„Wenn er nicht in die Kamera schaut, ... ist es eine Lüge.“ Glaubwürdigkeit von YouTube-Videos aus Sicht von 10-bis 12-Jährigen. Ausgewählte Ergebnisse der Monitoringstudie.

Engl. transl.: "If he doesn't look at the camera, ... it's a lie." Credibility of YouTube videos from the point of view of 10- to 12-year-olds. Selected results from the monitoring study.

# Keywords

* YouTube
* Credibility
* Product Placements
* Online Risks
* Children and Adolescents

# Details

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German

## Authors

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## Type

Short report

## Topics

## Sample

A total of 85 adolescents took part in the surveys, 82 of whom were in the relevant age range of 10 to 12 years. The proportion of male participants in this core group was slightly lower than that of females, at 44 per cent.

# Abstract

"The short report deals with the perspective of 10 to 12-year-olds on the credibility of YouTube videos. The group interviews show that many respondents strongly question certain types of presentation, such as product placements. Overall, their assessments range from complete trust in the credibility of the messages to pronounced scepticism towards all Youtubers. In addition, the 10 to 12 year olds explained their view of further risks on YouTube." (https://act-on.jff.de/die-monitoring-studie/; translated by the coder)

# Outcome

"The results show that the credibility of the YouTubers is very important to the respondents. Central aspects are the authentic presentation of personal information, honesty in advertising and other promises. They also consider correct factual information on health-related topics, such as weight loss pills, to be important. They determine (in)credibility by criteria that apply either generally or rather to specific video formats: They pay attention, for example, to the inner logic of a video or, in the case of information videos, to the indication of sources.

Among other things, the following conclusions can be drawn:

- The children have developed criteria and indicators to evaluate the credibility of Youtubers. Nevertheless, a clear classification is sometimes difficult for them and not all criteria are suitable.

- The adolescents usually lose their scepticism when it comes to their own YouTube favourites.

- The criticism expressed is a good start to developing more reliable points of reference together with the children.

- Children are overwhelmed with avoiding disturbing and inappropriate content. Some of their self-discovered strategies can be further developed in educational settings."

(https://www.jff.de/veroeffentlichungen/detail/glaubwuerdigkeit-youtuberinnen-act-on-short-report-6/; translated by the coder)