Erste österreichische Lehrlingsstudie – Welle 3

Engl. transl.: First Austrian Apprenticeship Study - Wave 3

# Keywords

* Austrian apprentices
* working environments
* living environments
* media

# Details

## Year

2018

## Issued

2018

## Language

German

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## Type

Short report

## Publisher

Institut für Jugendkulturforschung

## Place

Vienna

## Topics

* Learning
* Content-related issues
* Internet usage, practices and engagement
* Digital and socio-cultural environment
* Other

## Sample

400 Austrian apprentices, quoted by gender, and type of apprentice
2 focus groups with female and male apprentices (undisclosed number)

## Implications For Educators About

Digital citizenship

## Implications For Policy Makers About

Stepping up awareness and empowerment

## Implications For Stakeholders About

Industry

# Abstract

"The "First Austrian Apprenticeship Study - Wave 3″ provides insights into the working and living environments of Austrian apprentices." (Rohrer/Hornberger, 2018, online; translated by the coder)

# Outcome

"Use of YouTube and Instagram: Type of use, intensity of use and relevant content."
"Use of messengers such as WhatsApp or Snapchat for apprentice acquisition as well as in communication with apprentices."
"Evaluation of communication tools or communication aesthetics for apprentice acquisition. Communication profiles for the four largest apprenticeship sectors: Craft and trade, commerce, industry, leisure economy and tourism."
(Rohrer/Hornberger, 2018, online; translated by the coder)