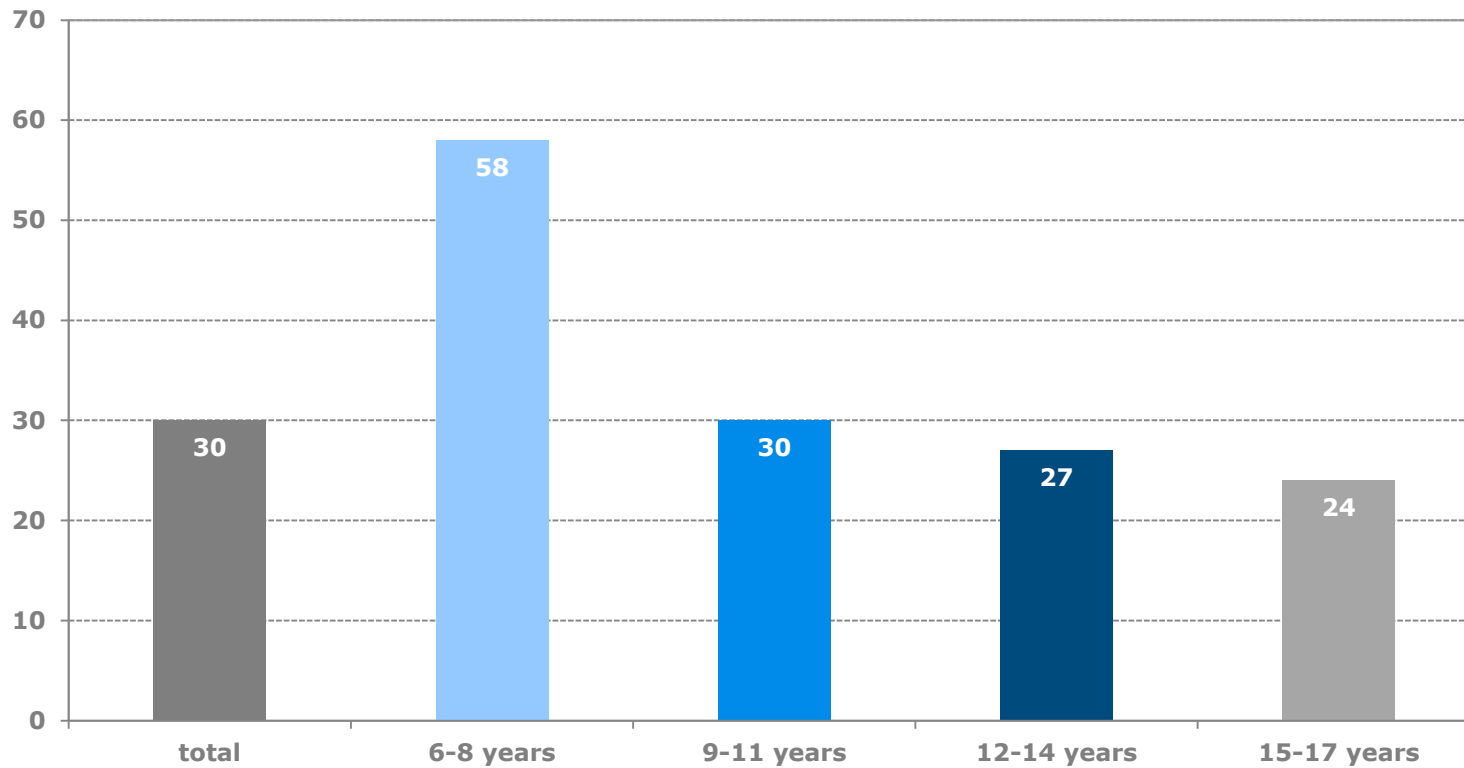
Base: n=1,596 parents of 0- to 13-year-olds.



# Canada: How many children want their parents to read to them?



By age group, 6-17 years, Canada, 2017 (percentages)



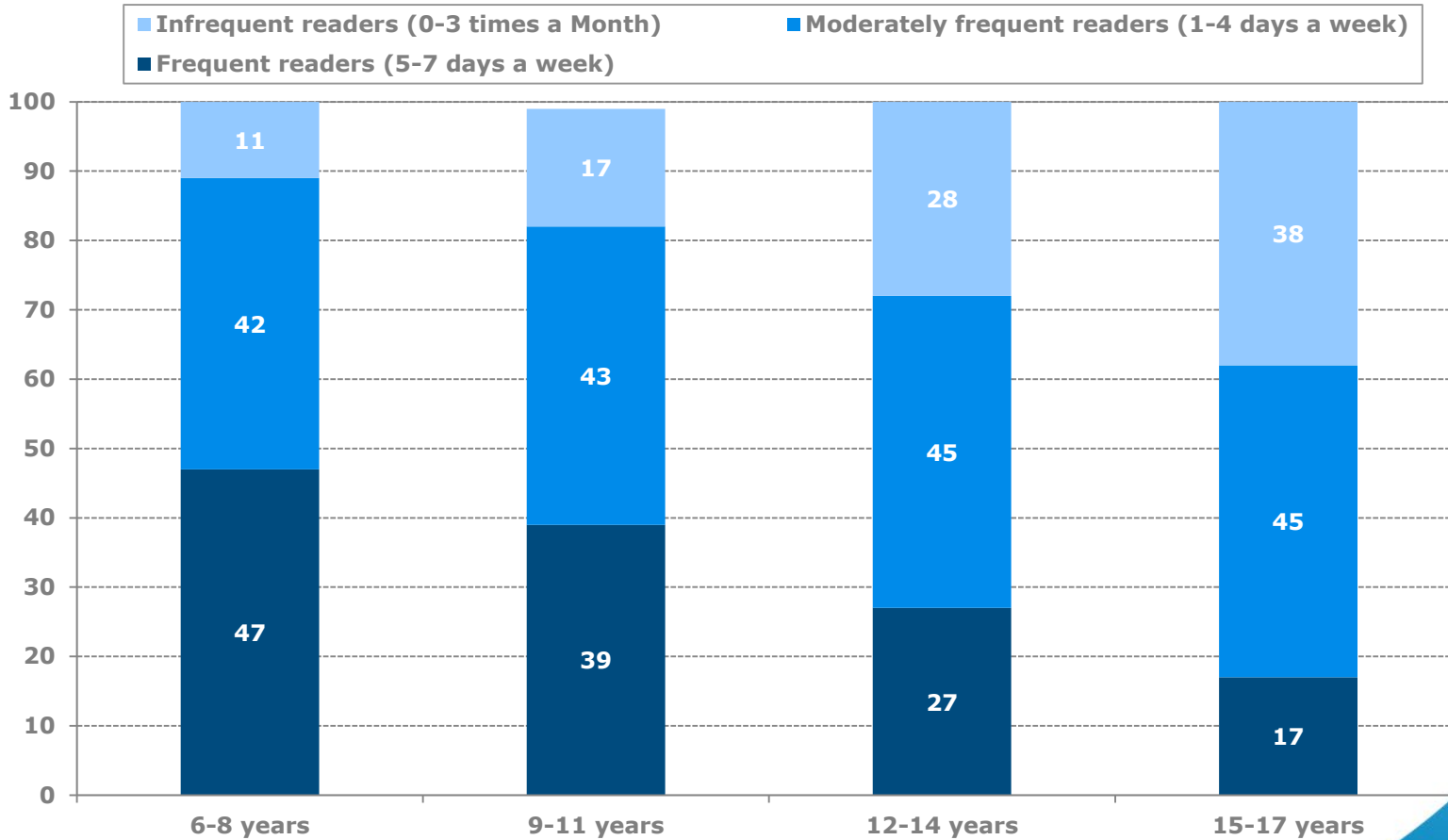
Source: Scholastic/YouGov: Kids & Family Reading Report. Canadian Edition 2017, p. 62.

Base: n=784, 6-17 years; Children, who are not being read to any more.



# How frequently do children and adolescents in the USA read?

6-17 years, USA, 2016, selection (percentages)  
“Read books for fun”



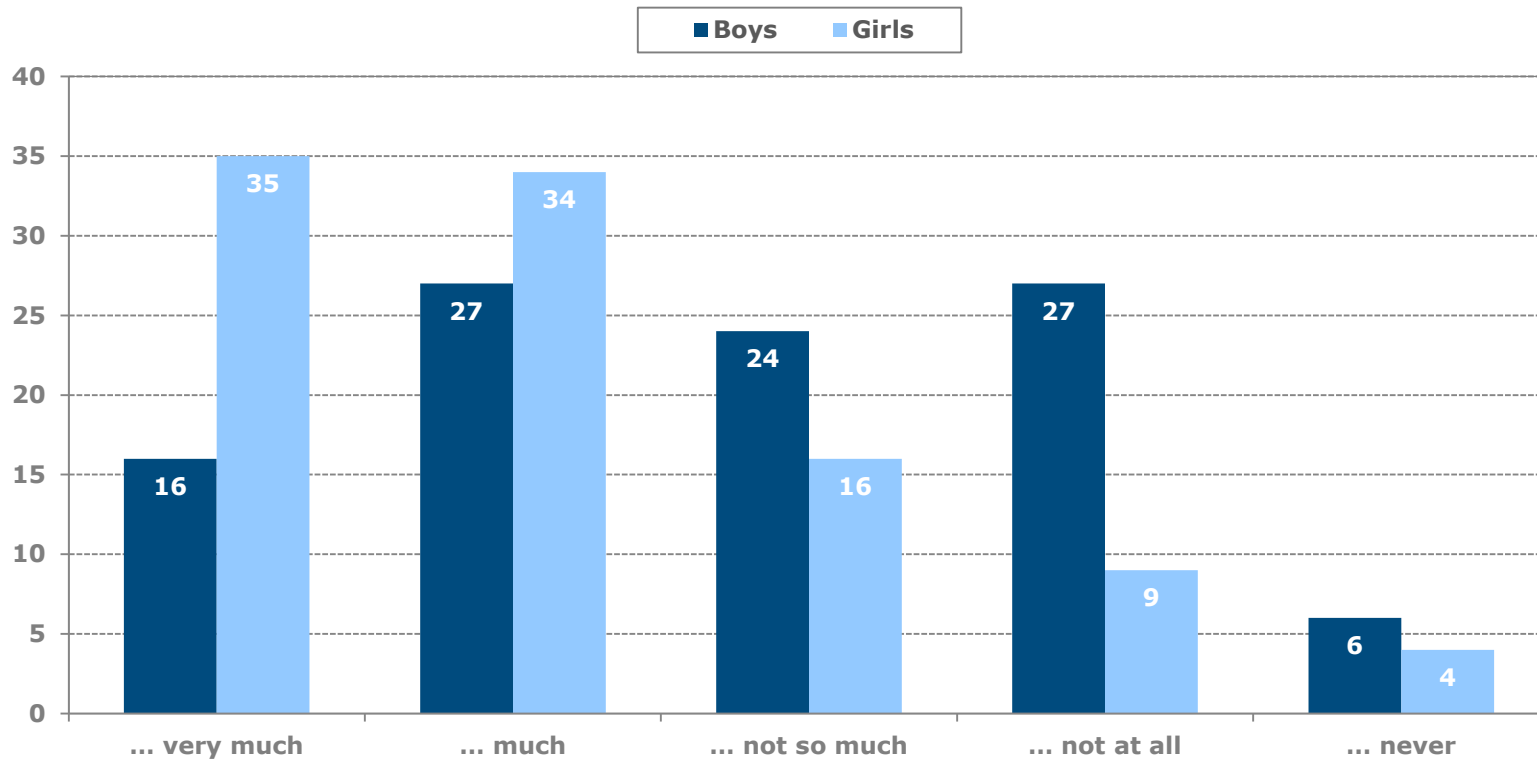
Source: Scholastic/YouGov: Kids & Family Reading Report 2017, p. 104.

Base: n=1,043 children and adolescents between 6 and 17 years



# Reading habits of Austrian adolescents

By gender, 11-18 years, Austria, 2017, selection (percentages)  
“I like reading ...”



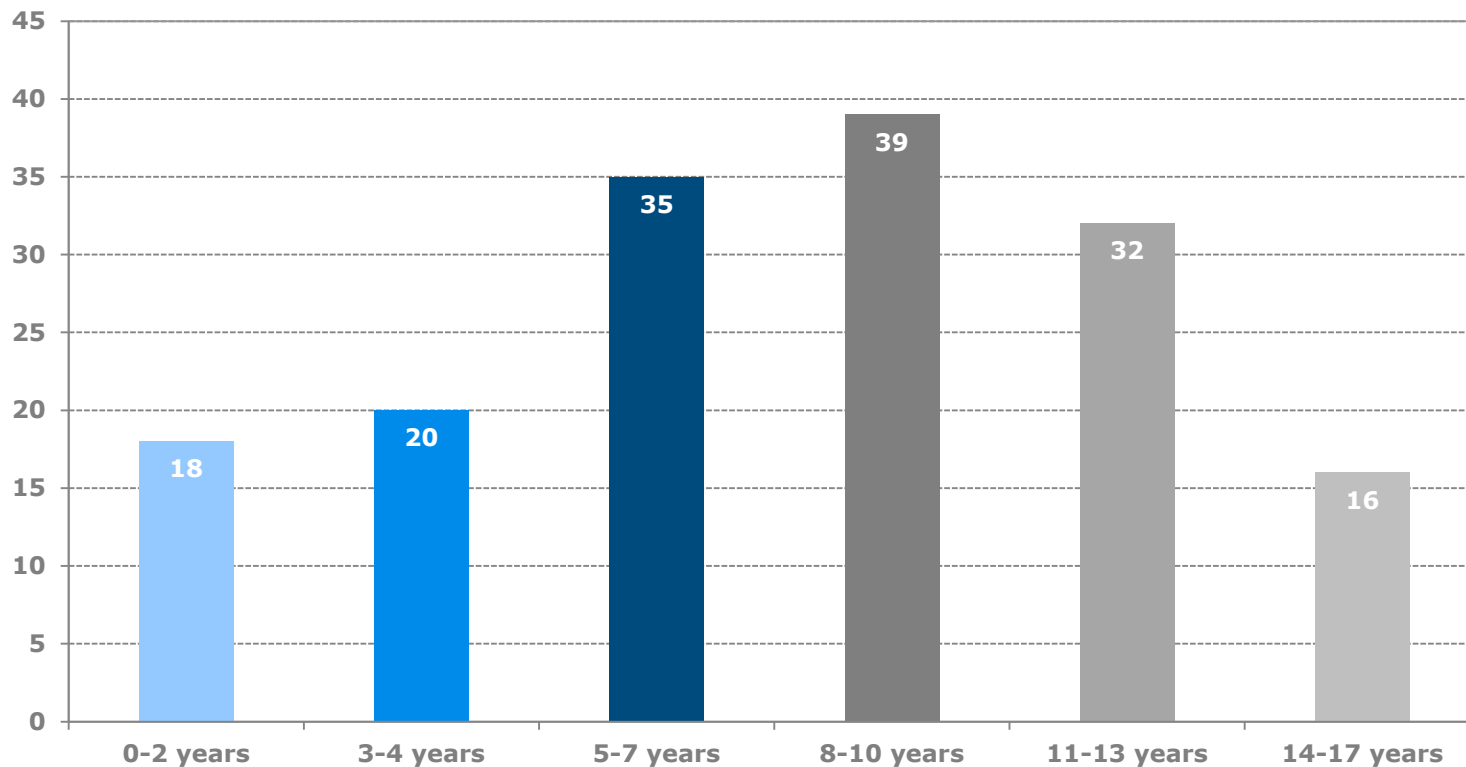
Source: Oö. Jugend-Medien-Studie 2017,  
p. 22.

Base: n=500, 11-18 years.



# Among British children: who does daily leisure time reading?

By age group, 0-17 years, UK, 2018 (percentages)  
“(Almost) daily independent reading/looking at books”



Source: Nielsen's Understanding the Children's Book Consumer 2018. In: Egmont: Children's Reading for Pleasure: trends and challenges 2019, p. 4.

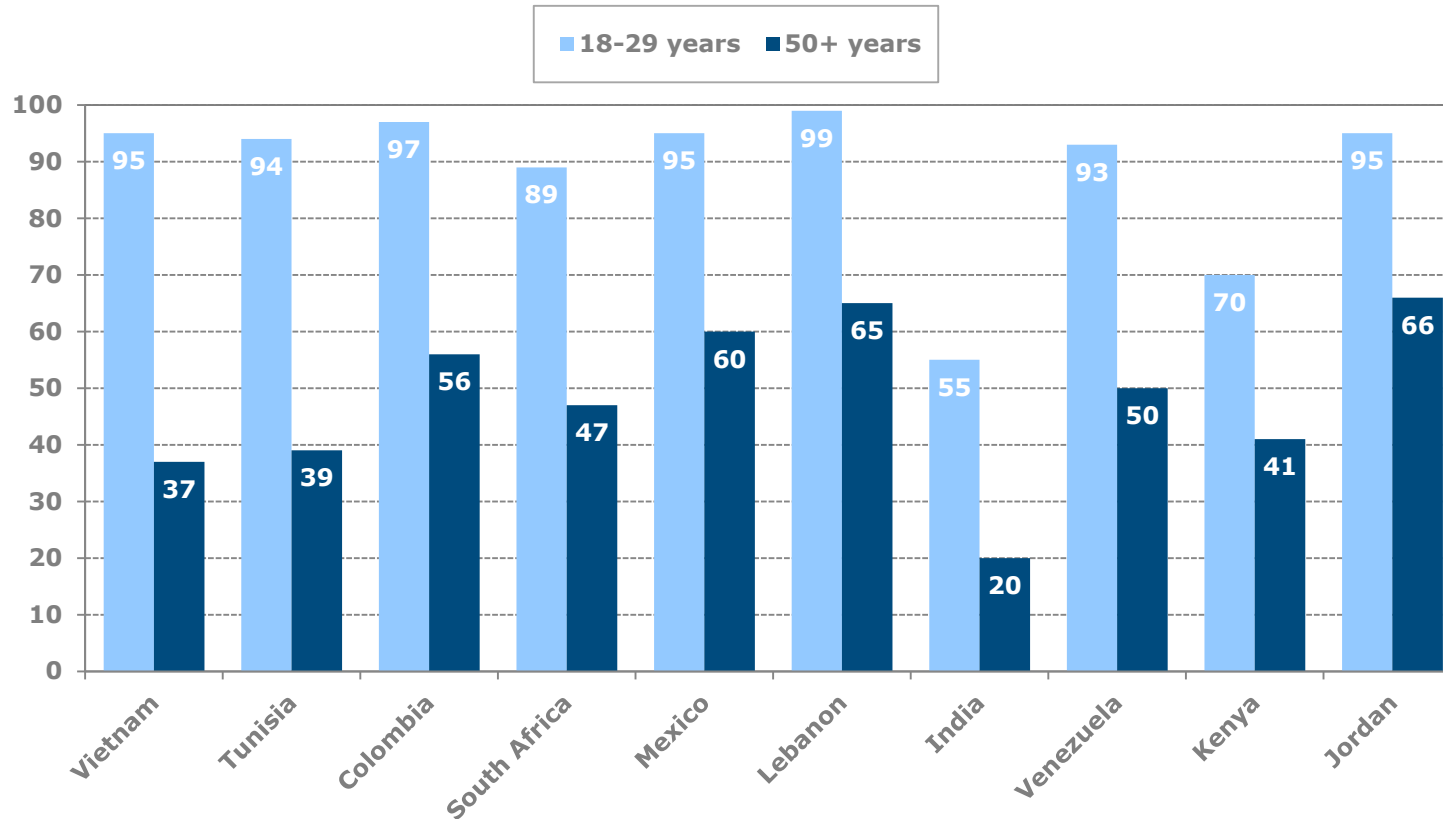
Base: n=1,596 parents of 0- to 13-year-olds; n=417, 14-17 years.



# Internet and Social Media

# Global internet use in emerging countries – comparison of younger and older adults

By age group, 2018, selection (percentages)



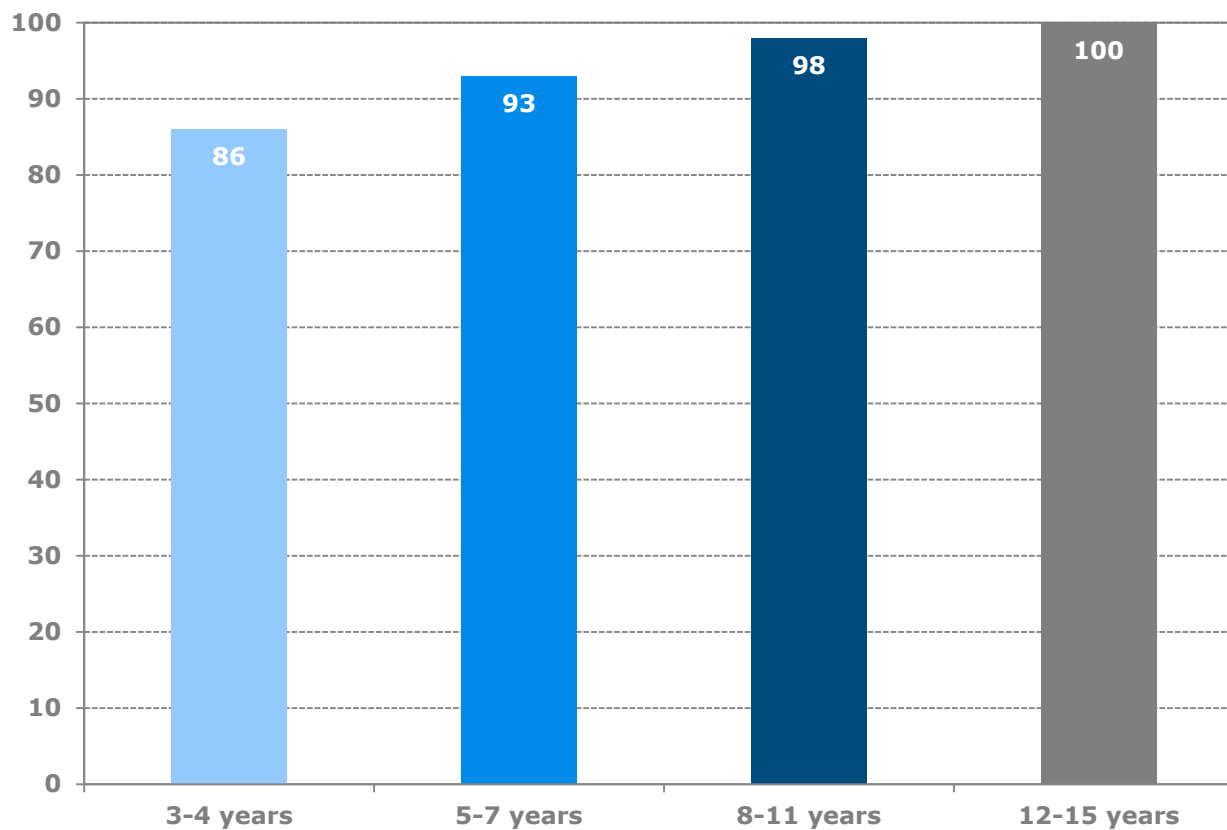
Base: 18+ years; Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n=2,532; Internet, social media and smartphone users.

Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 30.



# Internet access and use in Britain

By age group, 3-15 years, UK, 2018, selection (percentages)



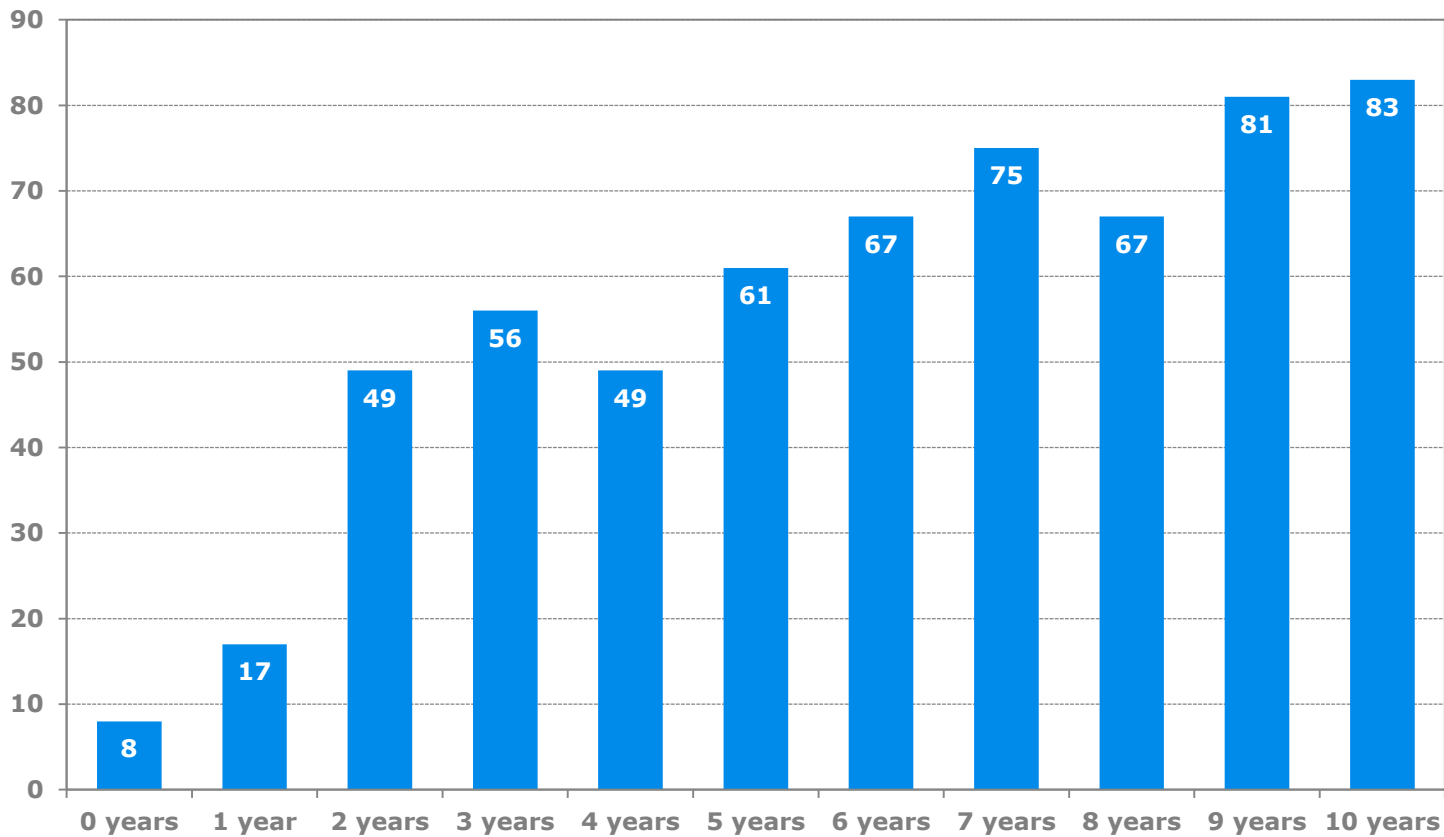
Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds, n=630 parents of 3- to 4-year-olds.



# Internet use by Swedish children

## 0-10 years, Sweden, 2018 (percentages) Daily use

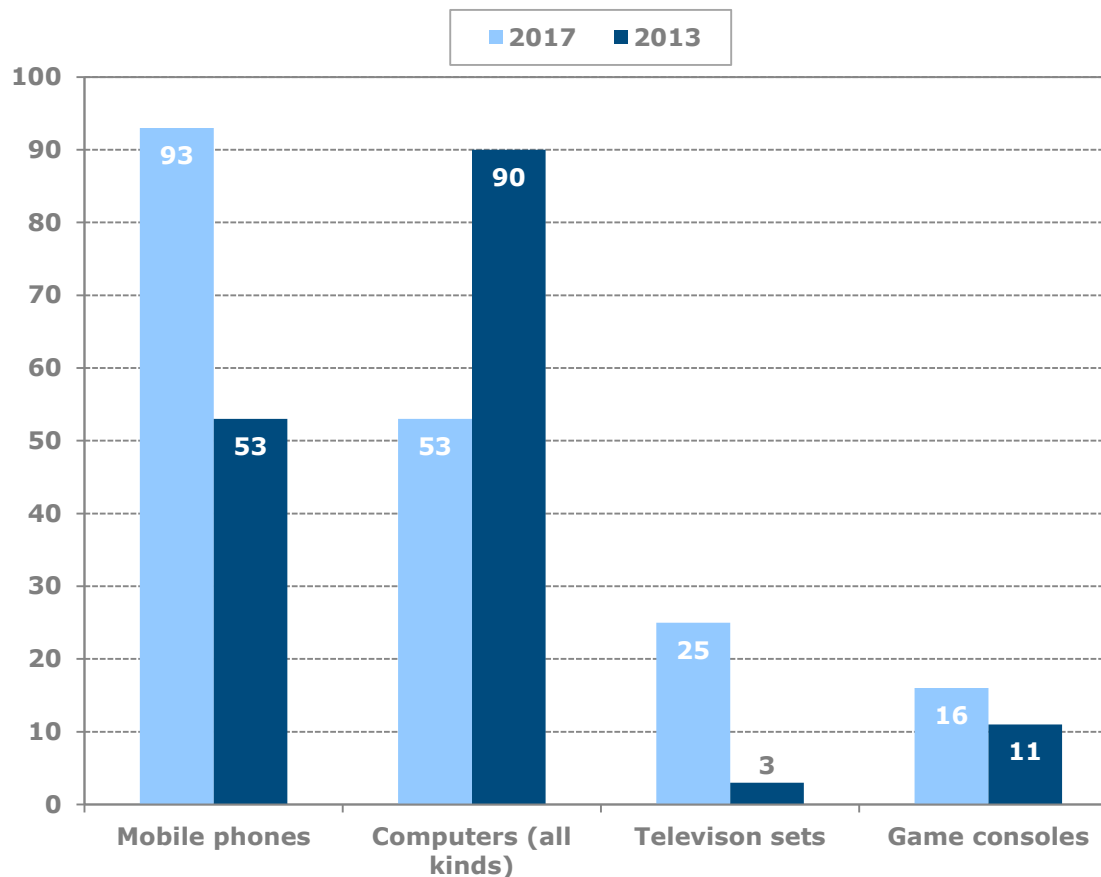


Source: Internet stiftelsen: Svenskarna och Internet 2018, p. 62.

Base: n=603 parents of 0- to 10-year-olds.

# Brazil: Which devices are used to access the internet?

9-17 years, Brazil, 2013 and 2017, selection (percentages)



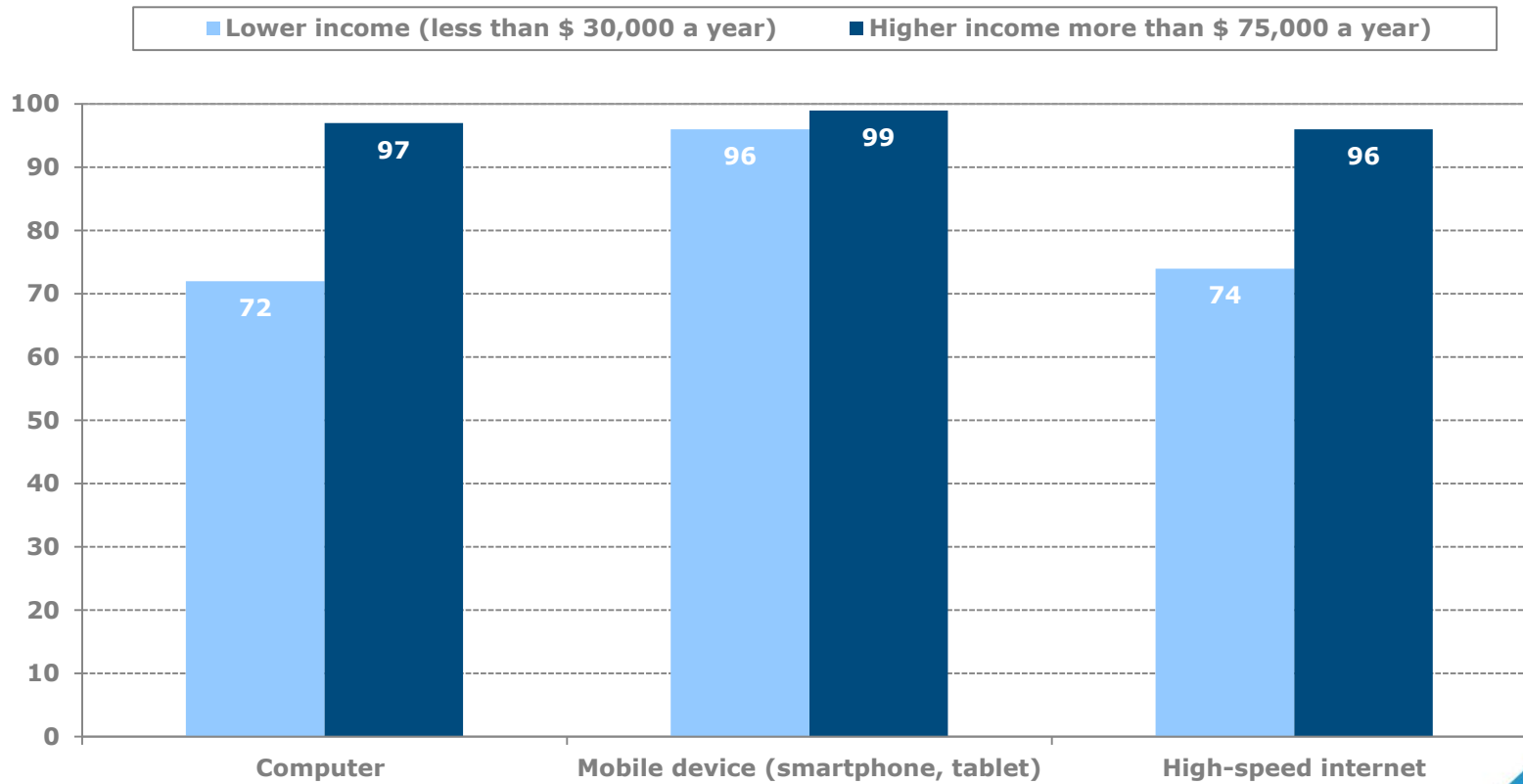
Source: Comit  Gestor da Internet no Brasil – CGI.br: ICT Kids online Brazil 2017, p. 262.

Base: n=3,102 children, 9-17 years, and their parents.



# Computer and internet access by family income

By income, families with children between 0 and 8 years, USA, 2017, selection (percentages)



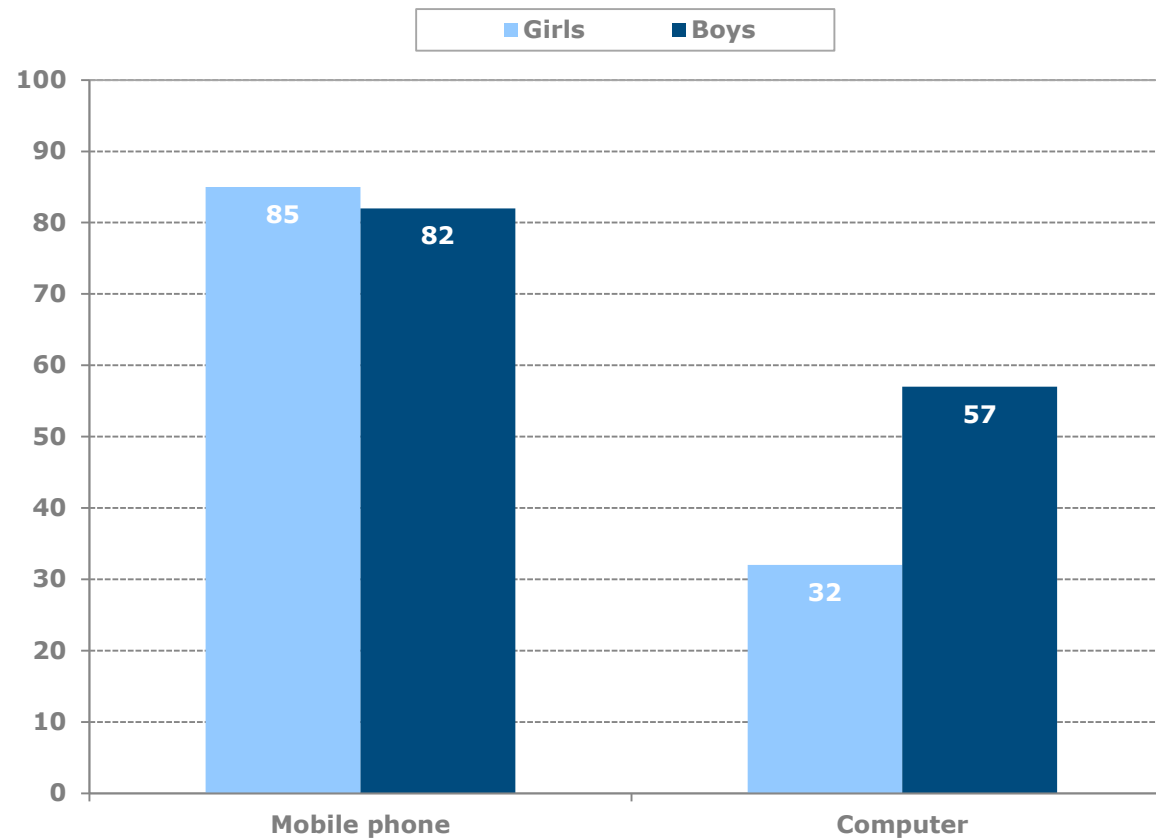
Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2017, p. 29.

Basis: n=1,454 families with 0- to 8-year-old children.



# Ways of accessing the internet amongst children and adolescents in the Czech Republic

9-17 years, Czech Republic, 2017-2018, selection (percentages)  
Daily use



Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 6.

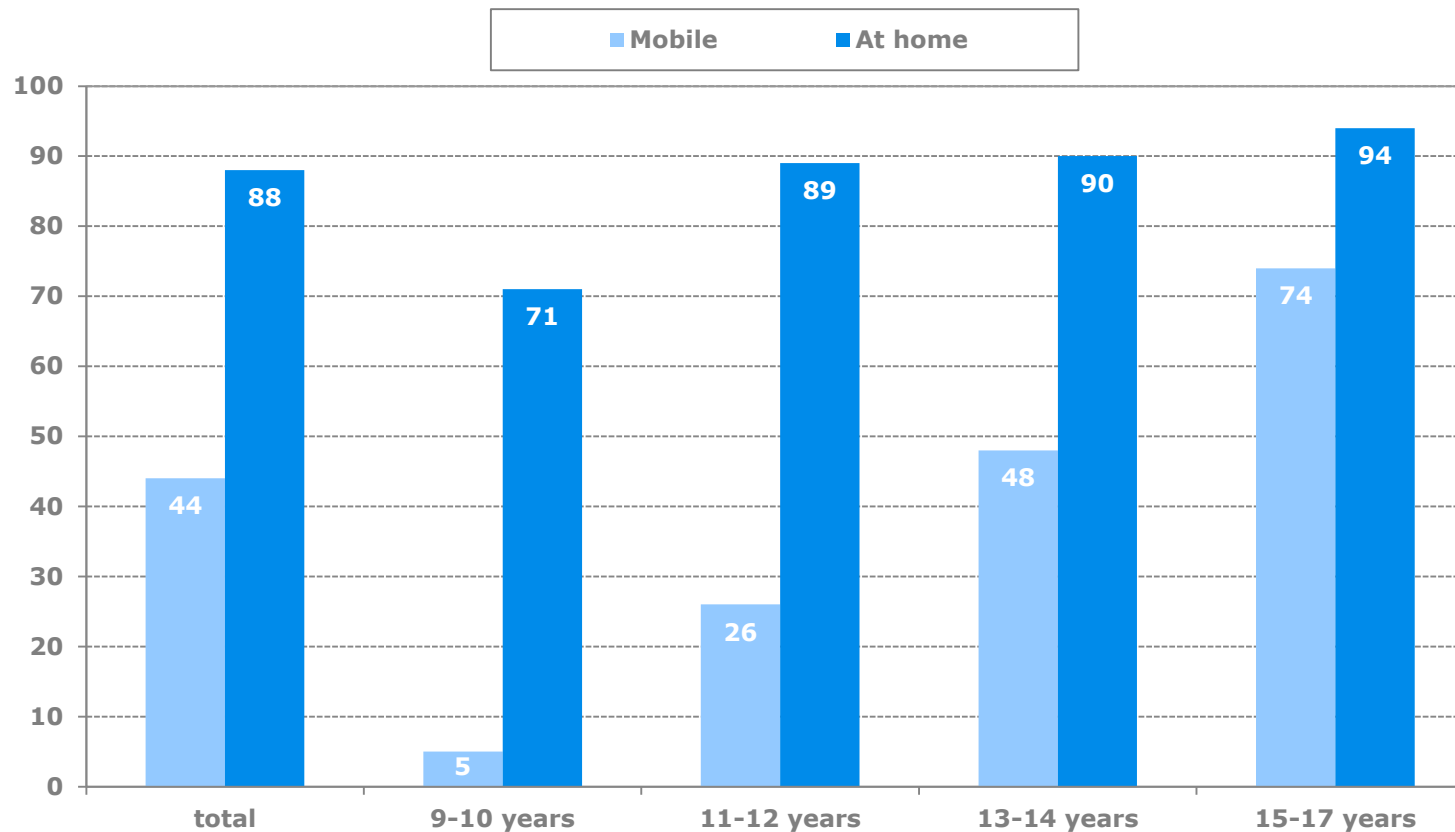
Base: n=2,825, 9-17 years.



# Italy: mobile internet use compared to use at home

By age group, 9-17 years, 2017, selection (percentages)

Daily internet use



Source: Mascheroni/Olafsson: Access and use, risks and opportunities of the Internet for Italian children 2018, p. 1.

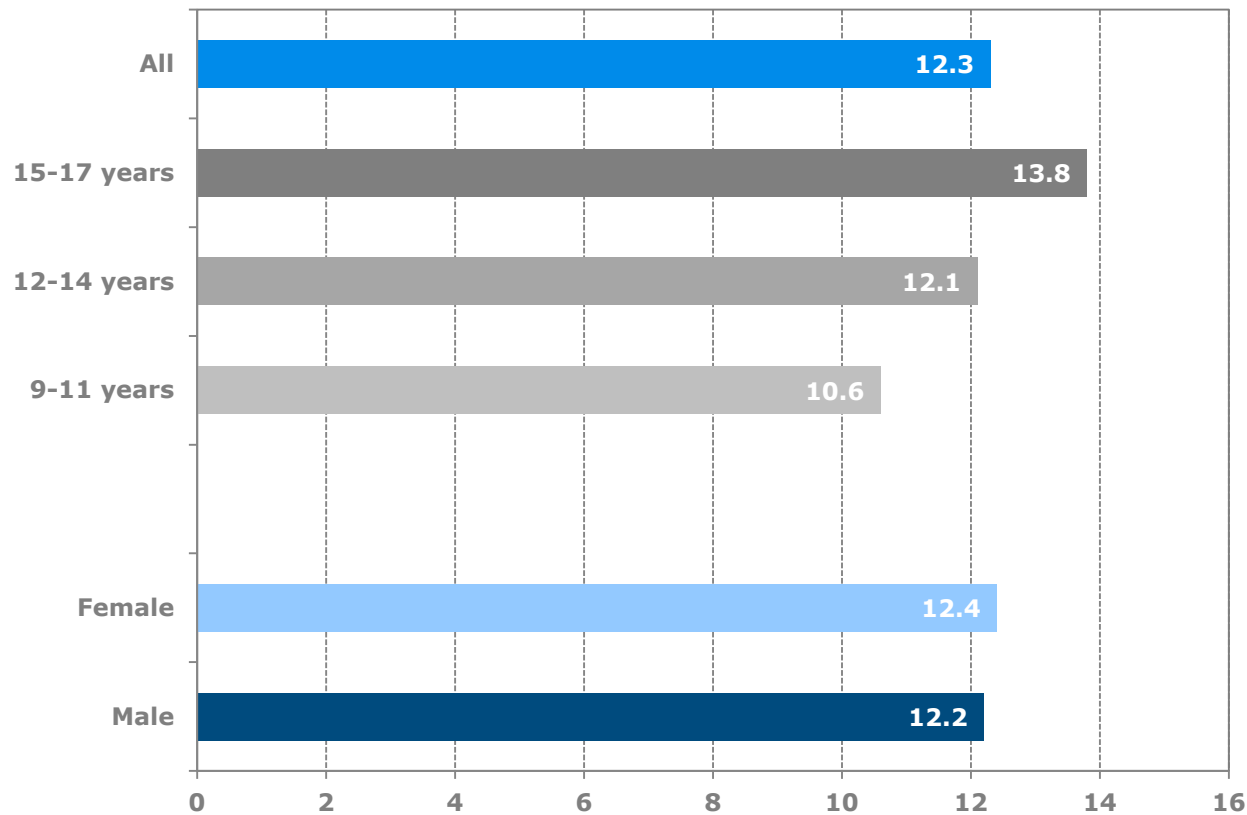
Base: n=1,006 children and adolescents, 9-17 years.





# Ghana: How old were you when you first used the internet?

9-17 years, Ghana, 2017 (years)



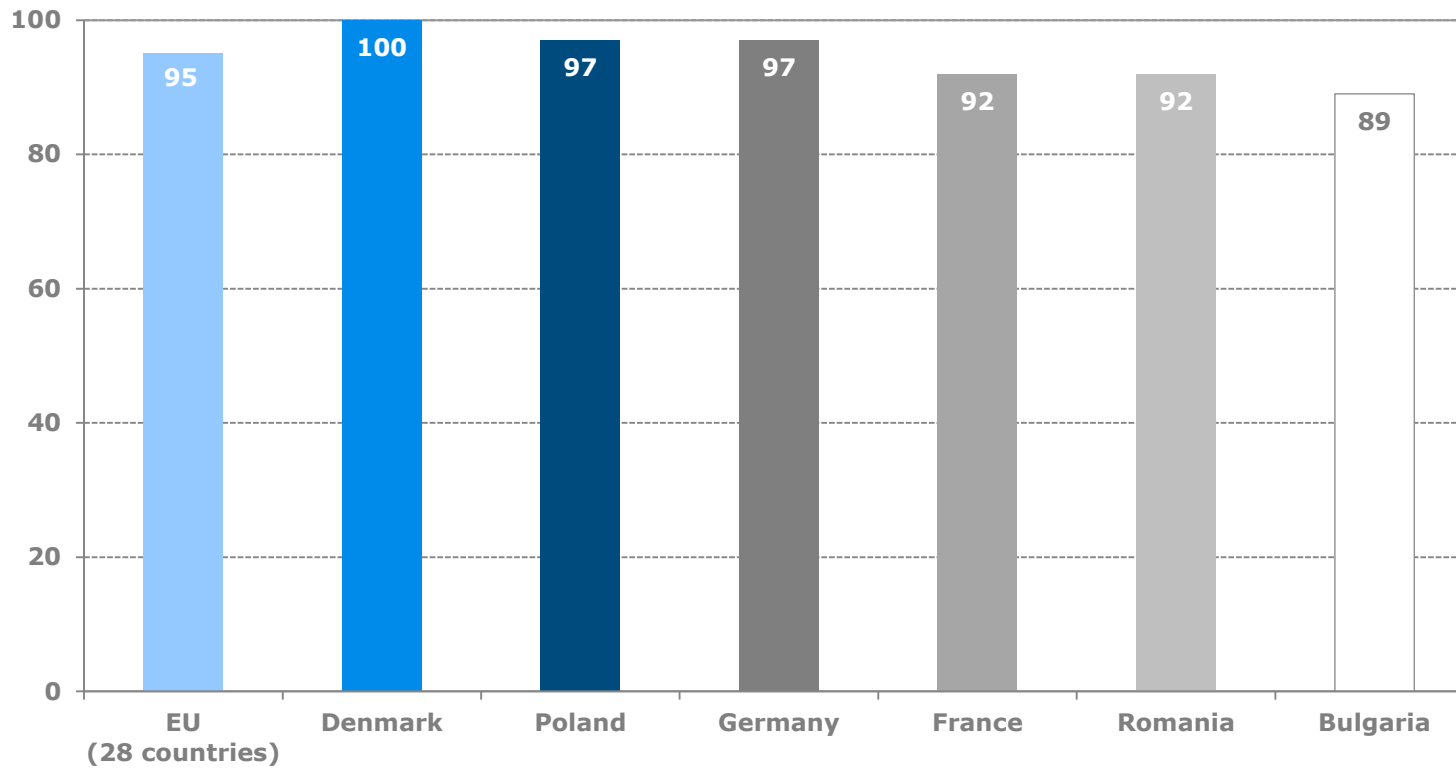
Source: Global Kids Online u. a.: Ghana Country Report 2017, p. 34.

Base: n=1,712 children and adolescents, 9-17 years.



# Europe: How many adolescents use the internet daily?

16-19 years, 2018, selection (percentages)



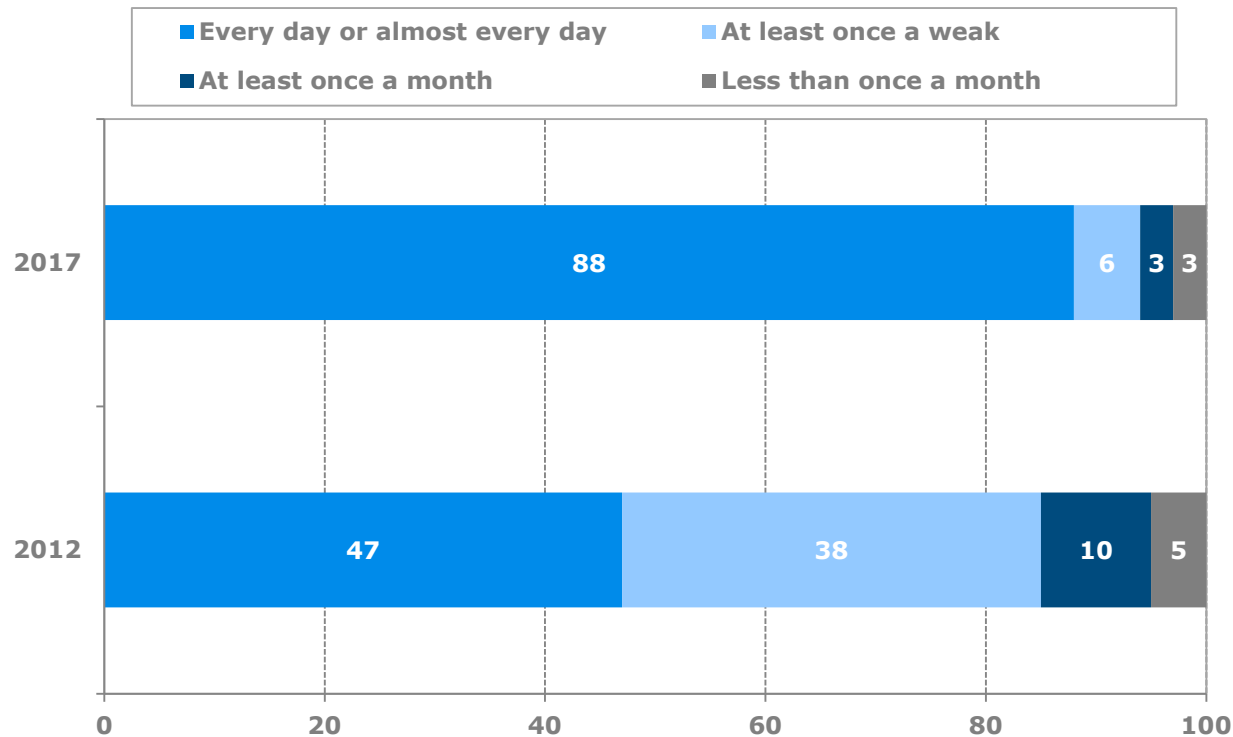
Source: Europäische Union: Eurostat 2018.

Base: EU citizens, 16-74 years.



# Brazil: frequency of internet use

## 9-17 years, Brazil, 2012 and 2017, selection (percentages)



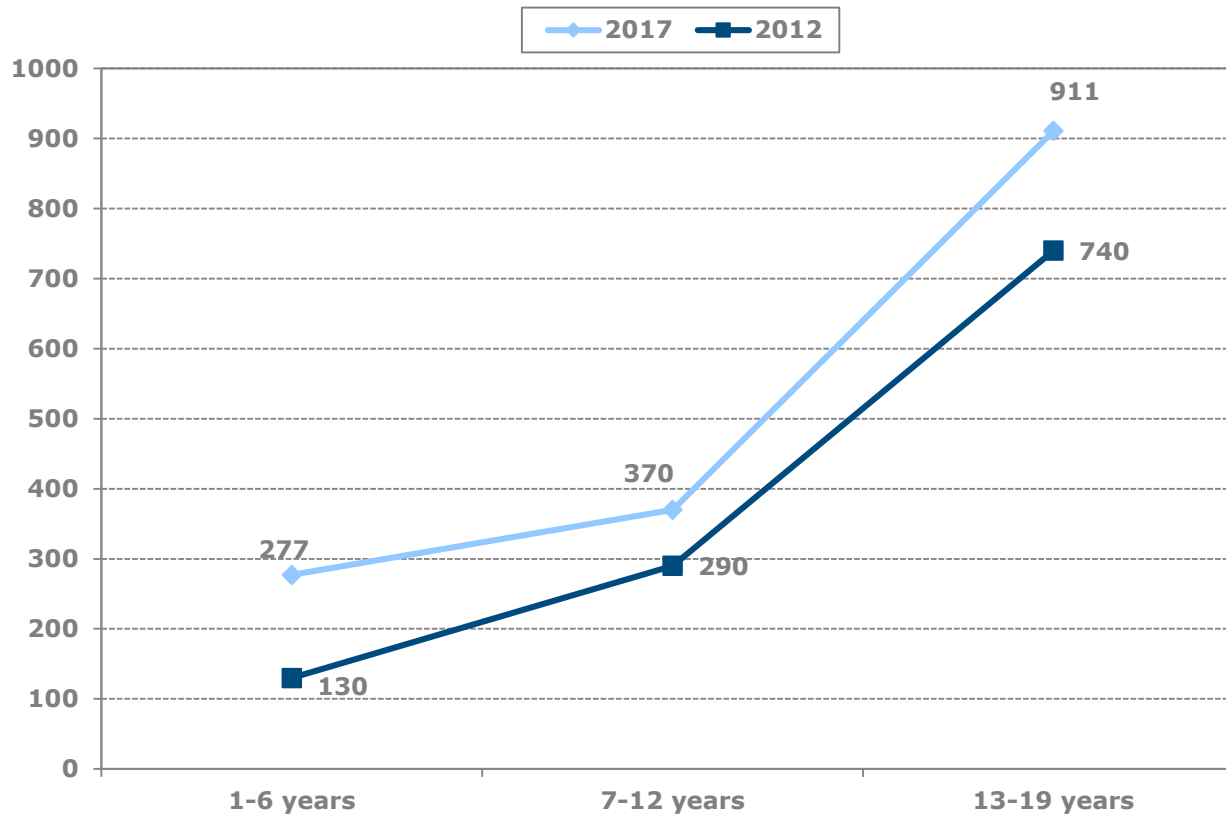
Source: Comit  Gestor da Internet no Brasil – CGI.br: ICT Kids online Brazil 2017, p. 267.

Base: 2017: n=3,102 children, 9-17 years, and parents; 2012: n=3,160 children, 9-16 years, and parents.



# How much time do French children spend online?

By age group, 1-19 years, France, comparison 2012 and 2017, selection (minutes/week)



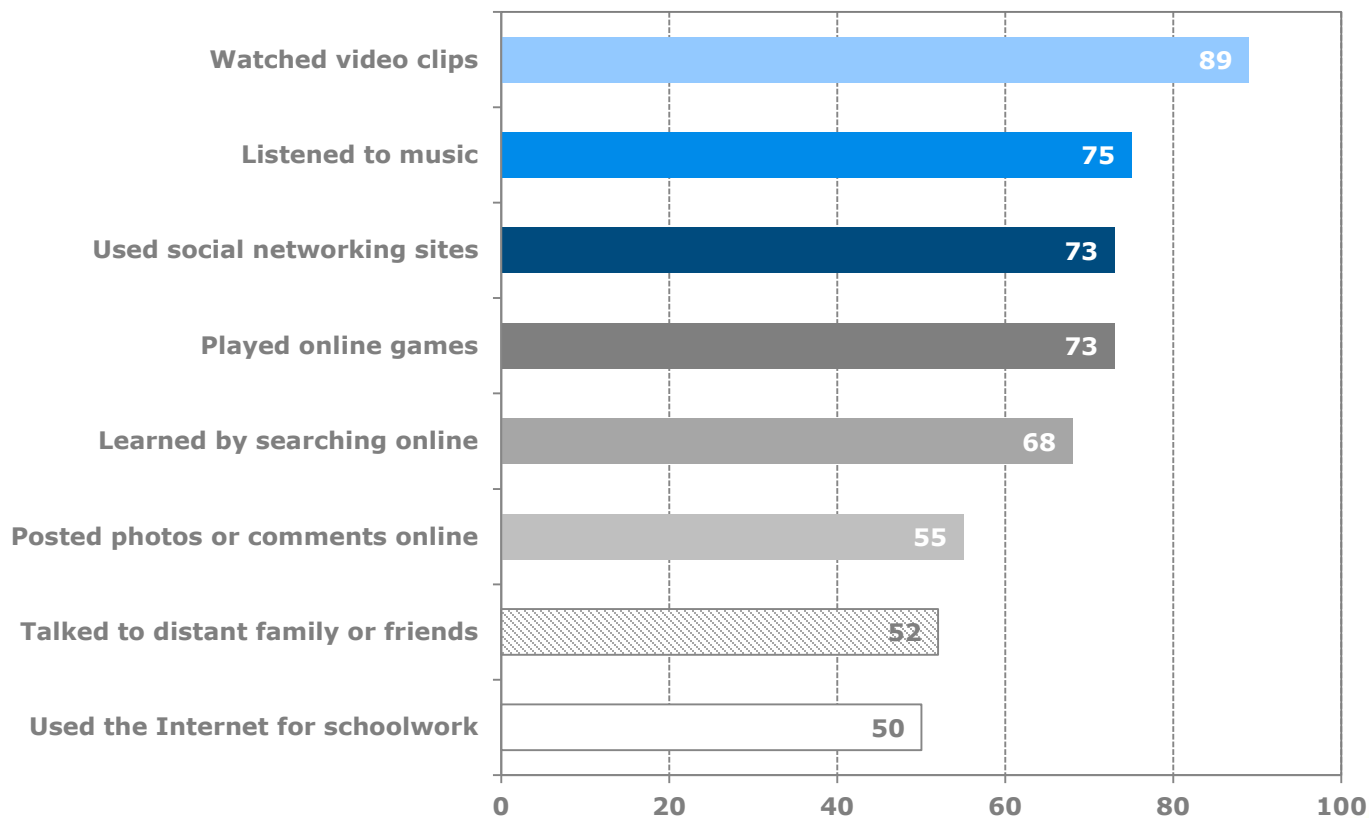
Source: Ipsos: Junior Connect' 2017.

Base: n=4,700, 1-19 years (parents' response of the 1- to 6-year-olds).



# The most popular online activities in Bulgaria

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



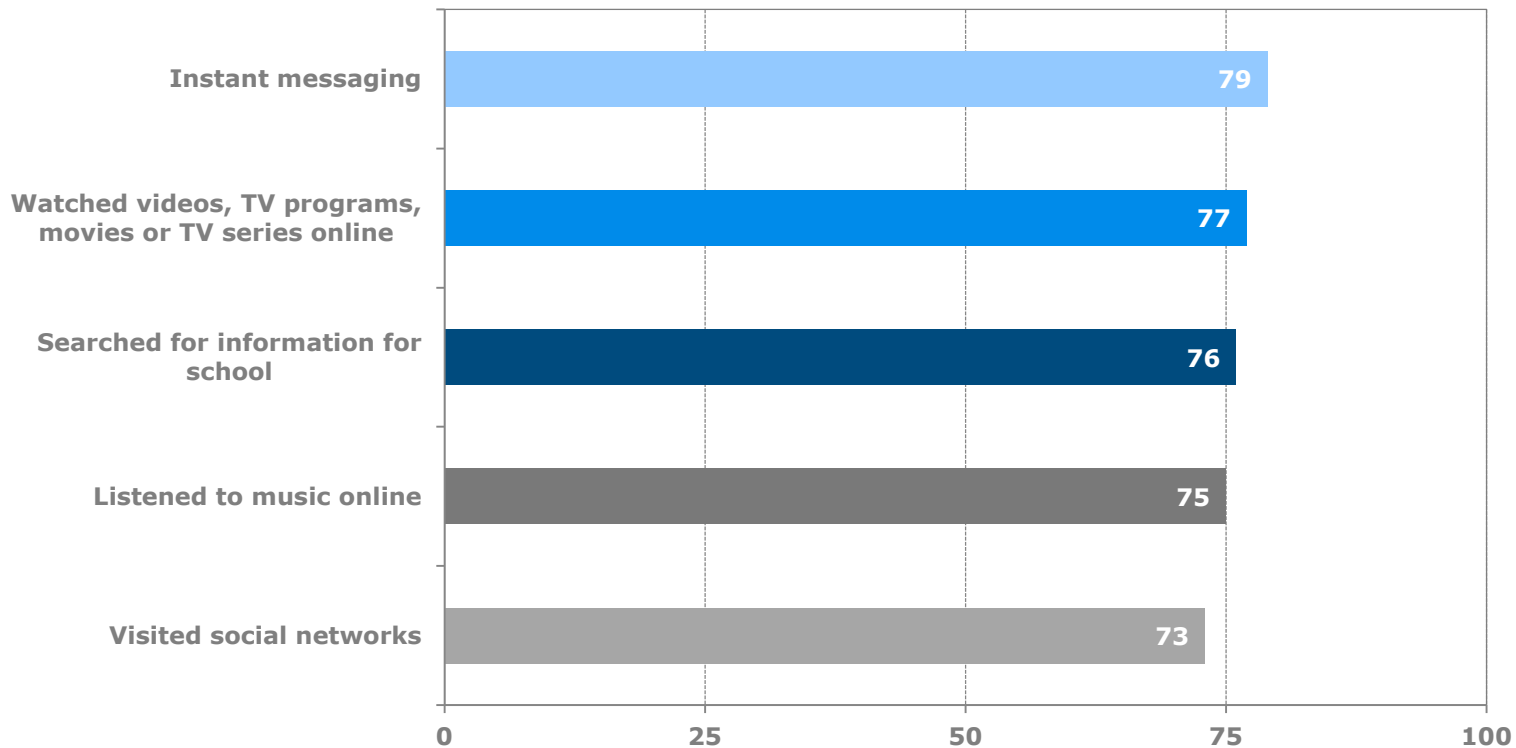
Source: Livingstone u. a.: Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 2.

Base: n=1,000, 9-17 years.



# Internet usage in Brazil

## 9-17 years, Brazil, 2017, selection (percentages) Daily usage



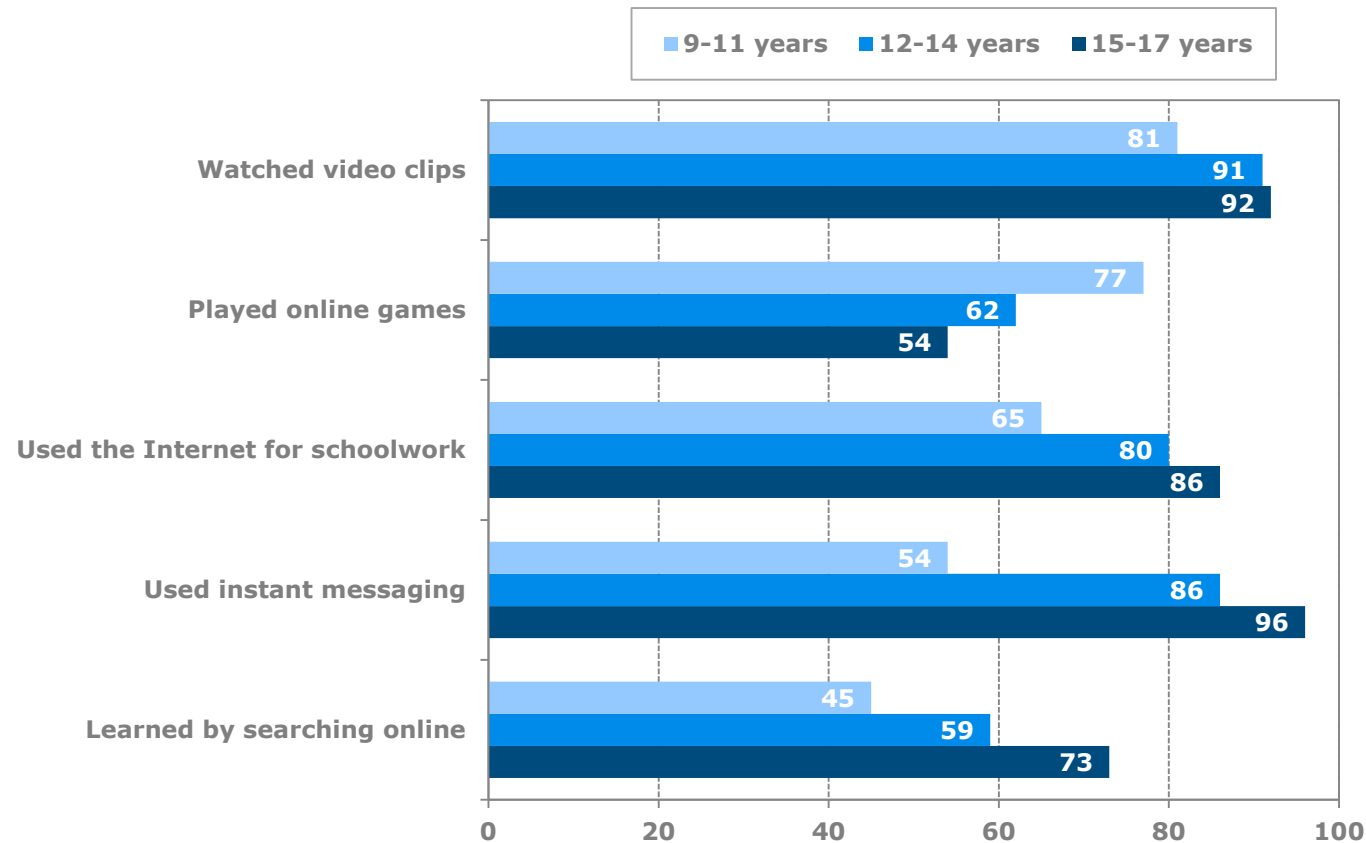
Source: Comit  Gestor da Internet no Brasil – CGI.br: ICT Kids online Brazil 2017, p. 269 ff..

Base: n=3,102 children, 9-17 years, and parents.



# Chile: How does internet usage change when children become older?

9-17 years, Chile, 2018, selection (percentages)  
Practiced at least weekly



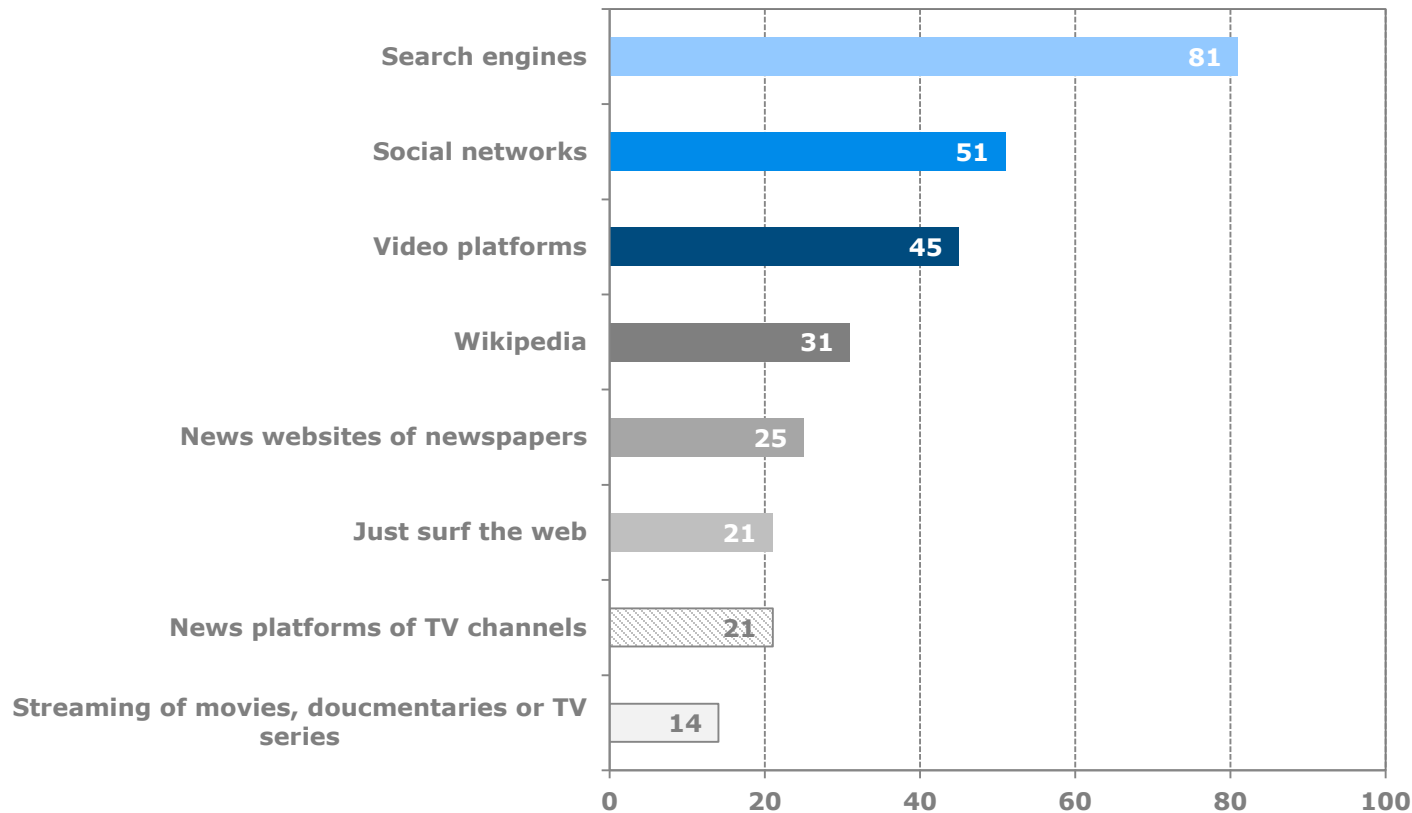
Source: Livingstone u. a.: Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 4.

Base: n=1,000, 9-17 years.



# Switzerland: How do adolescents search for information online?

12-19 years, Switzerland, 2018, selection (percentages)  
Daily usage/more than once a week



Source: ZHAW: James-Studie 2018, p. 40.

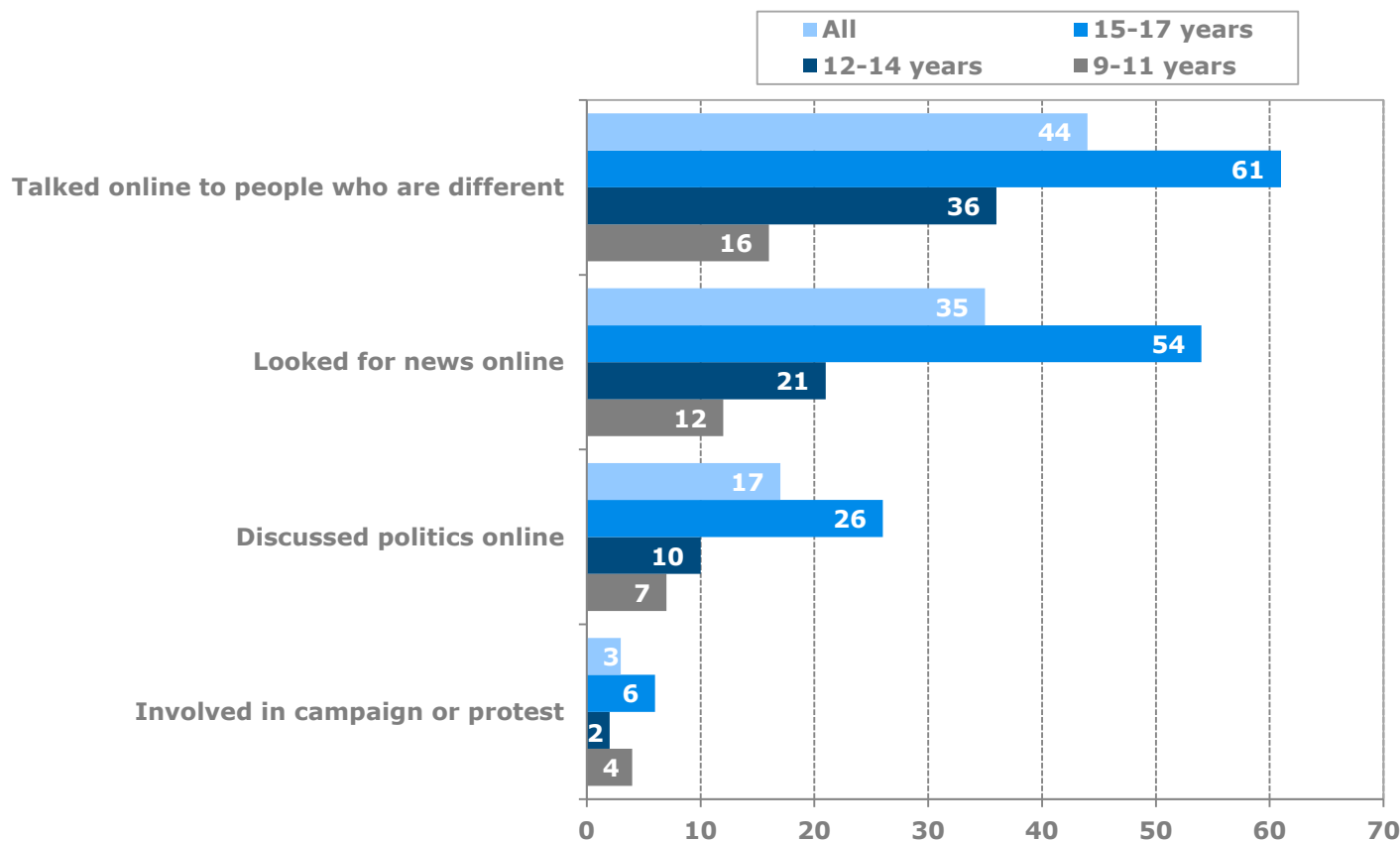
Base: n=1,121, 12-19 years.





# South Africa: Do children and adolescents participate in politics online?

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



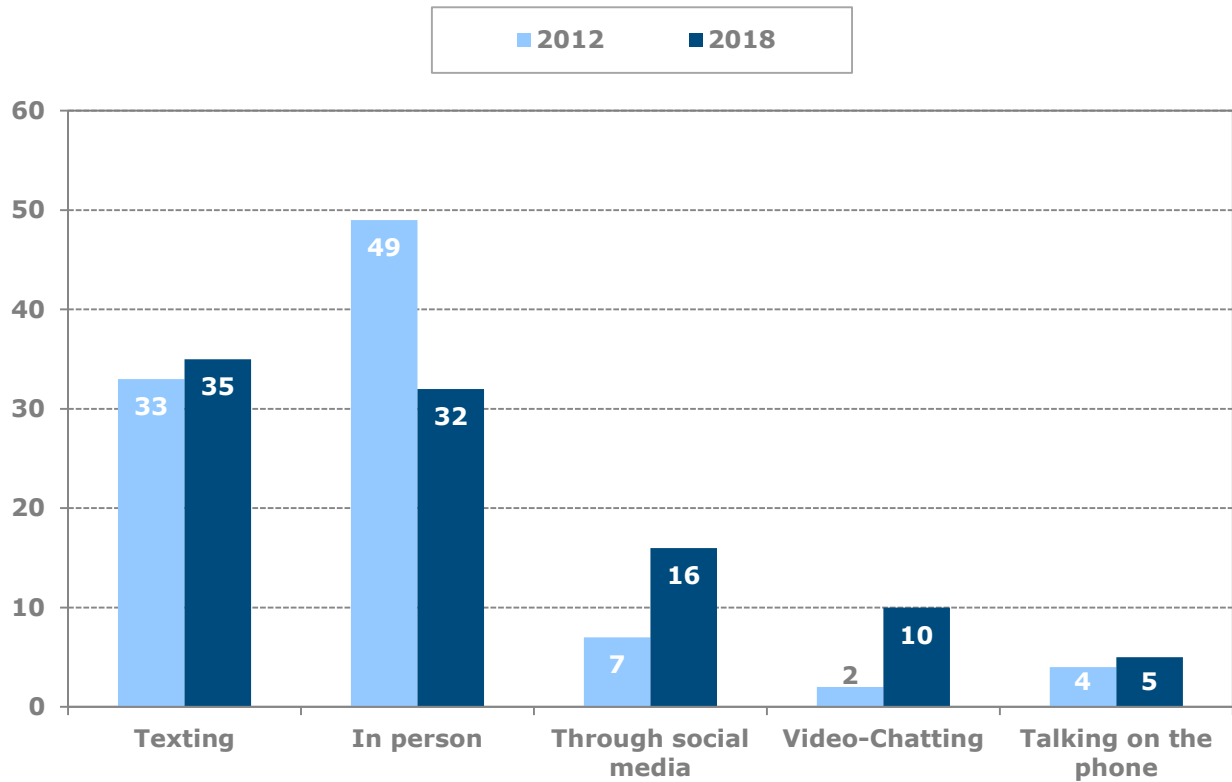
Source: Livingstone u. a.: Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 5.

Base: n=1,000, 9-17 years.



# USA: Young people's favorite ways to communicate with friends

13-17 years, USA, 2012 and 2018, selection (percentages)



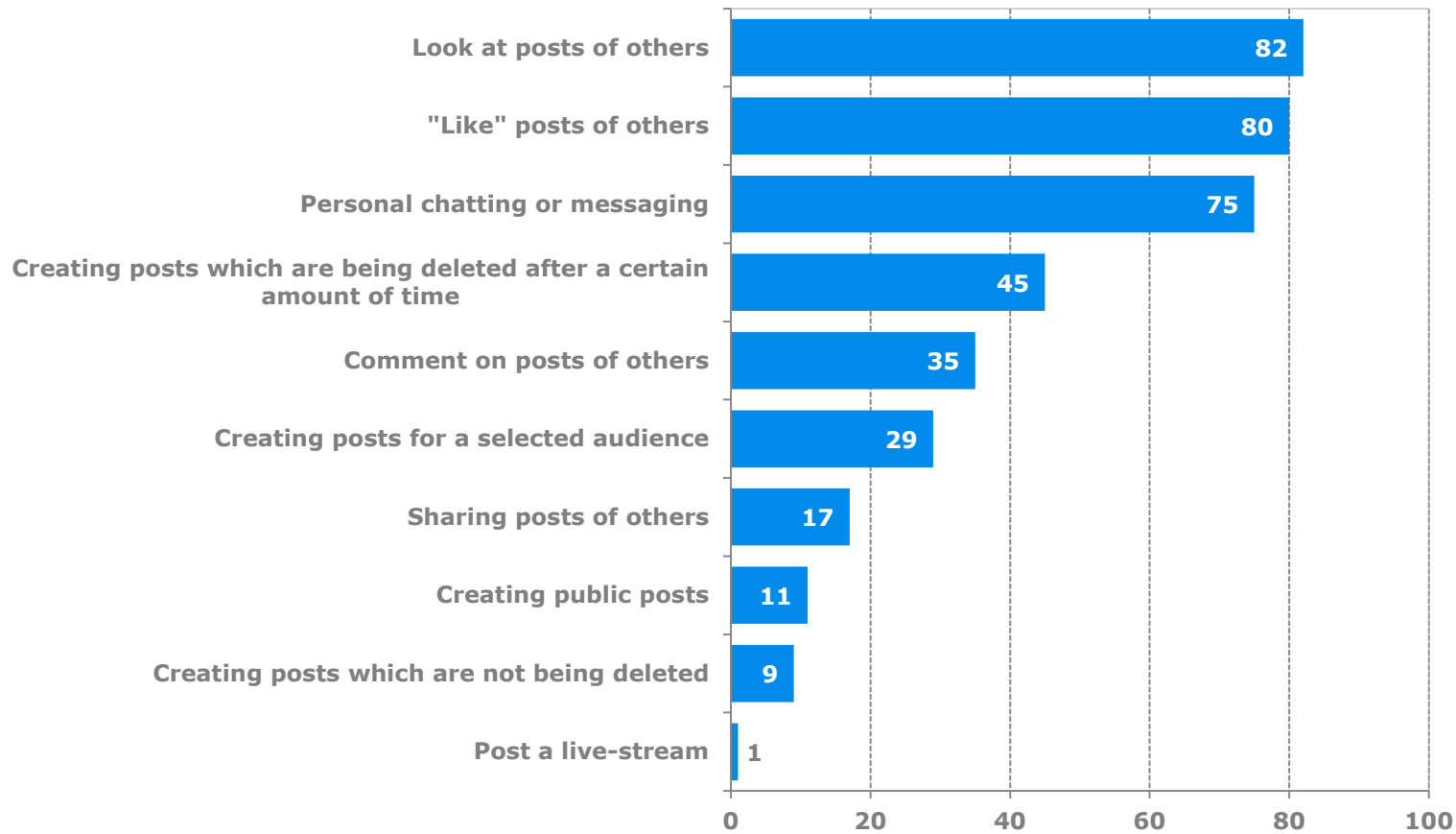
Source: Common sense: Social Media, social life, 2018, p. 25.

Base: 2018: n=1,141; 2012: n=1,030; 13-17 years.



# Switzerland: What do adolescents do on social media?

12-19 years, Switzerland, 2018 (percentages)



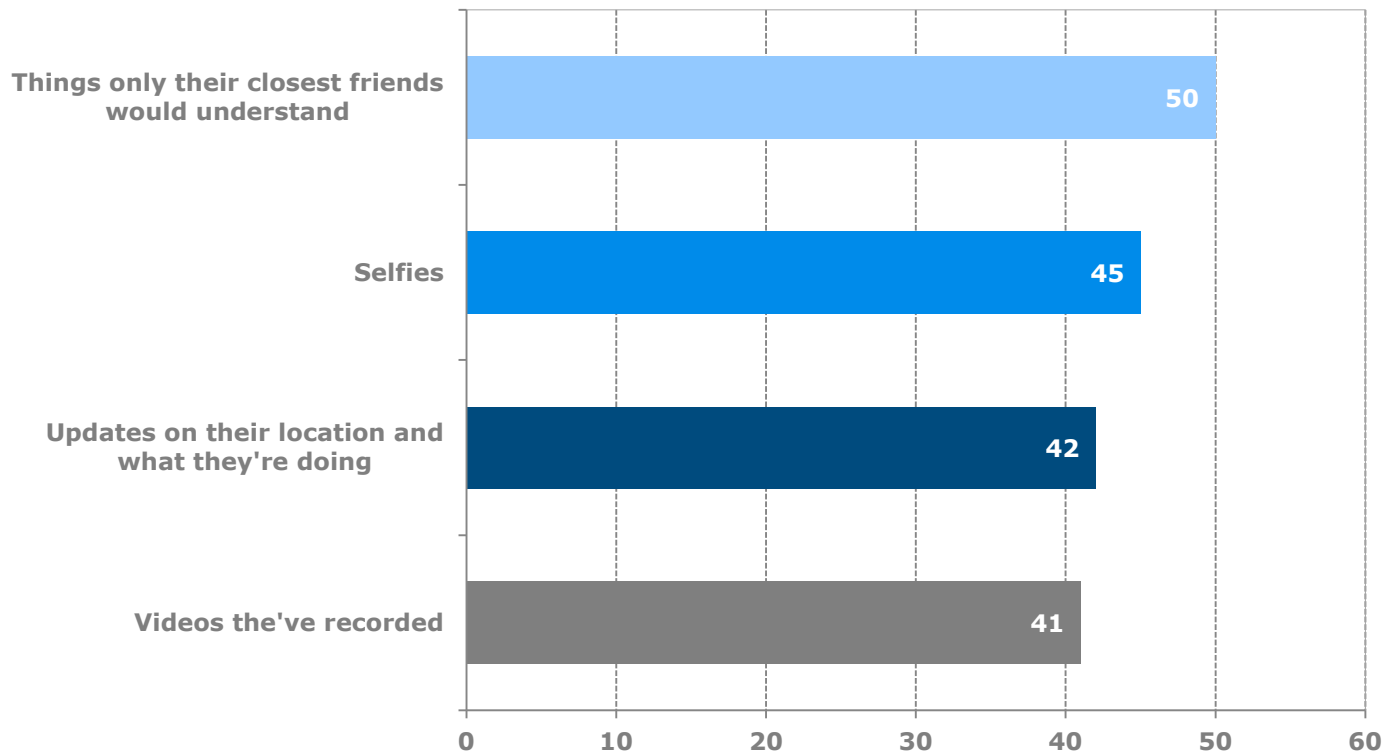
Source: ZHAW: James-Studie 2018, p. 50.

Base: n=1,072, 12-19 years.



# What do adolescents in the USA post on social media?

13-17 years, USA, 2018, selection (percentages)  
Often/sometimes



Source: Pew Research Center: Teens' Social Media Habits and Experiences 2018, p. 5.

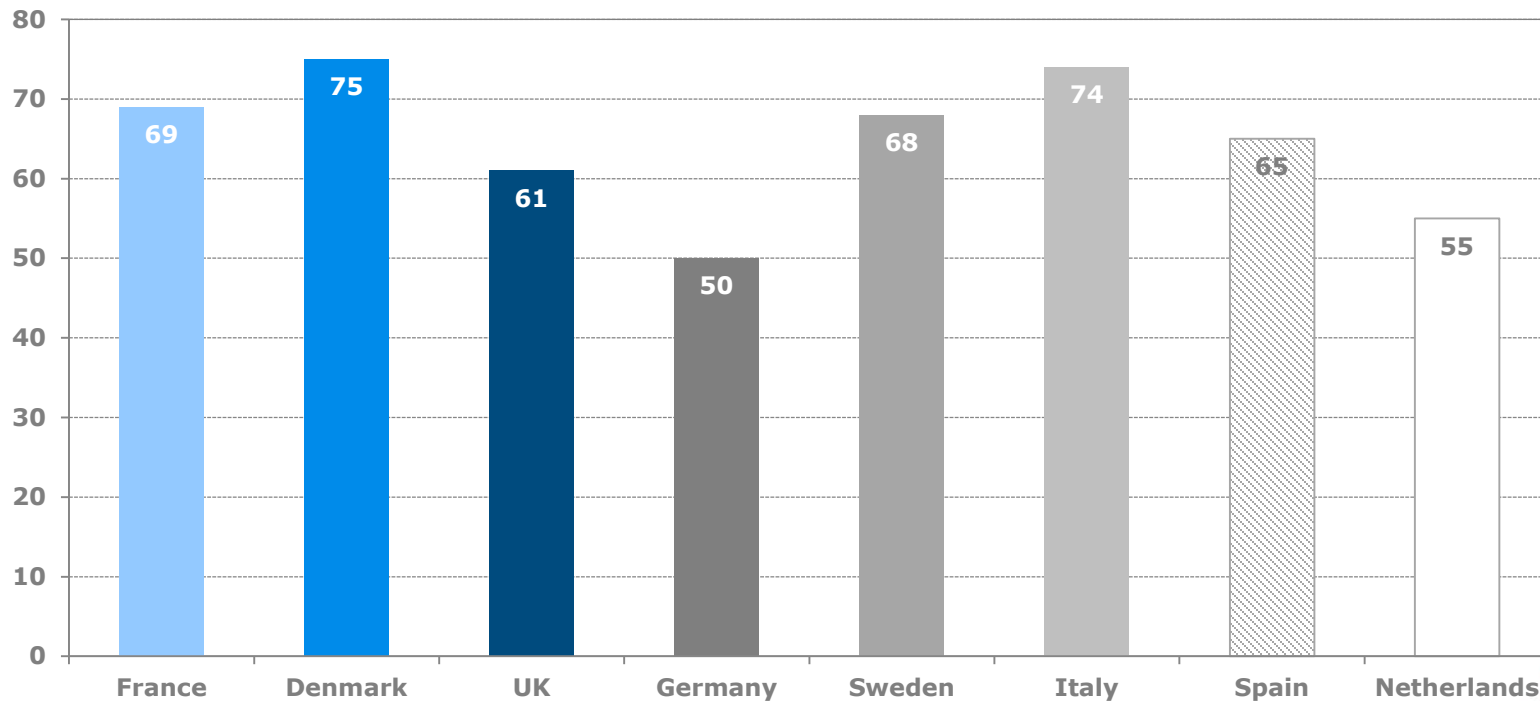
Base: n=720, 13-17 years, Social Media users.



# Young Europeans get news mainly through social media



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



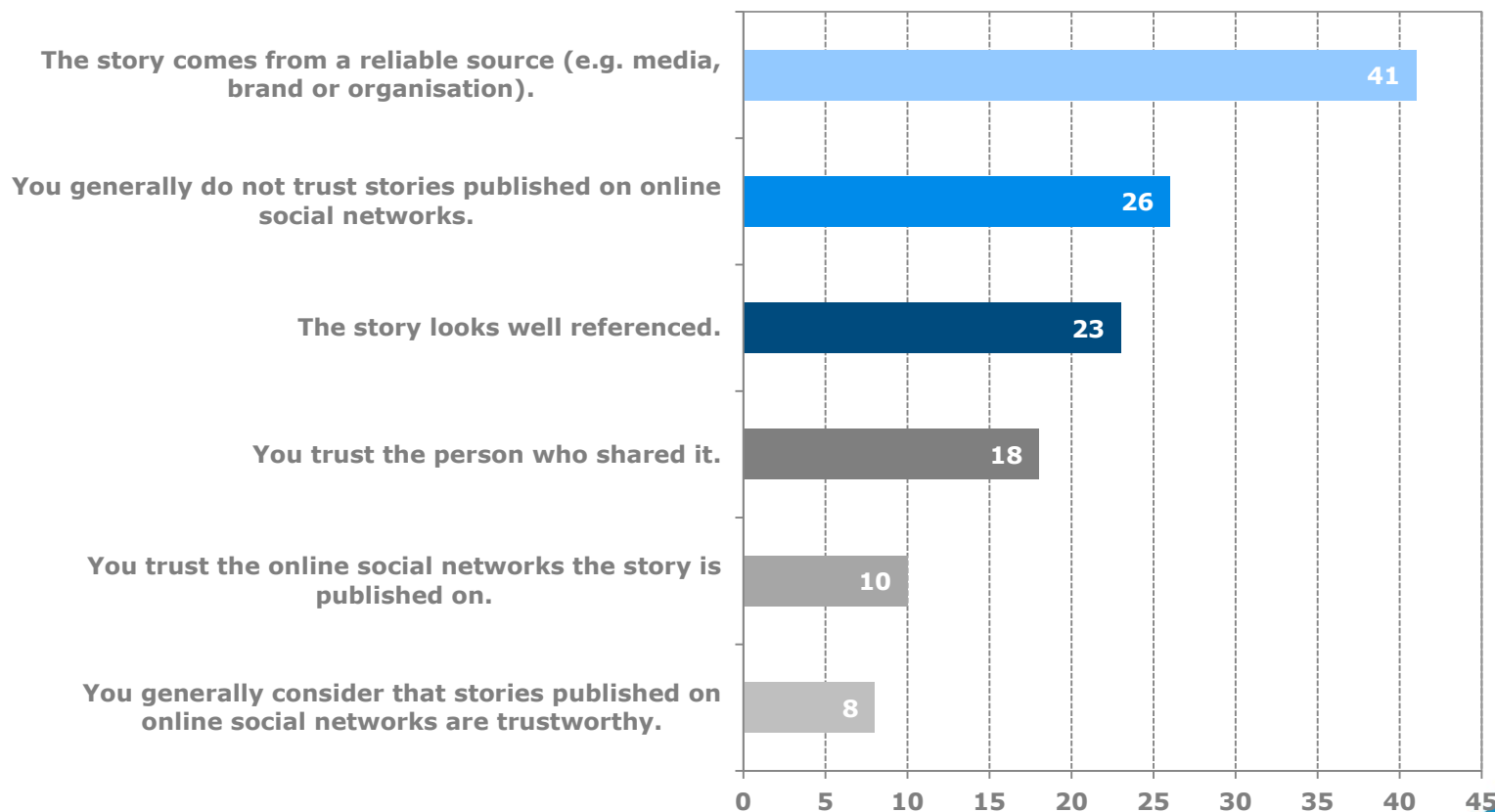
Source: PEW Research Center: Western Europeans Under 30 ..., 2018, p. 13.

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.



# Do adolescents trust the news from social media?

15-24 years, 28 countries of the EU, 2017, selection (percentages)



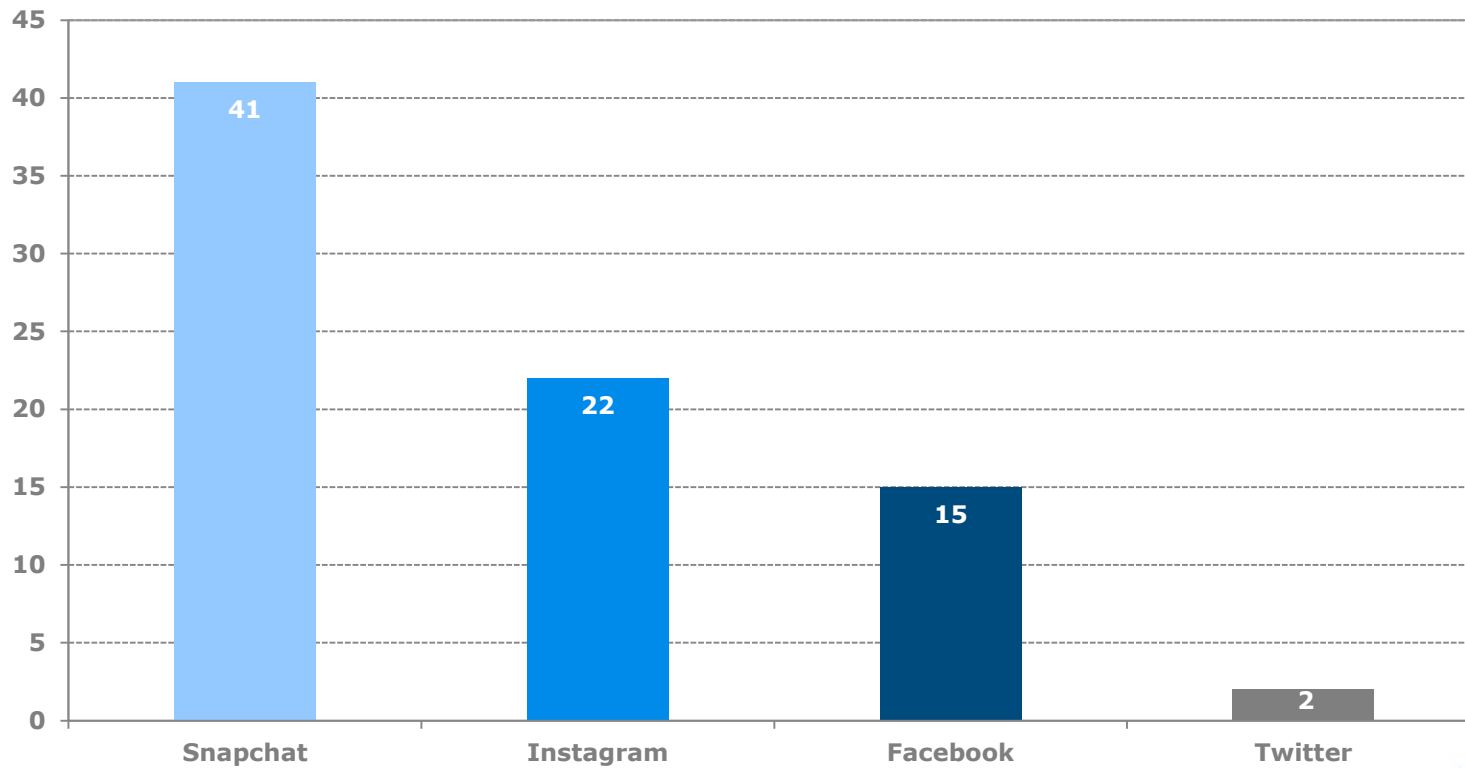
Source: European Commission 2017, p. 40.

Base: n=15,957 EU citizens, 15+ years, social media users.



# Which social media platform are American adolescents using the most?

13-17 years, USA, 2018, selection (percentages)

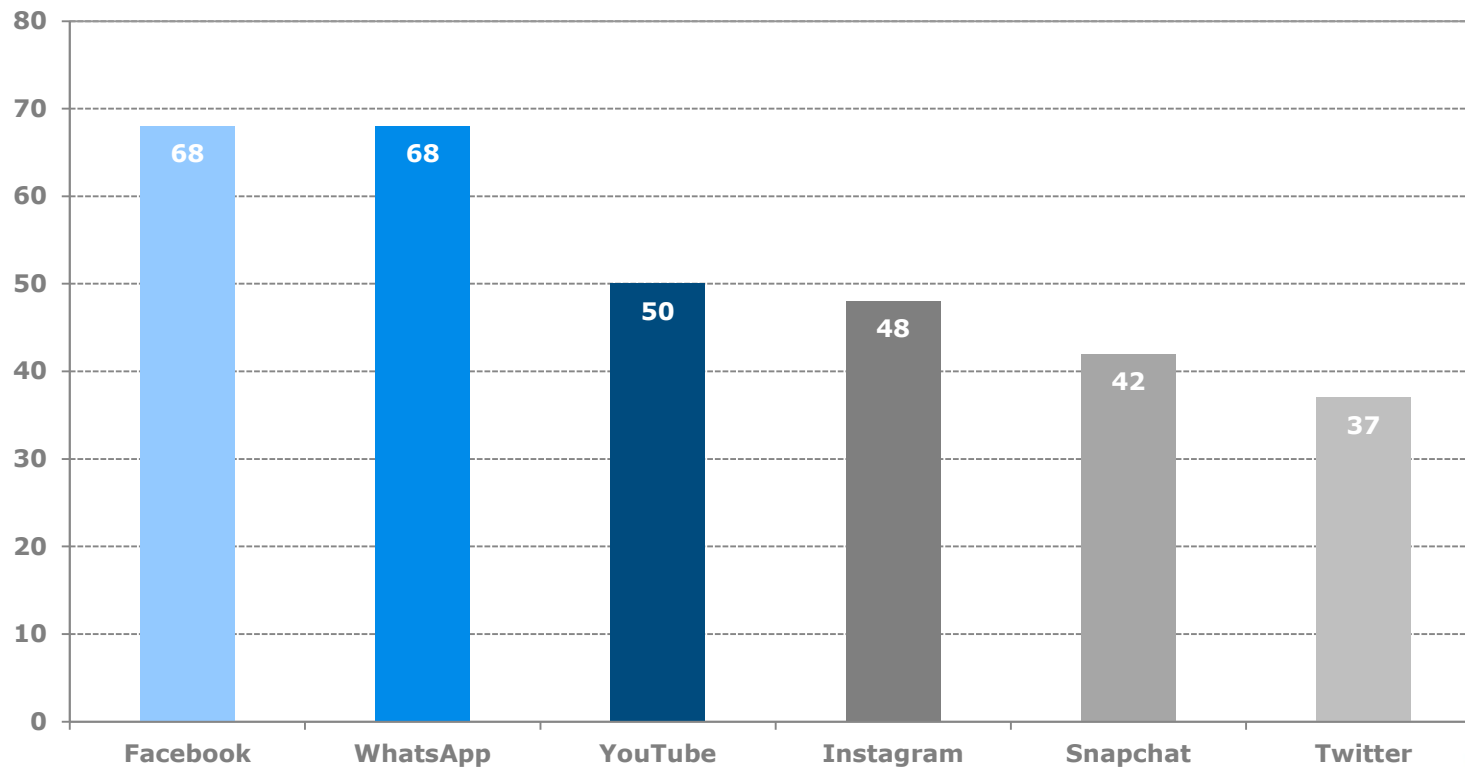


Source: Common sense: Social Media, social life, 2018, p. 17.

Base: n=1,141, 13-17 years.

# Popular social media in Arabic states

18-24 years, 16 countries of the Middle East, 2017, selection (percentages)



Source: Asda'a Burston-Marsteller: Arab Youth Survey 2017, p. 61.

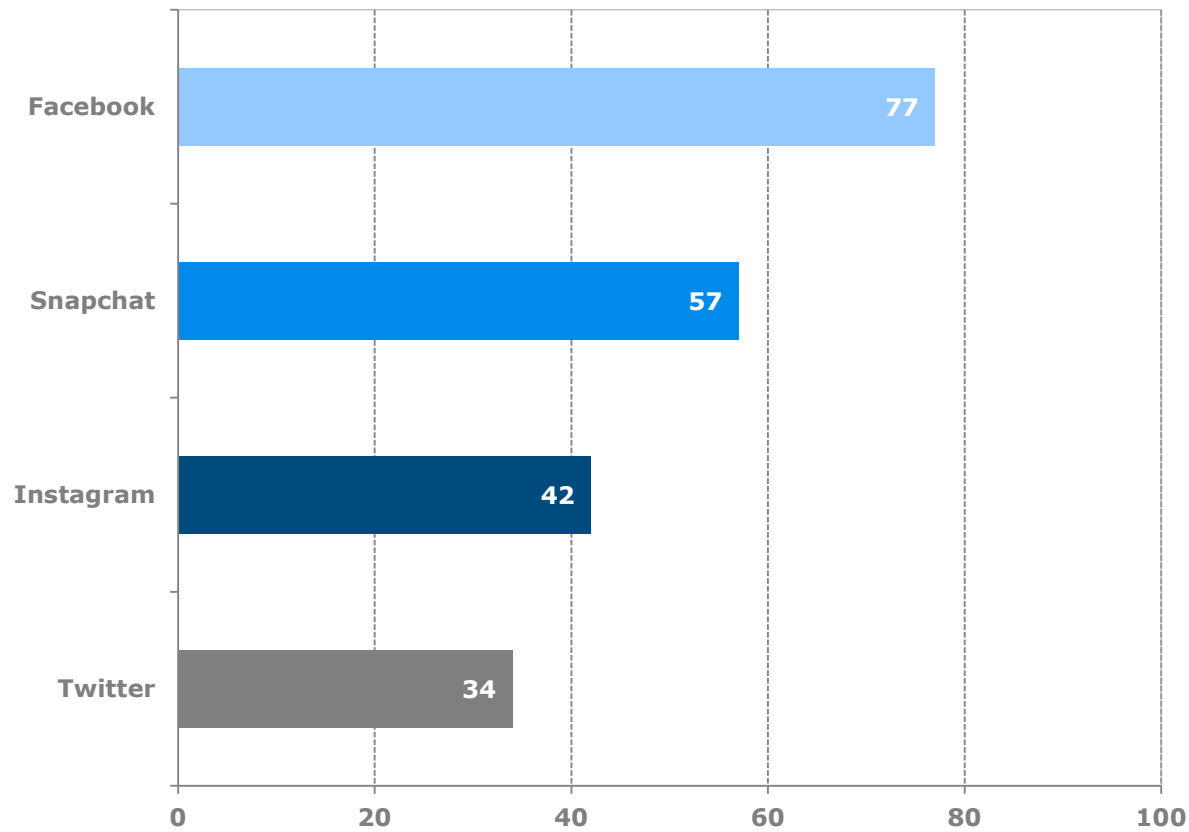
Base: n=3,500, 18-24 years.





# The most popular social networks in France

13-19 years, France, 2017, selection (percentages)



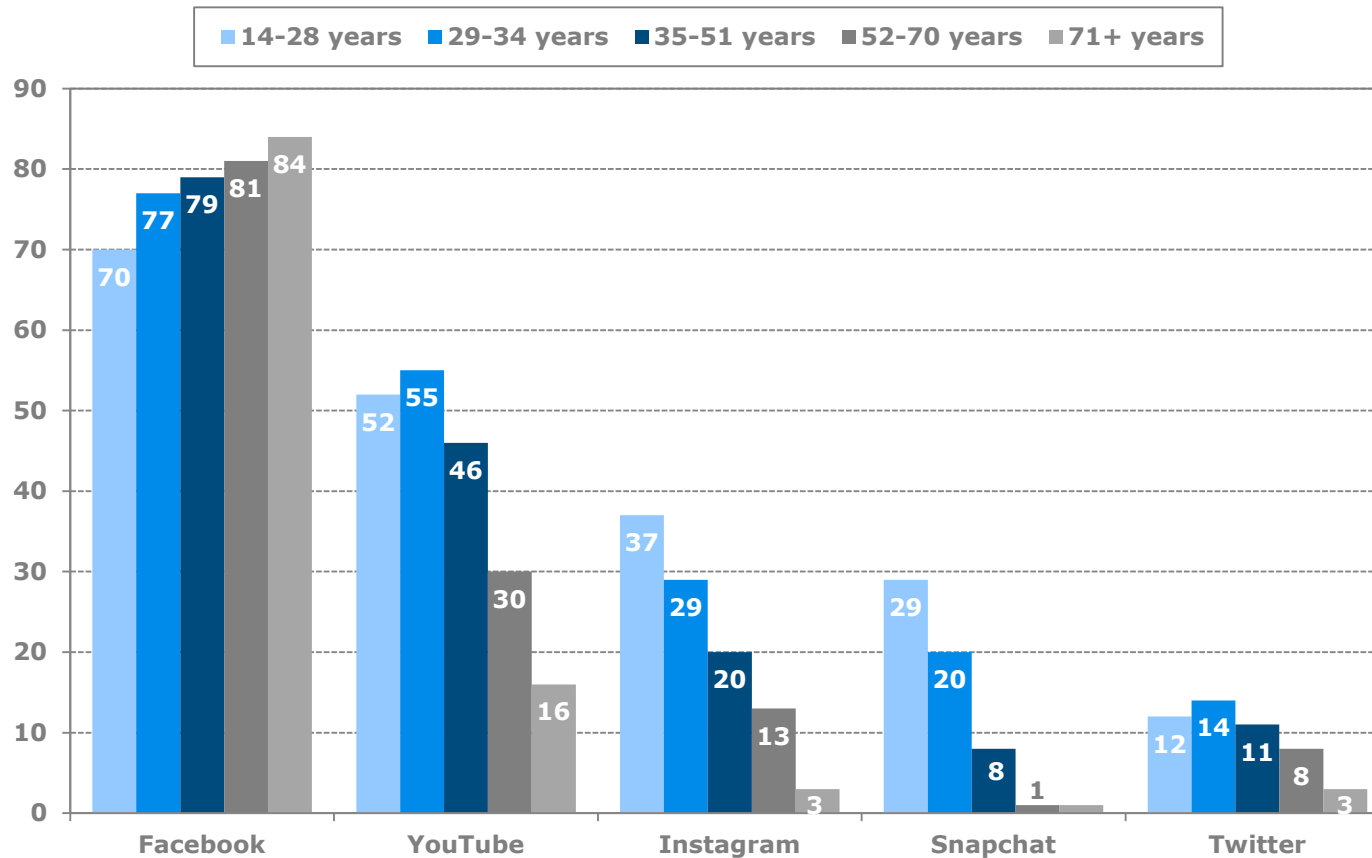
Source: Ipsos: Junior Connect' 2017.

Base: n=4,700, 1-19 years, 13- to 19-year-olds.



# Australia: Which age group uses which social network the most?

By age group, Australia, 2018, selection (percentages)



Source: Deloitte: Media Consumer Survey 2018, Australien, p. 12.

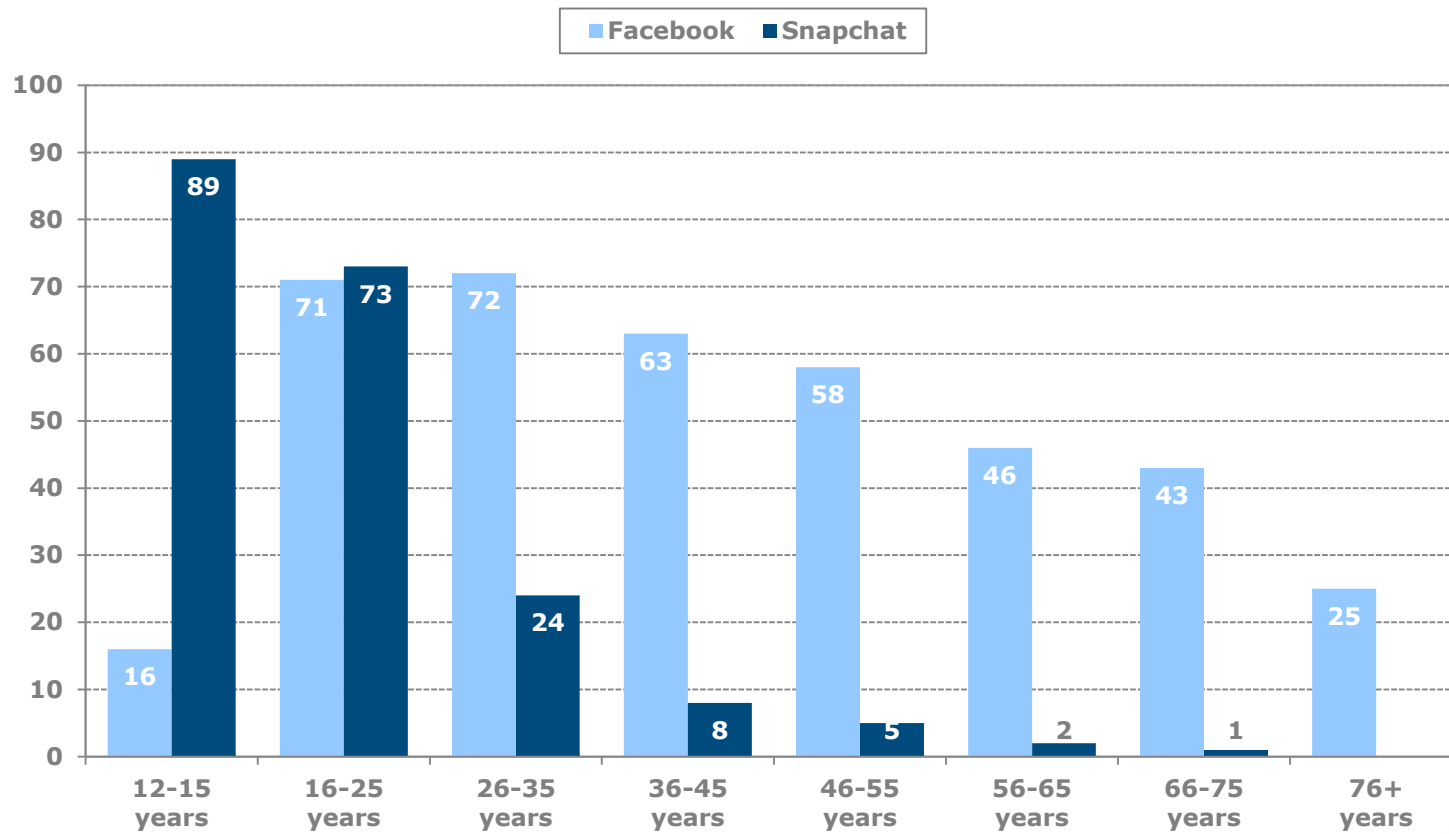
Base: n=2,000+, 14-71+ years.



# Use of social media in Sweden – Facebook or Snapchat?



By age group, 12+ years, Sweden, 2018, selection (percentages)  
Daily use



Source: Internet stiftelsen: Svenskarna och Internet 2018, p. 50.

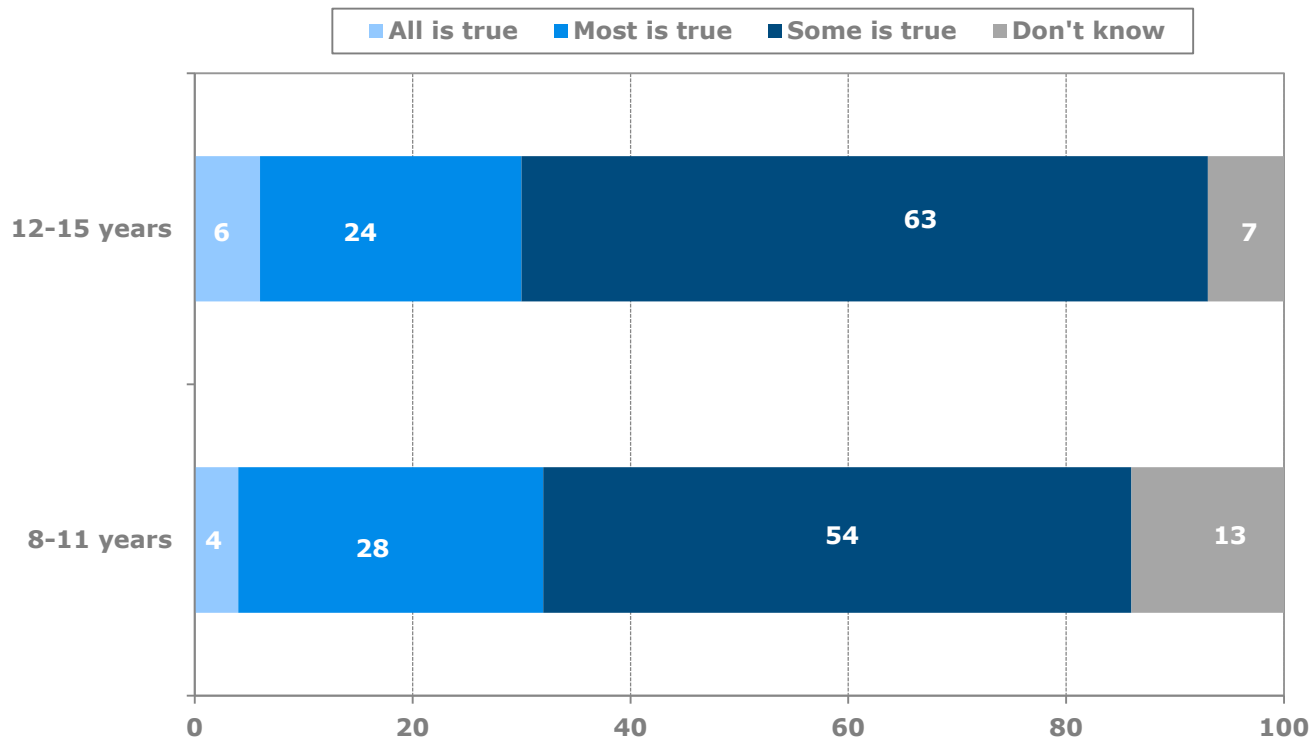
Base: n=3,057, 12+ years.



# Britain: As how trustworthy do children and adolescents see social media websites?

By age group, 8-15 years, UK, 2018, selection (percentages)

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



Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 96.

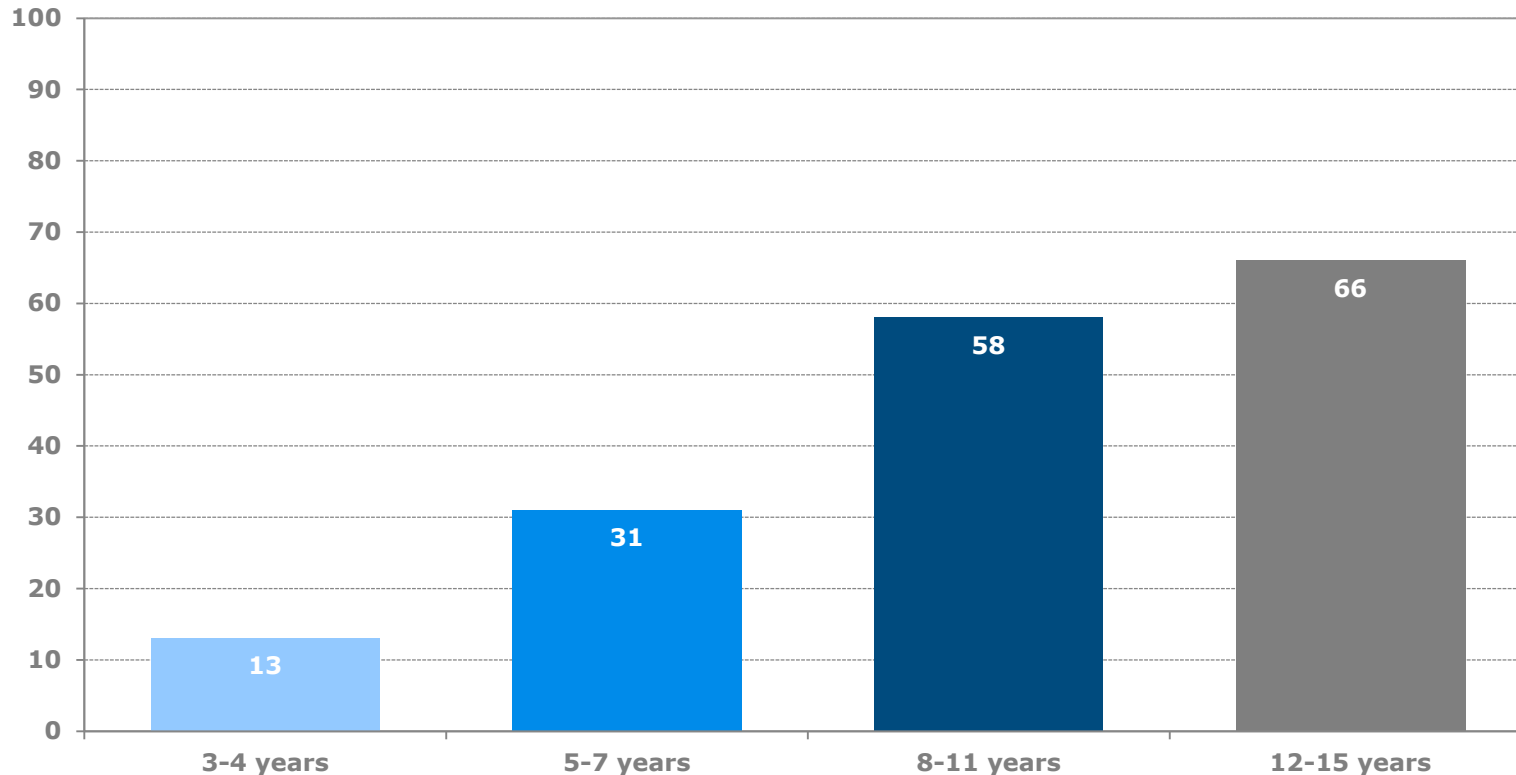
Base: n=261, 8-11 years; n=416, 12-15 years; Internet and Social Media users.



# UK: How many children and adolescents play online games?

By age group, 3-15 years, UK, 2018, selection (percentages)

“Do you ever play online games?”



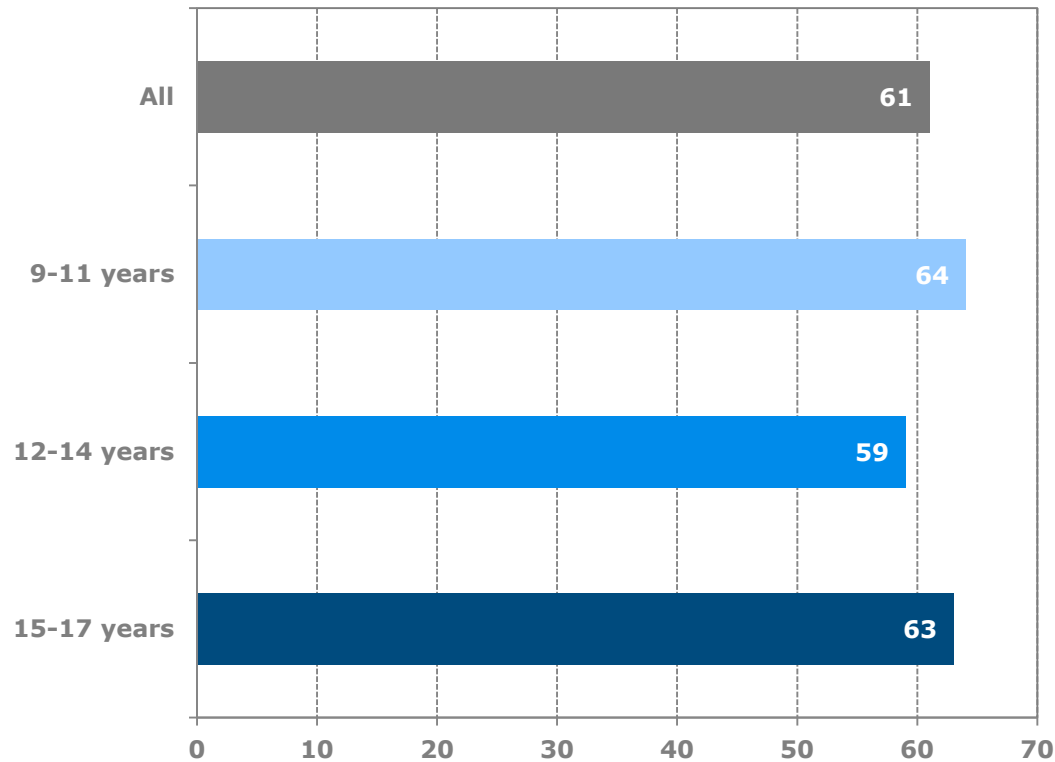
Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 72.

Base: n=1,430 parents and n=1.430 children, 5-15 years; n=630 parents of 3- to 4-year-olds.



# Online gaming in South Africa

By age group, 9-17 years, South Africa, 2018, selection (percentages)  
“At least weekly use”



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

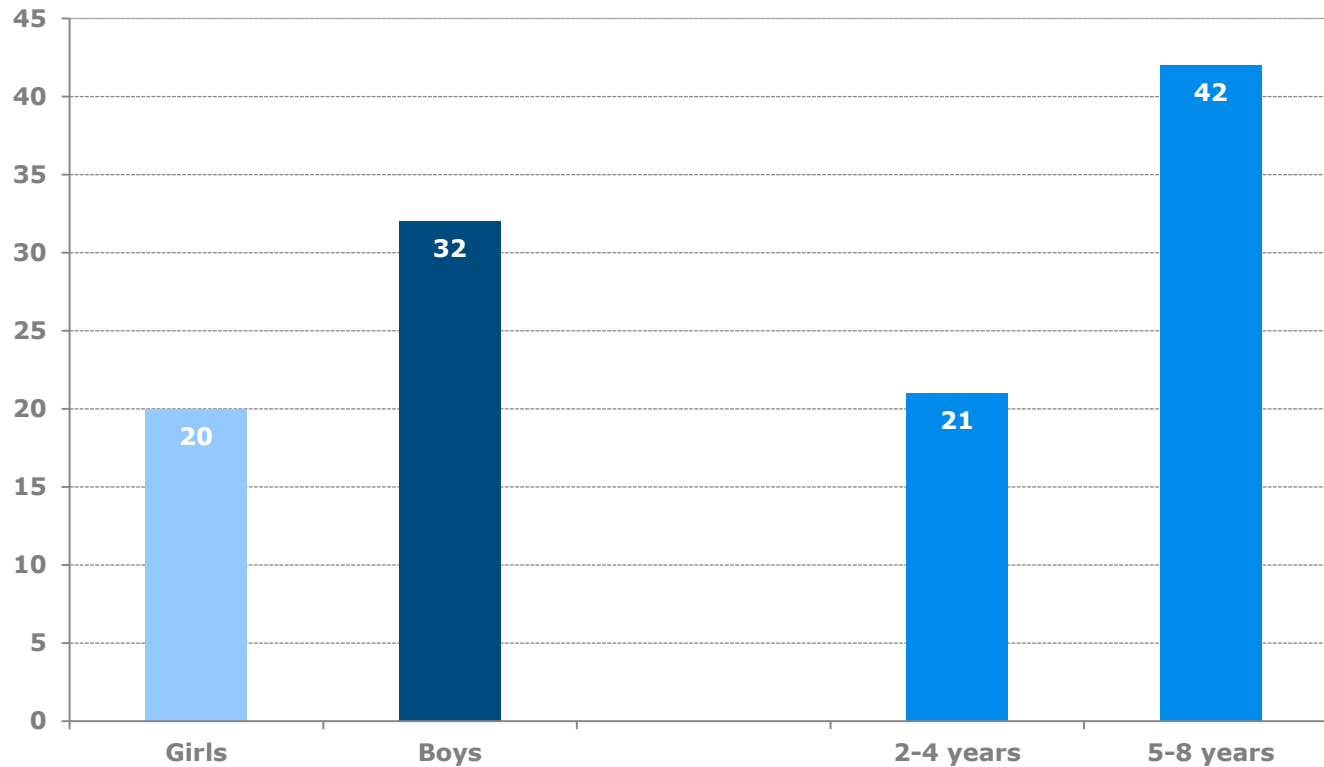
Base: n=1,000, 9-17 years.



# USA: How much time do children spend with mobile, console or computer games?



According to parents' response, 0-8 years, USA, 2017 (minutes/day)



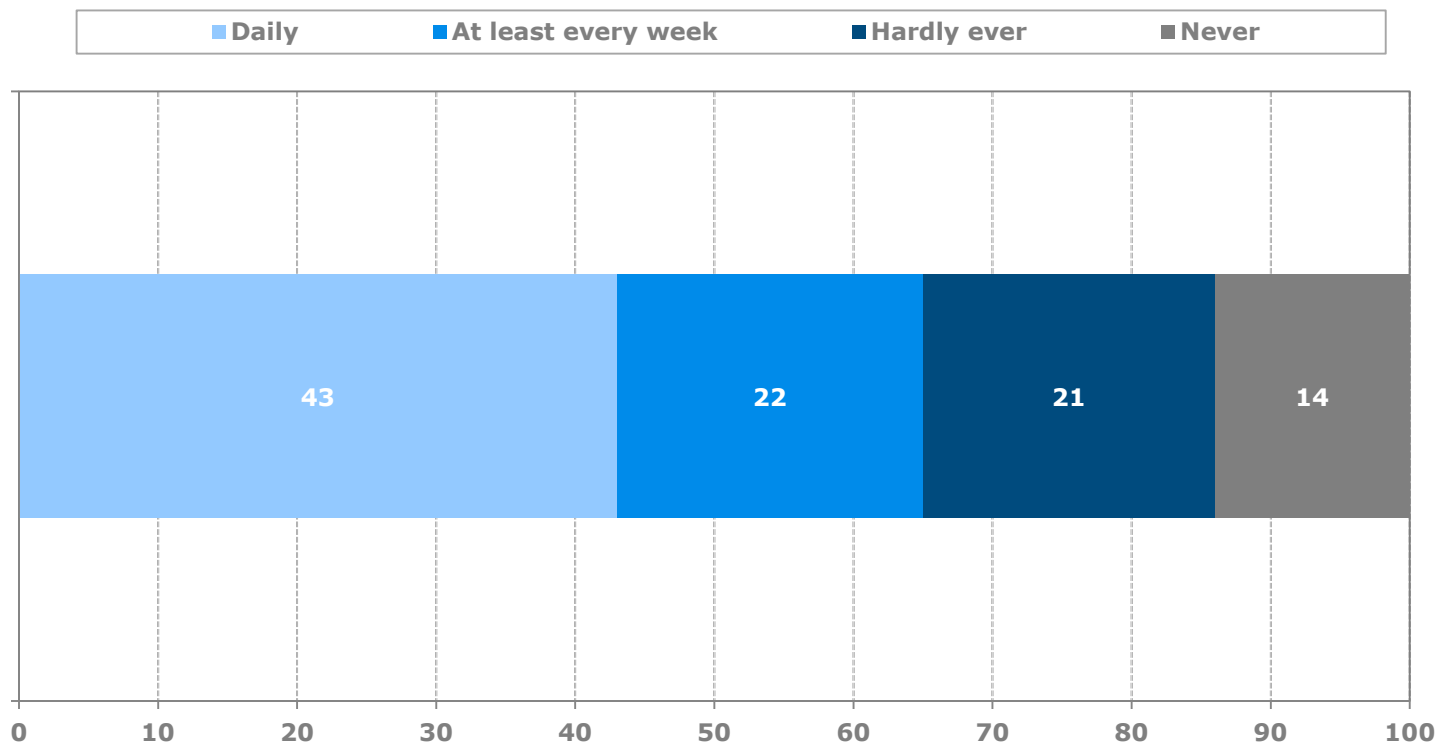
Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2017, p. 31.

Base: n=1,454 parents with kids between 0-8 years.



# Czech Republic: How often do you play online games?

9-17 years, Czech Republic, 2017-2018 (percentages)  
In the previous month



Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 8.

Base: n=2,825, 9-17 years.

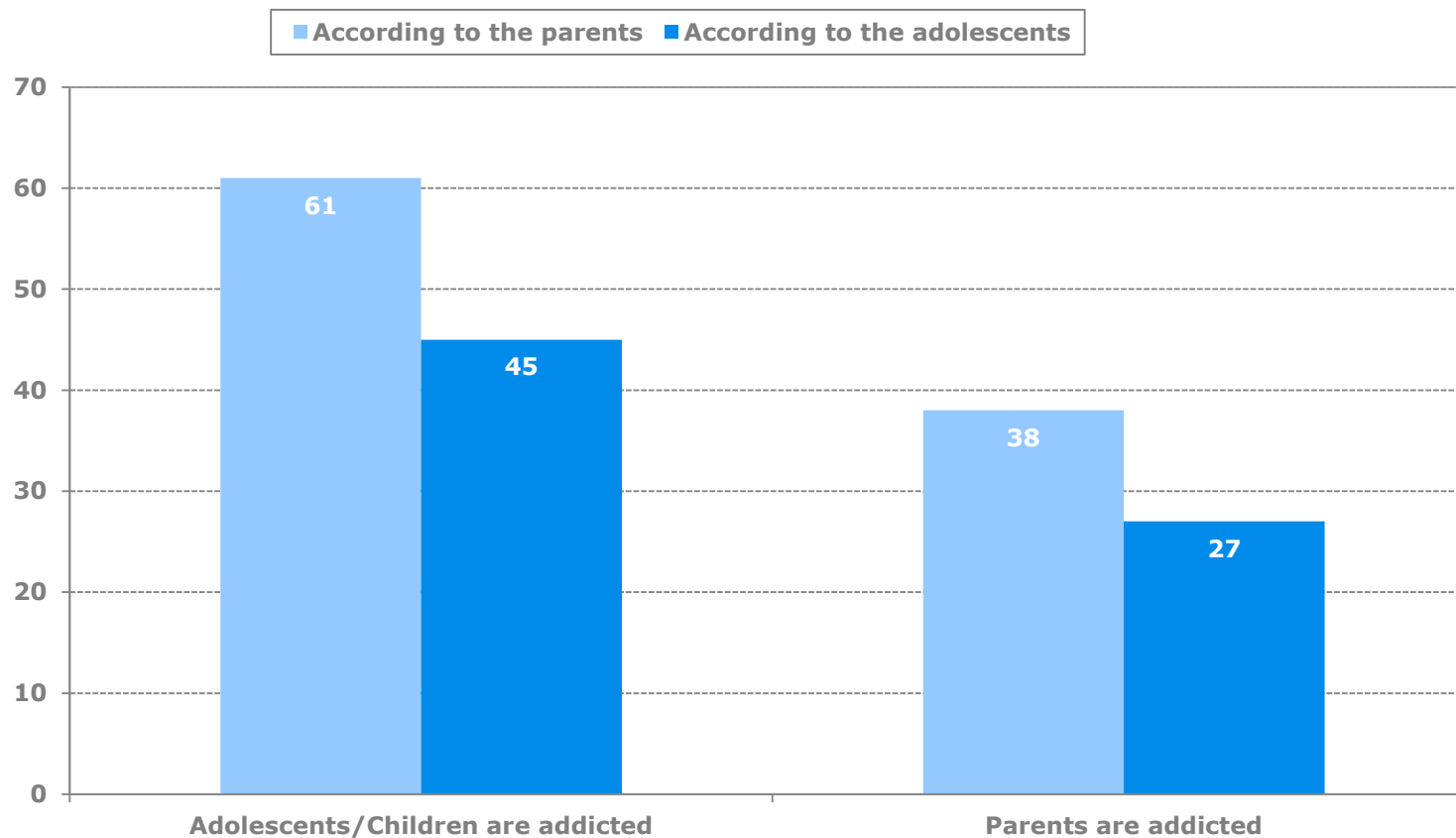




# Addiction to mobile devices according to parents and adolescents in Japan

Japan, 2017, selection (percentages)

“I feel that I am addicted/my kids are addicted to mobile devices.”



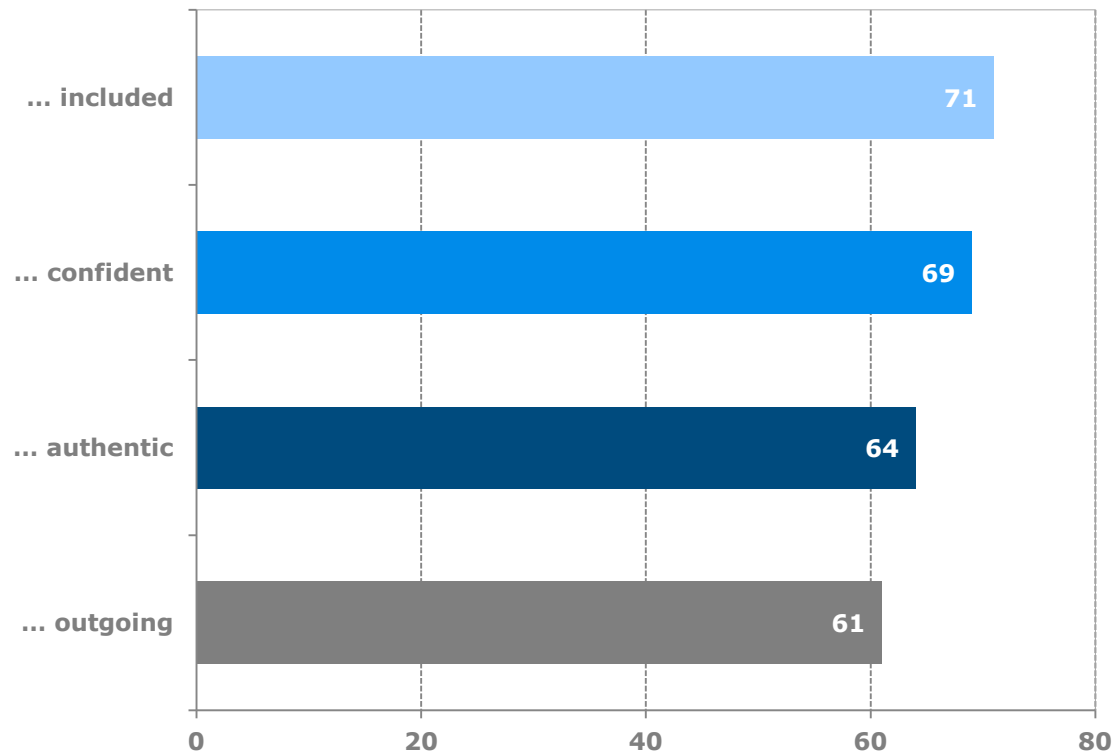
Source: Robb, M. R. u a.: Parents, Teens and Digital Devices in Japan 2017, p. 6.

Base: n=1,200 parents and kids, 13-18 years.



# USA: How do you feel when you use social media?

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



Source: Pew Research Center: Teens' Social Media Habits and Experiences 2018, p. 7.

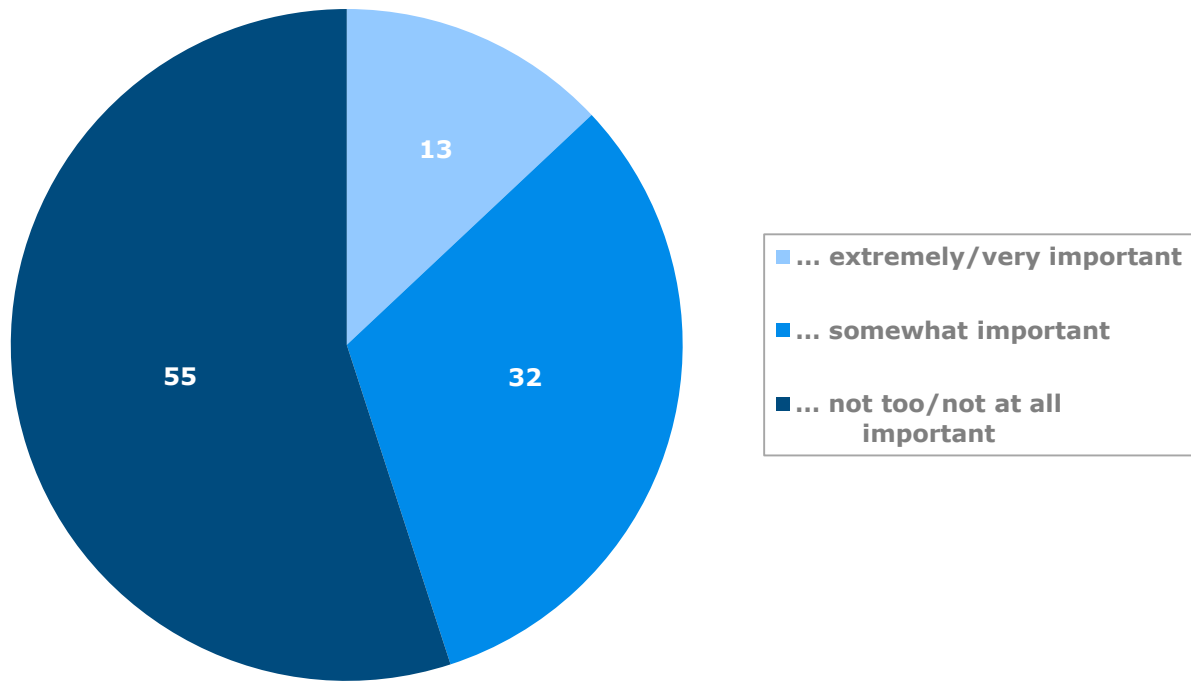
Base: n=720, 13-17 years.



# The importance of “likes”

13-17 years, USA, 2018 (percentages)

“Getting lots of likes is ...”

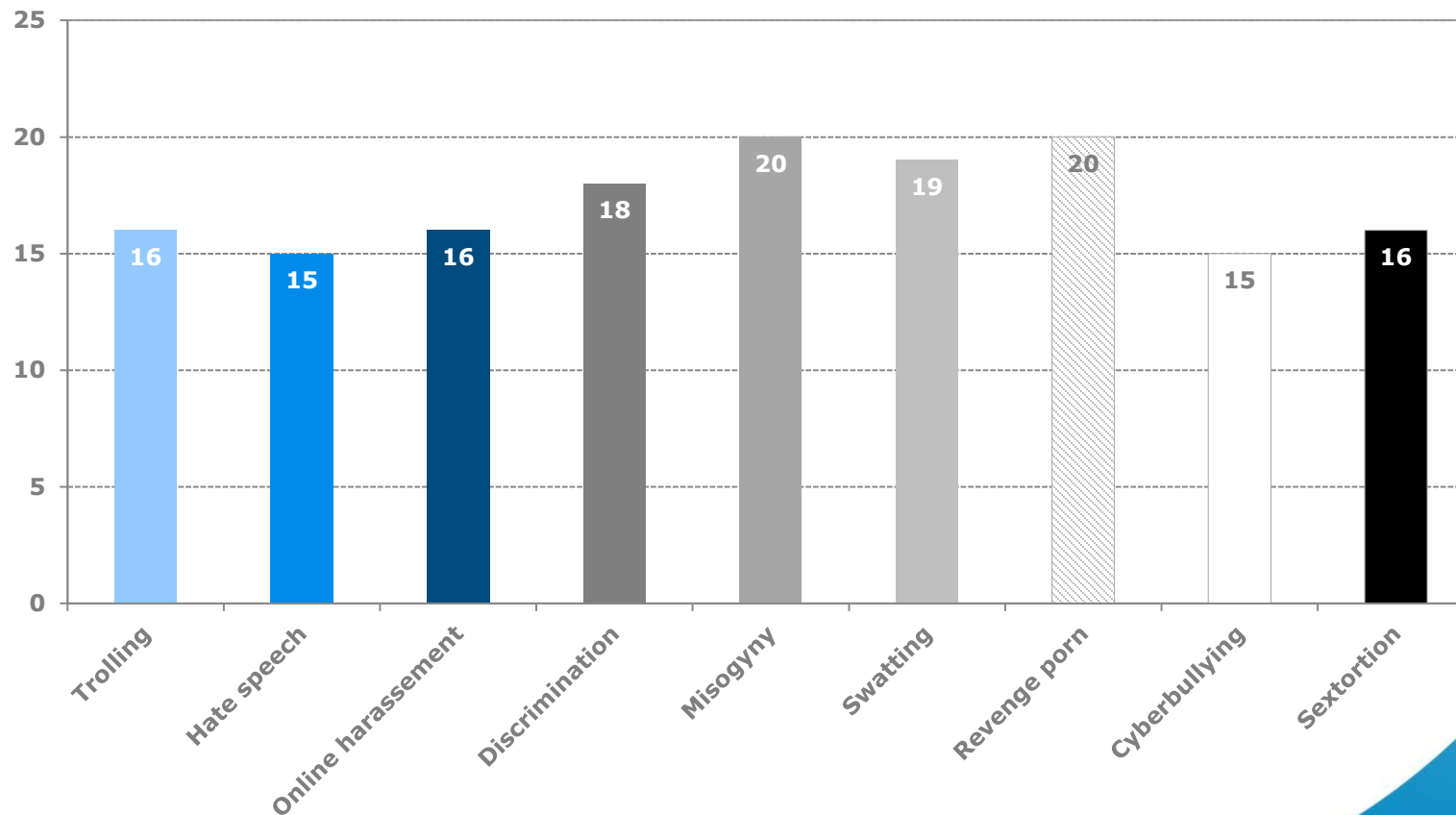


Source: Common Sense: Social Media, Social Life, 2018, p. 28.

Base: n=1,141, 13-17 years, Social Media users.

# What kind of negative experience do adolescents come across the most when they go online?

13-17 years, 23 countries internationally, selection, 2017 (percentages)  
“(Almost) every time, when I communicate with other people online”



Source: Microsoft: Civility, Safety & Interaction Online 2018, p. 54.

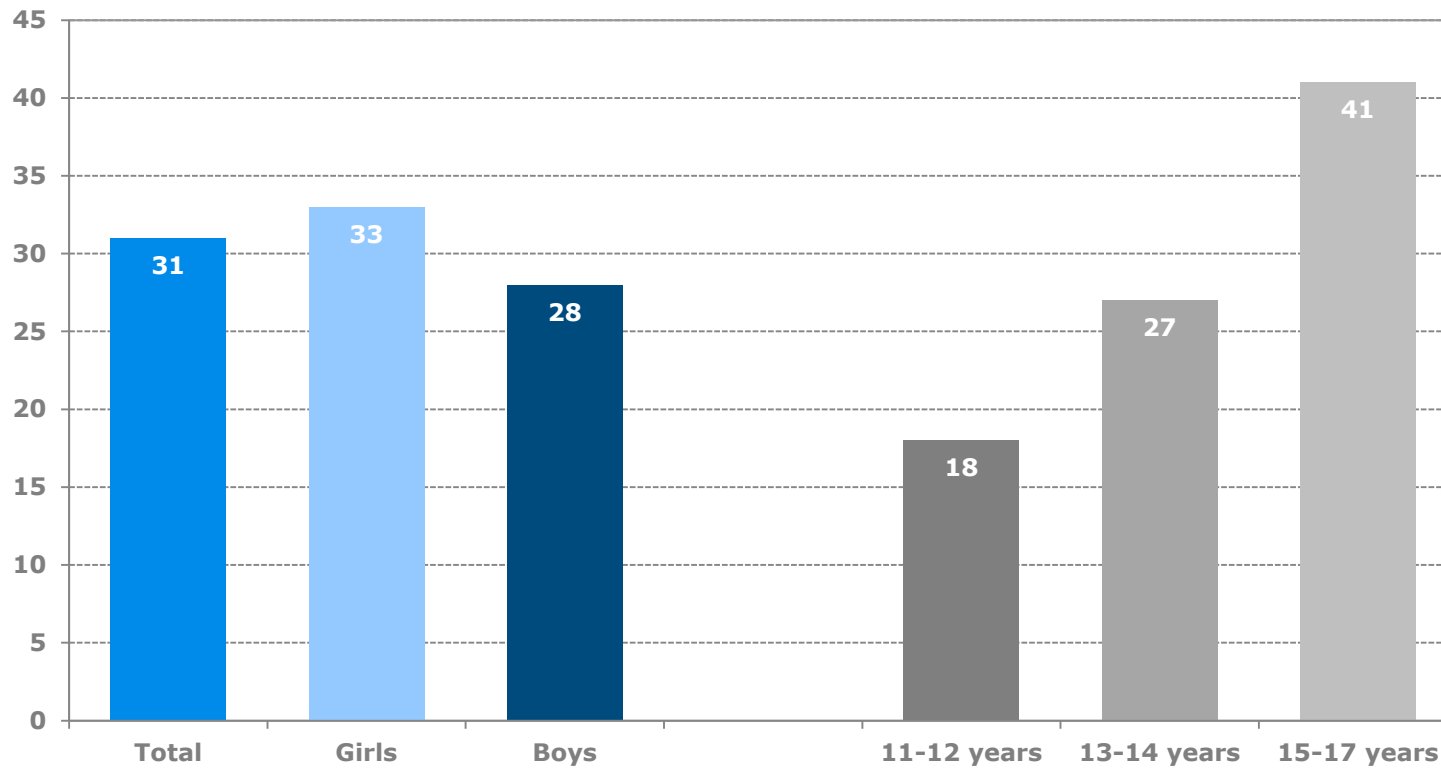
Base: n=250, 13-17 years, internationally.



# Italy: experience of hate speech

9-17 years, Italy, 2017, selection (percentages)

“Did you come in contact with hate speech in the last year?”



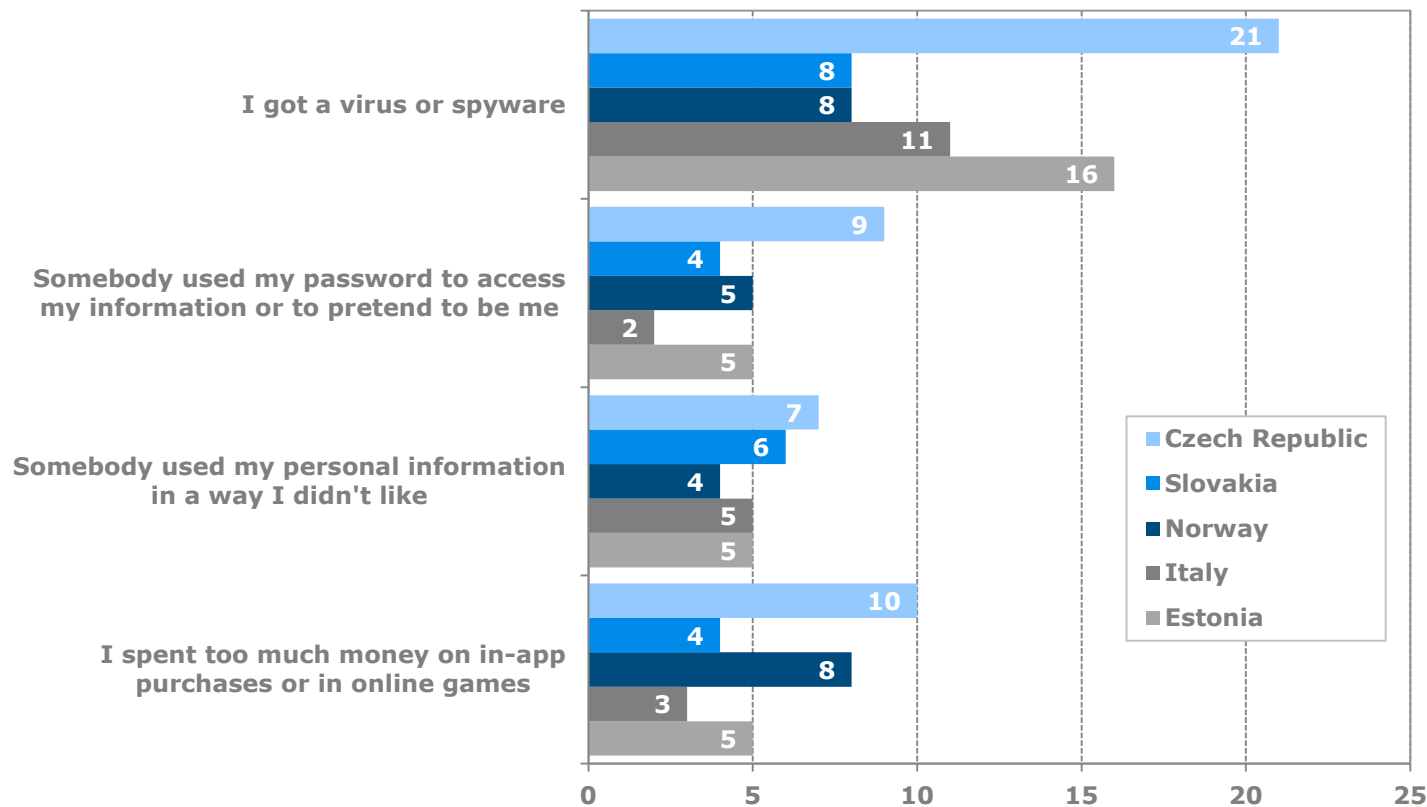
Source: Mascheroni/Olafsson: Access and use, risks and opportunities of the Internet for Italian children 2018, p. 3.

Base: n=1,006 children and adolescents, 9-17 years.



# Europe: negative experience with personal data

9-17 years, 5 countries in the EU, 2017/2018, selection (percentages)  
“What did you experience in the Internet last year?”



Source: Smahel u. a.: EU Kids Online Survey 2019, p. 2.

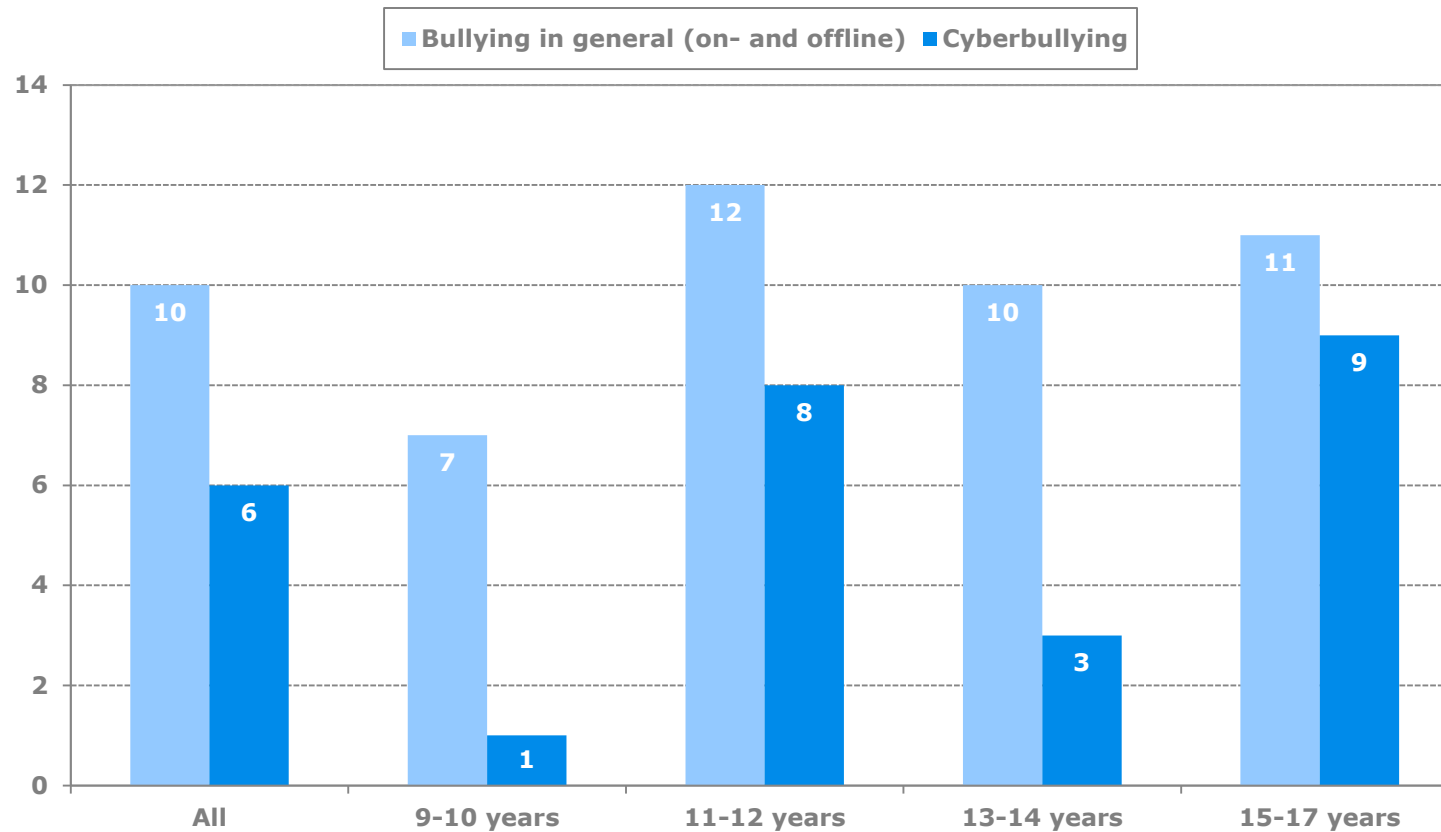
Base: 9-17 years; Czech Republic n=2,825; Estonia n=1,020; Italy n=1,006; Norway n=1,001; Slovakia n=1,018.



# Bullying experiences of Italian children and adolescents

By age group, 9-17 years, Italy, 2017, selection (percentages)

“I was bullied in the last year”



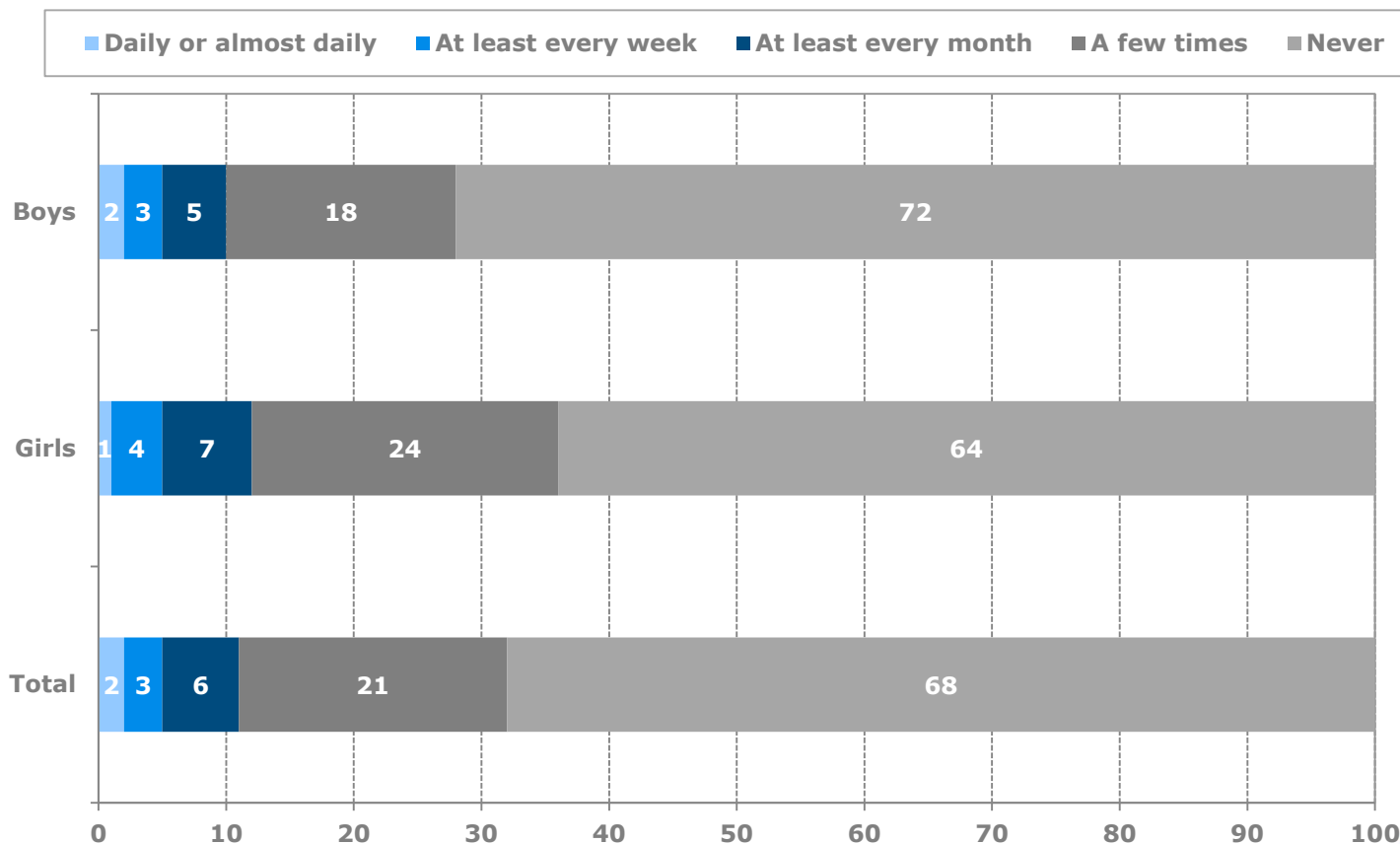
Source: Mascheroni/Olafsson: Access and use, risks and opportunities of the Internet for Italian children 2018, p. 3.

Base: n=1,006 children and adolescents, 9-17 years.



# Frequency of negative online experiences in the Czech Republic

9-17 years, Czech Republic, 2017-2018 (percentages)  
“How many times in the last year?”



Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 13.

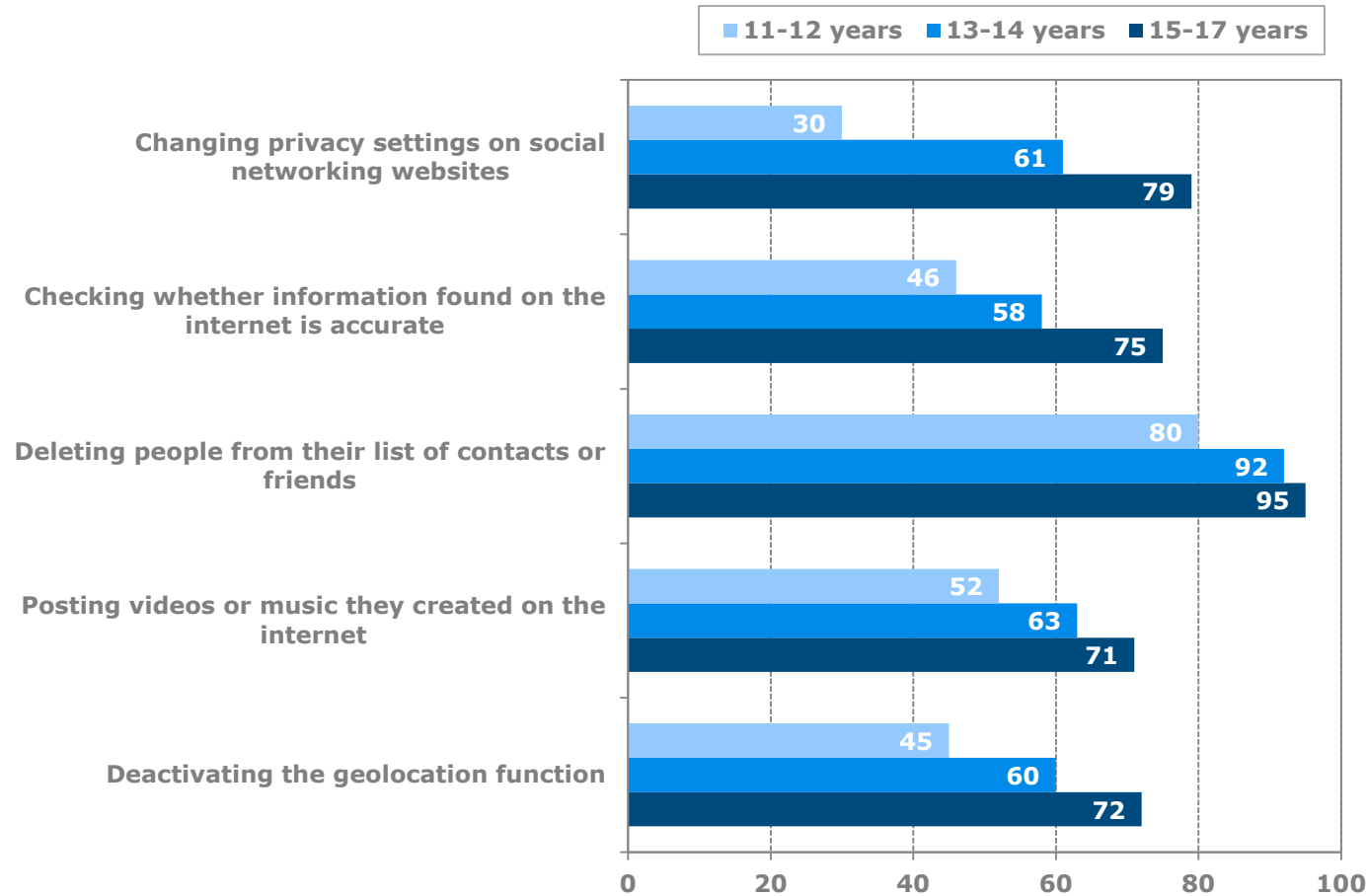
Base: n=2,825, 9-17 years.





# Brazil: Which internet skills do children and adolescents have?

By age group, 9-17 years, Brazil, 2017, selection (percentages)



Source: Comit  Gestor da Internet no Brasil – CGI.br: ICT Kids Online Brazil 2017 survey, p. 273.

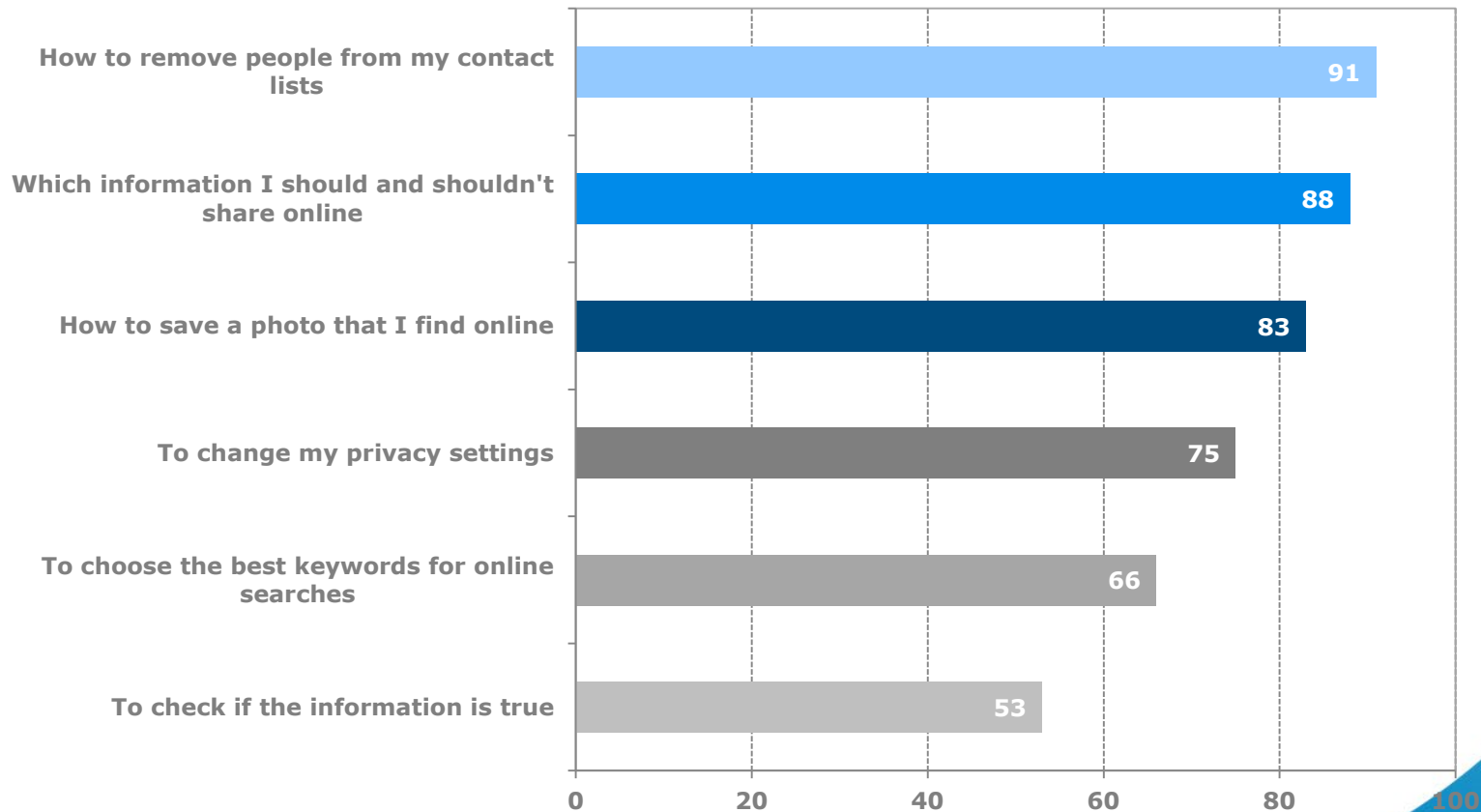
Base: n=3,102 children, 9-17 years, and their parents.



# Media literacy of children and adolescents in the Czech Republic

9-17 years, Czech Republic, 2017-2018 (percentages)

“Very true for me”, “It’s not a problem for me/I know how it works”



Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 10.

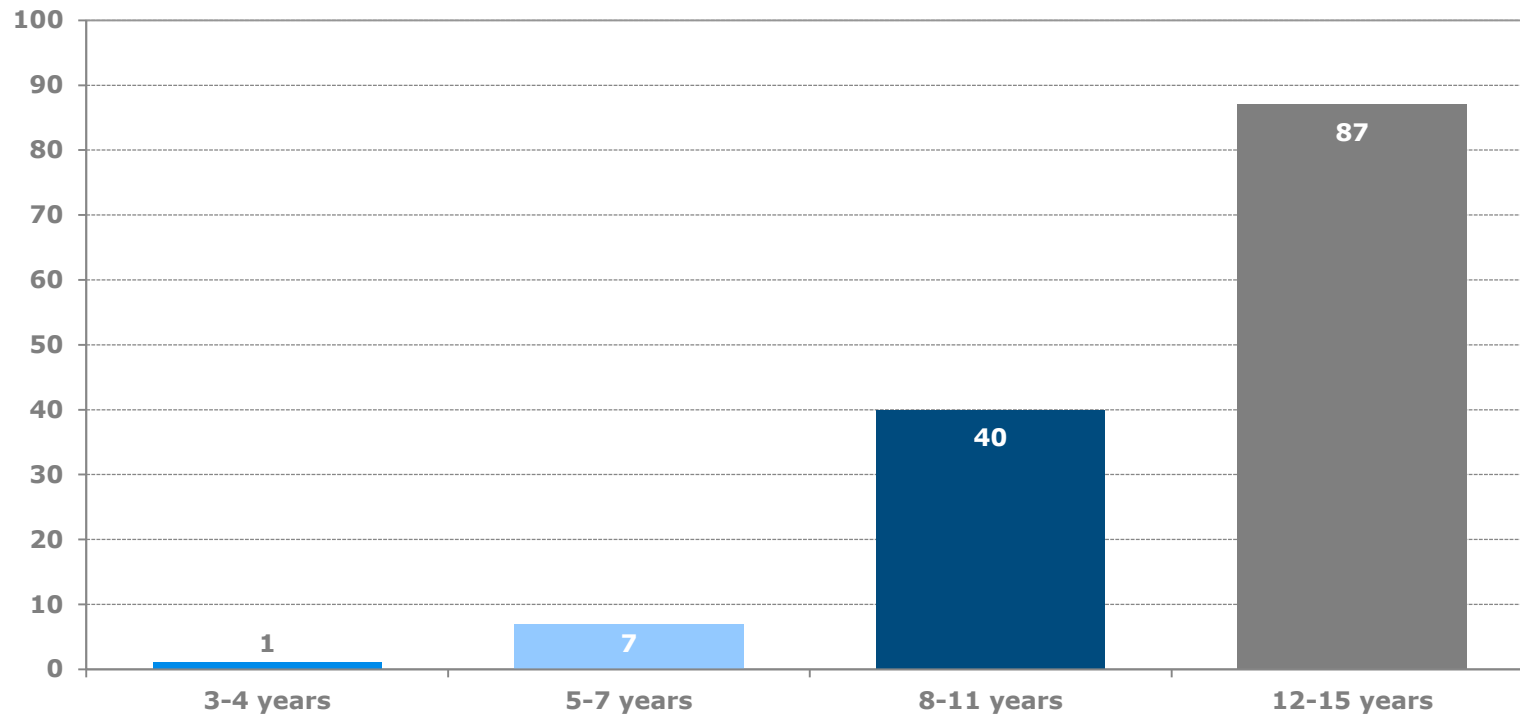
Base: n=2,825, 9-17 years.

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



# Britain: mobile phone access and use among children and adolescents

By age group, 3-15 years, UK, 2018, selection (percentages)

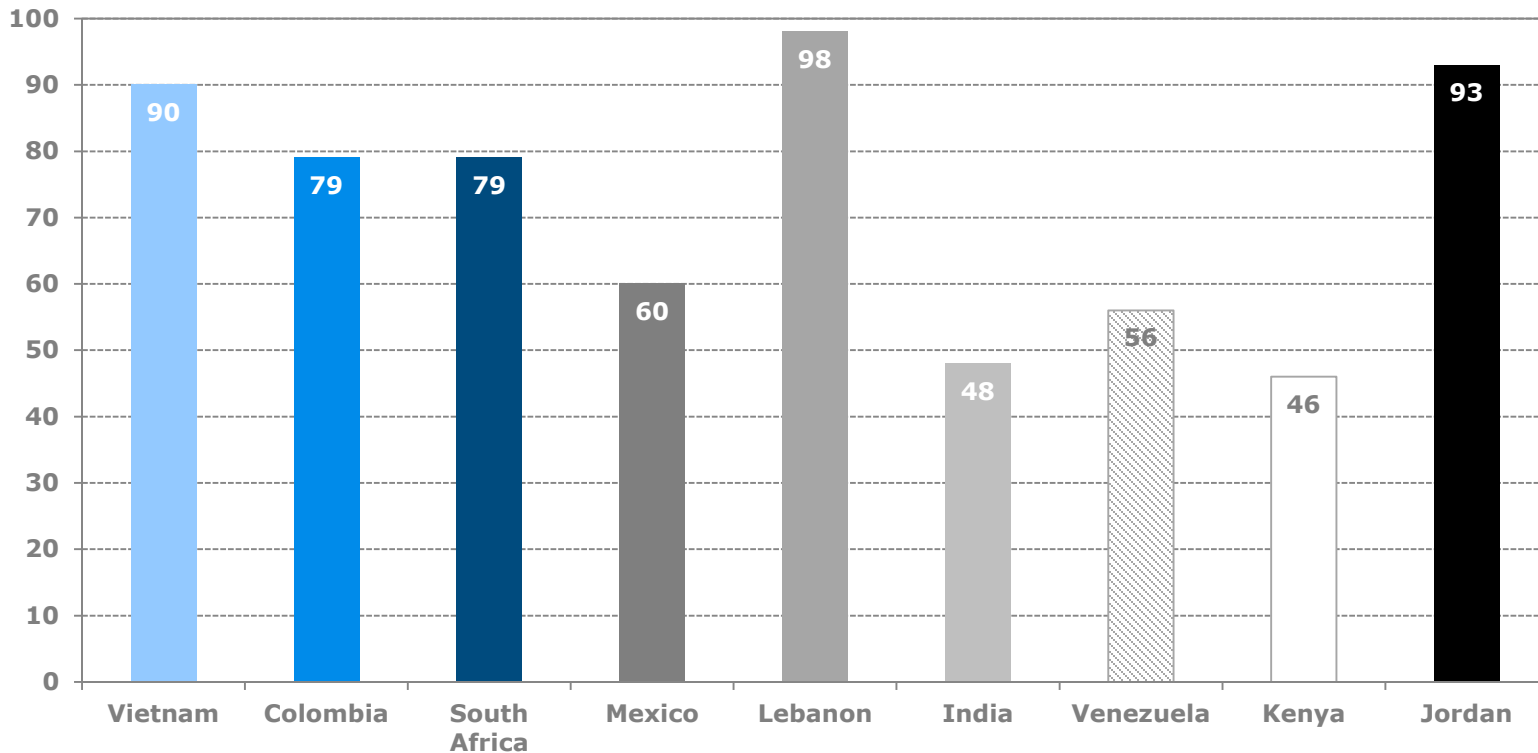


Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds, n=630 parents of 3- to 4-year-olds.

# Use of mobile phones among young adults in emerging countries

18-29 years, 2018, selection (percentages)



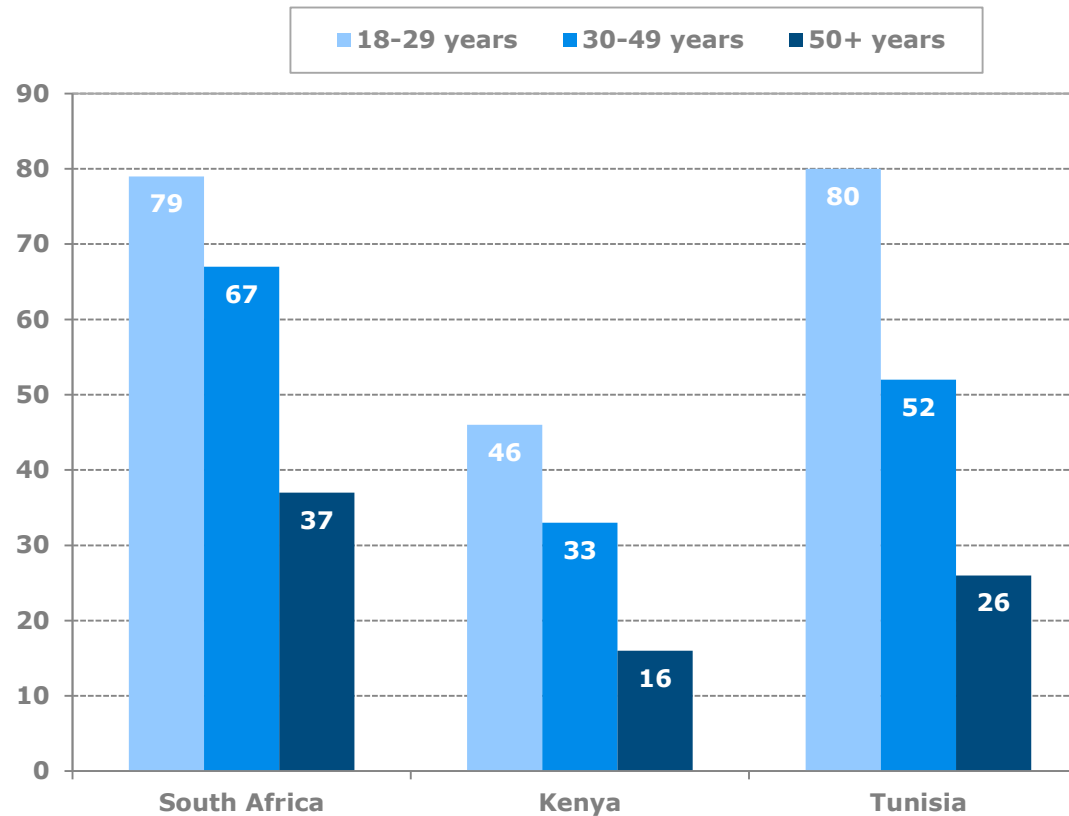
Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

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.



# Africa: How many adolescent use a mobile phone? Comparison between different age groups

By age group, 2018, selection (percentages)



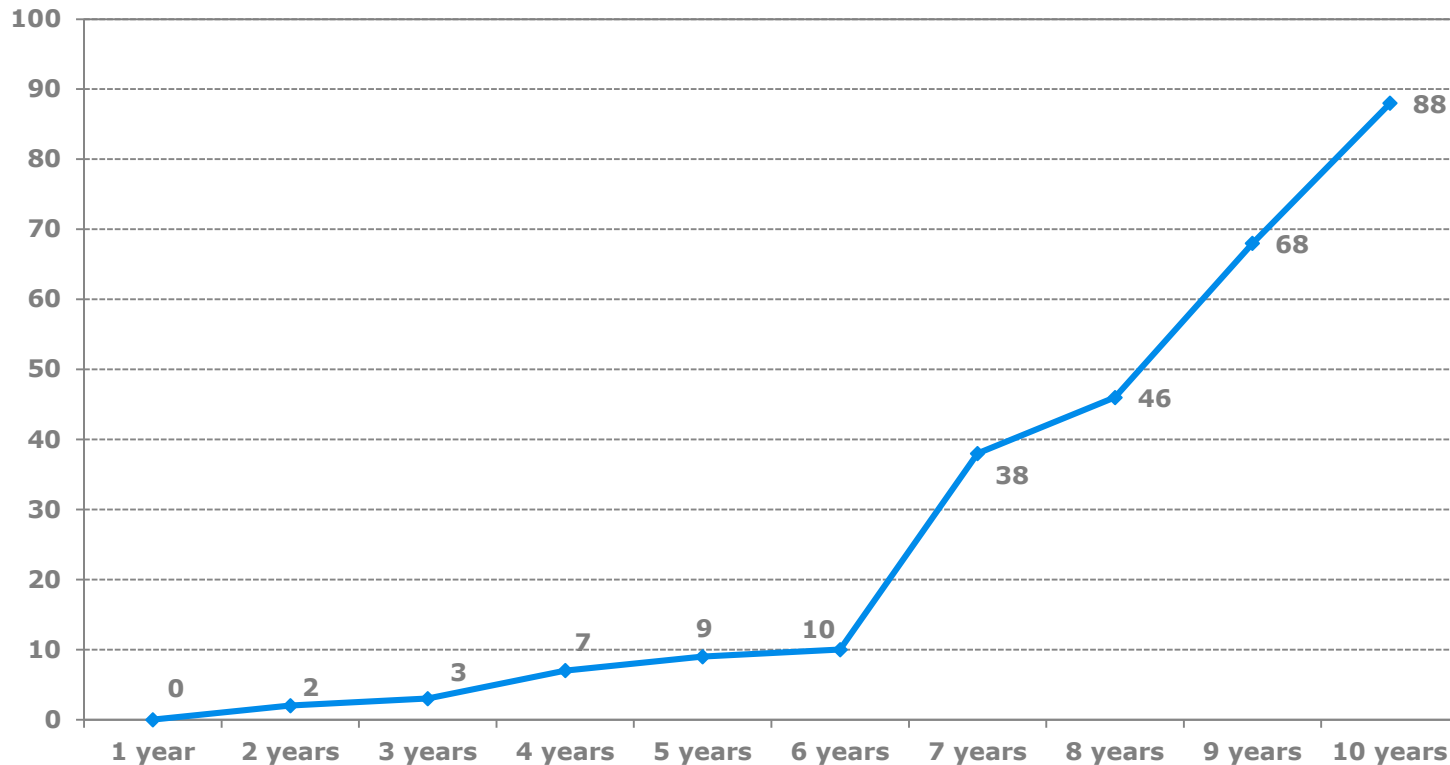
Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

Base: Tunisia n=2,532, Kenya n=2,508, South Africa n=2,466; 18+ years.



# Sweden: How many children have their own mobile phone?

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



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

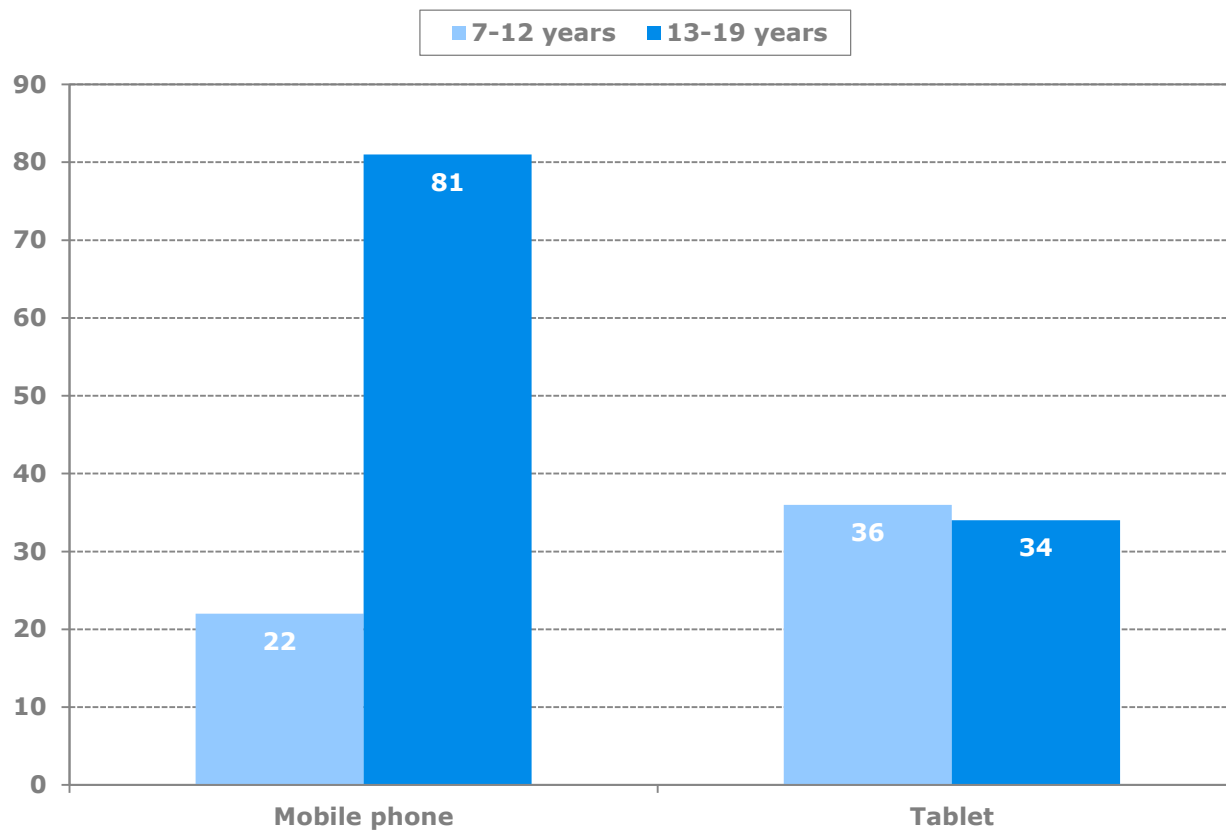
Base: n=603 parents of 0-10-year-olds.



# Ownership of a mobile phone or tablet in France



By age group, 7-19 years, France, 2017, selection (percentages)



Source: Ipsos: Junior Connect' 2017.

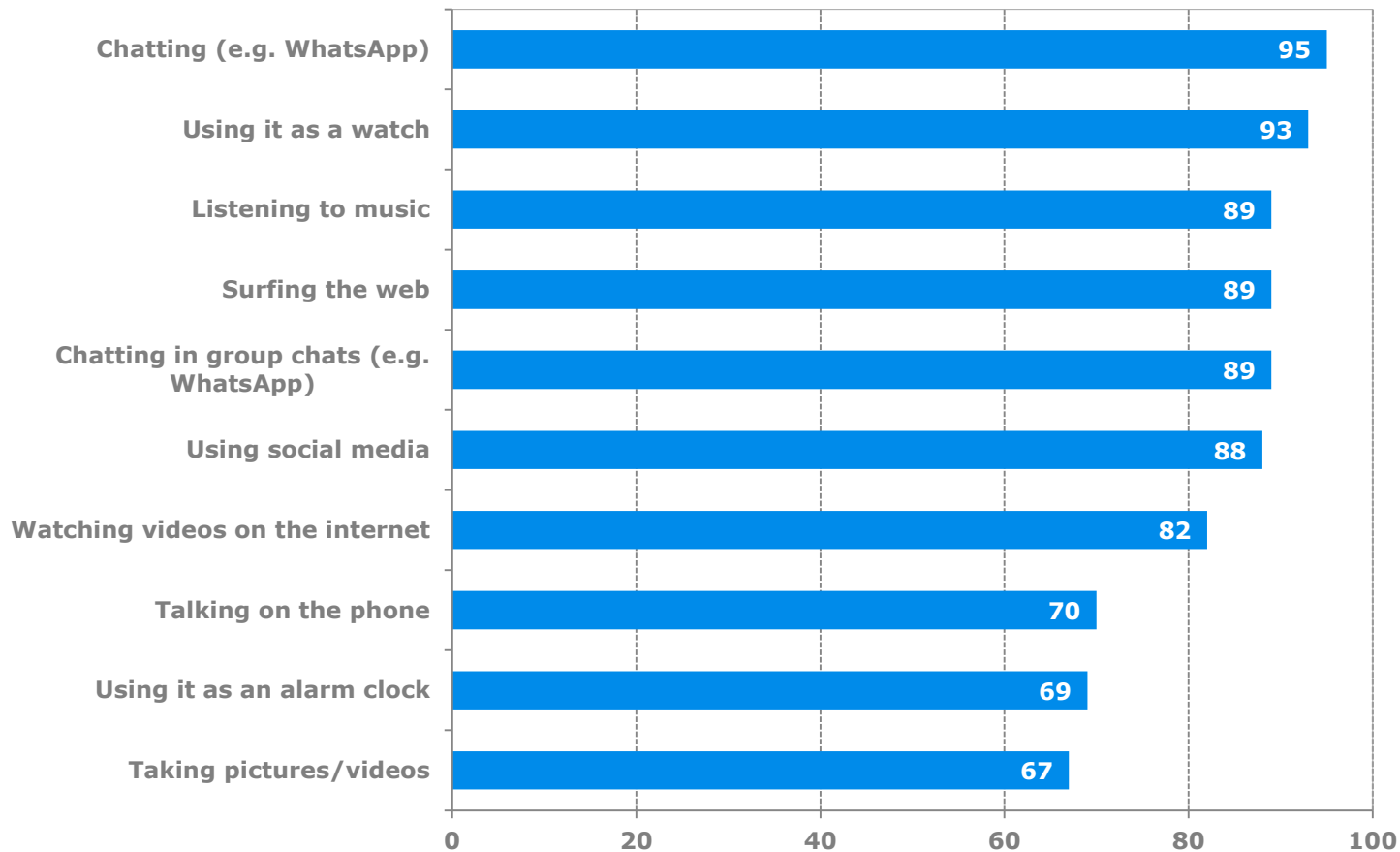
Base: n=4,700 children and parents, 1-19 years, 7- to 19-years.





# Switzerland: What are adolescents doing when on their mobile phones?

12-19 years, Switzerland, 2018, selection (percentages)  
Daily/more than once a week



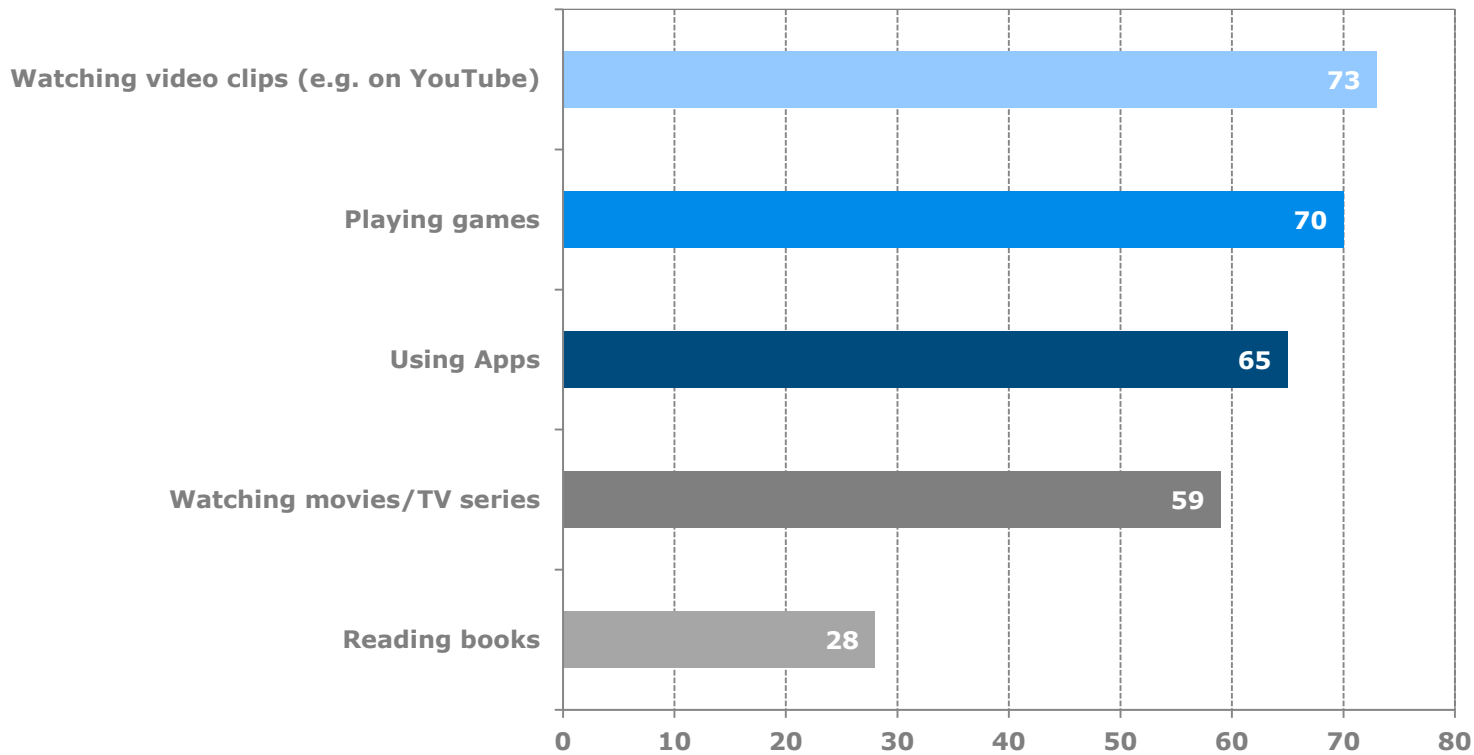
Source: ZHAW: James-Studie 2018, p. 67.

Base: n=1,125, 12-19 years.



# Usage of mobile devices among children in the USA

0-8 years, USA, 2017, selection (percentages)



Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2017, p. 25.

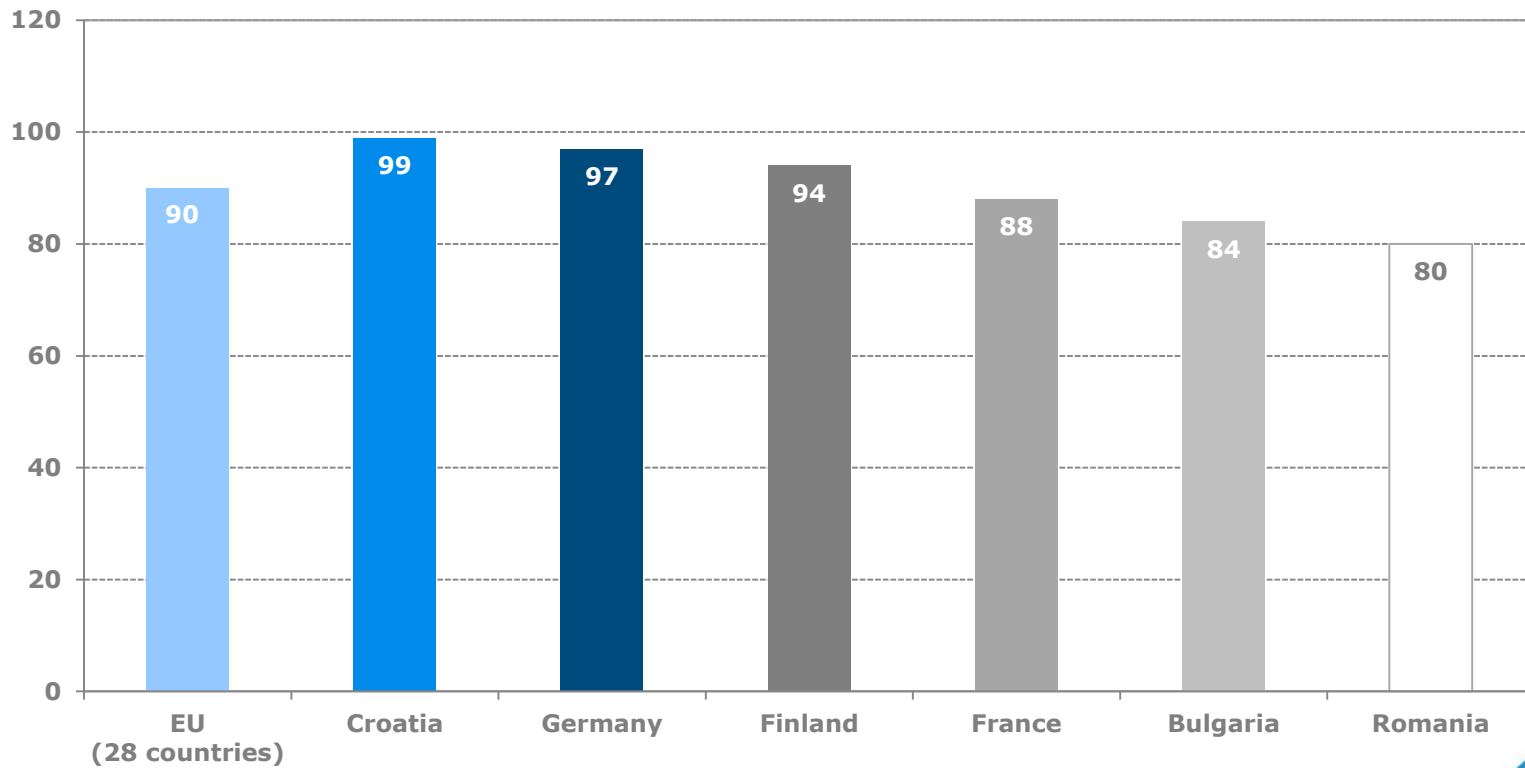
Base: n=1,454 parents with 0- to 8-year-old children.



# Europe: How many adolescents use their smartphones to access the internet?



16-19 years, 2018, selection (percentages)



Source: Europäische Union: Eurostat 2018.

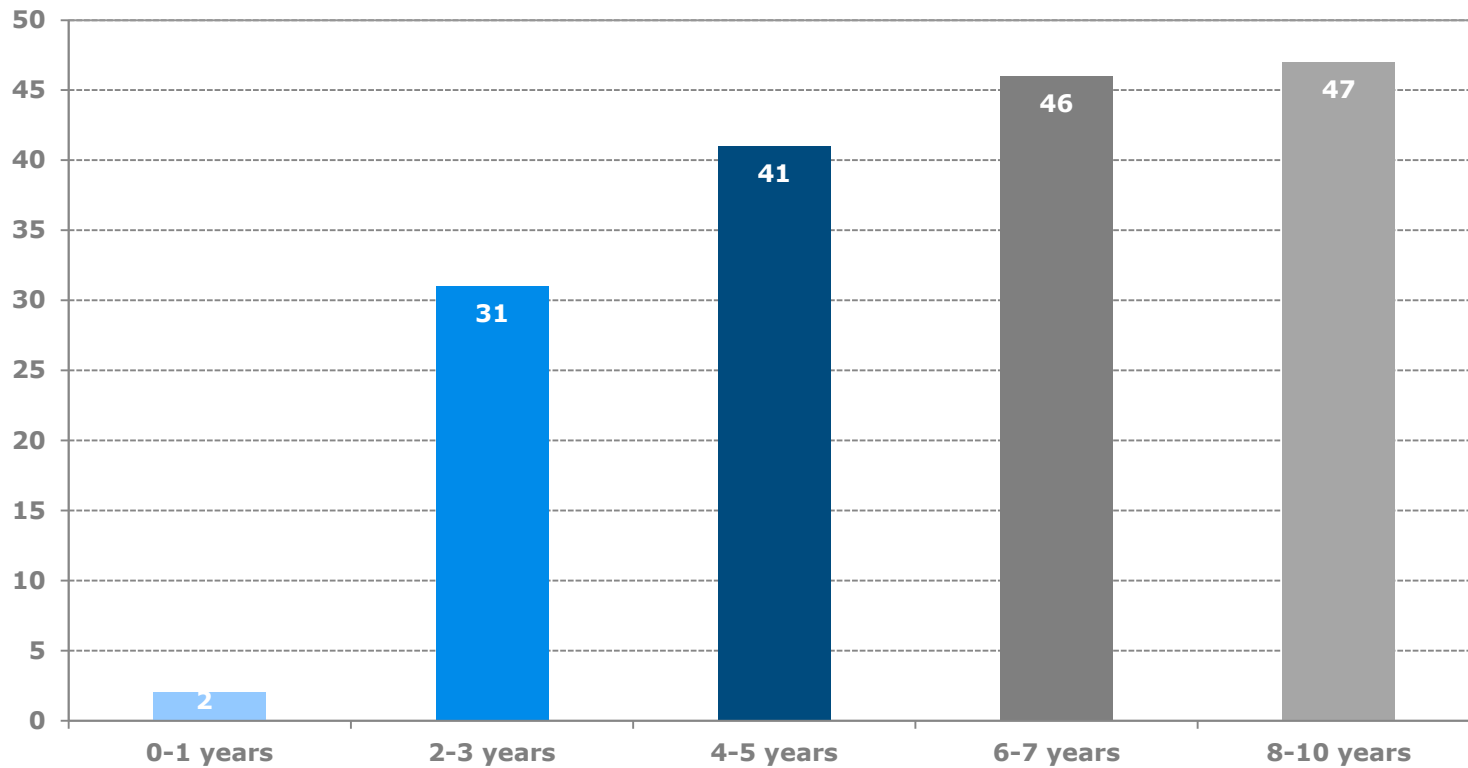
Base: EU citizens, 16-74 years.



# Sweden: daily usage of a tablet for internet access



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



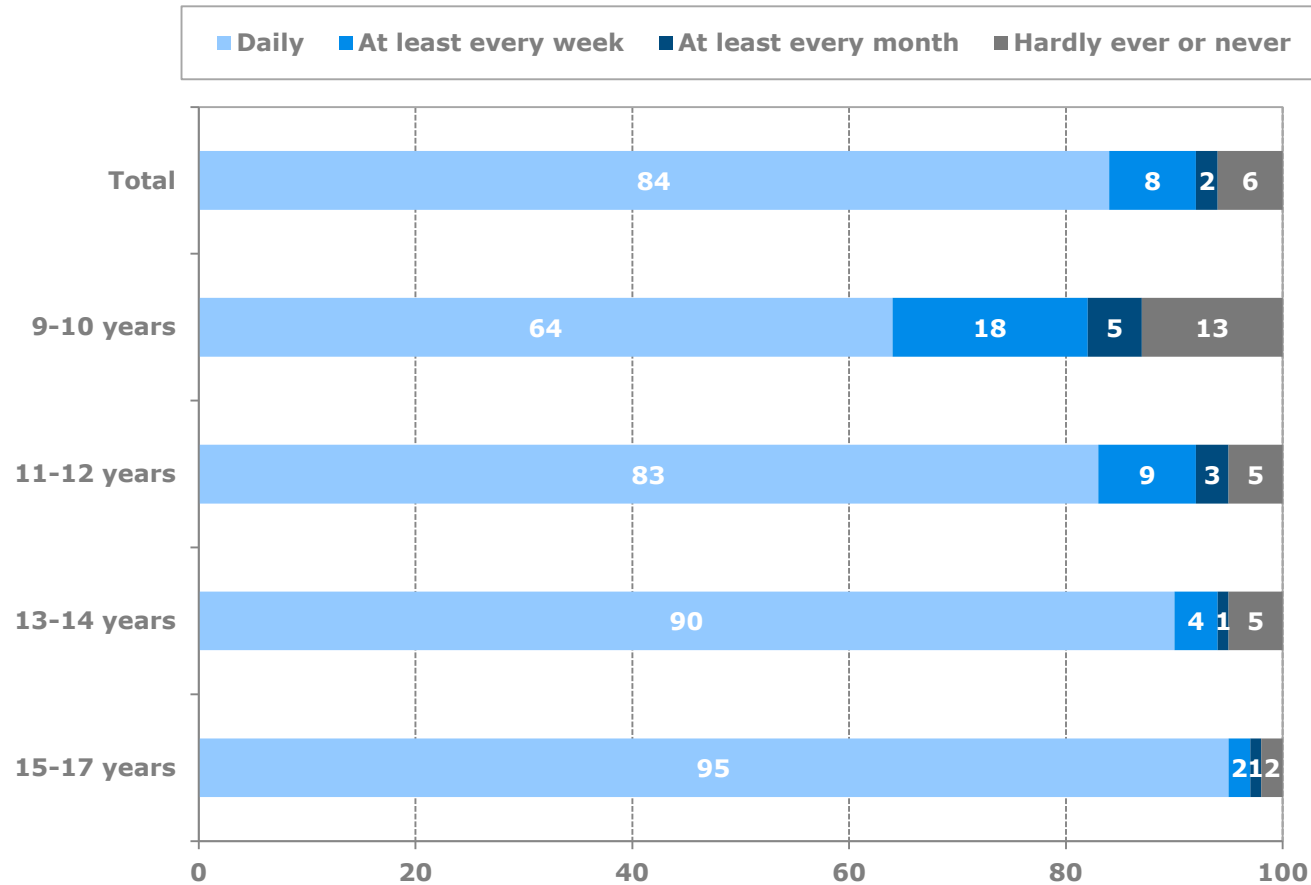
Source: Internet stiftelsen: svenskarna och Internet 2018, p. 64.

Base: n=603 parents of 0- to 10-year-olds.



# Czech Republic: How many times is the mobile phone used to access the internet?

By age group, 9-17 years, Czech Republic, 2017-2018 (percentages)

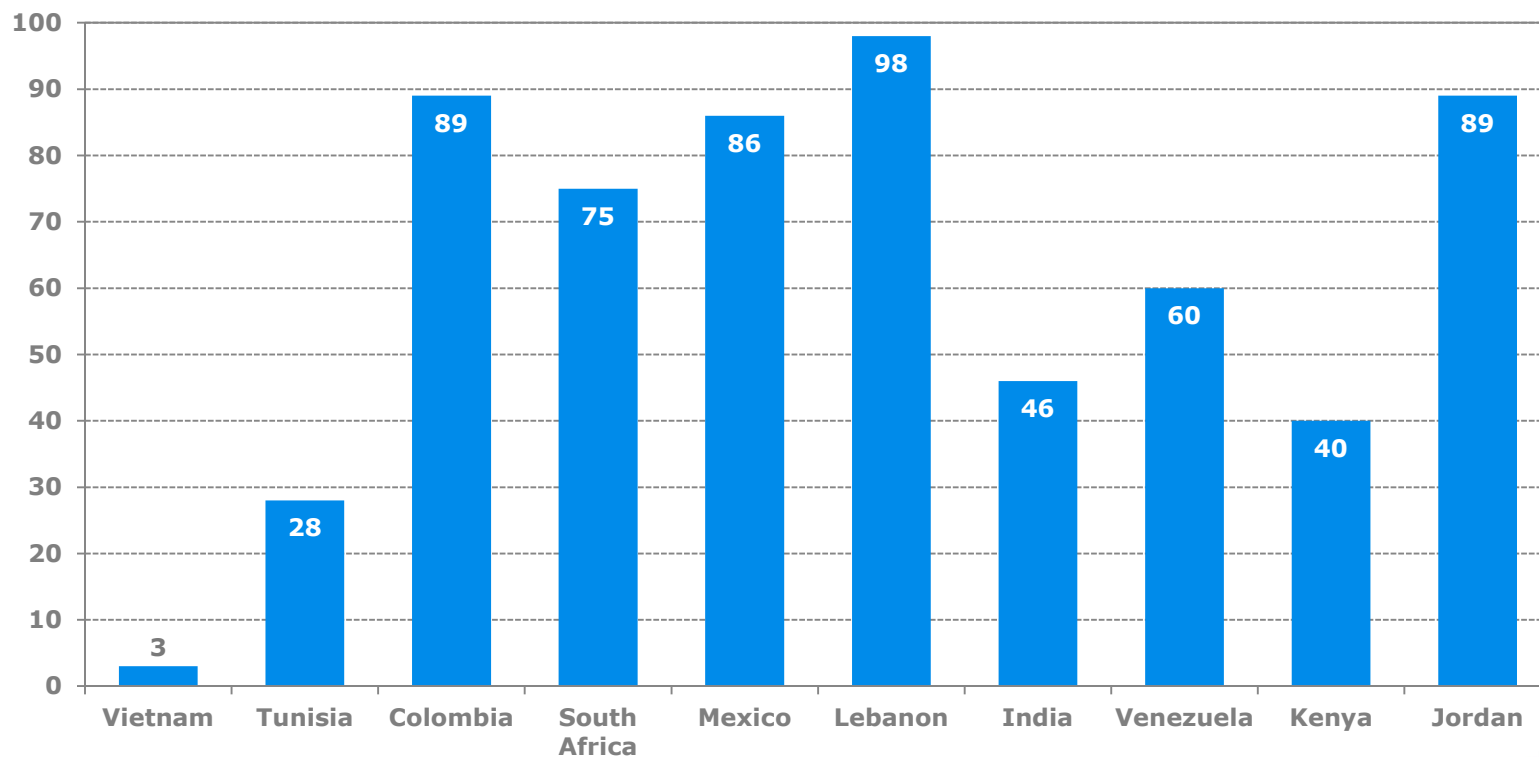


Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 6.

Base: n=2,825, 9-17 years.

# Use of WhatsApp in emerging countries

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



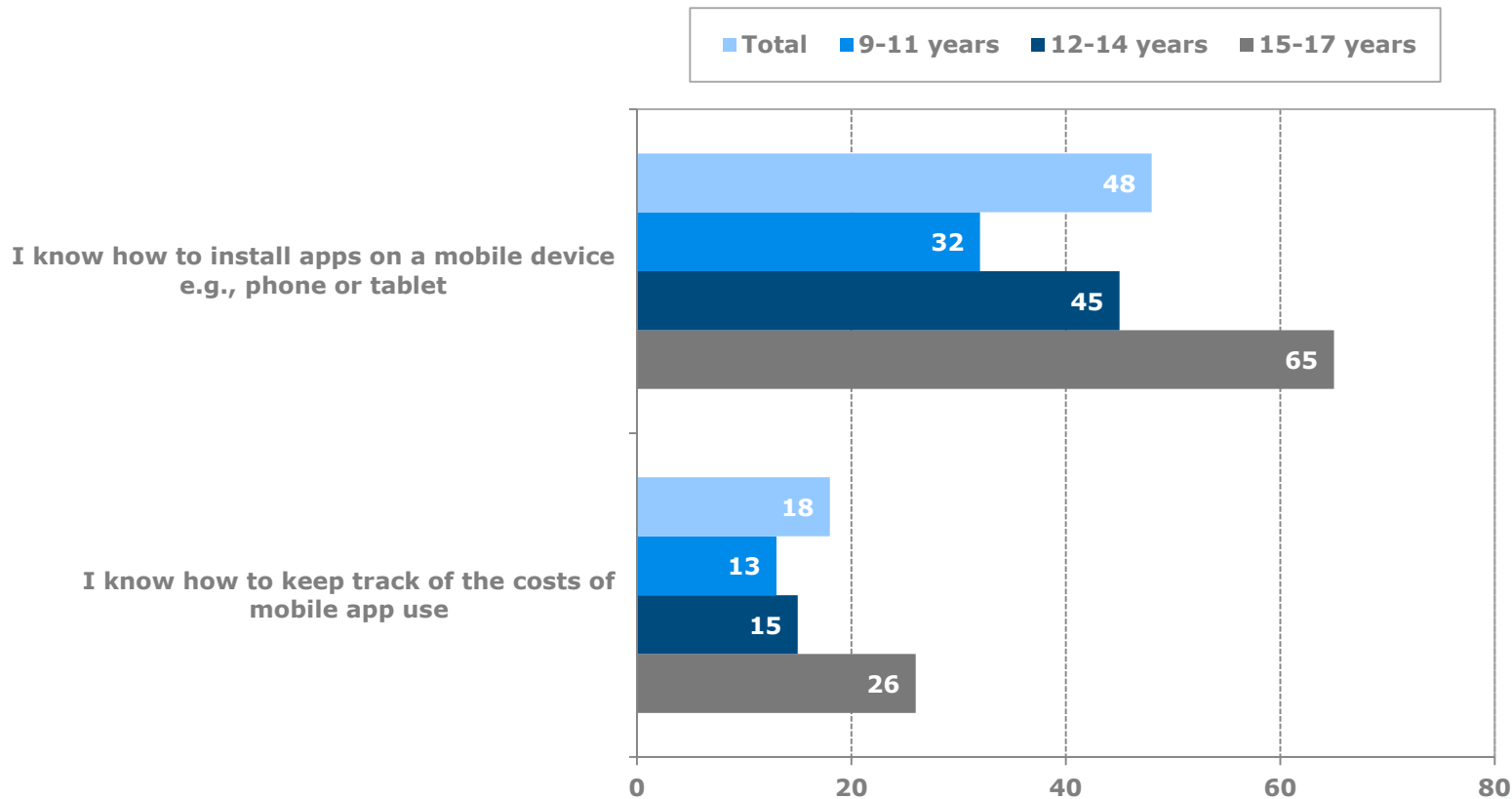
**Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 25.**

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.



# Ghana: Which skills do children and adolescents in the usage of mobile phones or tablets?

9-17 years, 2017, Ghana, selection (percentages)  
"Very true"



Source: Global Kids Online u. a.: Ghana Country Report 2017, p. 65.

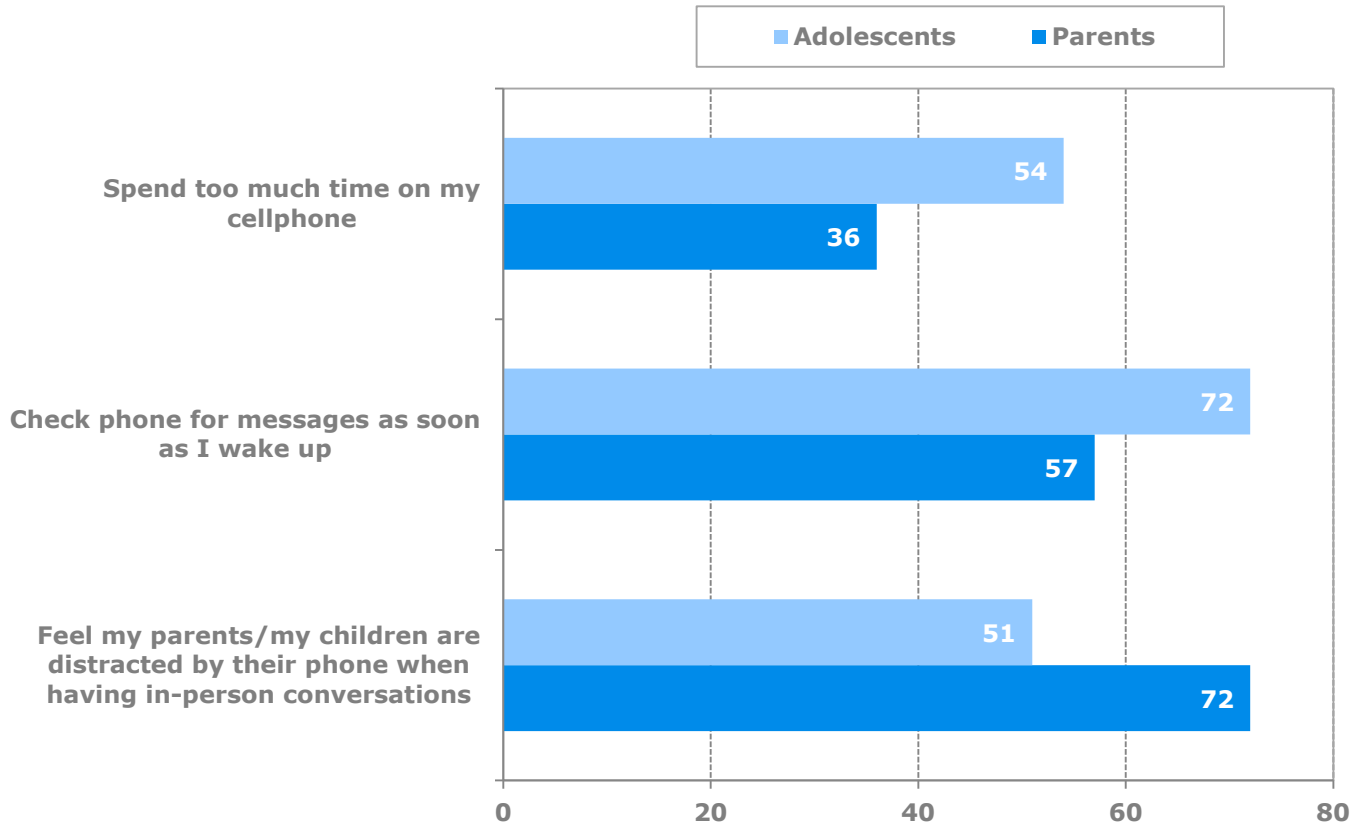
Base: n=2,060 children and adolescents, 9-17 years, as well as parents.



# USA: critical reflection on one's own use of mobile devices – responses from parents and adolescents



Parents and adolescents, 13-17 years, USA, 2018 (percentages)



Source: Pew Research Center: How Teens and Parents Navigate Screen Time and Device Distractions 2018, p. 2.

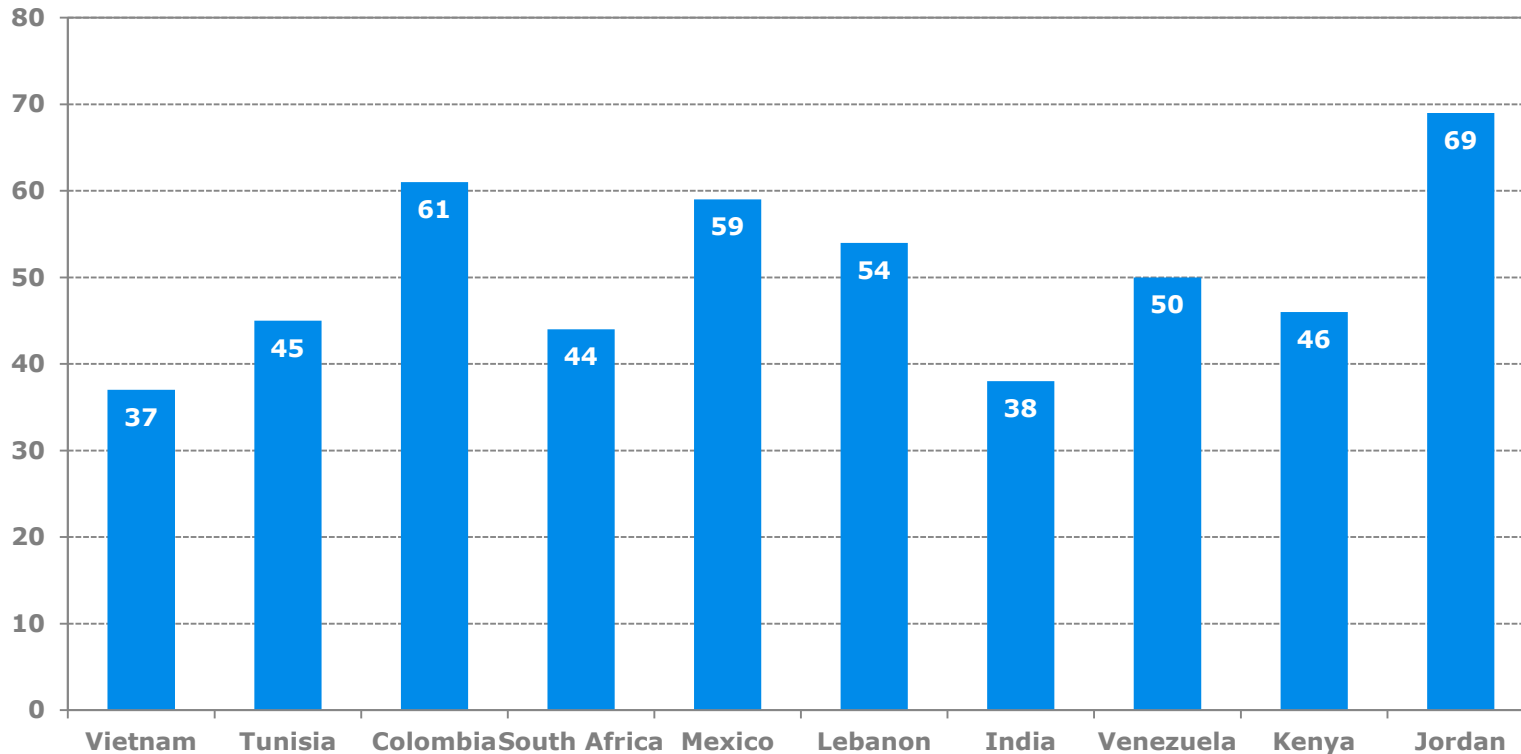
Base: n=743, 13-17 years; n=1,058 parents of 13- to 17-year-olds.



# Media education in emerging countries: control of the child's mobile phone usage through the parents

2018, selection (percentages)

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



Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 46.

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; 18+ years, 18- to 29-year-olds.

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