Youtubers e Instagramers: la competencia mediática en los prosumidores emergentes

Engl. transl.: YouTubers and Instagrammers: Media literacy in emerging prosumers

# Details

## Year

2019

## Scope

Multinational

## Countries

* Spain
* Portugal
* Other

## Type

Empirical research – Mixed methods

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

8-14 years old

## Funder

EU-European Regional Development Fund (FEDER) ;Spanish Ministry of Economy and Competitiveness

## Funder Types

## Informed Consent

Consent not mentioned

## URL

https://yougrammersid.wixsite.com/yougrammers?lang=en

## Data Set Availability

Not mentioned

# Goals

Evaluate the media competence of different agents of consumption and production in two social media: YouTube and Instagram, in the face of the relevance and influence of these communicative and participatory practices in today's society and analyze the ways of communication, typologies and profiles, as well as the innovation, diffusion and participation that some of the leaders, Spanish and Latin American, most representative of these platforms or influencers, are promoting in the context of transmedia interaction.