Die neuen Vorbilder der Jugend 2021

Engl. transl.: The new role models of adolescents in 2021

# Keywords

* youth
* media
* role models

# Details

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2021

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German

## Authors

Institut für Jugendkulturforschung

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Short report

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## Topics

## Sample

400 adolescents (11-17), quoted by age, gender, and formal education

## Implications For Parents About

Parental practices / parental mediation

## Implications For Stakeholders About

Industry

# Abstract

A study on their role models and ideals.
The study analysed which role models adolescents currently have and which values are important to them.

# Outcome

Heroes and heroines are coming back to the life worlds of adolescents. The are not funky super heroes, but they have their origin ind the close environment in which the adolescents live, like parents, grandparents, friends, peers and so on. But a time of heroes is also a time of anti-heroes, people need to be character, not flawless figures. Role models are people with substance, with ideals and willpower. In this context, traditional values and post-traditional leisure activities are becoming relevant again. (Institut für Jugendkulturforschung, 2021, online; translated and adapted by the coder)