JIM 2019: Jugend, Information, (Multi-) Media Basisstudie zum Medienumgang 12- bis 19-Jähriger in Deutschland

Engl. transl.: JIM 2019: 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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German

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Stuttgart

## Topics

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

## Sample

For the JIM study 2019, 1,200 young people between the ages of 12 and 19 were interviewed by telephone from May 28 to August 17, 2019 (CATI). The representative sample was drawn from households with a landline connection and via mobile phone numbers (based on the ADM selection basis for telephone samples). The (landline) sample was transformed taking into account the number of possible target persons in the household between the ages of twelve and 19 years. Deviations from the target structure were updated by iterative weighting according to the characteristics: "Gender x age total" and federal state (each based on: Federal Statistical Office, as of December 31, 2018). The survey therefore forms a representative picture of the approximately 6.3 million German-speaking young people. The field work and data verification was carried out by the Gesellschaft für Innovative Marktforschung mbH (GIM) in Wiesbaden.

# Abstract

The media repertoire of young people is constantly expanding. Currently, around three out of four families have a subscription to a video streaming service such as Netflix or Amazon Prime Video. Music streaming services are also available in two out of three families; digital voice assistants such as Alexa are somewhat less common in 16 percent of households. When listening to music, use via music streaming services such as B. Spotify first. Two thirds of adolescents listen to music through streaming services at least several times a week. Around every second person uses YouTube or the live program on radio stations to listen to music. Every tenth person uses smart speakers for this purpose. Two out of three young people listen to the radio regularly, regardless of their music usage.

# Outcome

When asked about their favourite online activity – three answers were possible – YouTube was the clear winner as it was last year, and almost two thirds of the spontaneous entries named it the highlight on the internet. Both WhatsApp and Instagram each received one third of the responses, Google and Netflix were preferred only half as often, and Snapchat followed closely behind. Both WhatsApp and Instagram each received one third of the responses, Google and Netflix were preferred only half as often, and Snapchat followed closely behind.

The great importance of the communicative aspect of online use continues to be reflected by the use of WhatsApp amongst young people: WhatApp was used by 93 percent at least several times per week. WhatsApp users estimated that they receive 27 messages per day on average on this app. Instagram is used by 64 percent on a regular basis, whereas Snapchat came in third with 46 percent. Far below these percentages is Facebook (15 %) and TikTok (14 %).

As part of the 2019 JIM study, young people were asked in general terms whether they had encountered hate, extreme political views, fake news, or insulting comments in the internet in the last month – regardless of which platform. Hate messages are the most widespread of these with two out of three young people having encountered hate in the internet in the month before the interview. Extreme political views were encountered by 57 percent of those interviewed, fake news by 53 percent, and insulting comments by 47 percent during the previous month. Only one fifth of the interviewees did not encounter any of these phenomena online last month.