5. Oö. Kinder-Medien-Studie 2016 (Oberösterreich)

Engl. transl.: 5th UA Children-Media-Study 2016 (Upper Austria)

# Keywords

* children
* media
* usage
* prents
* teachers and educators

# Details

## Year

2016

## Issued

2016

## Language

German

## Authors

Education Group GmbH

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Report and working paper

## Book title

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## Topics

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

## Sample

503 children (6 to 10)
300 parents of children (3 to 10)
200 teachers and educators

# Abstract

"It's nice to play with the computer"! What children say about media such as television, mobile phones or the Internet and how long they play on the computer per day is all asked in the Children's Media Study. This is the fifth time that results on the media behaviour of 3- to 10-year-olds have been published for Upper Austria by the Education Group GmbH. (Translated and adapted by the coder)

# Outcome

TV is up to now the most important media offering for children, however, the importance of the internet ist strongly growing. First and foremost, YouTube is rapidly gaining in importance. More and more children own tablets or smartphones or at least have access to these devices. Most of the surveyed households are fully equipped with a broad range of media devices. Parents tend to allow their children to use the internet more often, compared to previous years. However, the want to set many rules. In this context, the ban of online shopping and time related rules are of utmost importance. Compared to previous years, teachers and educators see the importance of media literacy and related teaching at school, but only starting in the 3rd or 4th grade. To be empowered to teach the children, they demand education and training. (Summary and translation by the coder, based on information published by Education Group GmbH)