4. Oö. Kinder-Medien-Studie 2014 (Oberösterreich)

Engl. transl.: 4th UA Children-Media-Study 2014 (Upper Austria)

# Keywords

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

# Details

## Year

2014

## Issued

2014

## Language

German

## Authors

Education Group GmbH

## Type

Report and working paper

## Book title

4. Oö. Kinder-Medien-Studie 2014 (Oberösterreich)

## Topics

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

## Sample

507 children (6 to 10)
305 parents of children (3 to 10)
204 teachers and educators

# Abstract

Which media have always been important to the youngest Upper Austrians? What do they spend their time with today? Does the variety of media on offer change the way they spend their free time? Since 2007, the Education Group GmbH has regularly conducted the Children's Media Study to provide answers to these questions. (Translated and adapted by the coder)

# Outcome

The importance of television is declining, while the importance of internet, smartphone, mobile consoles, PC and DVD players is increasing. However, media and devices does not mean everything to the children, playing outdoors and meeting with friends is still their most important spare time activities mentioned. Already 60% of the surveyed children have access to the internet, most relevant are videos on YouTube and search for information. Also educators and teachers tend to accept the importance of media education and literacy. 34% of them consider teaching concerning smartphones and internet appropriate, starting in the 1st and 2nd grade.
(Summary and translation by the coder, based on information published by Education Group GmbH)