

Summary of JIM study 2008

The media has a lot to offer to the children between the ages of twelve and nineteen. Basic equipment in media devices have been elaborately changing during the course of the past few years. For the first time in the ten-year-old history of the JIM study, it appears that young people would rather own a computer than a television and more than half of the young people have access to their own Internet connection. However, mainly mobile phones and MP3 players appeal to the children from ages twelve to nineteen.

In the everyday life of media, computers and televisions top the list for popularity, closely followed by mobile phones, Internet and MP3 players. Traditional type of media such as newspapers and radios are also of special interest. Every second person listens to the radio daily and nearly half of the young people regularly read a newspaper. Online editions of the daily newspapers win over the general public and one in ten people regularly read these online versions of their favourite newspapers. Music, as an example of another form of media, is used graciously by young people because of the technology it offers varies greatly. Mostly music is listened to on the radio and MP3 players, but now, the mobile phone is increasingly gaining its popularity as a music player.

The television is beginning to impact people's everyday lives since nearly two thirds of the people watch TV daily. As in previous years, Pro7 remains to be the favourite program for young people. Children, ranging from ages twelve to nineteen, rate this channel as "having the best movies to offer." The young people see the high quality performances by the newscasters at Das Erste / ARD. In its turn, SAT.1 has the best Comedies. The particularly important format "Daily soaps" is in the best way presented by RTL. All in all, this shows that the young people have a differentiated view at the television offer and ascribe different competencies to the various providers.

As an offline medium, the computer assists many young people with school work, provides them with services to listen to music, and most importantly engages them in fun activity. Computer games and videogame consoles are repeatedly criticized due to their violent content. The classification of the games and the age restrictions plays a key function in the protection of young people. The youth opinion poll presented the facts that this system does not always works as it should. Many young people have already played the games not suitable

for his or her age. In general, three quarters of the players do not see a problem to bypass age restrictions. Besides the exchanges among friends, the Internet and retail trade businesses are most likely to be source of supplies. It is astonishing that contrary to the public debate, the theme “computer games” is rarely a reason for conflict with parents. In fact, the young people at home have absolutely no problem with this theme. Every second child, from the ages of twelve to thirteen, has to discuss with his or her parents the types of games that will be played and the duration at which they will be played at. Older players often have little or no restrictions at all. Overall, this means that the majority of parents establish no rules for dealing with such computer games. Obviously, these parents need to be notified of the correct information, in order to positively guide their children.

Nearly all young people associate themselves as users of the internet. The young adult population mainly uses the internet as a first line in communication, by using Instant Messenger, e-mail, and chat. Moreover, the Internet also serves as a purpose for entertainment. Since the Internet offers what the television, radio, and newspaper offers, it has become a multifunctional object that unites young people all over the world. If young people were to choose which medium to keep over all the others, most would choose the Internet.

Despite the great enthusiasm that young people display for the internet, most people, however, choose the daily newspaper as a more reliable source. The internet is no where near as accurate as the radio and television are. Which concludes that young people are capable of deciding which medium best suits their personal style and needs.

Currently, online communities take on particular significance. They are visited regularly from about half of the Internet users. Beside the chats, which could offer an army of potentially dangerous content for young people, the online communities could be, however, unsafe too. On the other hand, there is a risk to reveal the private sphere of naive dealings with personal data – about half of the Internet users allocate their own photos or movies in the net and more than one a third indicate their Instant Messenger number online. On the other hand, online communities could be a platform to offend or compromise the people. This example makes it clear that there are always new offers that we should watch closely in order to protect the young people, and to offer corresponding support not only for them but also for teachers and parents.