4. Oö. Jugend-Medien-Studie 2015 (Oberösterreich)

Engl. transl.: 4th UA Youth-Media-Study 2015 (Upper Austria)

# Keywords

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

# Details

## Year

2015

## Issued

2015

## 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

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

# Abstract

How do young people spend their free time? Which media shape their everyday life and what challenges do they face as a result? This and much more is asked in the Youth Media Study - this year already for the fourth time. All results and developments since 2008 can be found there, conducted by Education Group GmbH and market Institut. (Translated and adapted by the coder)

# Outcome

Spare time of adolescents is more and more defined by WhatsApp, TV, browsing the internet and dealing with PC, laptop and smartphone in general. However, the half of them is still spending time with their families every day. TV remains popular, but streaming via YouTube (69%), other applications (55%) and offerings as Netflix or Amazon (20%) are gaining in importance. The adolescents` most important technical device is the smartphone, used, first in line, for WhatsApp, listen to music an making calls. The increasing time spent online worries the parents. More than in previous years, they have concerns about inappropriate content, losing time, viruses, personal data and privacy and scammer websites. Computer, presenter, books, and internet are still the preferred devices of teachers, however, they tend to make use of tablets more often, compared to former waves of research (35% compared to 9% in 2013). (Summary and translation by the coder, based on information published by Education Group GmbH)