Social Media im Alltag von Kindern und Jugendlichen

Engl. transl.: Social media in the daily lives of children and young people

# Keywords

* Media use
* Media use research
* Youth media research
* Children's media research
* Germany

# Details

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Studies in Communication Sciences

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## Topics

Internet usage, practices and engagement

## Sample

The article is based on the KIM 2014 and the JIM 2015 study, therefore the samples for the mentioned studies are noted.
KIM 2014:
"1,209 German-speaking schoolchildren between the ages of six and 13 were interviewed. Parallel to the interview of the child, the respective main parent filled out a written questionnaire. The selection procedure was based on a quota system, and the results are representative of six to 13-year-olds in Germany."
(Feierabend et al. 2016, 151)
JIM 2015:
1,200 German-speaking adolescents between the ages of twelve and 19 (Feierabend et al. 2016, 151).
[translated by the coder]

## Implications For Parents About

Parenting guidance / support

# Abstract

"The world of media in which children and young people grow up is subject to very dynamic changes. New services and usage options lead to new usage scenarios that become apparent in the daily lives of adolescents. Services such as WhatsApp, Facebook and Snapchat are changing individual communication within the peer group and the family. This article discusses central results and the current status quo of media use by six to 19-year-olds in Germany, which the Medienpädagogische Forschungsverbund Südwest (mpfs) has been collecting regularly since 1998 in the basic studies KIM (Kinder und Medien, Computer und Internet) and JIM (Jugend, Information, (Multi-) Media)." (Feierabend et al. 2016, 150)
[translated by the coder]

# Outcome

"If one looks at the daily lives of children and young people, social media does not play a role only for the younger children, yet. Television continues to be the central medium in the early primary school age. However, this changes rapidly with increasing age; among eight- to nine-year-olds, a good half are already online at least rarely. From the age of ten on, the clear majority of children are online and the internet takes up an important place in everyday life for many. While computer use, as well as internet use among the younger children, is mainly concentrated on games, communication is clearly in the foreground among teens. In the KIM study, the six to 13-year-olds name Facebook as their favourite website. For young people (twelve to 19 years), the internet is an integral part of everyday life. According to their own statements, they spend an average of 208 minutes online every day. The JIM 2015 study shows that young people spend most of their time online communicating. The top of the list is WhatsApp, 92 per cent use this service regularly, while 90 per cent of young people name it as one of their favourite apps. WhatsApp has thus replaced Facebook as the central platform. Besides WhatsApp and Facebook, YouTube and Snapchat are the most frequently mentioned services. For young people, the internet mostly means mobile internet. Among them, 92 per cent own a smartphone and 81 per cent regularly surf the internet with their smartphone. Although young people state that there is little potential for conflict in connection with the smartphone at home and at school, the smartphone still poses challenges (new offers or business models, data protection, personal rights or social interaction). Therefore, it is important to accompany and advise young people as well as to point out current developments and potential dangers." (Feierabend et al. 2016, 162)
[translated by the coder]