JAMES Jugend, Aktivitäten, Medien - Erhebung Schweiz

Engl. transl.: JAMES Youth, Activities, Media: Survey Switzerland

# Keywords

* media use
* leisure activities
* youth
* adolescents
* device ownership
* subscription
* mobile phone
* cell phone
* duration of mobile phone use per day
* mobile phone activities
* popular apps
* tablet
* tv
* books
* magazines
* newspapers
* radio
* fitnesstracker
* smartwatch
* internet
* duration of internet use per day
* online behavior
* entertainment
* communication
* information
* video games
* popular games
* duration of video game use per day
* social media
* social network sites
* risky online behavior
* privacy
* cybermobbing
* cybergrooming
* porn
* violent media content
* popular musicians
* popular series

# Details

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German

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## Type

Report and working paper

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## Place

Zurich

## Topics

Internet usage, practices and engagement

## Sample

953 adults aged 12 to 19 years

## Implications For Educators About

Other

## Implications For Stakeholders About

Other

## Other Stakeholder Implication

Family and Children welfares, Public and private digital literacy initiatives

# Abstract

JAMES stands for Jugend, Aktivitäten, Medien- Erhebung Schweiz (Youth, Activities, Media: Survey Switzerland. This biennial study portrays adolescents' leisure activities and media routines. For the 2020 survey, data collected from 953 adolescents from the German-. French-, and Italian-speaking parts of Switzerland were fed into the evaluations. Due to the pandemic-related closing of school, the written interviews could not be held on-site as usal. The survey was, therefore, conducted online and the adolescents could work on the questionnaire from home. The changed interview setting made for lpwer commitment to participation in the study by the adolescents, which manifested itself in a higer dropout rate. The sample representativity is, therefore, lower than in previous years. In iterpreting the findings, this has to be taken into account. As to the nonmedial-relates leisure activities, it became apparent in 2020 that adolescents spend more time with their families and less with friends. This can be explained, on one hand, by the restrictions imposed because of Covid-19, but it also corresponds to a trend that already emerged two years ago. Marked changes show in the availability of media subscriptions. Entertainment-oriented streaming services have clearly gained ground again during the past two years. Three quarter of the households where adolescents live have a subscription for streaming movies and series now, and flatrate subscriptions for streaming music and games have continued to gain ground. Consumption of jurnalistic content, on the other hand, has declined steadily over the last decade. This is apparent in media use behavior, too. Adolescents read less and less newspapers and magahzines- online as well as in print. Other classical media like radio and telecieion are used more and more rarely by adolescents. On the contrary, producing digital image material is on the rise. Photos and videos are gaining more and more importance in adolescnets' everyday lives. Apart from these dynamic developments, the significance of other media ctivities has remained unchanged for a decade: all surveys since the first show that around 40% of all adolescents play video games on a regular basis, and a auarter of the interviewees regularly read books. Moreover, adolescents' everyday lives with media have been deminated by the cell phone and the inernet for quiet some time. In Switzerland, it is hard to find adolescents now who do bit use a cll phones has continued to increase sharply, in particular on weekends. In addition to the cell phone and internet, music and social networks play a similarly central role in adolescents' live. 90% of the adolescents have Instagram and Snapchat profiles. TikTok is the rising star among social networks and shows considerable growth over the psat two years. Three quarters of all adolescents now have TikTok accounts, up from just 40% in 2018. With regard to potential risks of media use, the increase of sexual harassment via internet is particularly conspicuous. 44% of the adolescents report having had a experience of unwanted sexually motivated contact by strangers. In this context, it is necessary to sensitize adolescents and to train them in dealing with these experiences. In parallel, youth media protection should be enhanced

# Outcome

As to the nonmedia-related leisure activities, it became apparent in 2020 that adolescents spend more time with their families and less with friends. This can be explained, on one hand, by the restrictions imposed because of Covid-19, but it also corresponds to a trend that already emerged two years ago. Marked changes show in the availability of medi a subscriptions. Entertainment-oriented streaming services have clearly gained ground again during the past two years. Three quarters of the households where adolescents live have a subscription for streaming movies and series now, and flatrate subscriptions for streaming music and games have continued to gain ground. Consumption of journalistic content, on the other hand, has declined stead ily over the last decade. This is apparent in media use behavior, too. Adolescents read less and less newspapers and magazines—online as well
as in print. Other classical media like radio and television are used more and more rarely by
adolescents. On the contrary, producing digital imag e material is on the rise. Photos and videos are gaining more and more importance in adolescents’ everyday lives. Apart from these dynamic developments, the significance of other media activities has remained unchanged for a decade: all surveys since the first show that around 40 % of a ll adolescents play video games on a regular basis, and a quarter of the interviewees regularly read bo oks. Moreover, adolescents’ everyday lives with media have been dominated by the cell phone and the internet for quite some time. In Switzerland, it is hard to find adolescents now who do not use a cell phone and the internet every day. Compared to the previous survey, the time adolescents spend on cell phones has continued to increase sharply, in
particular on weekends. In addition to the cell phone and internet, music and social networks play a similarly central role in adolescents’ lives. 90 % of the adolescents have Instagram and Snapchat profiles. TikTok is the rising star among social ne tworks and shows considerable growth over the past two years. Three quarters of all adolescents now have TikTok accounts, up from just 40 % in 2018. With regard to potential risks of media use, the increase of se xual harassment via internet is particularly conspicuous. 44 % of the adolesc ents report having had an experience of unwanted sexually motivated contact by strangers. In this context, it is necessary to sensitize adolescents and to train them in dealing with these experiences. In parallel, youth media protection should be enhanced.