JIM 2018: Jugend, Information, (Multi-) Media Basisstudie zum Medienumgang 12- bis 19-Jähriger in Deutschland

Engl. transl.: JIM 2018: Youth, information, (multi-) media Basic study on media usage by 12 to 19 year olds in Germany

# Keywords

* Youth
* information
* multimedia
* credibility
* trust in media
* digitization
* seriousness

# Details

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* Internet usage, practices and engagement
* Online safety and policy regulation
* Risks and harms
* Literacy and skills

## Sample

For this edition of the study series, a sample of 1,200 young people between the ages of twelve and 19 throughout Germany was interviewed by telephone between May 28 and August 5, 2018 (CATI); no interviews were held during the soccer World Cup. Field work and data testing were carried out at the GfK Media and Communication Research (MCR) institute in Raunheim. The survey therefore forms a representative picture of the approximately 6.4 million German-speaking young people. Deviations from the target structure were balanced out by iterative weighting according to the characteristics “gender x age total” and “federal state” on the basis of the information provided by the Federal Statistical Office (as of December 31, 2017).

# Abstract

The triumphant advance of Netflix and Co. among young people continues. Half of the twelve to 19 year olds regularly watch programs, series and films on Netflix (47%), one in five uses Amazon Prime Video (22%). This means that the proportion of regular Netflix users has almost doubled compared to the previous year (2017: 26%). Another winner among young people is Spotify; for the first time, music use via Spotify has a higher proportion of regular users than music use live on the radio.

Trust in news offers was also examined as part of the 2018 JIM study. The young people were able to give school grades to various news offers with regard to their trustworthiness. The Tagesschau and ARD's daily topics enjoy the greatest trust among young people, 84 percent of young people gave it a grade of 1 or 2. In second place comes regional print newspapers and public radio stations (75%) with 77 percent. 71 percent of those questioned put their trust in the daily reporting by ZDF (Today or Today Journal). In this assessment, Focus online and Spiegel online are in the middle, with half of the young people rating these offers with a grade of 1 or 2. Just under half of the young people rate private radio stations as trustworthy. ProSieben Newstime, the news service of the e-mail provider Web.de and RTL Aktuell, each of which trusts a quarter of the young people, follow at a considerable distance. The offer of the Bild-Zeitung brings up the rear with 15 percent each for both the print and the online offer.

# Outcome

The trust of news services was also explored in the JIM 2018 study. Here, the news and daily topics of the ARD come out on top and are the most trusted by youths. Second place is taken by regional print daily newspapers, which comes before public radio stations. Significant differences can be seen in the educational background of the girls and boys. Generally, adolescents with a higher level of formal education show much greater confidence in quality journalism.

Compared to the previous year, the use of music via streaming services (+10 PP) has
become significantly more relevant.

60% of adolescents say that they watch YouTube videos at least several times a week, with nearly half of them using Netflix, 22% Amazon Prime, and 8% use media libraries of television broadcasters‘ content. The proportion of adolescents who use at least one of these platforms several times a week or more frequently to watch programmes, series or films, lies at 82%.

In addition, as a part of the JIM study 2018, the adolescents were asked how often they have already encountered hate messages on the Internet. One in five has regularly been confronted with hate messages. 17% occasionally encounter hostility on the Internet and 28% rarely do so. Every third person has never been confronted with hate on the Internet. Boys are more likely to encounter hostile messages, and the older they get, the greater the chance of encountering hateful comments. On questioning the platform on which young people receive hateful messages the most, the general answer was YouTube and Instagram, occasionally also Facebook, WhatsApp, Twitter, online games and comment sections of news services.