KIM-Studie 2014: Basisuntersuchung zum Medienumgang 6- bis 13-Jähriger in Deutschland

Engl. transl.: KIM 2014: Study of the media use of 6- to 13-year-olds in Germany

# Details

## Year

2014

## Scope

National

## Countries

Germany

## Type

Empirical research – Quantitative

## Methodologies

## Researched Groups

## Children Ages

## Funder

Landesanstalt für Kommunikation Baden-Württemberg (LFK), Landeszentrale für Medien und Kommunikation Rheinland-Pfalz (LMK)

## Funder Types

Regional Government

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations not mentioned

## URL

https://www.mpfs.de/studien/kim-studie/2014/

## Data Set Availability

Not mentioned

# Goals

In order to be able to better assess and classify the role and importance of media literacy in children, the analysis of current media usage behavior is of central importance. For this purpose, the Medienpädagogische Forschungsverbund Südwest (mpfs) has been providing data on media use by children and the importance of media for the respective age group for 15 years. The nationwide representative studies draw a picture of the current situation and often correct the picture that the media present or that one accepts as generally valid from one's own environment. With the study series KIM (Children + Media, Computer + Internet), the mpfs has been investigating the media behavior of children between the ages of six and 13 in Germany since 1999. In addition to the personal questionnaire, the respective main educators, these are usually the mothers, are questioned in writing about their media behavior, attitudes towards the media and the use of media by the child. The KIM study thus offers a representative picture of the current media situation for six to 13 year olds. The use of television, radio, books, computers and the Internet, digital games as well as mobile phone use and the respective content preferences are recorded.

(KIM Study, p. 3)