Participatory Design as an Innovative Approach to Research on Young Audiences

# Details

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## Sample

Quantitative survey (N = 2,491) of usage practices with regard to the social web in the age group from 10 to 30 years in the city and state of Salzburg as well as in Vienna. The focus was in particular on individual concepts of public and private sphere, on dealing with images and on self-assessment with regard to different competencies in dealing with the social web.

## Implications For Stakeholders About

Researchers

# Abstract

Media are a crucial part of everybody’s life-world. People develop individual ways of dealing with media, including interpreting media messages in the context of their daily lives and earlier experience. Traditional agents of socialization, such as family, neighborhood, school and work, are becoming less important in contemporary society. Individuals have more options available to them, and are also more self-dependent in dealing with their social environments (Fromme 2006, 8-9). Media are assuming increasing importance for young people dealing with developmental tasks (Havighurst 1981; Wegener 2007; 2008; Weiß 2001) and have become another important agent of socialization. This means that the analysis of media use must consider day-to-day life contexts related to the social environments and socio-ecological backgrounds of young people.

# Outcome

The authors present a vivid discussion of theoretical and methodological approaches in order to research the social media usage of children, adolescents, and young adults. In this context, the importance of everyday contexts, multi-method designs and participatory approaches is not only discussed, but also showed using empirical examples.