6. Oö. Kinder-Medien-Studie 2018 (Oberösterreich)

Engl. transl.: 6th UA Children-Media-Study 2018 (Upper Austria)

# Keywords

* children
* media
* usage
* parents
* teachers and educators

# Details

## Year

2018

## Issued

2018

## Language

German

## Authors

Education Group GmbH

## Type

Report and working paper

## Book title

6. Oö. Kinder-Medien-Studie 2018 (Oberösterreich)

## Topics

* Learning
* Internet usage, practices and engagement
* Literacy and skills
* Content-related issues
* Digital and socio-cultural environment

## Sample

500 children (6 to 10)
304 parents of children (3 to 10)
200 educators at kindergartens and teachers in primary schools

# Abstract

What does children's everyday media life look like? Do books still have a place next to YouTube, streaming services and WhatsApp? How do parents view their youngest's internet use? With these and other contents deals the 6th Children-Media-Study, conducted by Education Group GmbH and market Institut. (Translated and adapted by the coder)

# Outcome

Media repertoires of children are growing and becoming more diverse: TV, streaming, music via radio, Spotify or YouTube, games on tablets, consoles and smartphones are used by young children nowadays. But also books remain important. and are able to defend their role: In 2018, children, but also their parents, named books more often, compared to previous years. First and foremost, tablets and smartphones are used, PC or laptop are of minor importance. Parents increasingly tend to accept the internet as an integral part in the life of their children. However, they still set up rules and issue bans. Especially online shopping is prohibited and parents place great value on privacy and data protection. (Summary and translation by the coder, based on information published by Education Group GmbH)