6. Oö. Jugend-Medien-Studie 2019 (Oberösterreich)

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

# Keywords

* youth
* media
* usage
* parents
* teachers
* spare time

# Details

## Year

2019

## Issued

2019

## Language

German

## Authors

Education Group GmbH

## Type

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
* Wellbeing
* Access, inequalities and vulnerabilities
* Digital and socio-cultural environment

## Sample

500 adolescents (11 to 18)
200 parents of adolescents (11 to 18)
102 teachers at secondary schools (different types)

# Abstract

How has the media behaviour of 11- to 18-year-olds developed in recent years? Are YouTube, WhatsApp Co displacing young people's love of reading? Is there still time to meet young people in real life? Find out about this and much more in the 6th Upper Austrian Youth Media Study, conducted by Education Group GmbH and market Institut.

# Outcome

Meeting friends is the most important spare time activity of adolescents in Upper Austria, even more important than digital communication and time with the family. However, the importance of smartphones, streaming and YouTube is strongly increasing. While books and also journals (especially for females) hold one's own, the relevance of TV and radio is declines. Also in the context of school and learning, digitisation is on the rise. Learning Apps and software on a PC becomes part of the media repertoire of many adolescents (before Covid-19). A special and new result occurs in this way for the first time in 2019: influencer on social media become central sources of reference, with view to attitudes, behaviour and consume/shopping. (Summary and translation by the coder, based on information published by Education Group GmbH)