Patterns of Media Use and Reflections on Media among young Danes

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## Sample

"We combined specific audience rating inquiries from commercial, single-media data- bases (tnsgallup, gemiusAudience)4 independently of media institutions, such as DR (Biggest Danish public Service Television and Radio) or TV2 (Public Service and commercial Television), to obtain an overview of how many youngsters accessed each medium, at what time and for what duration. Despite the small size of the age-group samples, definite patterns emerged. To further develop and explain these patterns, we conducted 22 interviews in four Danish schools as follows: 12 focus groups and 10 in-depth individual interviews, which followed two pilot interviews in private homes (Olsen Povlsen 2010)5. Gender differences were evident; thus, we primarily inter- viewed boys and girls separately." (p. 98)

# Abstract

The present article examines cross-media use among 10- to 16-year-old Danish children and adolescents. Our research interest is in identifying and affirming patterns among media use, gender and age. Using a methodological design that combines qualitative and quantitative methods, we interviewed participants regarding their media use and paired our qualitative findings with quantitative rating inquiries generated from Danish commercial databases. Our results suggest that although cross-media use is complex and differs according to age and gender, media are often used for similar purposes, e.g., sustaining social relationships.

# Outcome

"Both the quantitative and qualitative data in the present study identify gender as a central factor in evaluating the media use of children and adolescents. Boys and girls use different media to a varying extent, and their preferences regarding content are significantly different. Despite these differences, however, the study also indicates that one important purpose of media use and media discussion is very much the same: to sustain and strengthen social relations." (p. 110)