JAMES Jugend, Aktivitäten, Medien - Erhebung Schweiz

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

# Keywords

* Leisure activities
* Device ownership
* Social media/social network sites
* Privacy
* cyberbullying/ cyberbergrooming
* Violent media content
* Porn

# Details

## Year

2016

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## Language

German

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## Type

Report and working paper

## Topics

Internet usage, practices and engagement

## Sample

1100 Swiss adolescents aged 12 to 19 years

## Implications For Stakeholders About

Other

## Other Stakeholder Implication

Family and Children welfares, Public and private digital literacy initiatives

# Abstract

Since 2010, the JAMES study has provided representative figures on the media use of young people in Switzerland. JAMES stands for Youth, Activities, Media Survey Switzerland. The study is conducted by ZHAW every two years. In 2016, around 1100 young people aged 12 to 19 were surveyed in writing in schools in the three major language regions of Switzerland. While the main focus is on media use, other non-media leisure activities are also surveyed. In addition to analyses across the sample, differences in socio-demographic characteristics such as age, gender, level of education, or socio-economic status are also evaluated. The JAMES study sheds light on the opportunities and risks of media use and provides scientifically reliable data for the authorities, experts, and interested parties concerned with youth and media. Compared over time, the non-media leisure activities of young people in Switzerland remain stable. In 2016, 99% of young people in Switzerland now own a cell phone, almost exclusively a smartphone. Tablet ownership has also increased significantly: Almost 40% of young people now have their own tablet. Young people most frequently use the multifunctional smartphone for communication via messenger apps, as a watch, and as a music player. The most popular smartphone apps are WhatsApp, Instagram, Snapchat, YouTube, and Facebook. Facebook has clearly lost popularity and was also caught up by Instagram and Snapchat for the first time in terms of the most popular social networks. By far the favorite website of young people is and remains youtube.com. For the first time since 2010, self-assessed internet usage time has increased: During the week, young people spend an average of 2 hours 30 minutes online per day and 3 hours 40 minutes on weekends. The greatest gender difference continues to be seen in computer/video games: the vast majority of boys, but only a minority of girls, regularly play video games. Boys consume pornographic content and media violence on cell phones or computers significantly more often than girls.

# Outcome

Compared over time, the non-media leisure activities of young people in Switzerland remain stable. In 2016, 99% of young people in Switzerland now own a cell phone, almost exclusively a smartphone. Tablet ownership has also increased significantly: Almost 40% of young people now have their own tablet. Young people most frequently use the multifunctional smartphone for communication via messenger apps, as a watch, and as a music player. The most popular smartphone apps are WhatsApp, Instagram, Snapchat, YouTube, and Facebook. Facebook has clearly lost popularity and was also caught up by Instagram and Snapchat for the first time in terms of the most popular social networks. By far the favorite website of young people is and remains youtube.com. For the first time since 2010, self-assessed internet usage time has increased: During the week, young people spend an average of 2 hours 30 minutes online per day and 3 hours 40 minutes on weekends. The greatest gender difference continues to be seen in computer/video games: the vast majority of boys, but only a minority of girls, regularly play video games. Boys consume pornographic content and media violence on cell phones or computers significantly more often than girls.