Jugend und digitale Medien

Engl. transl.: Youth and Digital Media

# Keywords

* youth
* formal education
* social media
* role models

# Details

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German

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Short report

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## Place

Vienna

## Topics

* Internet usage, practices and engagement
* Wellbeing
* Access, inequalities and vulnerabilities
* Digital and socio-cultural environment

## Sample

300 adolescents and young adults in Austria (16-24); only internet user and higher formal education

## Implications For Policy Makers About

## Implications For Stakeholders About

# Abstract

"Young people who are well educated show a particular closeness to social media. Their position as trendsetters is considered unquestioned in expert circles. The Institute for Youth Culture Research surveyed 300 educated "digital natives" aged 16 to 24 on their digital communication mix. The study shows that social media have become an integral part of youth culture. Smartphone saturation in the target group is almost 100%, mobile use in real time is becoming a self-prescribed medicine against "FOMO" (Fear of missing out) among young people." (Großegger, 2018, 1; translated by the coder)

# Outcome

WhatsApp is the most important App
Snapchat is mainly used by teenagers
Only a small high interest group uses Twitch.tv
YouTube has climbed a core position among young people, not only for entertainment, but also for information and participation
Gender, but also formal education have a great influence on media selction, preferences and usage.