5. Oö. Jugend-Medien-Studie 2017 (Oberösterreich)

Engl. transl.: 5th UA Youth-Media Study 2017 (Upper Austria)

# Keywords

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

# Details

## Year

2017

## Issued

2017

## 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
* Digital and socio-cultural environment

## Sample

500 adolescents (11 to 18)
207 parents of adolescents (11 to 18)
100 teachers at secondary schools in Upper Austria (different types)

# Abstract

What does the media world of 11- to 18-year-olds look like? What media do they own and what can they not do without? What significance do WhatsApp, Facebook Co have and can eBooks prevail? Comparative figures on the media behaviour of young people have been available for 9 years now, published by Education Group GmbH and market Institut. (Translated and adapted by the coder)

# Outcome

Media repertoire of adolescents are increasing. However, meeting friends is still their most important spare time activity, followed by chatting with them via messenger (most of all WhatsApp) and playing with PC and smartphone. TV loses importance, while streaming (Netflix, Amazon) and YouTube are becoming more and more popular. First and foremost, the most important device for adolescents is their smartphone. It is used for chatting (76%), listening to music (69%), taking photos (68%), watching clips on YouTube (68%), browsing the internet (63%) and making calls (63%). Compared to previous years, parents look more relaxed at the media reception and usage of their children. However, the still exercise control and set up rules. Only 45% of the adolescents are allowed to user their smartphone without any restriction; this figure declines. While they were opposed to digital media devices in former times, teachers set on the increased use of digital devices. By now, 50% of them use tablets in their lectures. (Summary and translation by the coder, based on information published by Education Group GmbH)