Медийното потребление и „инфлуенсърите“ на децата и младите хора в България

Engl. transl.: Media consumption and the "influencers" of children and young people in Bulgaria

# Details

## Year

2020

## Scope

National

## Countries

Bulgaria

## Type

Empirical research – Mixed methods

## Methodologies

## Researched Groups

Children

## Children Ages

* Pre-adolescents (11-13 Years old)
* All (0-18 years old)
* Young adults (19-24 Years old)

## Funder

UNICEF Bulgaria

## Funder Types

NGO (Advocacy, Charity, Consumer organization)

## Informed Consent

Consent not mentioned

## URL

https://www.unicef.org/bulgaria/

## Data Set Availability

Not mentioned

# Goals

The focus is put on the media habits and practices of children and young people, popular personalities (the so called influencers) on the Web, and the extent to which digital technologies help them express themselves and achieve individual and community goals. The realized total number of respondents (1773) includes a sample of 270 representatives of three vulnerable groups aged between 10 and 24 - people with disabilities, people of non-Bulgarian ethnicity, and people who do not work, study or participate in training.