Pervivencia de los estereotipos de género en los hábitos de consumo mediático de los adolescentes: drama para las chicas y humor para los chicos

Engl. transl.: Persistence of gender stereotypes in the media consumption habits of adolescents: drama for girls and humor for boys

# Keywords

* adolescence
* media consumption
* gender
* television
* Internet
* fiction

# Details

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## Authors

Masanet M.

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## Topics

* Internet usage, practices and engagement
* Social mediation
* Access, inequalities and vulnerabilities

## Sample

Adolescents in the city of Barcelona (Spain) aged between 14 and 19 years old.
Students in the third year of Compulsory Secondary Education (ESO) Obligatory Secondary Education (ESO) (14/15 years old) and first year of Bachillerato (16/17 years old),
Representation of all Barcelona's neighbourhoods and types of educational centre and was made up of a total of 787 secondary students

## Implications For Parents About

Parental practices / parental mediation

# Abstract

There are few studies on the habits of media consumption of adolescents and young people focused on gender differences in Spain. This study intends to focus on this research line through a quantitative study. The administration of 787 questionnaires to adolescents from Barcelona (Spain) reveals interesting results: adolescents make a media consumption stereotyped by gender. Girls consume more dramatic products –with focus on interpersonal relationships– and boys consume more humor and videogames. In addition, girls are subjected to more family controls than boys in their media consumption.

# Outcome

The research data tell us that gender differences do indeed persist among adolescents,
gender differences persist among adolescents. With regard to the Internet, girls use it more for relational more centred on relational aspects (social networks) and boys on
boys focus more on recreational (games) and informative aspects.
These data coincide with those of previous research, such as that of Arango, Bringué and Sádaba (2010), Casero-Ripollés (2012) and Weiser (2005), in which girls were already
girls were already linked to social networks and boys to video games and news
with video games and news programmes.