JUGEND / YOUTUBE / KULTURELLE BILDUNG. HORIZONT 2019 – Studie

Engl. transl.: YOUTH / YOUTUBE / CULTURAL EDUCATION. HORIZONT 2019 – study

# Details

## Year

2019

## Scope

National

## Countries

Germany

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

* Pre-adolescents (11-13 Years old)
* Adolescents (14-18 Years old)
* Young adults (19-24 Years old)

## Funder

Deutsche Bank Stiftung, PwC-Stiftung, Robert Bosch Stiftung GmbH, Stiftung Mercator

## Funder Types

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

## URL

https://www.rat-kulturelle-bildung.de/publikationen/studien

## Data Set Availability

Not mentioned

# Goals

"The increasing spread and use of digital platforms and social media such as WhatsApp, Facebook, YouTube or Instagram open up new opportunities for children, young people and adults to pursue cultural interests. Focusing on young people aged 12 to 19, some studies such as the JIM Study 2018 or the 17th Shell Youth Study show that YouTube has become the leading medium. Given the growth in importance of this web video platform, questions arise about the receptive and productive content as well as the significance of cultural content and practices. Furthermore, there are hardly any findings on the extent to which YouTube stimulates young people to engage in cultural activities and self-organised learning.
It must be taken into account that YouTube, as the market-leading web video platform, directs video consumption via algorithms that do not aim at educational values but at maximum viewing time. When a commercial provider such as YouTube becomes the leading medium, the competencies of young people need to be clarified as well as the role of the schools.
Against this background, the Rat für Kulturelle Bildung had a fundamental interest in gaining insights into the cultural activities, the self-organised learning of young people and the associated effects on educational and cultural institutions. For the educational constellation changes fundamentally with the use of this digital medium as a learning medium." (Rat für Kulturelle Bildung 2019, 12)
[translated by the coder]