JAMES - Jugend, Aktivitäten, Medien - Erhebung Schweiz

Engl. transl.: JAMES - Youth, Activities, Media Study Switzerland

# Keywords

* media usage
* risks
* opportunities

# Details

## Year

2014

## Issued

2014

## Language

German

## Authors

Willemse I.;Waller G.;Genner S.;Suter L.;Oppliger S.;Huber A.-L.;Süss D.

## Type

Report and working paper

## Place

Zurich

## Topics

## Sample

1086 adolescents between 12 and 19 years old

# Abstract

The JAMES study has been mapping the media consumption of young people in Switzerland since 2010. JAMES stands for Jugend, Aktivitäten, Medien - Erhebung Schweiz (Youth, Activities, Media Survey Switzerland) and is carried out every two years on a representative basis. In 2014, 1,086 young people aged 12 to 19 from the three major language regions of Switzerland were surveyed. For the first time, trends can be identified this year.
trends can be identified for the first time this year, although some of these also consist of the fact that no changes are taking place in certain areas. For example, the non-media leisure time activities of adolescents have remained unchanged since 2010, with no exceptions. In contrast, a number of changes have occurred in media use: for example, there has been an increase in activities that can be performed with a smartphone. This can be explained by the rapid increase in smartphone ownership.
owners - now 97% of cell phone users. In addition to the trends, differences between genders and age groups are also highlighted. In addition, usage behavior is examined in more detail in relation to characteristics such as socioeconomic status (SoS), migration background, degree of urbanity and school type (level of education). In addition to general media use, some specific points are highlighted, such as the use of social networks and the handling of privacy on these platforms. It shows how young people use computers and the
It shows how young people use computers and the Internet for entertainment, communication and information search, and how they actively participate in the Internet themselves. The use of video games and cell phones will also be examined separately. In addition to the opportunities offered by new media, the study also looks at the risks and dangers of media use by young people. To supplement the figures on frequency of use To supplement the figures on frequency of use, various favorite contents of young people are recorded and evaluated,
e.g. favorite books, movies and apps. The JAMES study provides scientifically reliable data for public authorities for authorities, institutions and private individuals who deal with young people.

# Outcome

The use of digital media is one of the most common leisure activities. The main focus is on communicating with friends via messengers such as WhatsApp or social networks. Cell phones, the Internet, music and TV are daily companions for young people. When young people are alone in their free time, they prefer to pursue media activities such as listening to music, watching TV, reading or playing games. Together with friends, on the other hand, the focus is on non-media leisure activities such as talking, shopping, playing sports or going out. The three most popular websites among Swiss young people are YouTube, Facebook and Google. 89 % of young people have at least one profile on a social network. Still by far the most by far the most popular is Facebook. Not only do most young people have an account, they also use Facebook most regularly. they also use Facebook most regularly. Furthermore, the majority of respondents are aware of the need to of those surveyed are aware of the need to protect their privacy on social networks. 81% have activated privacy options and regularly check that they are up to date (51 %).