Kinder, Jugendliche und junge Erwachsene im VOD-Zeitalter

Engl. transl.: Children, adolescents and young adults in times of VOD

# Details

## Year

2018

## Scope

National

## Countries

Austria

## Type

Empirical research – Mixed methods

## Methodologies

## Researched Groups

Children

## Children Ages

* All (0-18 years old)
* Young adults (19-24 Years old)
* Other

## Other Childrens Age Group

25-29 Years old

## Funder

RTR Rundfunk und Telekom Regulierungs-GmbH

## Funder Types

Regulator

## Informed Consent

Consent not mentioned

## Ethics

Ethical issues flagged in the paper

## URL

https://www.saferinternet.at/fileadmin/redakteure/Footer/Studien/Studie\_VOD-Zeitalter.pdf

## Data Set Availability

Not mentioned

# Goals

Linear TV loses in importance, in particular for younger people. In contrast to this, media libraries, streaming provider and vlogger (e.g. on YouTube, Instagram, Twitch or TikTok) are becoming more popular. VOD seems to be attractive, due to modern offerings, the lack of time schedules and the possibility to use them almost everywhere, also via smartphone or tablet. Aim of the study is to explore patterns of media use of children, adolescents and young adults, with a view to different VOD offerings and different contents. What are their practices, which content is popular and when do they prefer classical media offerings (e.g. news). Which role do vlogger play, as entertainer, role models, and mediators of knowledge?