JUGEND / YOUTUBE / KULTURELLE BILDUNG. HORIZONT 2019

Engl. transl.: YOUTH / YOUTUBE / CULTURAL EDUCATION. HORIZONT 2019

# Keywords

* YouTube
* cultural education
* culture site
* media usage

# Details

## Year

2019

## Issued

2019

## Language

German

## Authors

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## Type

Report and working paper

## Topics

## Sample

"The study sampled 818 German-speaking adolescents aged 12 to 19 in private households in Germany. The structural composition of the sample corresponds to the population from the official statistics in terms of age, gender, region, place size and education." (Rat für Kulturelle Bildung 2019, 3)

[translated by the coder]

## Implications For Educators About

Digital citizenship

## Implications For Policy Makers About

# Abstract

"Digitisation is not merely a technical process, but above all a cultural one. What this central thesis from the memorandum "Alles immer smart. Kulturelle Bildung, Digitalisierung, Schule" (2019) of the Rates für Kulturelle Bildung means in concrete terms, can be seen very vividly if one takes a closer look at the use of digital platforms such as YouTube. YouTube is currently the most successful digital web video platform on the internet. The platform is now a fixed, quite natural part of the everyday lives of almost all young people. We know that YouTube is very important for many young people. But surprisingly, very little is known about how young people deal with this commercially operated platform, which makes a wide variety of content accessible. This lack of knowledge was the reason for asking more questions and focusing on young people's interest in culture and their cultural activities." (Stiftung Mercator [URL:https://www.stiftung-mercator.de/de/publikationen/jugend-youtube-kulturelle-bildung-horizont-2019/])

[translated by the coder]

# Outcome

"86 per cent of the 12 to 19-year-olds surveyed use YouTube. This makes YouTube the second-most-used app after WhatsApp (92 per cent) - ahead of Instagram and Facebook (61 per cent each). In terms of age-specific use, the share is 75 per cent among 12- to 13-year-olds and increases with age to 93 per cent among 18- and 19-year-olds. Nevertheless, 14 per cent of young people do not use YouTube. The fact that YouTube is a digital cultural site is shown by the range of cultural formats and offers and the popularity of music, dance and fashion videos." (Rat für Kulturelle Bildung 2019, 7)

"Both girls and boys report that they are highly stimulated by the web videos to engage in cultural activities. This is not the case for only a small proportion of respondents (8 to 10 per cent). The statements indicate that the YouTube videos arouse their curiosity, inspire them, motivate them and support them in their interests." (Rat für Kulturelle Bildung 2019, 7)

"Almost half of the students consider YouTube videos to be (very) important for school matters. For this group, YouTube videos are especially (very) important for repeating content from lessons and for homework/homework. 45 per cent of those who consider YouTube videos (very) important for school purposes also use the videos to prepare for and follow up on music, art and theatre lessons." (Rat für Kulturelle Bildung 2019, 8)

"More than half of the YouTube users would like more support from the school regarding the production of videos. The desire is more pronounced among those who create videos themselves and younger respondents. In addition to the production of web videos, the majority of the YouTube users surveyed (60 per cent) would like to critical examine YouTube during class." (Rat für Kulturelle Bildung 2019, 9)

"Young people are surprisingly aware of the advantages and limitations of videos compared to lessons. They view the advantages of YouTube videos compared to lessons in availability, presentation of the content and the guarantee of repetitions. The biggest advantage of school compared to YouTube, according to the students, is the personal contact and exchange with teachers and fellow students." (Rat für Kulturelle Bildung 2019, 9)

"When it comes to choosing YouTube videos, 91 per cent of young people consider tips from friends, acquaintances and classmates to be (very) important. Influencers also provide decisive impulses for almost two-thirds of young people in terms of what they select on YouTube. For about half of the respondents, the most common way to get started on YouTube is with a targeted search. Another third use YouTube's suggestions and click from video to video." (Rat für Kulturelle Bildung 2019, 10)

[translated by the coder]