ACT ON! Die Monitoringstudie – Medienanalyse

Engl. transl.: ACT ON! Monitoring-Study – Media analysis

# Details

## Year

2017

## Scope

National

## Countries

Germany

## Type

Other

## Methodologies

Textual / documentary / content analysis

## Researched Groups

Other

## Other Researched Group

YouTubers

## Children Ages

* Kids (6-10 Years old)
* Pre-adolescents (11-13 Years old)
* Adolescents (14-18 Years old)

## Funder

Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)

## Funder Types

National Government / Ministry

## Informed Consent

No consent needed

## Ethics

Ethical considerations not mentioned

## URL

https://act-on.jff.de/die-monitoring-studie/

## Data Set Availability

Not mentioned

# Goals

In previous surveys of the ACT ON! monitoring study, there were indications that 10- to 14-year-old adolescents orientate towards YouTube stars in many ways, without any indications of a critical examination of the admired Youtubers. A preparatory problem-oriented media analysis was carried out to be able to further pursue these indications.
The problem-oriented media analysis pursued the following questions:
- To what extent do YouTube stars provide potential incentives and advice for running their own YouTube channels?
- To what extent do YouTube stars address their own handling of online risks, their role model function in this respect and to what extent do they point out online risks?
- Which statements and portrayals contain risks related to the age group of 10 to 14-year-olds that
(a) are capable of disorienting adolescents in their understanding of values and norms or
(b) have a dubious role model character for self-dramatisation or danger to self or others?

Besides, it was recorded which strategies the Youtubers use for audience retention and interaction with the young users. The analysis covered a limited, but relevant, selection. Exemplary representatives of the beauty/fashion/lifestyle, vlog, comedy and Let's Play genres relevant to the target group were included. (Gebel/Brüggen 2017, 1 [translated by the coder]).