Kinder-Medien-Studie (KMS) 2019

Engl. transl.: Children-Media-Study (KMS) 2019

# Details

## Year

2019

## Scope

National

## Countries

Germany

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

* Preschool (0-5 Years old)
* Kids (6-10 Years old)
* Pre-adolescents (11-13 Years old)

## Funder

Blue Ocean Entertainment AG, Egmont Ehapa Media GmbH, Gruner + Jahr GmbH Co KG, Panini Verlags GmbH, SPIEGEL-Verlag, Zeit Verlag

## Funder Types

Private industry / Company

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations not mentioned

## URL

https://kinder-medien-studie.de/wp-content/uploads/2019/08/KMS2019\_Handout.pdf

## Data Set Availability

Not mentioned

# Goals

"How do children keep a balance between the digital and the analogue world? Do they still talk to each other at all, or does communication take place via chats only? How do children organise their free time? What topics interest the young target group? This study covers all relevant areas of children's lives and deals particularly with their media use in an increasingly digital world. As an objective coverage study with a focus on magazines, the KMS provides a basis for the strategic planning of the media mix in marketing. It also analyses in detail the cross-channel media consumption of children as part of their leisure time activities, provides media use arguments and deals with the topic of media acceptance. Furthermore, for the first time, the study allows for an evaluation of the children's monthly expenditure on daily allowances." (KinderMedienStudie 2019, 3; translated by the coder)