MEDIATIZATION OF THE YOUTH: THE USE OF SOCIAL MEDIA AMONG THE HUNGARIAN TEEANAGERS

# Details

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612 Hungarian secondary school students

# Abstract

In this study I wrote about the findings of the BKF Viadukt research among Hungarian teenagers. Thanks to the focus group research and the survey, we found that Hungarian teenagers openly and willingly talk about their social media use habits, give access to their data, profile and cover pictures, the structure of their social network and the applications they use. They usually gave access to save their personal data for the research. We were able to determine what social media channels were popular among them in 2013, which were used more actively, and for what purposes.

# Outcome

Most Hungarian youth uses Facebook and that is the most popular social media platform. The most important feature of such sites for teenagers is the chat, what they are using abundantly. Although approximately one third of them has had bad experiences online, e.g. cyber bullying, they still think that having Facebook in their life is a good thing.