Children’s Media Lives (Wave 7)

# Details

## Year

2021

## Scope

National

## Countries

United Kingdom

## Type

Empirical research – Mixed methods

## Methodologies

* Interview
* Media diaries
* Other

## Other Methodology

Social media tracking

## Researched Groups

## Children Ages

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

## Funder

Ofcom

## Funder Types

Regulator

## Consents

## Informed Consent

Consent obtained

## URL

https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/childrens-media-lives

## Data Set Availability

Not mentioned

# Goals

To learn about children's media habits and attitudes. It provides evidence about the motivations and the context for media use, and how media is a part of daily life and domestic circumstances. The project also provides rich details of how children’s media habits and attitudes change over time, particularly in the context of their emotional and cognitive development.