YouTube-Stars, Games und Kosten – ACT ON! Short Report Nr. 3

Engl. transl.: YouTube stars, games and expenses – ACT ON! Short Report No. 3

# Keywords

* YouTube
* influencer
* gaming
* risks

# Details

## Year

2016

## Issued

2016

## Language

German

## Authors

Gebel C.;Schubert G.;Grimmeisen L.;Wagner U.

## Type

Short report

## Topics

* Content-related issues
* Risks and harms
* Internet usage, practices and engagement

## Sample

n =98 children aged 10 to 12

## Implications For Stakeholders About

## Other Stakeholder Implication

Influencers

# Abstract

The ACT ON! Short Report No. 3 „...dieser Youtuber, der hat ganz viele krasse Maps bei Minecraft gefunden“. YouTube stars, games and expenses from the perspective of 10- to 12-year-olds highlights gaming apps and YouTube stars. Gaming apps and YouTube personality play an even greater role for 10- to 12-year olds than they do for children aged 12 to14. Children follow their YouTube favourites in other online networks such as Twitter or Snapchat. Additionally, they are shown tips and tricks relating to games.

# Outcome

"For the most part, the surveyed 10- to 12-year-olds own their own smartphone and are familiar with a variety of online services – often from their own experience. However, children are still in unknown territory when it comes to using online services. They are actively seeking orientation as to which offers and modes of use are recommended or better avoided – they view YouTubers as a credible orientation source." (Gebel, Schubert, Grimmeisen, Wagner 2016, 1 [translated by the coder]).