Kinder-Medien-Studie (KMS) 2017

Engl. transl.: Children-Media-Study (KMS) 2017

# Details

## Year

2017

## 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

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

# Goals

"The study aims to investigate which media are consumed by 7.17 million children between the ages of four and 13 in Germany. It sheds light on how and how often they use these media, how they generally organise their leisure time, whether there are differences in online and offline behaviour and what roles parents and friends play." (Gruner+Jahr 2017, n. P; translated by the coder)