Online-Angebote, Datenauswertung und personalisierte Werbung – ACT ON! Short Report Nr. 8

Engl. transl.: Online offers, data analysis and personalised advertising – ACT ON! Short Report No. 8

# Keywords

* Online offers
* apps
* usage
* risks

# Details

## Year

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German

## Authors

Stecher S.;Bamberger A.;Gebel C.;Brüggen N.

## Type

Short report

## Topics

## Sample

"A total of 97 adolescents in 17 small groups took part in the survey. In addition to 89 children and adolescents aged 12 to 14, eight 15-year-olds, whose statements are also included in the evaluation, also participated. Meanwhile, 66 participants were further grouped into a total of eleven small groups (general groups), where they had the opportunity to express their expert knowledge about used online offers."
(Stecher et al. 2021, 8)

[translated by the coder]

# Abstract

The ACT ON! Short Report No. 8, "Ältermachen ist immer die Faustregel." Online offers, data evaluation and personalised advertising from the point of view of young people, "gives an overview of the preferred online offers and apps that young people find important and the associated risks in terms of privacy protection, such as data evaluation or personalised advertising." [URL: https://act-on.jff.de/die-monitoring-studie/]

[tranlated by the coder]

# Outcome

"The overview of the online offers and apps preferred and considered important by young people show a predominantly familiar picture: the absolute "must-haves" are YouTube, Instagram, WhatsApp, Snapchat and Netflix. The broad range of discussed online risks also shows a great deal of continuity. Young people talk about privacy protection, the risks of market participation (especially cost traps and advertising) and excessive online media use. Concerning the protection of privacy, there is a considerable shift in emphasis compared to the first survey. In contrast to 2015, young people in 2019 focus primarily on the collection and evaluation of data by the providers themselves." (Stecher et al. 2021, 3)

In total compared to the 2015 survey, no major changes have been recorded. Reasons being:

1)"The new generation is not equipped with the experiences of the previous generation. For them, the opportunities and pitfalls of the digital world are a new phenomenon.

2) On the side of online services, there were also no fundamental developments that could have seriously mitigated risks.

3) Admittedly, online media and the issues associated with them have become more of a focus of educational offers in the last few years, and individual services have also made improvements at the level of help and control offers. However, it is not possible to speak of comprehensive prevention." (Stecher et al. 2021, 5)

[translated by the coder]