The Internet of Toys (IoToys)

Engl. transl.: The Internet of Toys (IoToys)

# Details

## Year

2016

## Scope

Multinational

## Countries

* Austria
* Finland
* Germany
* Italy
* Lithuania
* Malta
* Portugal
* Romania
* Serbia
* Slovenia
* Spain

## Type

Empirical research – Qualitative

## Methodologies

Textual / documentary / content analysis

## Researched Groups

Other

## Other Researched Group

Media coverage during Christmas Season

# Goals

First, the authors aim to provide a critical introduction to the Internet of Toys, by setting its conceptual boundaries and discussing the theoretical, methodological and policy challenges it raises. Second, they aim to report on the findings of a small comparative project we have carried out as part of the activities of Working Group 4 of the COST Action DigiLitEY. At this stage, Internet-connected toys are an emerging market, thus making empirical research on their appropriation and use in the everyday lives
of children and their families difficult. As a consequence, and in order to understand
whether and how IoToys have entered play discourses, we examine the discursive
environment of smart toys, i.e. its representations in media commentaries and commercial
advertisements.