Erste österreichische Lehrlingsstudie – Welle 3

Engl. transl.: First Austrian Apprenticeship Study - Wave 3

# Details

## Year

2018

## Scope

National

## Countries

Austria

## Type

Empirical research – Mixed methods

## Methodologies

* Focus group
* Online quantitative methods (e.g. Online survey)
* Evidence map

## Researched Groups

Children

## Children Ages

* Adolescents (14-18 Years old)
* Other
* Young adults (19-24 Years old)

## Other Childrens Age Group

Unspecific age group (in an apprenticeship programme

## Funder

Institut für Jugendkulturforschung; tfactory Trendagentur

## Funder Types

## Other Funder Type

Non-profit research organisation

## Consents

## Informed Consent

Consent obtained

## URL

https://jugendkultur.at/erste-oesterreichische-lehrlingsstudie-welle-3/

## Data Set Availability

Data availability statement in the publication

# Goals

"The "First Austrian Apprenticeship Study - Wave 3″ provides insights into the working and living environments of Austrian apprentices."
"Use of YouTube and Instagram: Type of use, intensity of use and relevant content."
"Use of messengers such as WhatsApp or Snapchat for apprentice acquisition as well as in communication with apprentices."
"Evaluation of communication tools or communication aesthetics for apprentice acquisition. Communication profiles for the four largest apprenticeship sectors: Craft and trade, commerce, industry, leisure economy and tourism."
(Rohrer/Hornberger, 2018, online; translated by the coder)