Mediale Konsumerlebniswelten für Kinder

Engl. transl.: Media consumer experiences for children

# Details

## Year

2019

## Scope

National

## Countries

Austria

## Type

Empirical research – Mixed methods

## Methodologies

## Researched Groups

## Children Ages

## Funder

University of Klagenfurt, Humans in the Digital Age

## Funder Types

University

## Informed Consent

Consent not mentioned

## Ethics

## URL

https://campus.aau.at/cris/project/0f4de0c76754a61f0167557d7cac007f

## Data Set Availability

Not mentioned

# Goals

"Children grow up in a society that is permeated by media and has a strong consumer orientation. Both are reflected in media consumption experiences for children. In these productions, stories are told across media. Affective experiences are generated with a wide range of media and non-media reference offers that invite playful imitation and invite consumption. These media consumption experiences are investigated with media analyses and qualitative interviews with children and their guardians. (Roth-Ebner, 2021, online; translated by the coder)