

Basic Data Adolescents and Media 2022

**Current surveys and research on media use
among young people in Germany**

Compiled by
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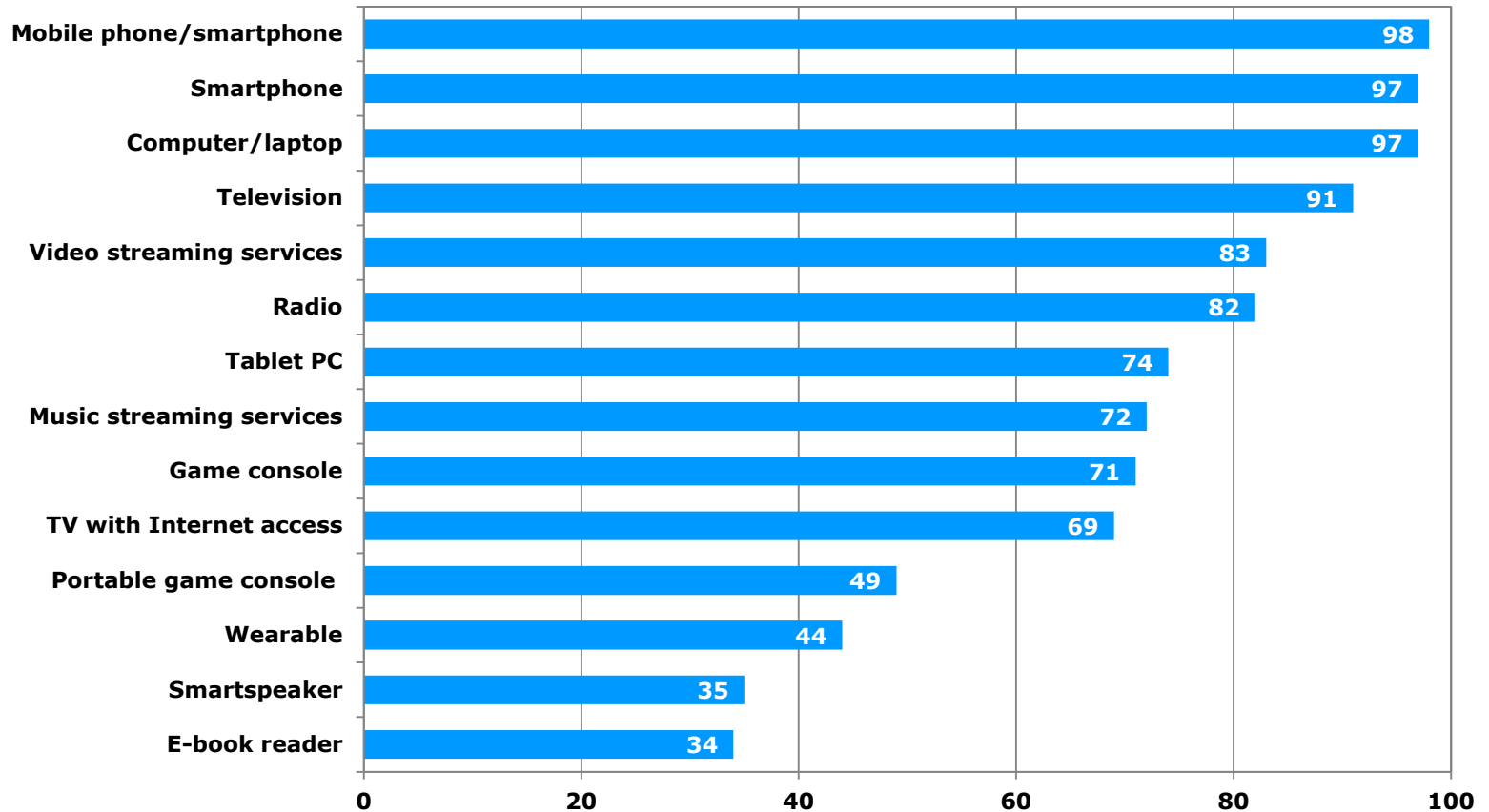
Overview

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Media Use, Media Ownership and Importance of Media

Media devices at home

Media in German households, 2021, selection (percentages)

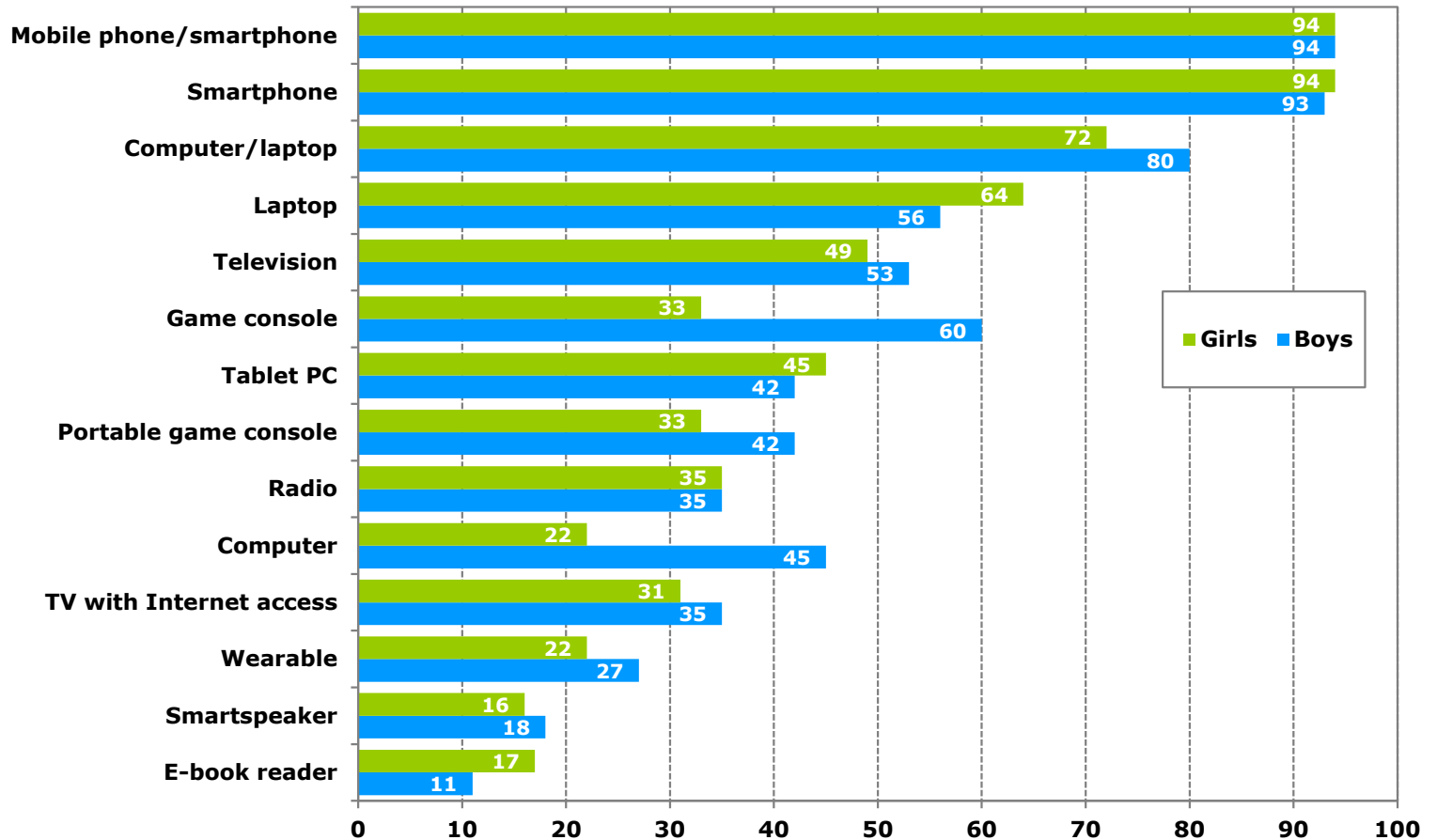


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2021, mpfs, p. 5.

Personal media equipment of German adolescents

By gender, selection, 2021 (percentages)

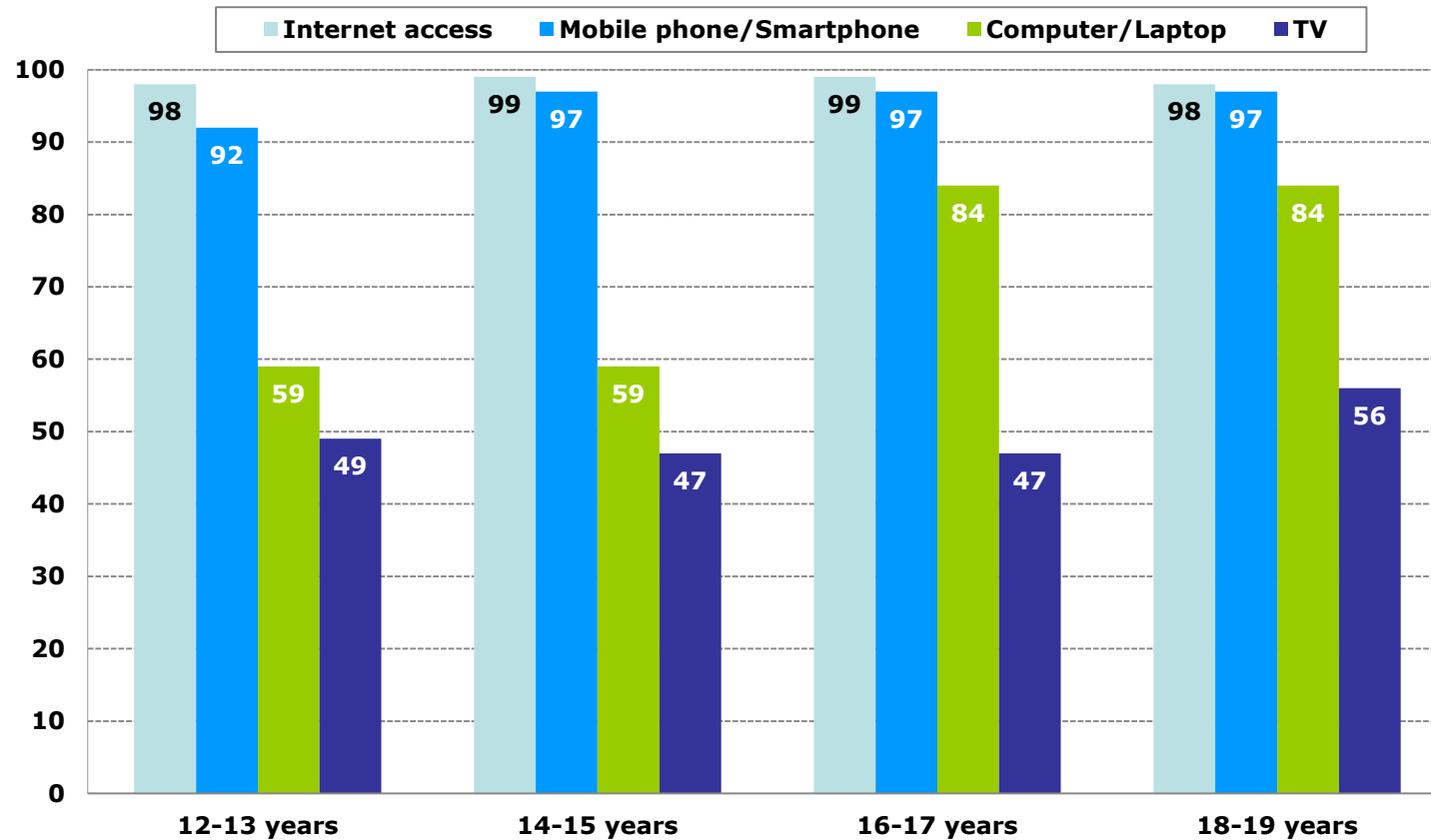


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2021, mpfs, p. 8.

Device ownership among adolescents by age group

Selection, 2020, (percentages)

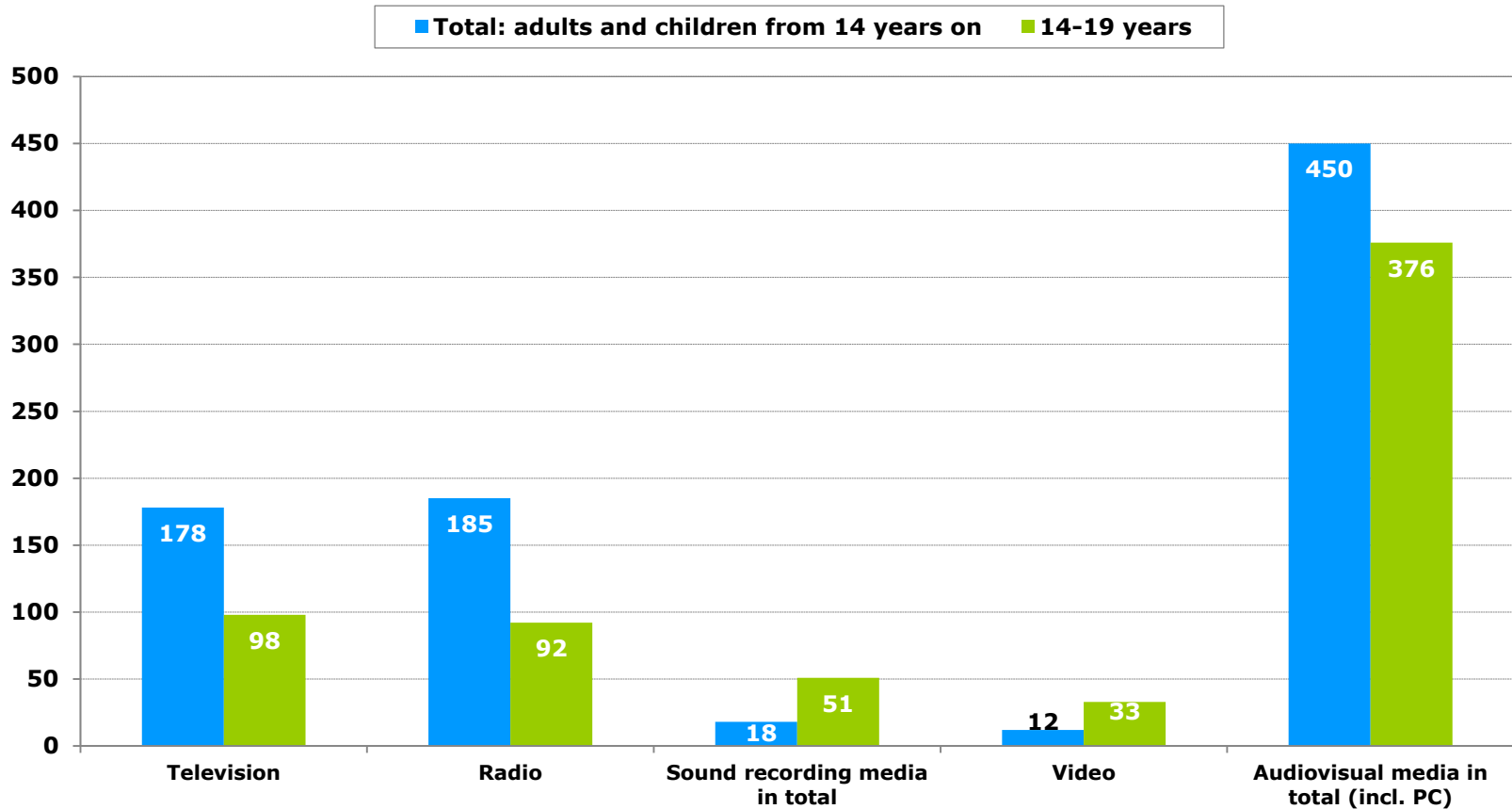


Basis: 12-13 years: n=288, 14-15 years: n=292, 16-17 years: n=298, 18-19 years: n=322.

Source: Feierabend et al., 2021, p. 19.

Average amount of time spent with various media in 2021

Minutes per day, by age groups

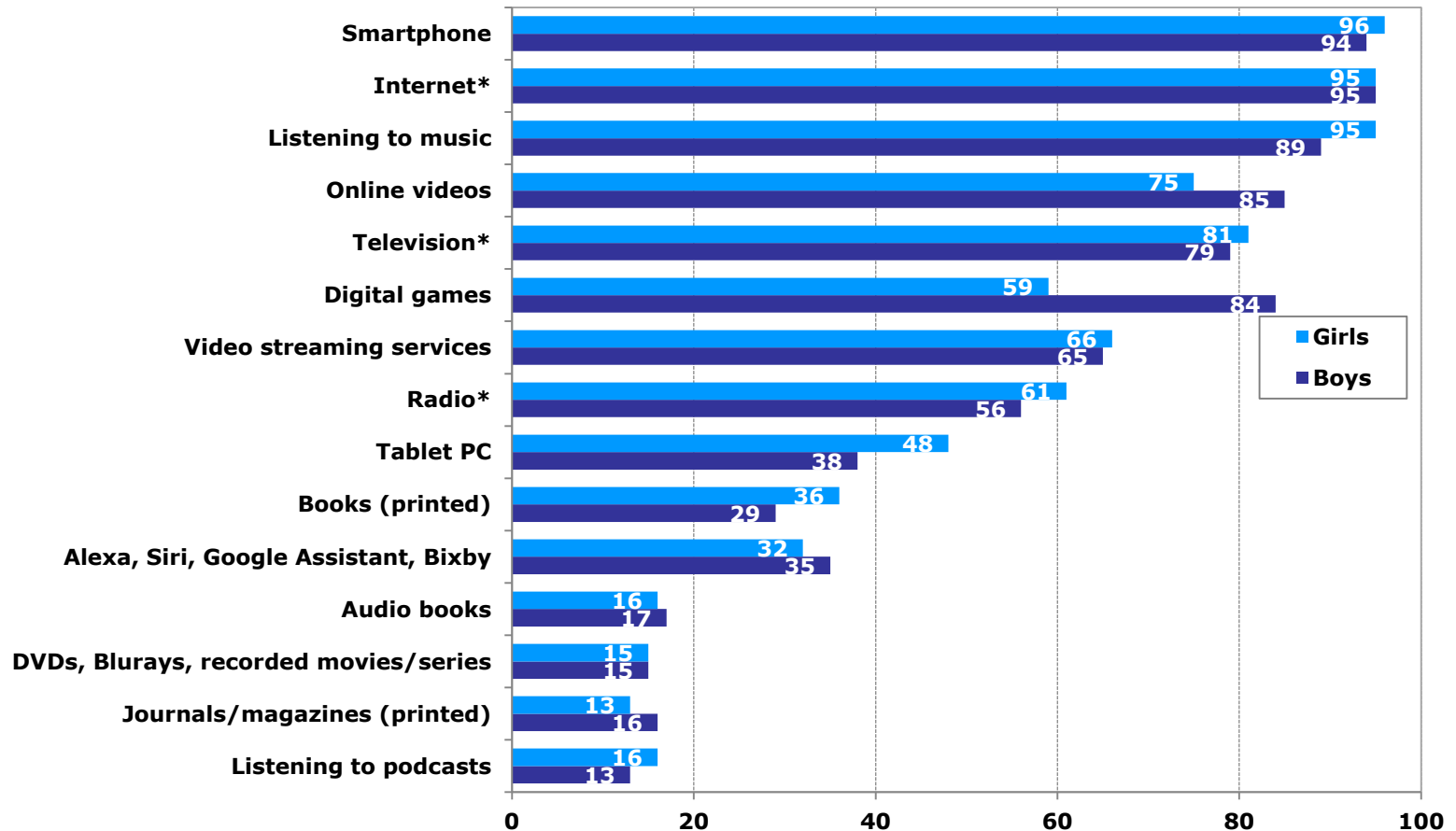


Basis: German speaking people 14 years and older, Mon-Sun, 5:00 a.m.–12:00 p.m. Sound recording media = record, tape, CD, MP3.

Source: Media Perspektiven Basisdaten 2021, p. 69/70.

German adolescents media use in leisure time

Daily/several times a week, by gender, selection, 2021 (percentages)

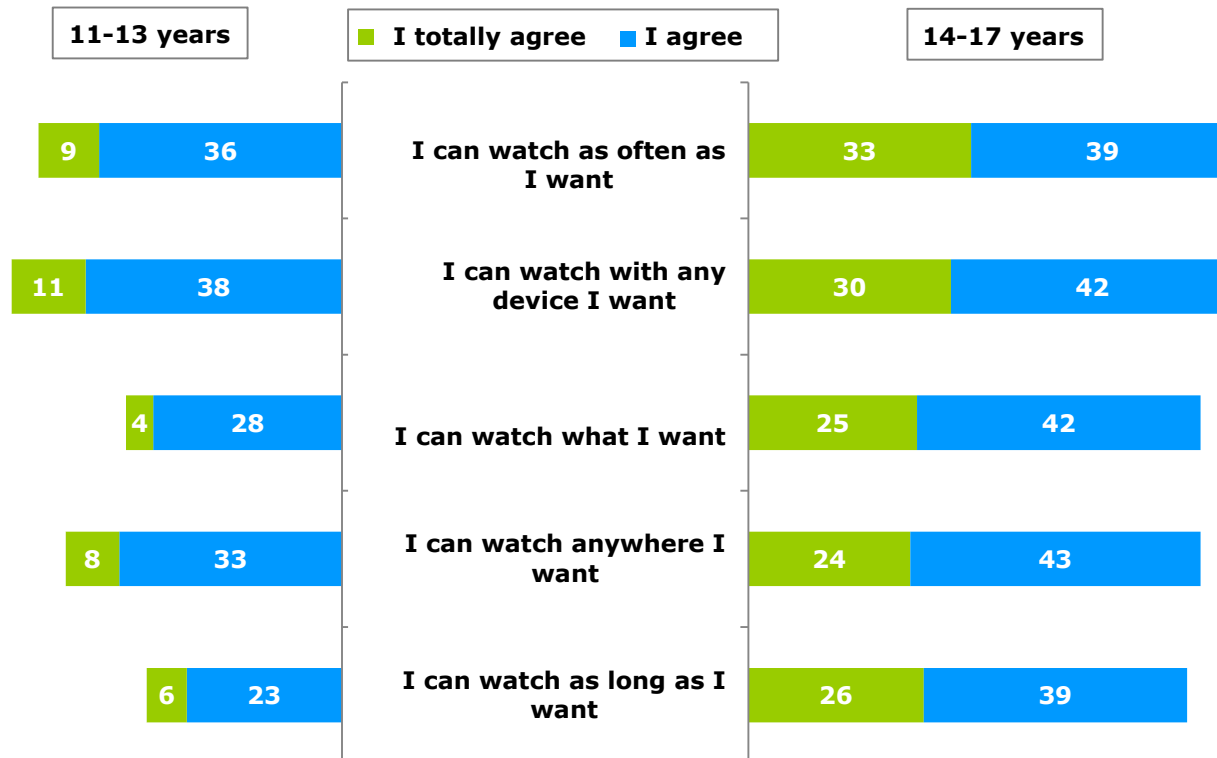


Basis: n= 1,200, 12-19 years.
*Regardless what access used.

Source: JIM-Studie 2021, mpfs, p. 15.

With increasing age young people have more freedom to use media as they want to

By age group (percentages)

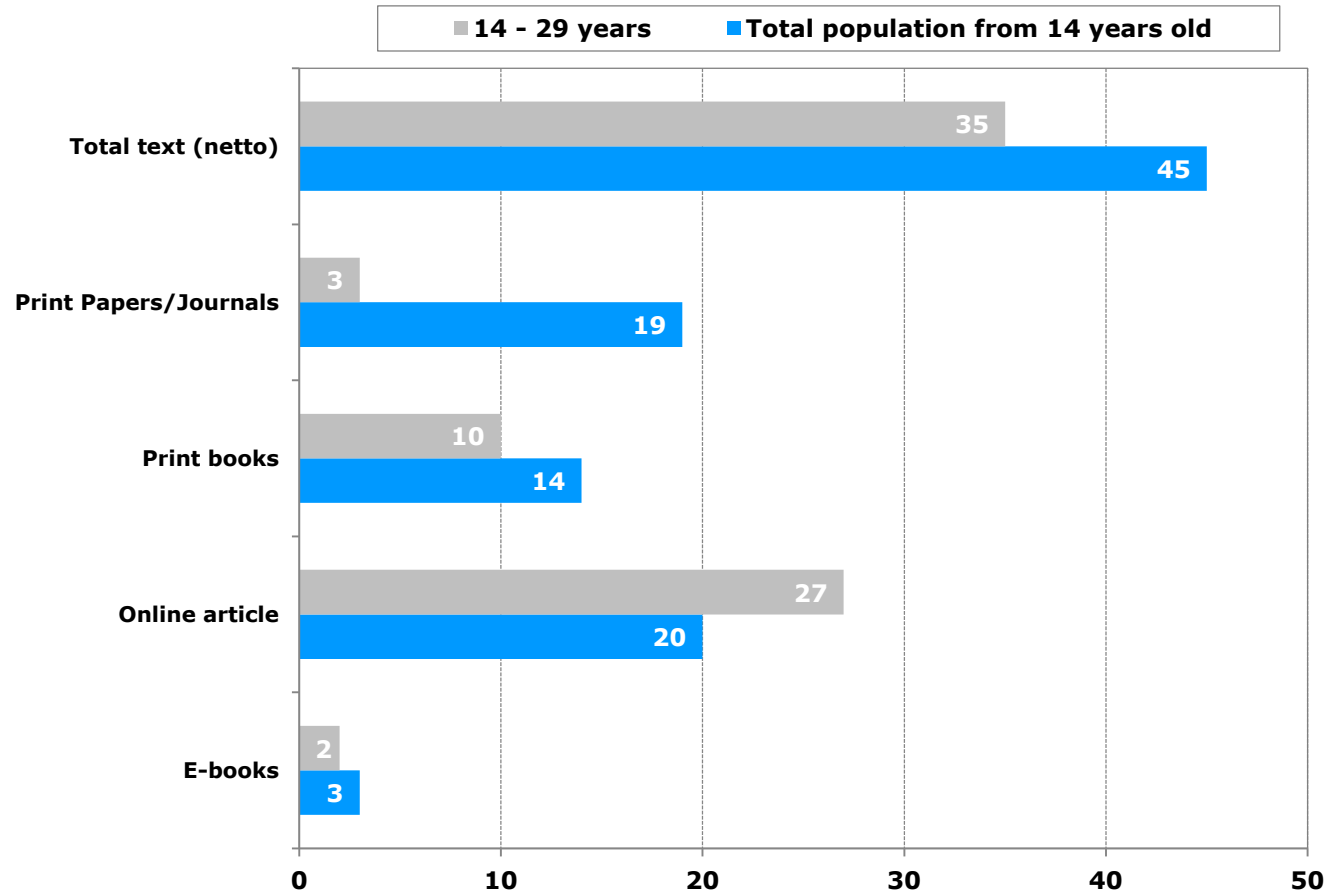


Basis: n= 5,136, 3-17 years and their parents.

Source: AGF GenZ Videostudie 2020, p. 18.

Adolescents and the use of texts compared to the total population in Germany

Daily, 2021, by age group, selection (percentages)

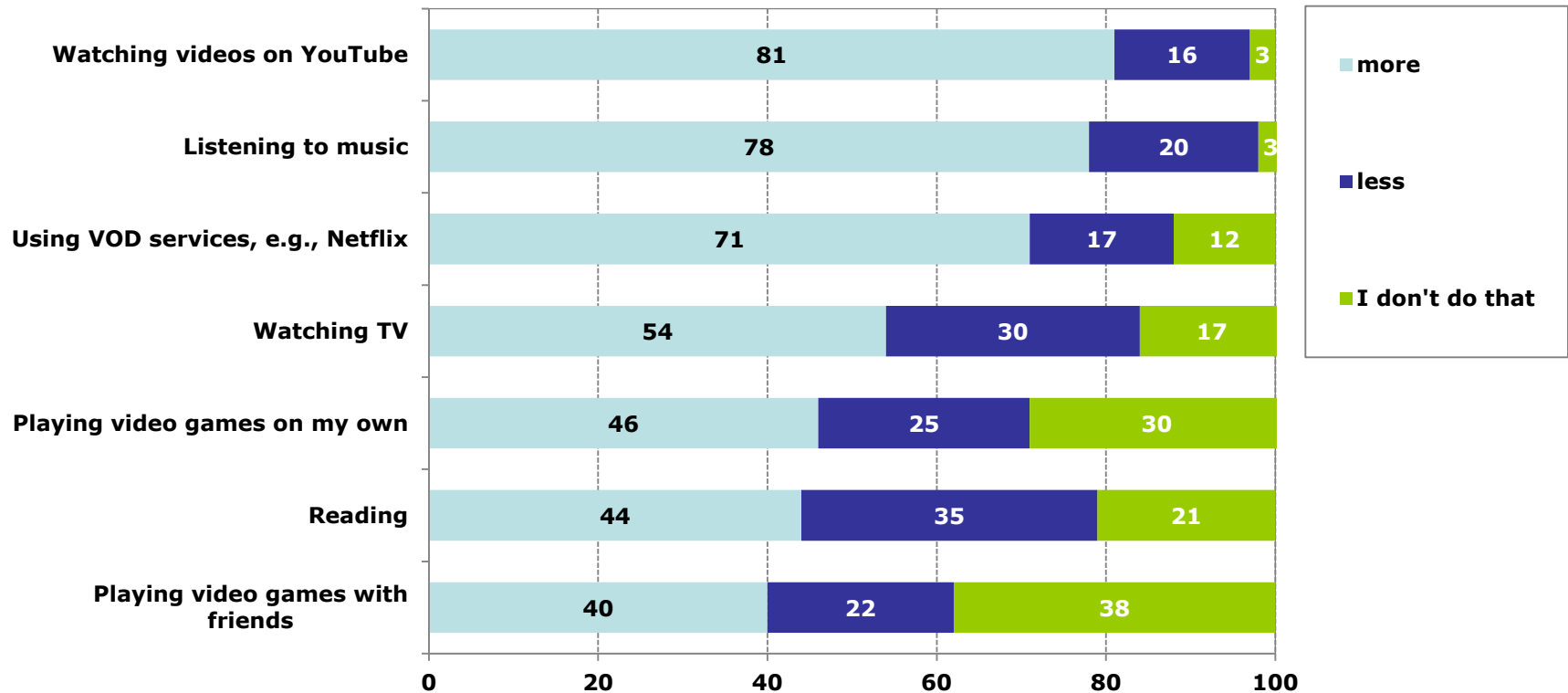


Basis: n=2,001 German population +14 years.

Source: ARD/ZDF-Massenkommunikation Trends 2021, in: Kupferschmitt/Müller 2021, p. 384.

The influence of lockdown on adolescents' media use in Germany

Media activities during school closures, selection, ages 12 to 19, 2020 (percentages)
More/less than before the Corona crisis

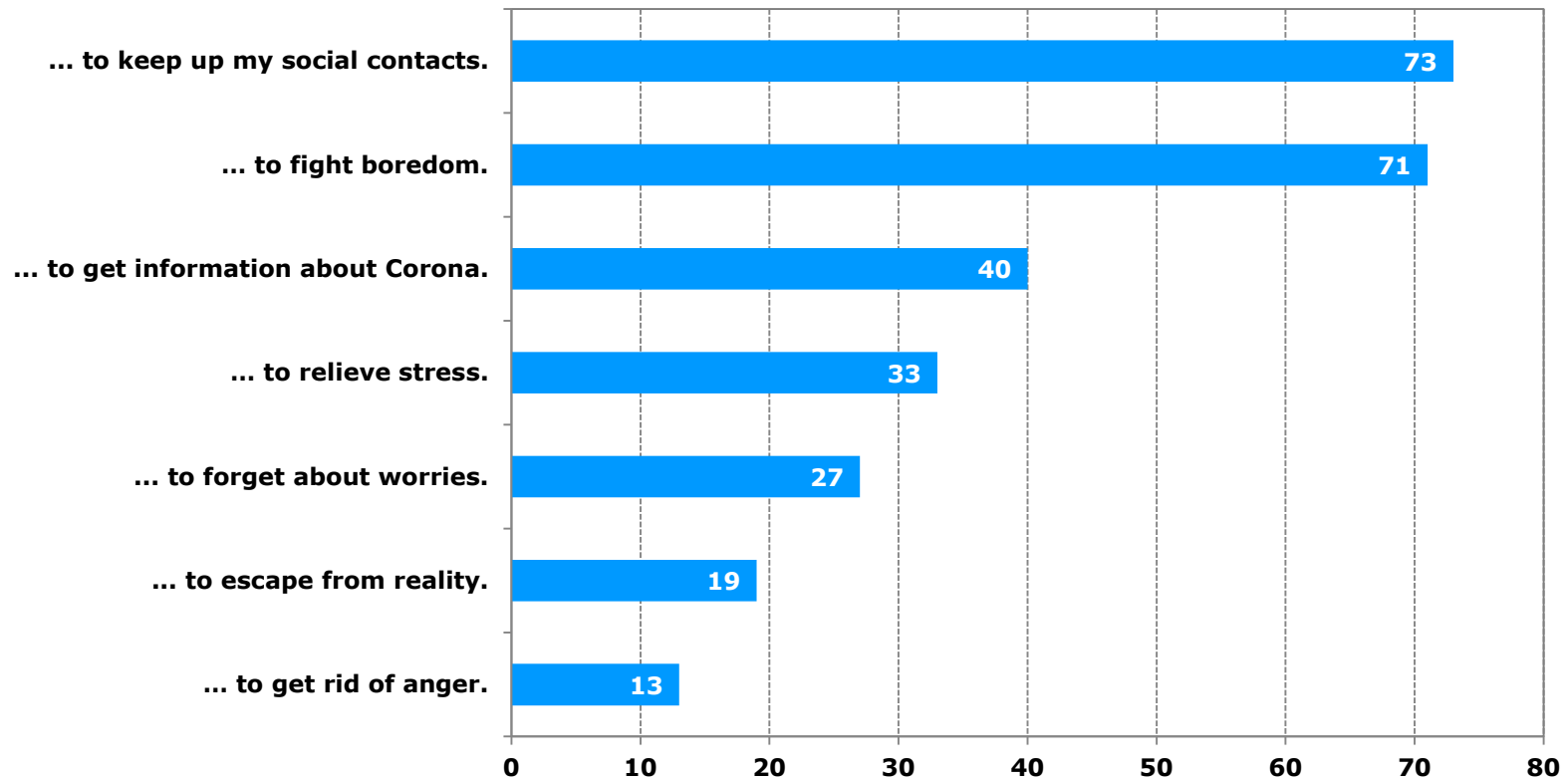


Basis: n=1,002, 12-19 years.

Source: JIMplus 2020, mpfs, p. 20.

Motives of digital media use during the pandemic

By gender, selection, 2021 (percentages)
Applies/rather applies, "I use digital media ..."

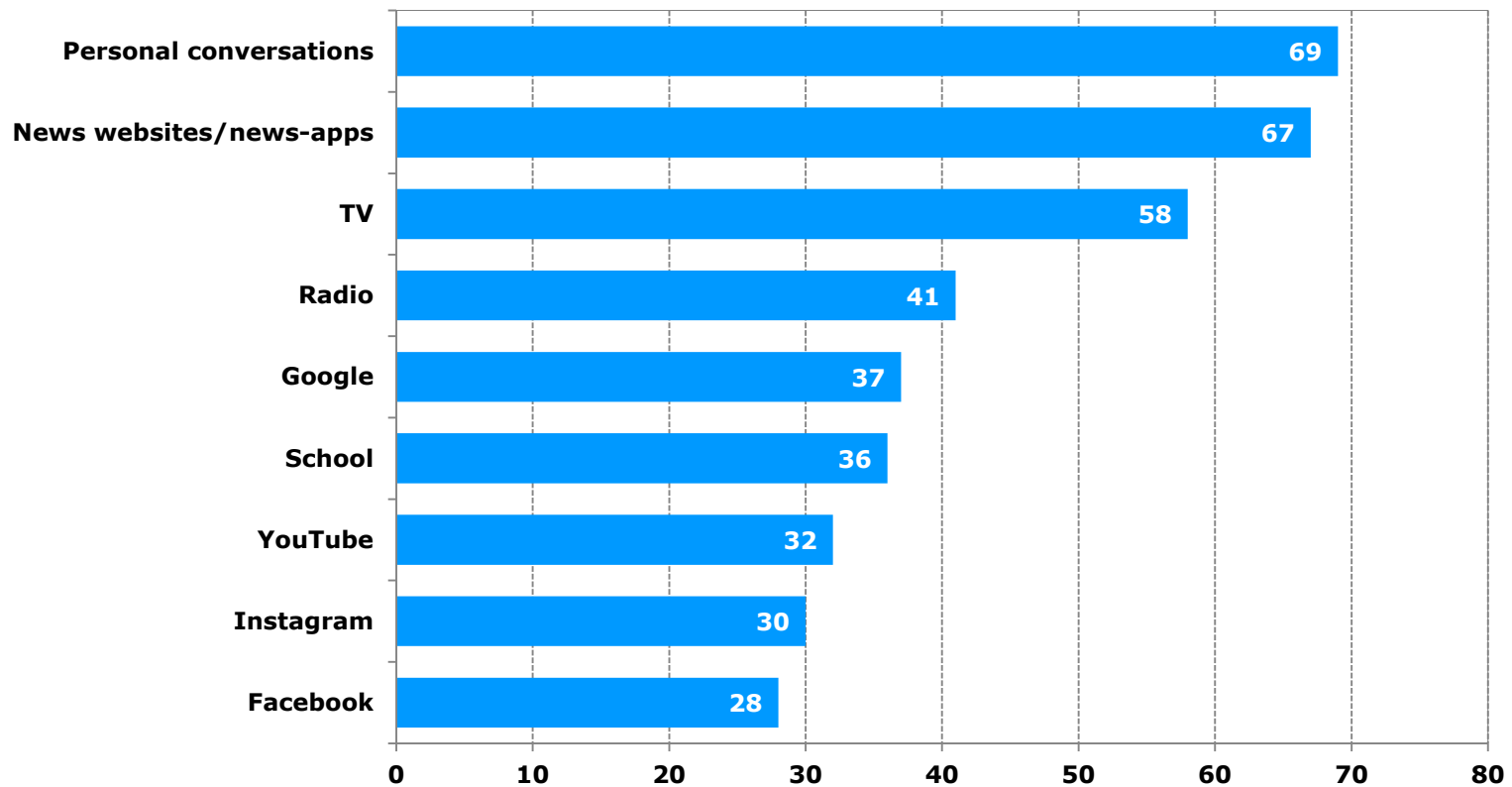


Basis: n= 1,250, 10-19 years.

Source: forsa: Nutzung digitaler Medien im Kinders- und Jugendalter 2021, p. 57.

How do German young people inform themselves about politics?

“From where do you get your information about contemporary politics in Germany and worldwide?”
Multiple answers possible, selection, 2019 (percentages)

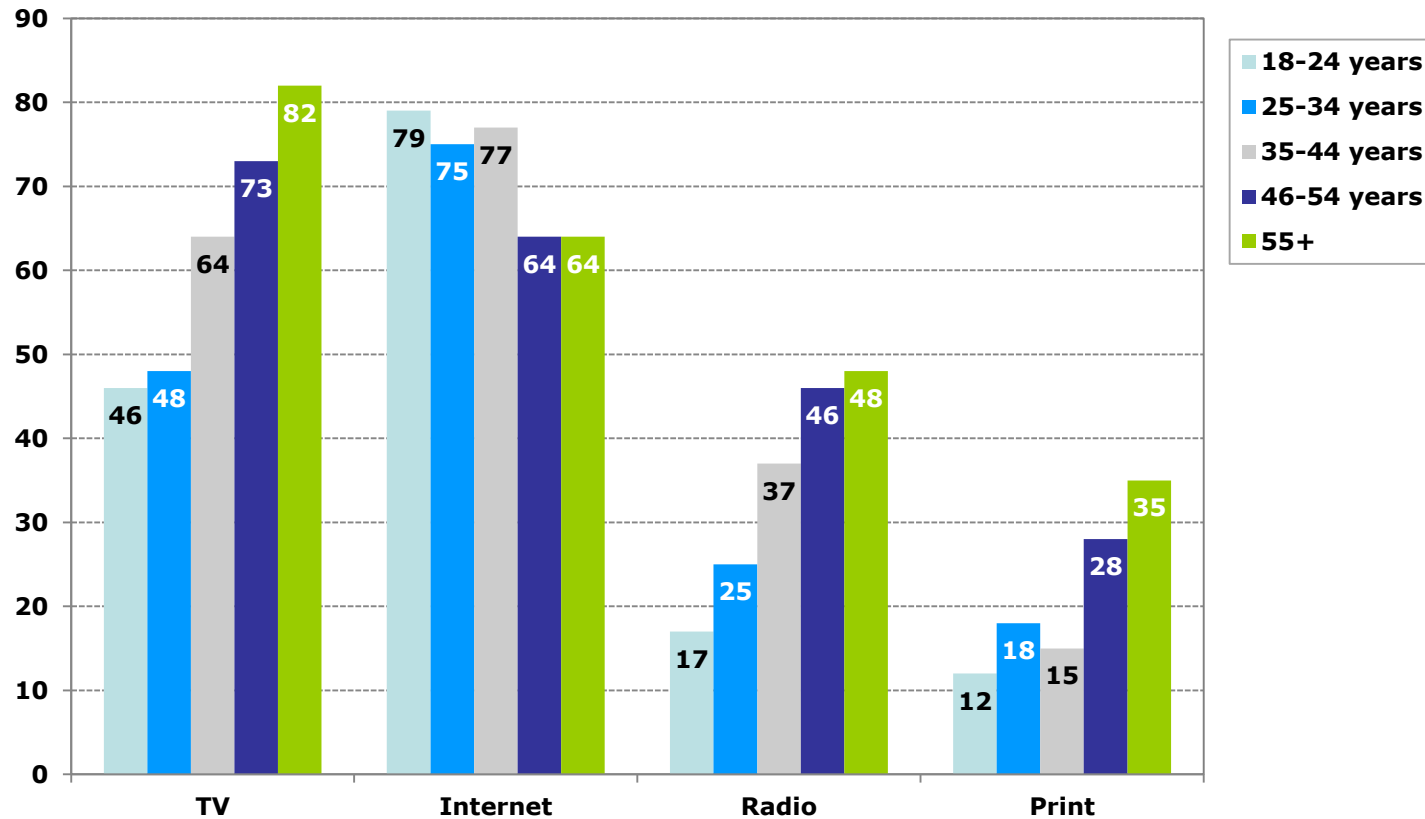


Basis: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019,
p. 11.

Young people use the internet as main news source

Main news sources, by age group, 2021 (percentages)

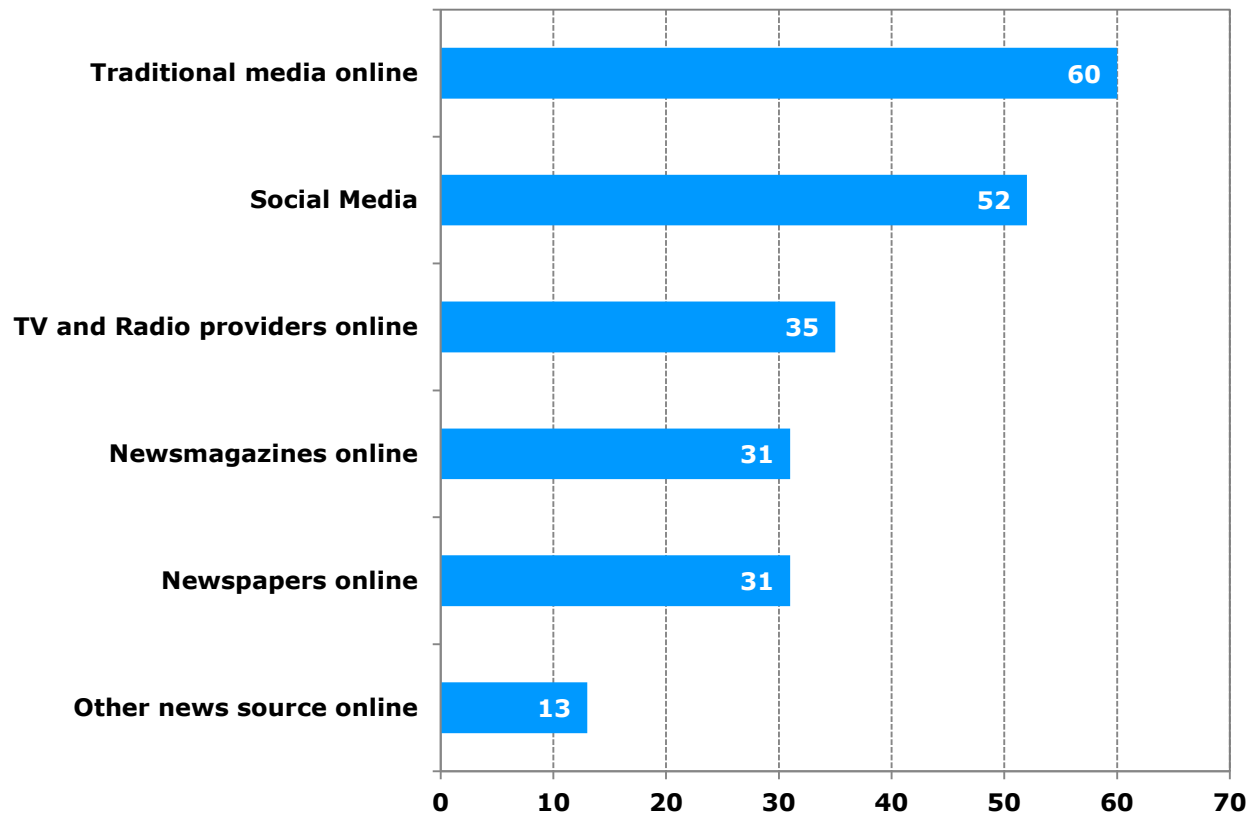


Basis: n=2,011, 18+ years with internet access.

Source: Hölzig/Hasebrink/Behre: Reuters Institute Digital News Report 2021, p. 14.

How do young people in Germany inform themselves online?

News sources used online on a weekly basis, 18-24 years old, 2021, multiple answers, selection, (percentages)

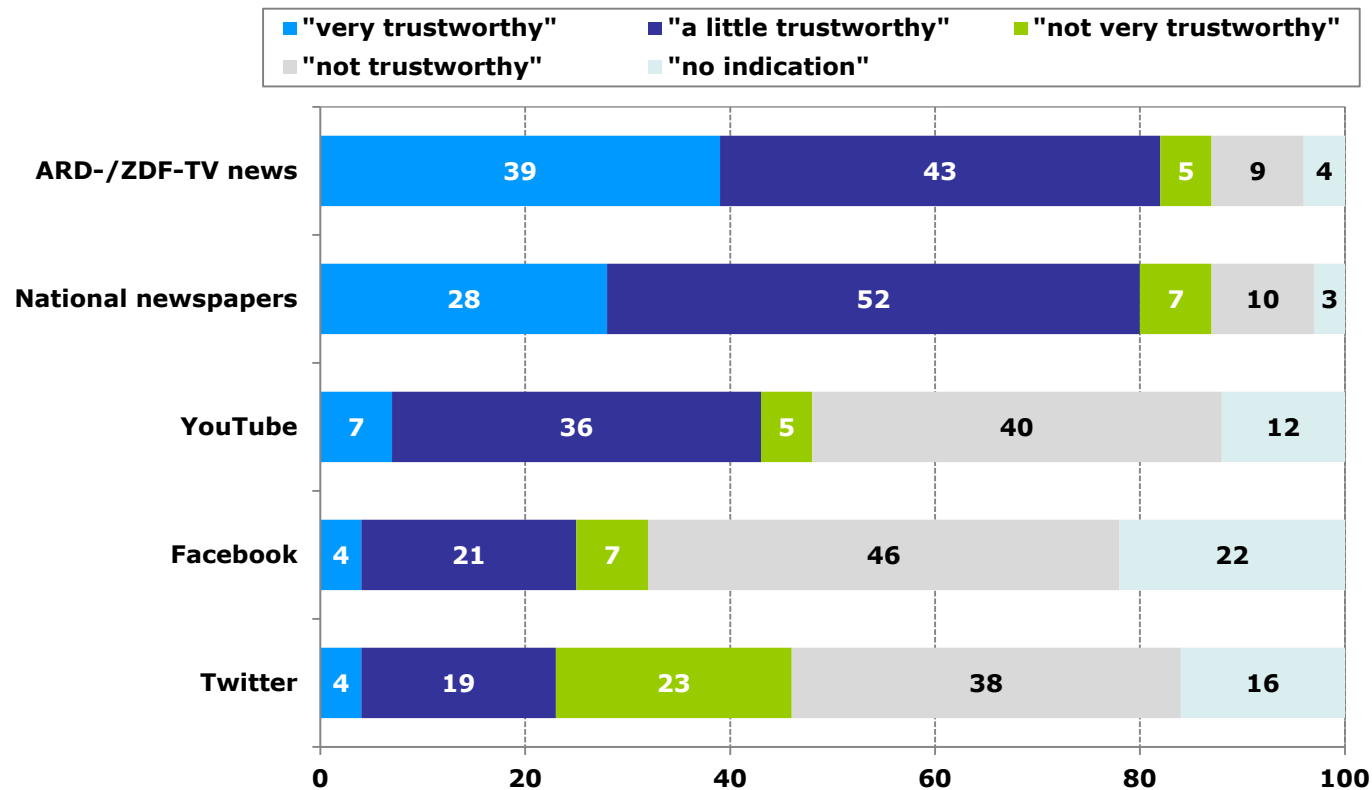


Basis: n=2,011, 18+ years.

Source: Hölzig/Hasebrink/Behre: Reuters Institute Digital News Report 2021, p. 15.

Which news sources do German young people trust?

“How trustworthy do you think are the following information sources?”
12 to 25 years, 2019 (percentages)

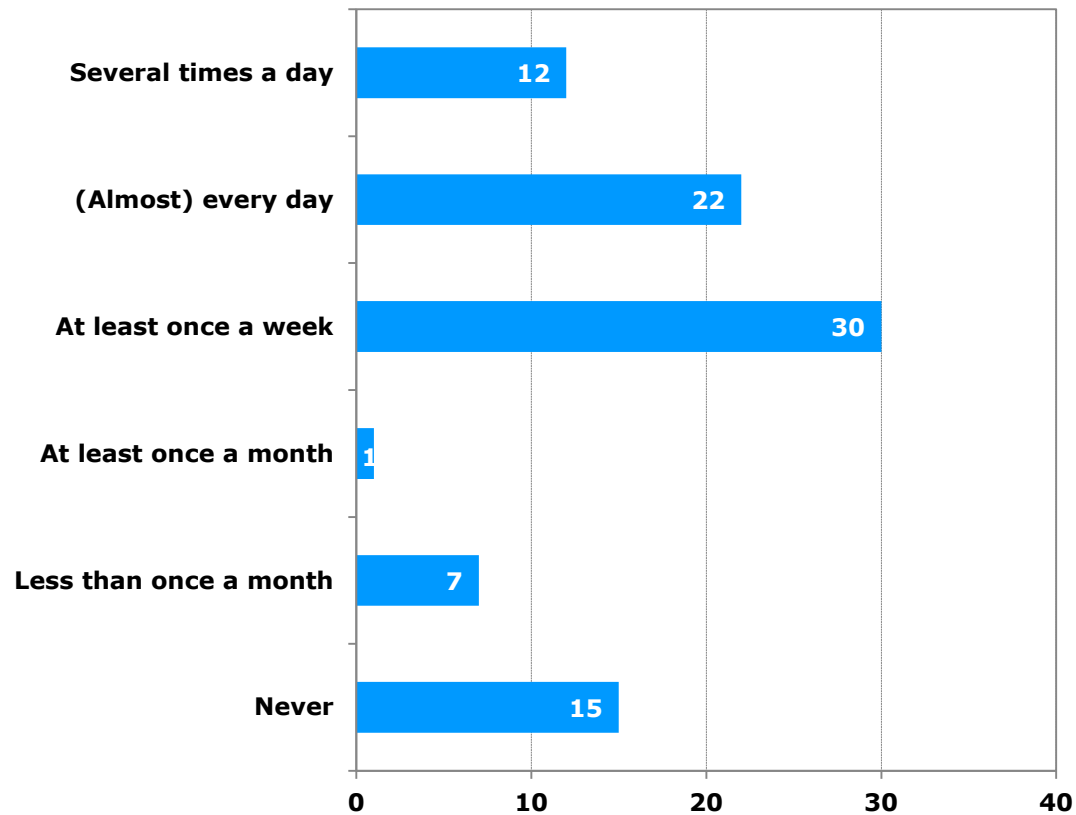


Basis: n=2,572, 12-25 years.

Source: Shell Deutschland Holding: Jugend 2019, p. 243.

How often do young people in Germany encounter online “fake news”?

2019 (percentages)

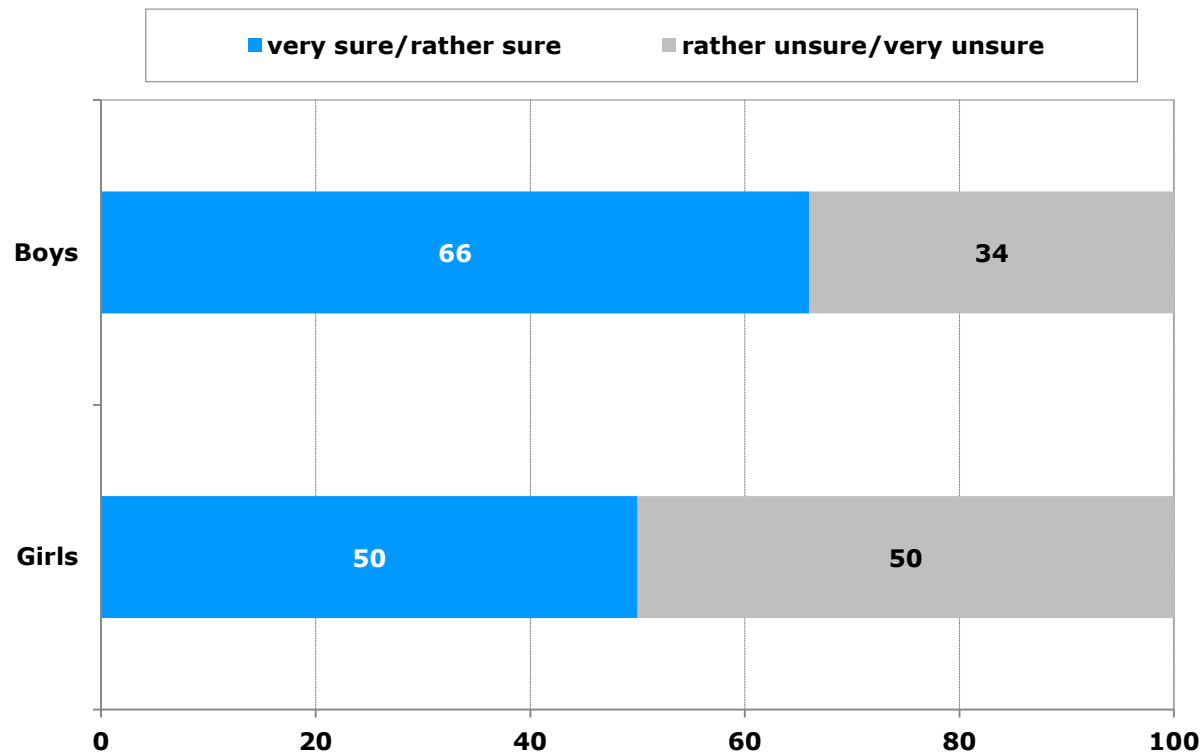


Basis: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 21.

Especially male young people think that they are very good in detecting “fake news”

“How sure or unsure are you that you can detect fake news on the internet?”
By gender, 2019 (percentages)

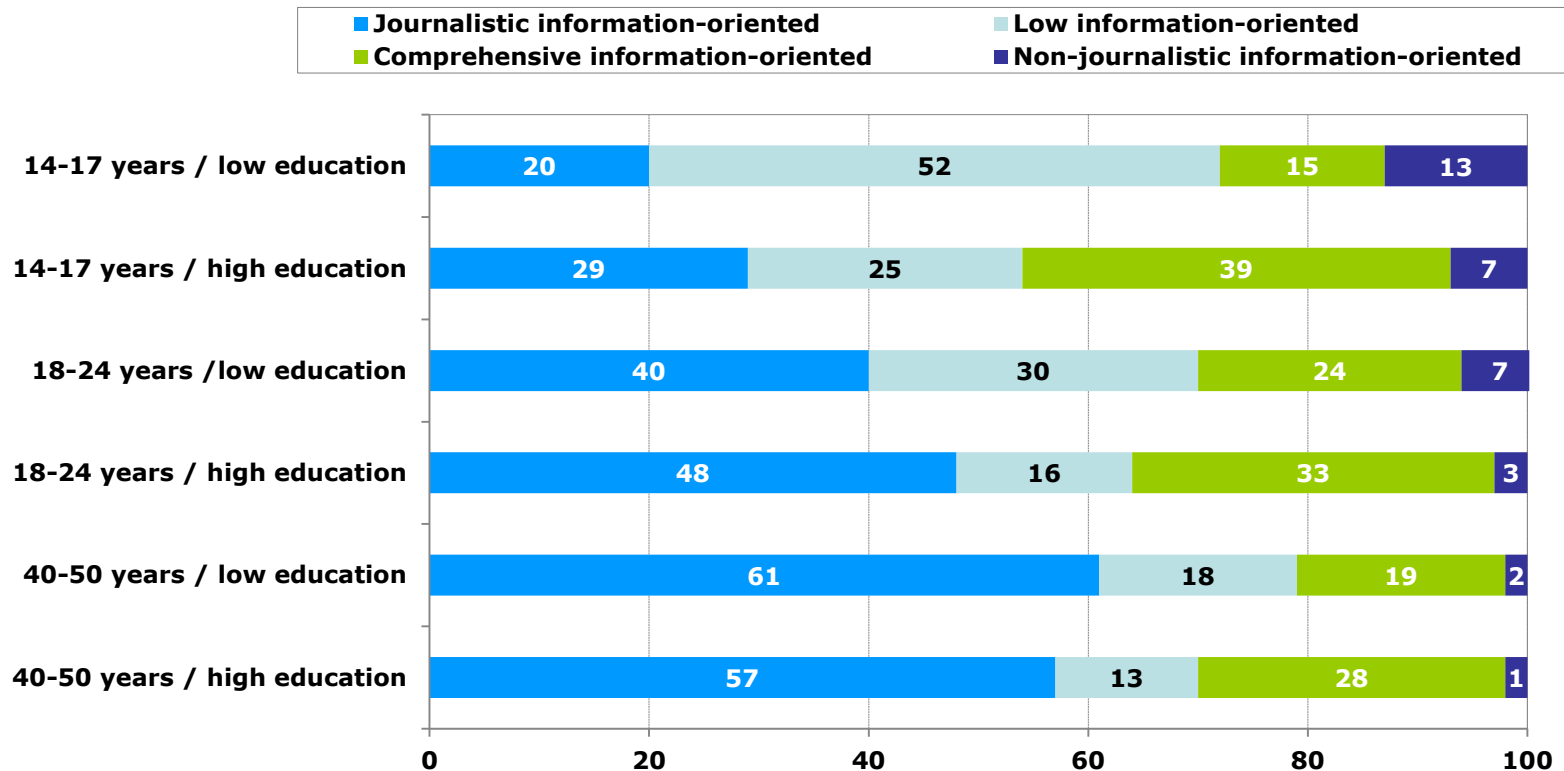


Basis: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 25.

News orientation by age and education

Based on news interest, news use, opinion formation and informedness, by age group and level of education (percentages)



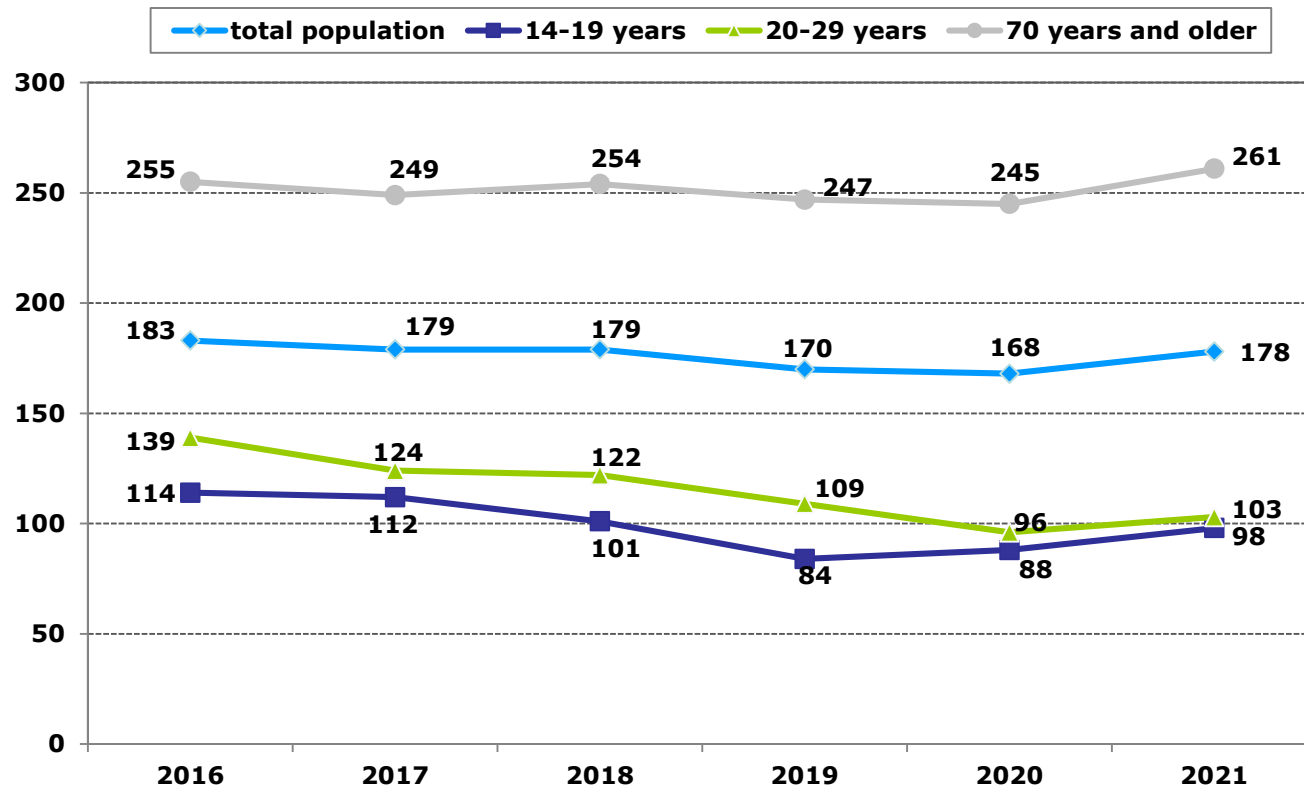
Basis: n=1,508, age groups 14-24 and 40-50.

Source: Hasebrink/Hölig/Wunderlich:
#UseTheNews 2021, p. 26.

Adolescents and Television

Development of TV viewing time by age groups

Viewing time in minutes per day, selection, 2016-2021

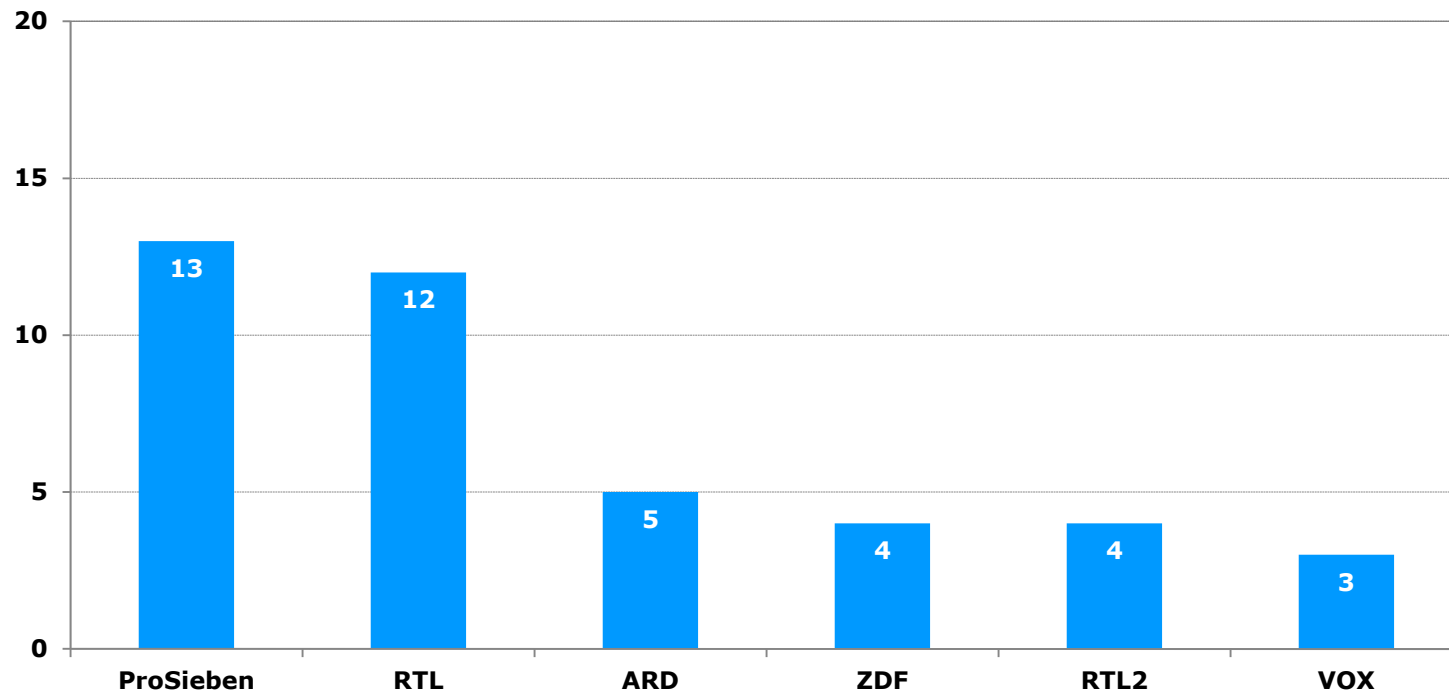


Basis: FRG in total, 14 years and older,
5:00 a.m.-12:00 p.m., Mon-Sun.

Source: Media Perspektiven Basisdaten 2021,
p. 69.

Popular TV broadcasters among German adolescents in 2021

Market shares in age group 12-19 years, 2020 (percentages)

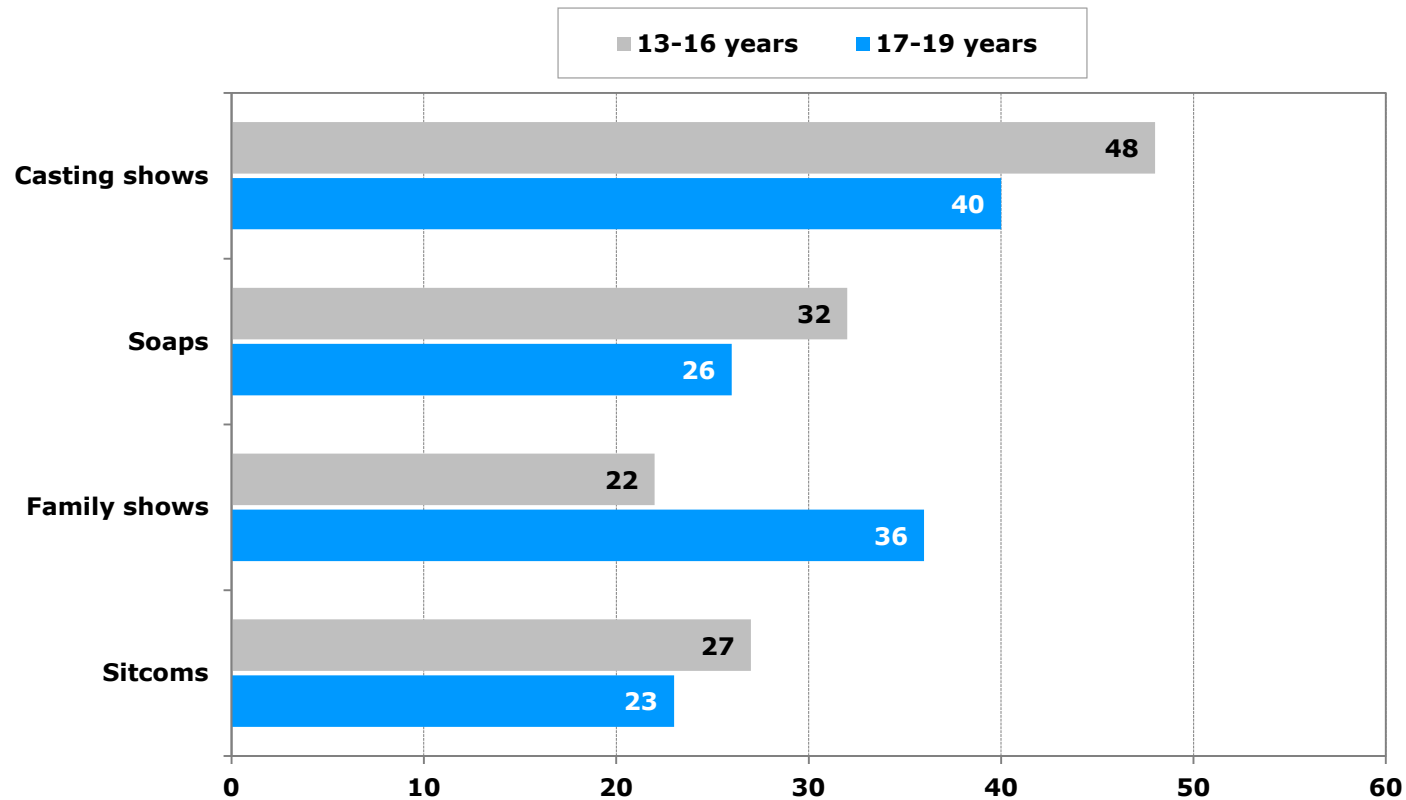


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2021, mpfs, p. 44.

Girls' favourite TV genres in 2021 in Germany

"What type of programme do you like best?"
Multiple nominations possible, 2021, selection (percentages)

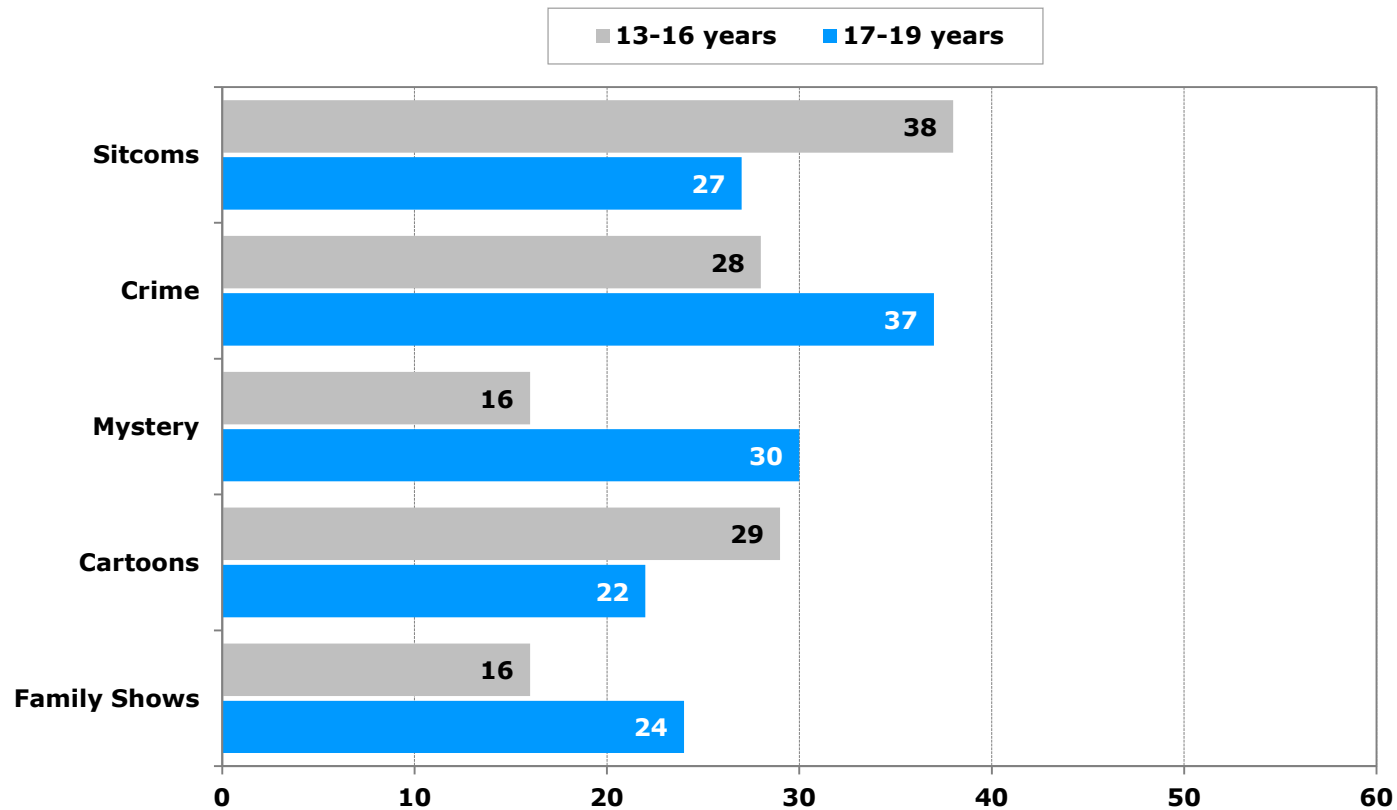


Basis: n=708 girls, 6 to 19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, p. 28.

Boys' favourite TV genres 2021 in Germany

“What type of programme do you like best?”
Multiple nominations possible, 2021, selection (percentages)

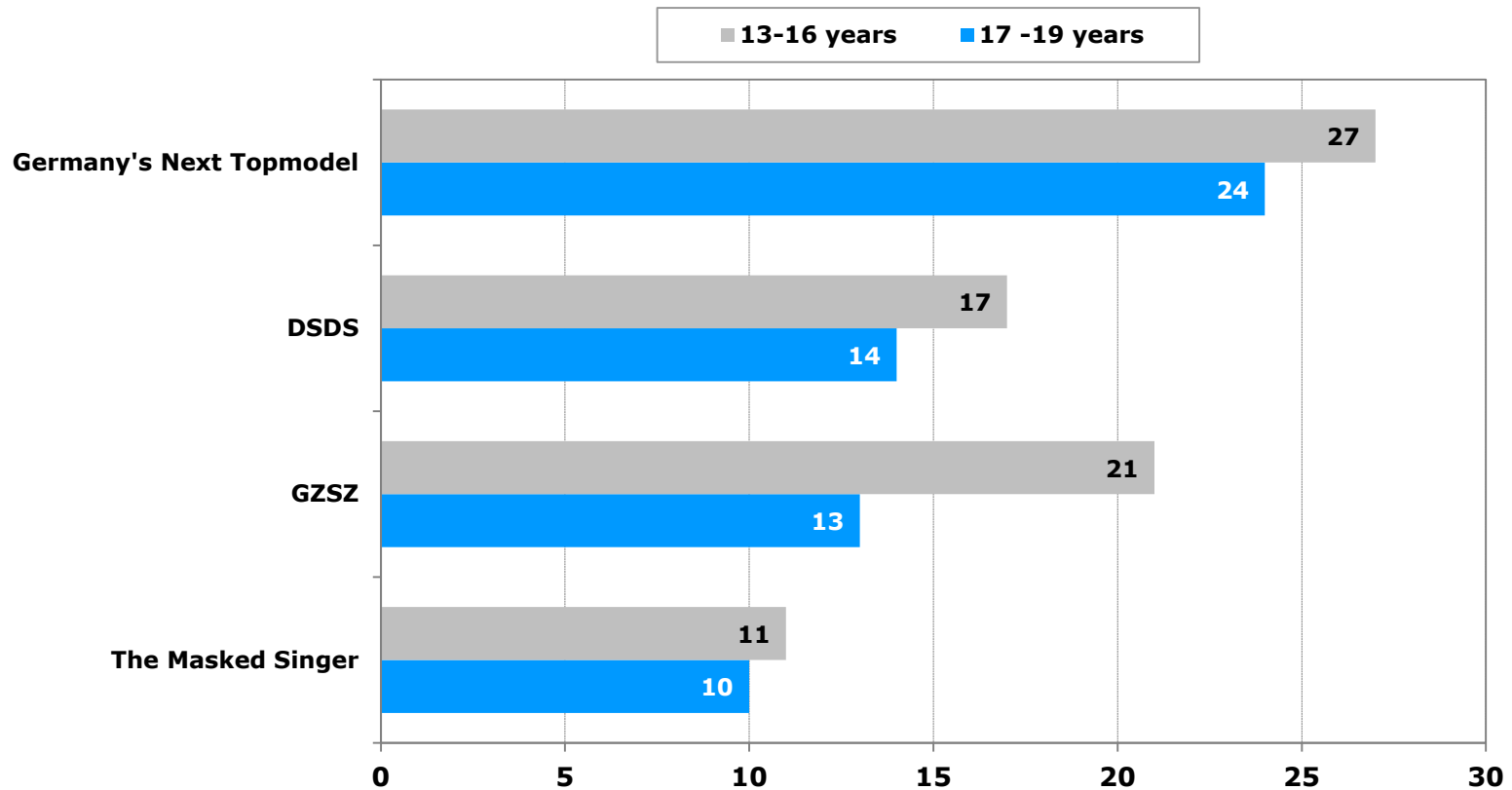


Basis: n=753 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, p. 27.

Which TV programmes do German girls like best?

2021, multiple nominations possible, selection (percentages)

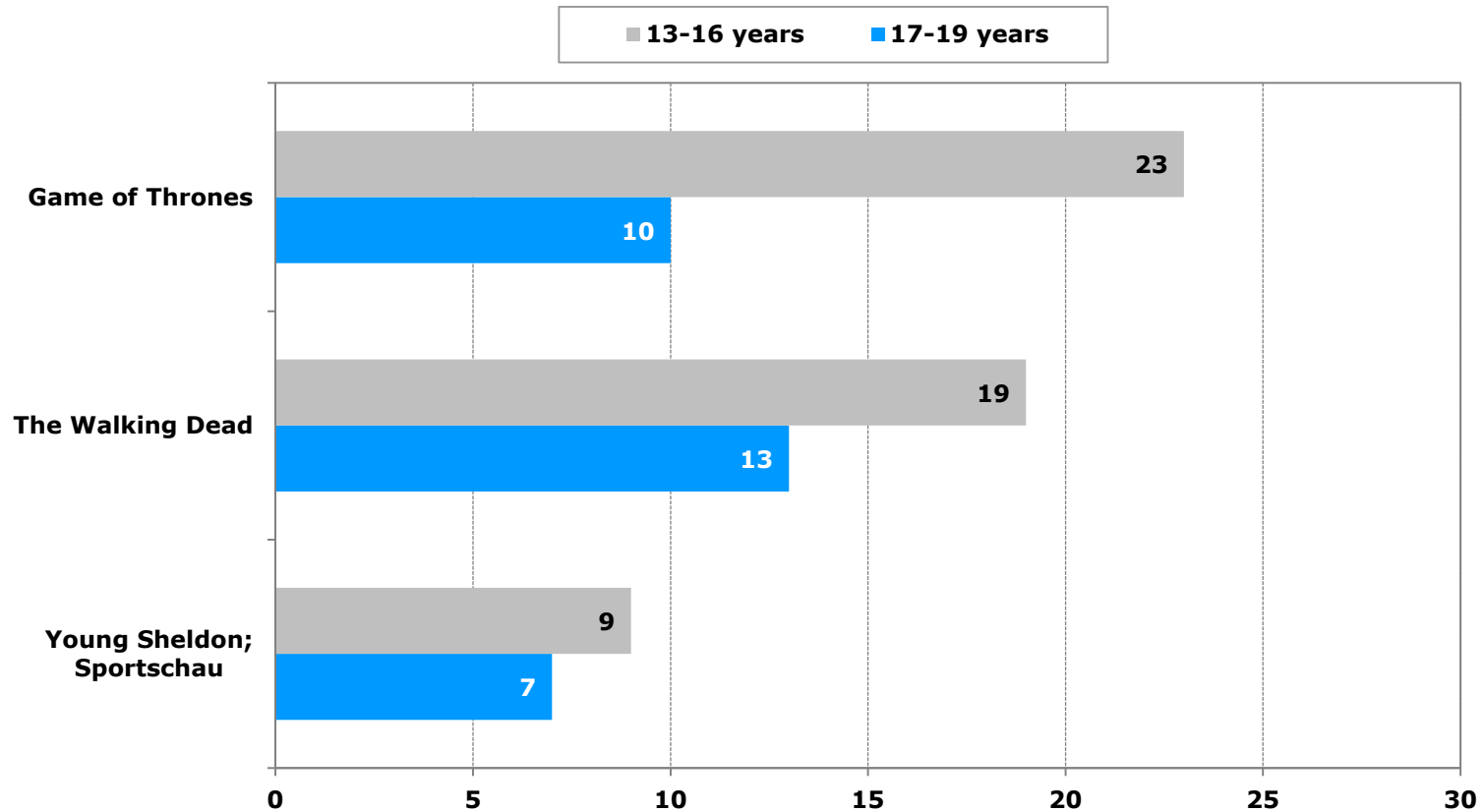


Basis: n=708 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, p. 24.

Which TV programmes do German boys like best?

2021, multiple nominations possible, selection (percentages)

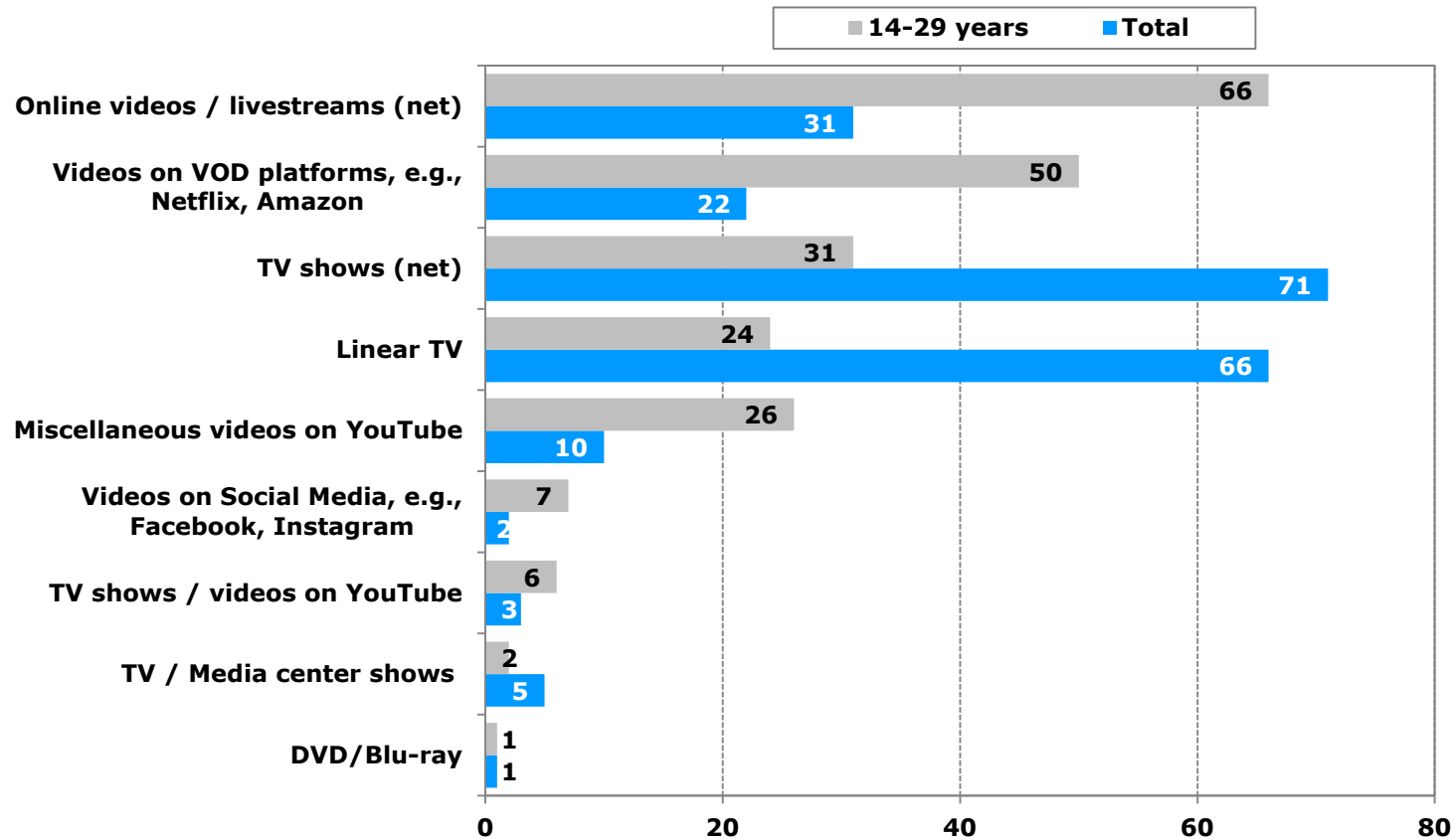


Basis: n=753 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, p. 23.

Use of video or television content compared to total population

Daily, 2021, by age group, selection (percentages)

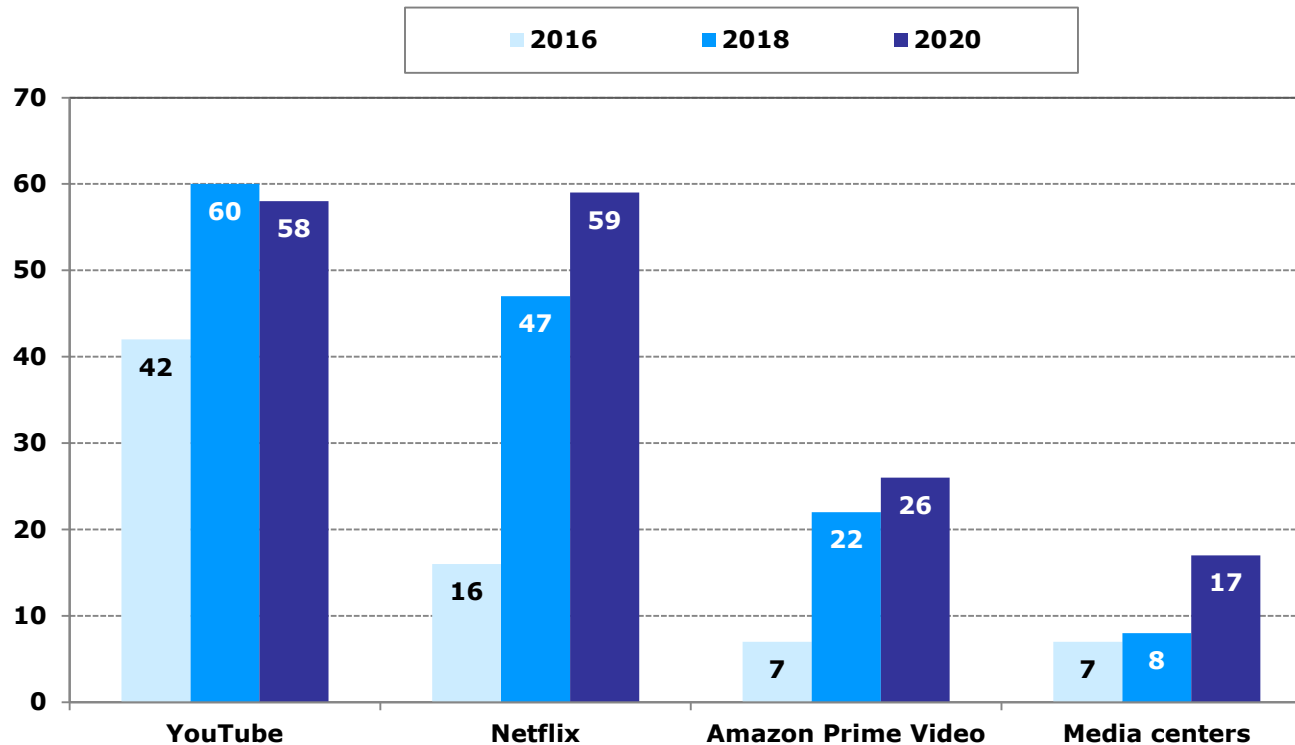


Basis: n=2,001, German-speaking population 14+ years.

Source: ARD/ZDF-Massenkommunikation Trends 2021, in: Kupferschmitt/Müller 2021, p. 377.

Streaming of shows, series and movies among German adolescents

Daily / multiple times per week, selection, comparison 2016, 2018 and 2020 (percentages)

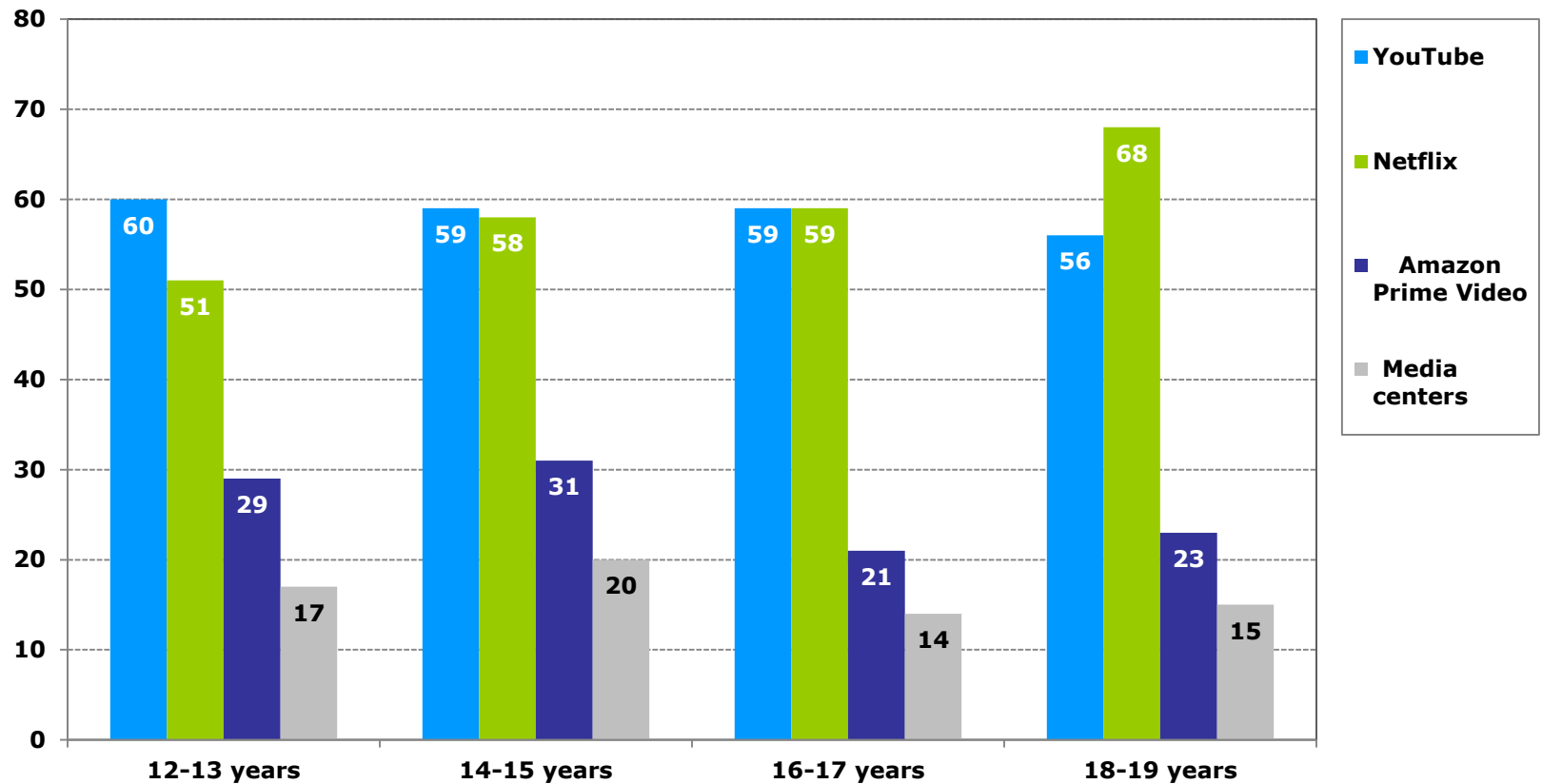


Basis: 2016: n=1,200, 2018: n=1,200, 2020: n=1,200, 12-19 years.

Source: Feierabend et al., in: Media Perspektiven 1/2021, p. 28.

Streaming of shows, series and movies by age

Daily / multiple times per week, selection, 2020 (percentages)

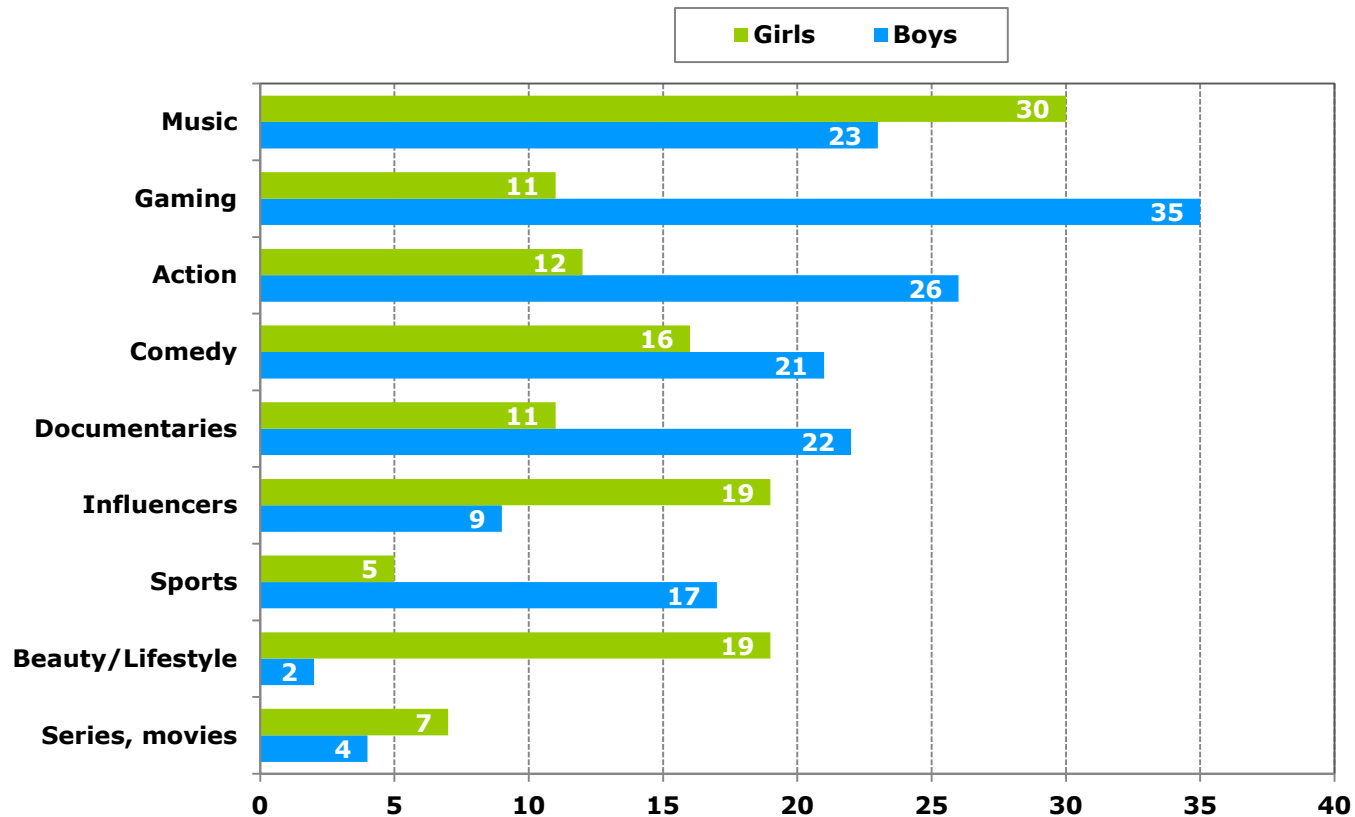


Basis: n=1,200, 12-19 years.

Source: Feierabend et al., in: Media Perspektiven
1/2021, p. 28.

Popular genres on streaming services

By gender, selection, 2021 (percentages)

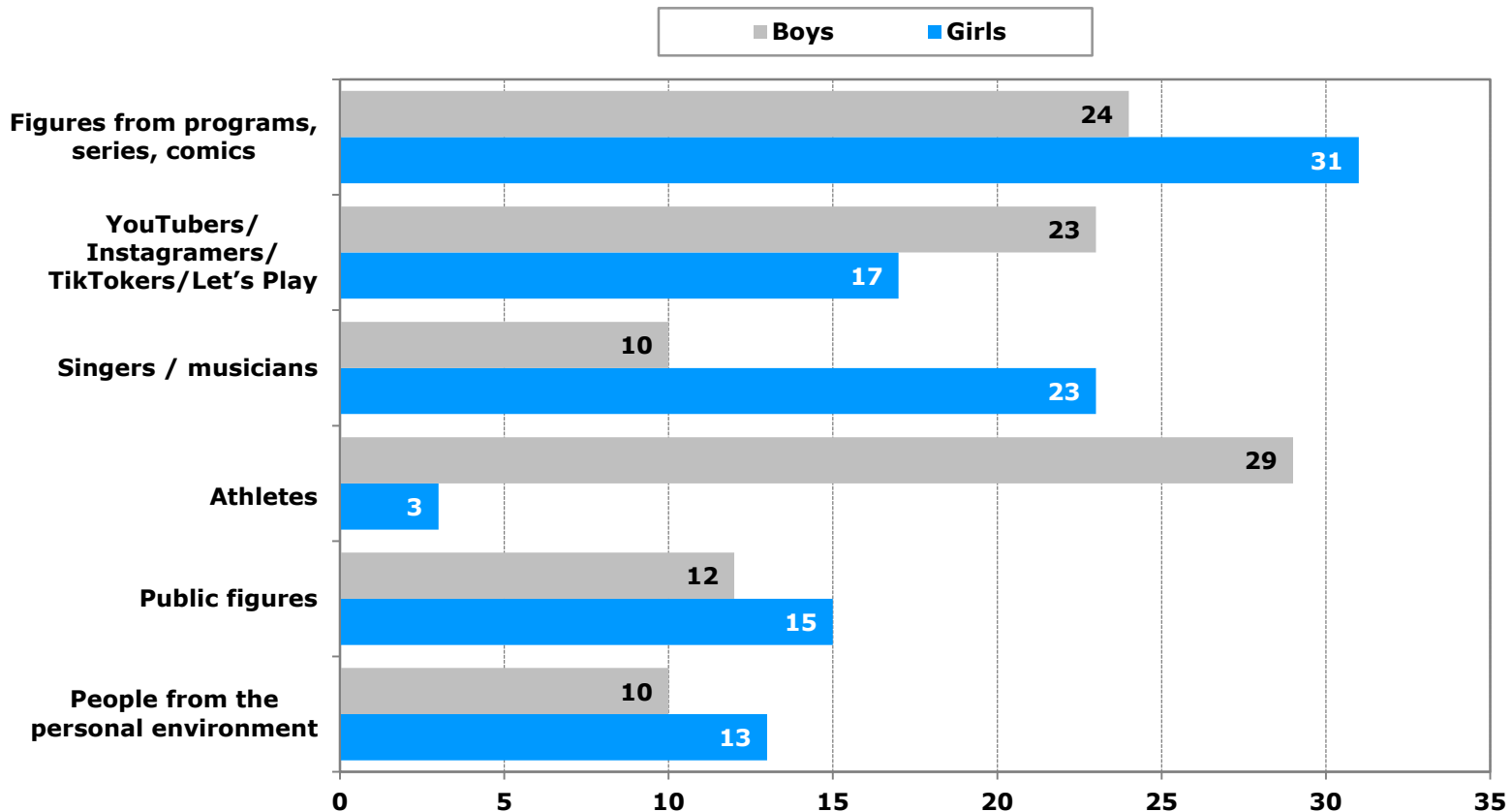


Basis: n=1,250 10-19 year-old users of streaming services.

Source: forsa: Nutzung digitaler Medien im Kindes- und Jugendalter 2021, p. 11.

Athletes and singers are important role models for youth in Germany

14-17 years, by gender, selection (percentages)



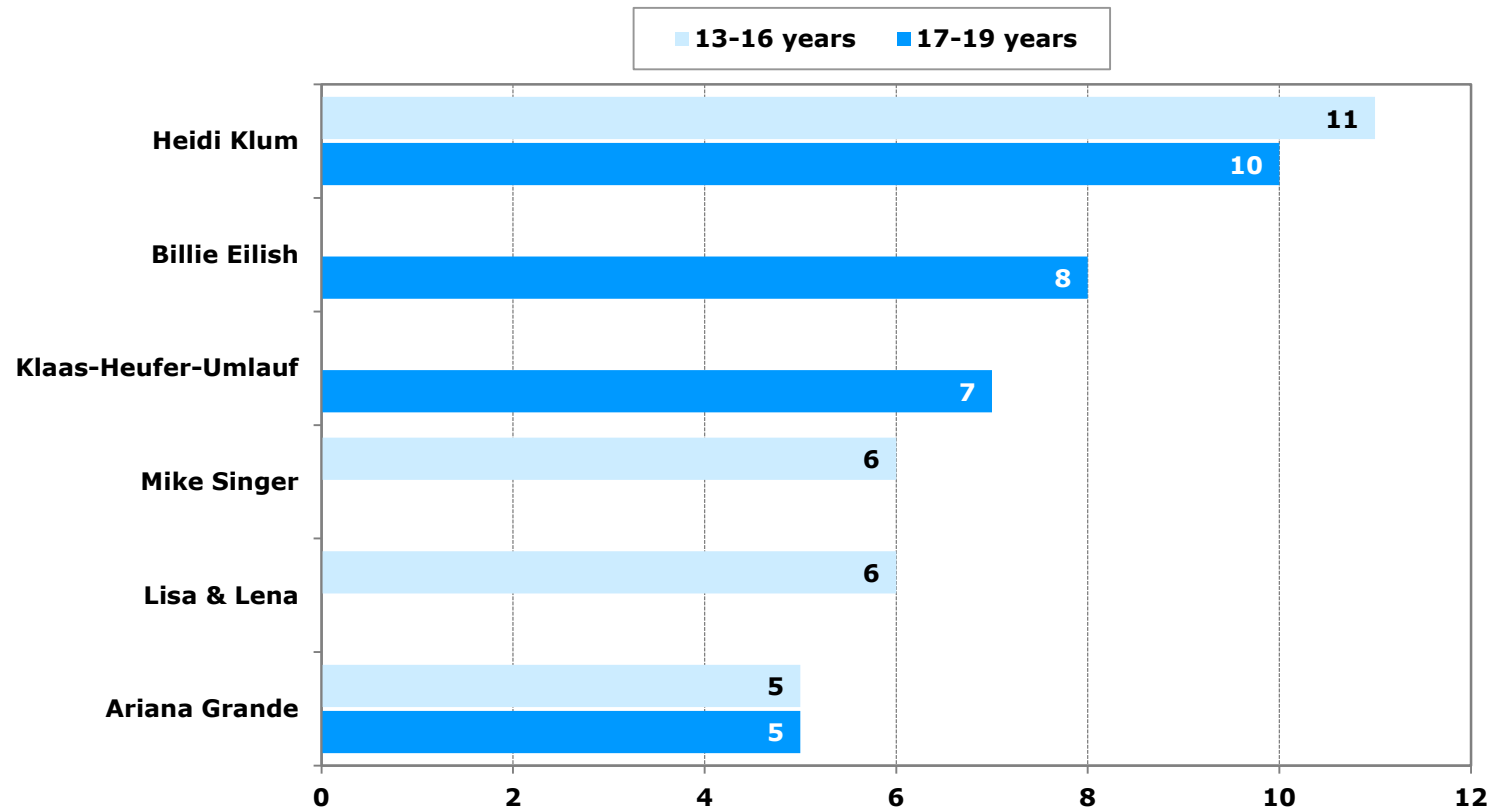
Basis: n=5,136 3-17 year-olds who name a role model.

Source: AGF GenZ Videostudie 2020, p. 14.

German girls' media idols in 2021

“Who do you find really awesome currently?”

Unsupported, multiple nominations possible, selection (percentages)



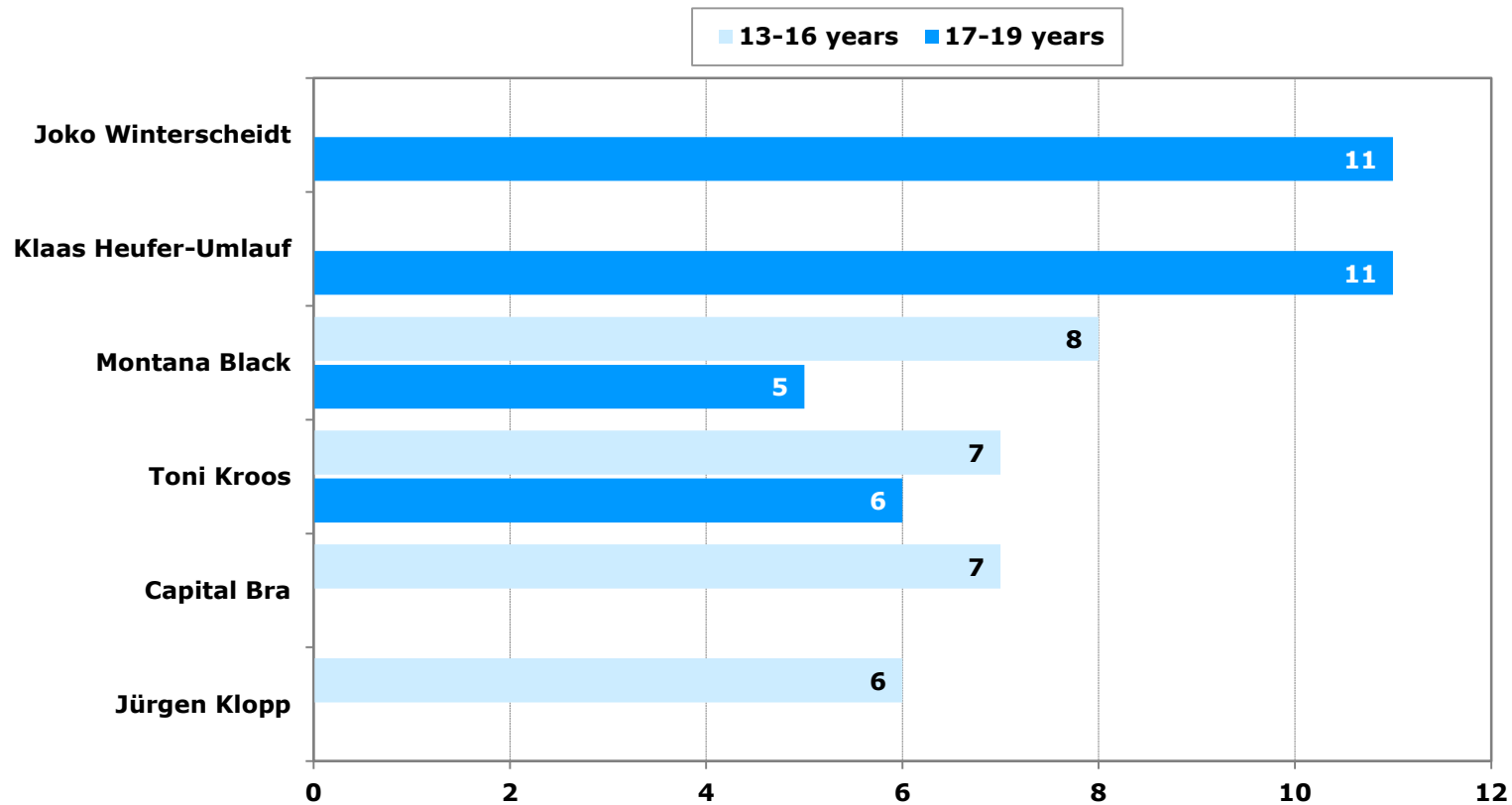
Basis: n=708 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, p. 59.

German boys' media idols in 2021

“Who do you find really awesome currently?”

Unsupported, multiple nominations possible, selection (percentages)



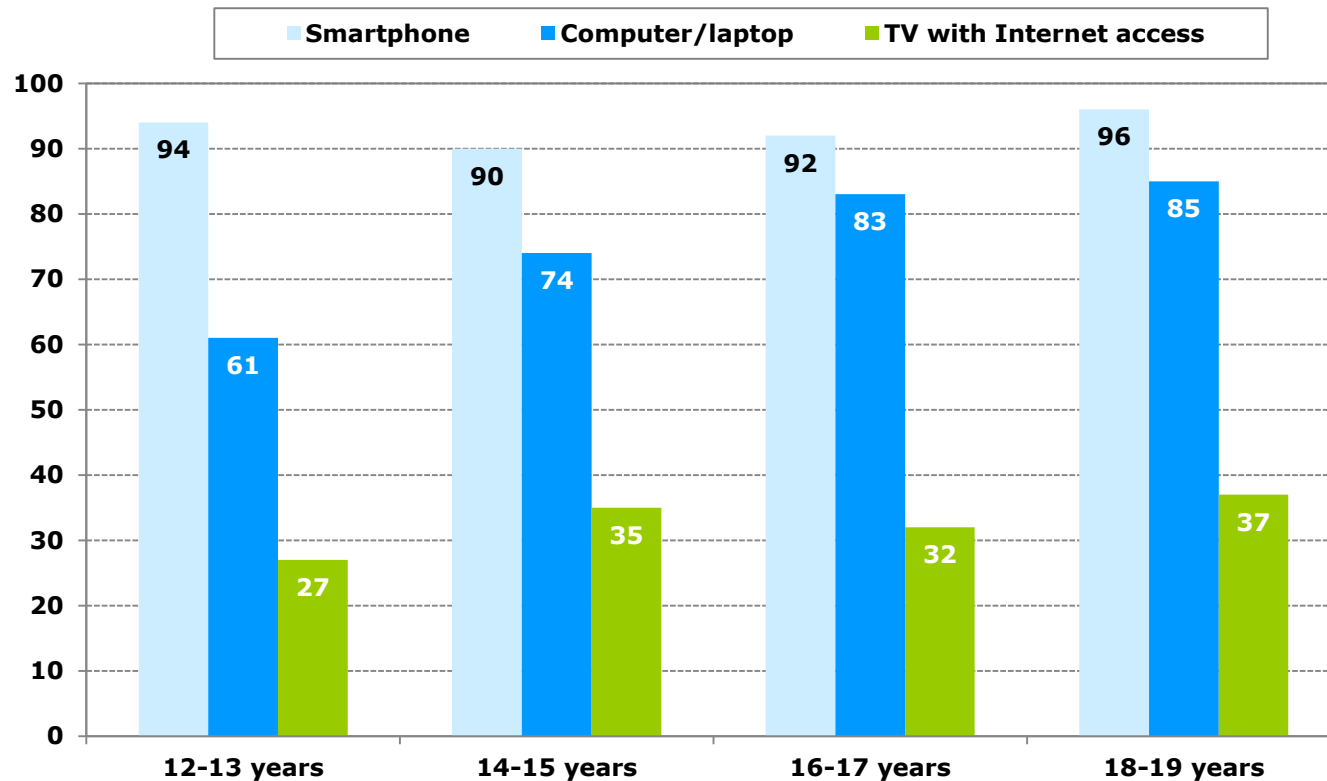
Basis: n=753 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2021, S. 58.

Computer, Internet and Social Media

Selected media devices in personal ownership 2021

By age groups (percentages)

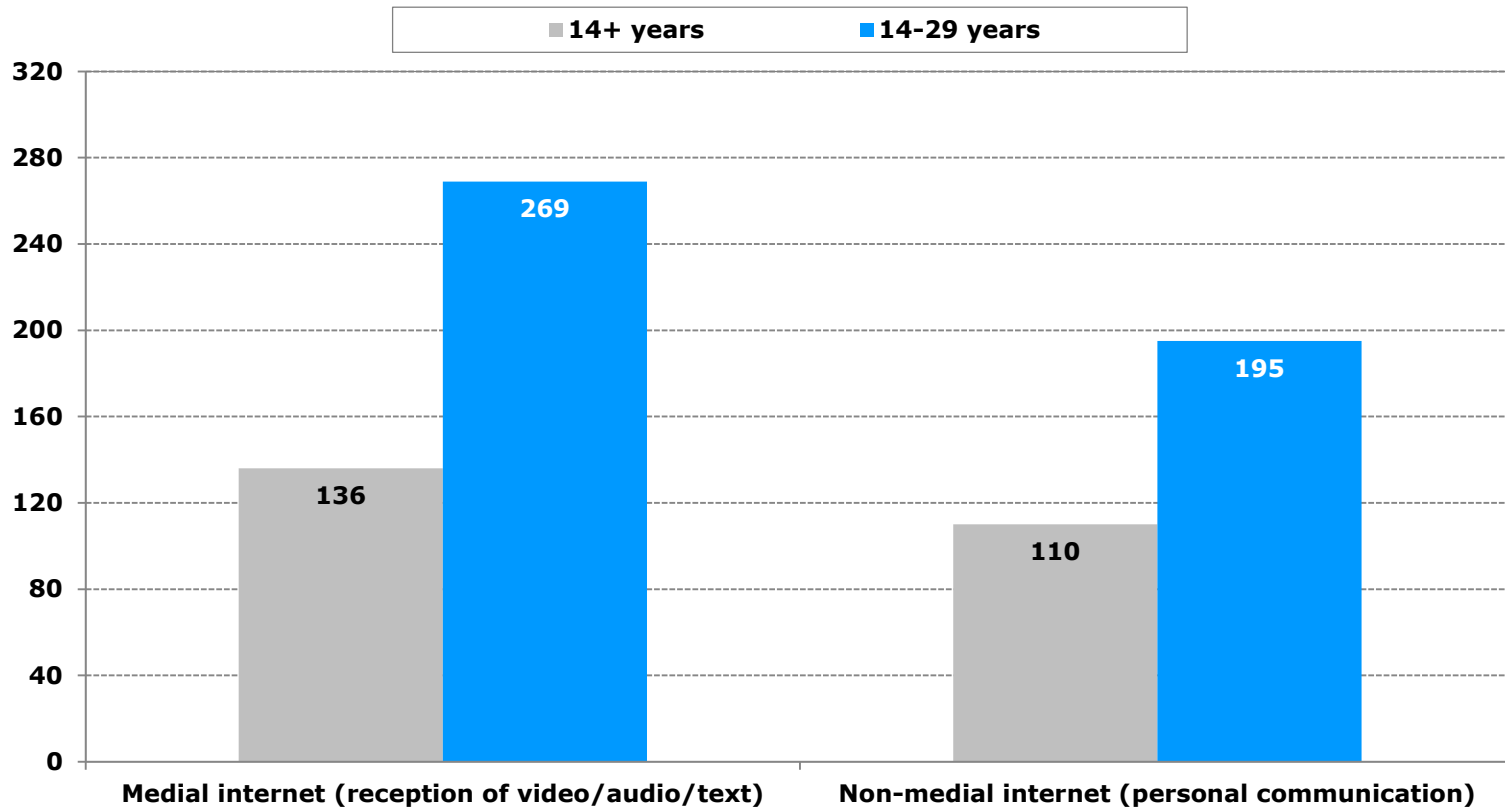


Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2021, mpfs, p. 9.

Daily internet use time 2021

Comparison of total population and 14- to 29-year-olds, usage yesterday, Mon-Sun, 5 a.m.-12 a.m.
(minutes / day (net))

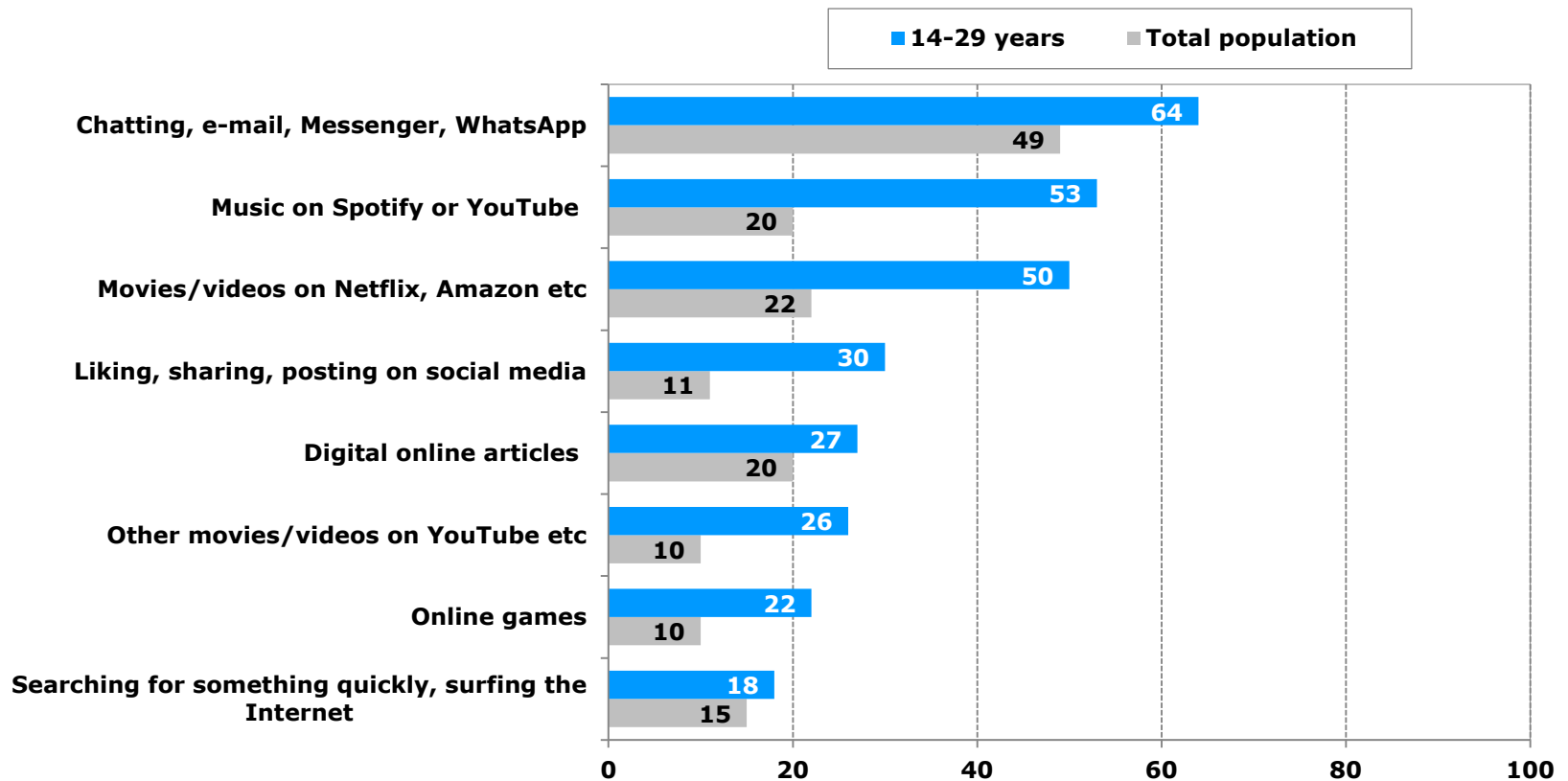


Basis: n=2,001, German-speaking population 14+ years.

Source: ARD/ZDF-Massenkommunikation Trends 2021,
in: Kupferschmitt/Müller 2021, p. 374.

Online activities of 14- to 29-year-olds compared to total population

Daily, 2021, selection (percentages)

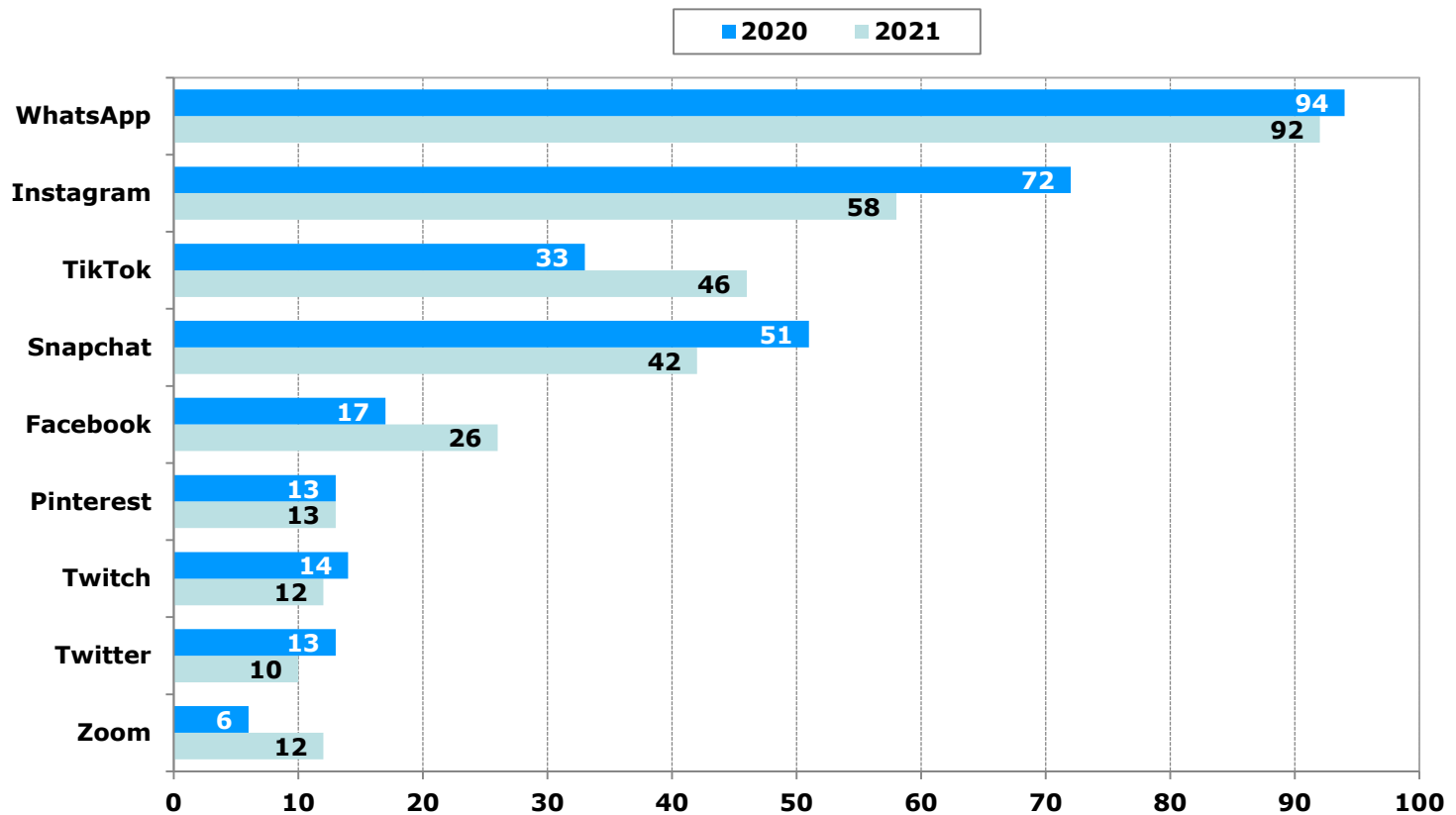


Basis: n=2,001 German-speaking population 14+ years.

Source: ARD/ZDF-Onlinestudie 2021, in: Beisch/Koch, Media Perspektiven 10/2021, p. 490.

Most used online platforms of German adolescents

Maximum 3 nominations, selection, 2020 and 2021 (percentages)

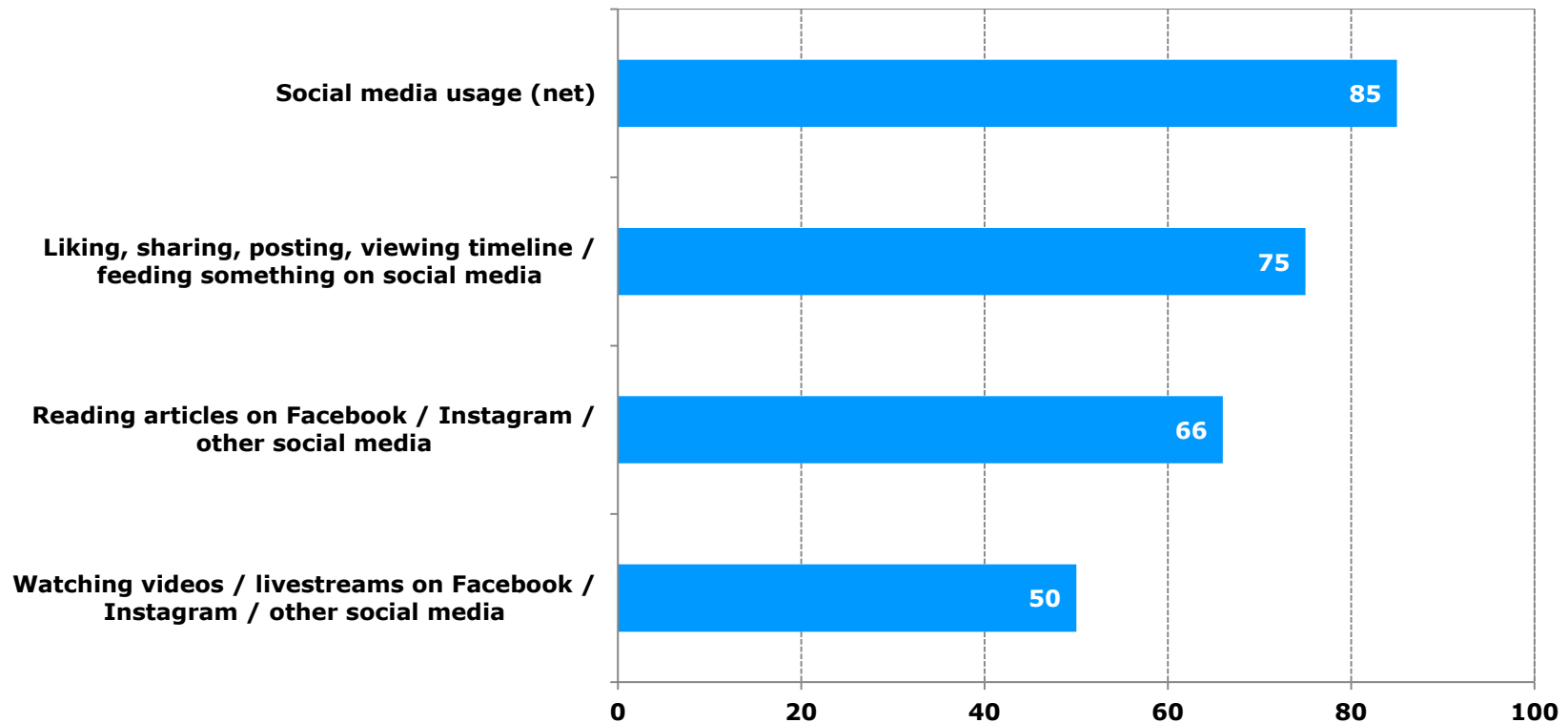


Basis: 2020: n=1,200; 2021: n=1,188; 12-19 years, internet users.

Source: JIM-Studie 2021, mpfs, p. 38.

Use of social media among German adolescents

At least once a week, 14-29 years, 2021, selection (percentages)

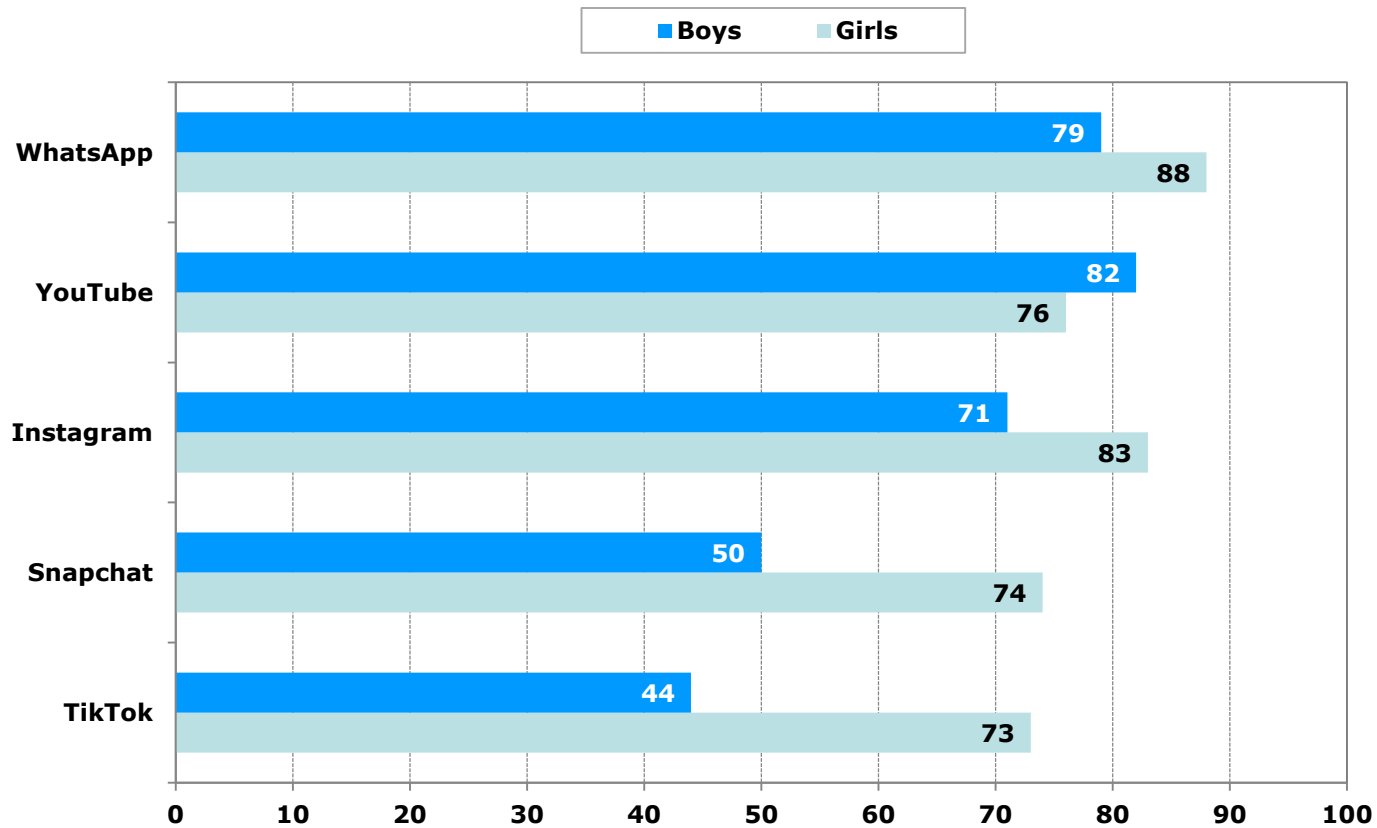


Basis: n=2,001, German-speaking population 14+ years.

Source: ARD/ZDF-Onlinestudie 2021, in: Beisch/Koch, Media Perspektiven 10/2021, p. 498.

Which social networks are most popular among boys and girls in Germany?

Selection, 2021 (percentages)

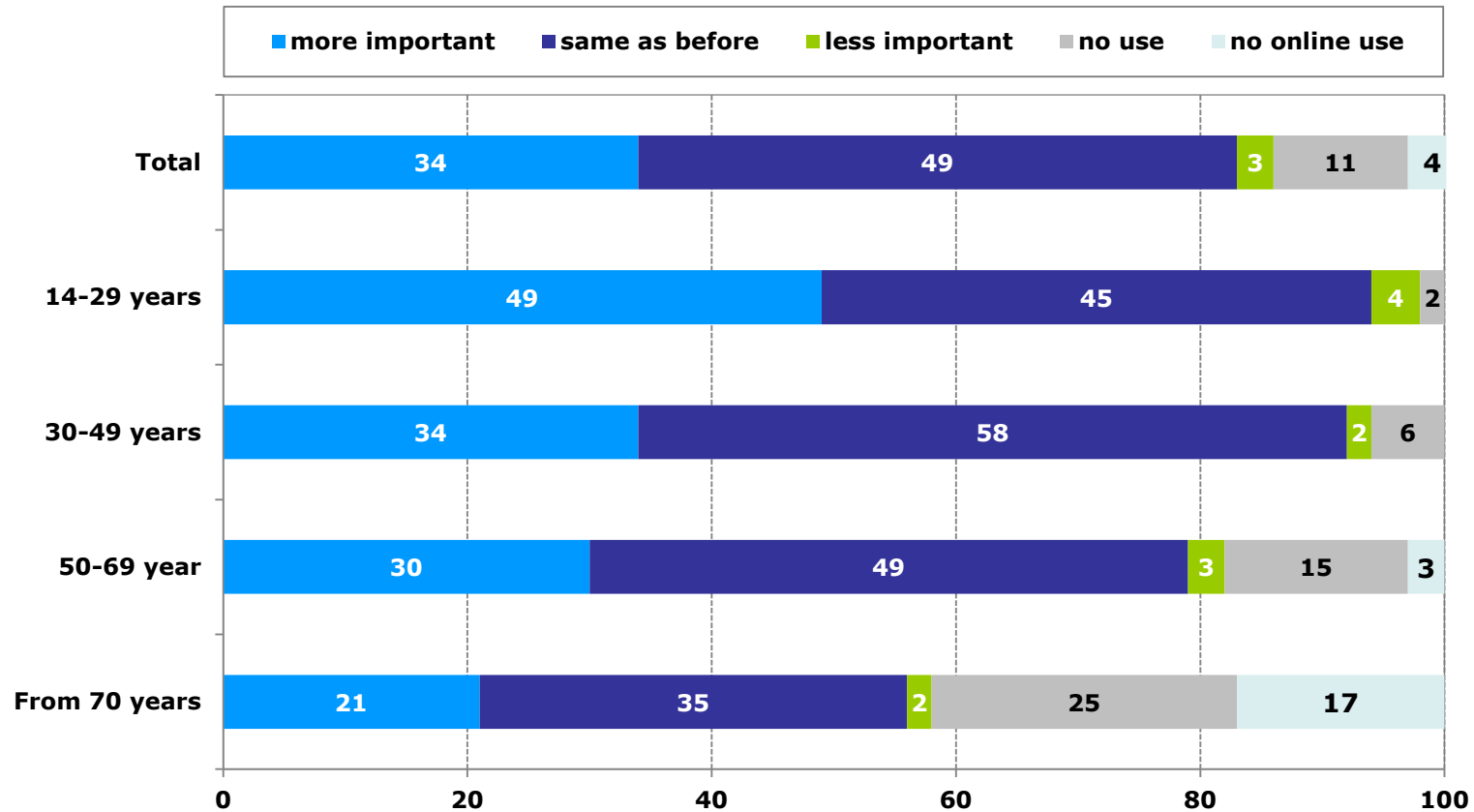


Basis: n=1,000, 16-18 years.

Source: Postbank Jugend-Digitalstudie 2021.

Importance of WhatsApp during the Corona crisis

By age group, 2021 (percentages)



Basis: n=2,001, German-speaking population from 14 years old.

Source: ARD/ZDF-Onlinestudie 2021, in: Beisch/Koch, Media Perspektiven 10/2021, p. 497.

Favourite social media influencers of German adolescents

Top 5, by gender, 2021

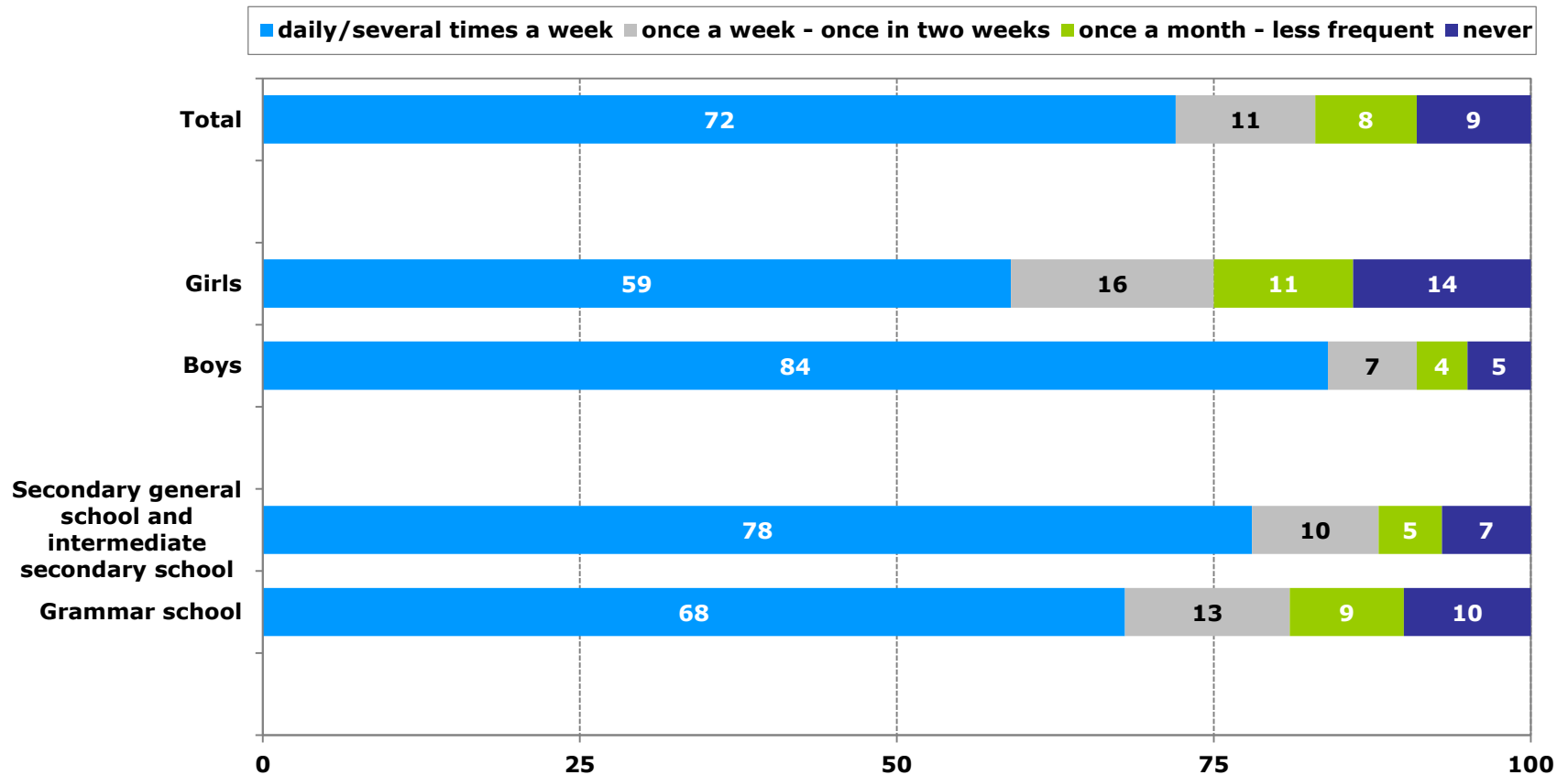
Boys	#	Girls
Gronkh (Erik Range)	1	Dagi Bee
MontanaBlack	2	Bianca Heinicke
Rezo	3	Lisa & Lena
Younes Zarou	4	Pamela Reif
Julien Bam (Flying Pandas)	5	Shirin David

Basis: n=729, 13-19 years.

Source: IZI-Study Influencer, 2021.

Digital games: frequency of use 2021

PC/console/tablet PC and mobile phone (percentages)



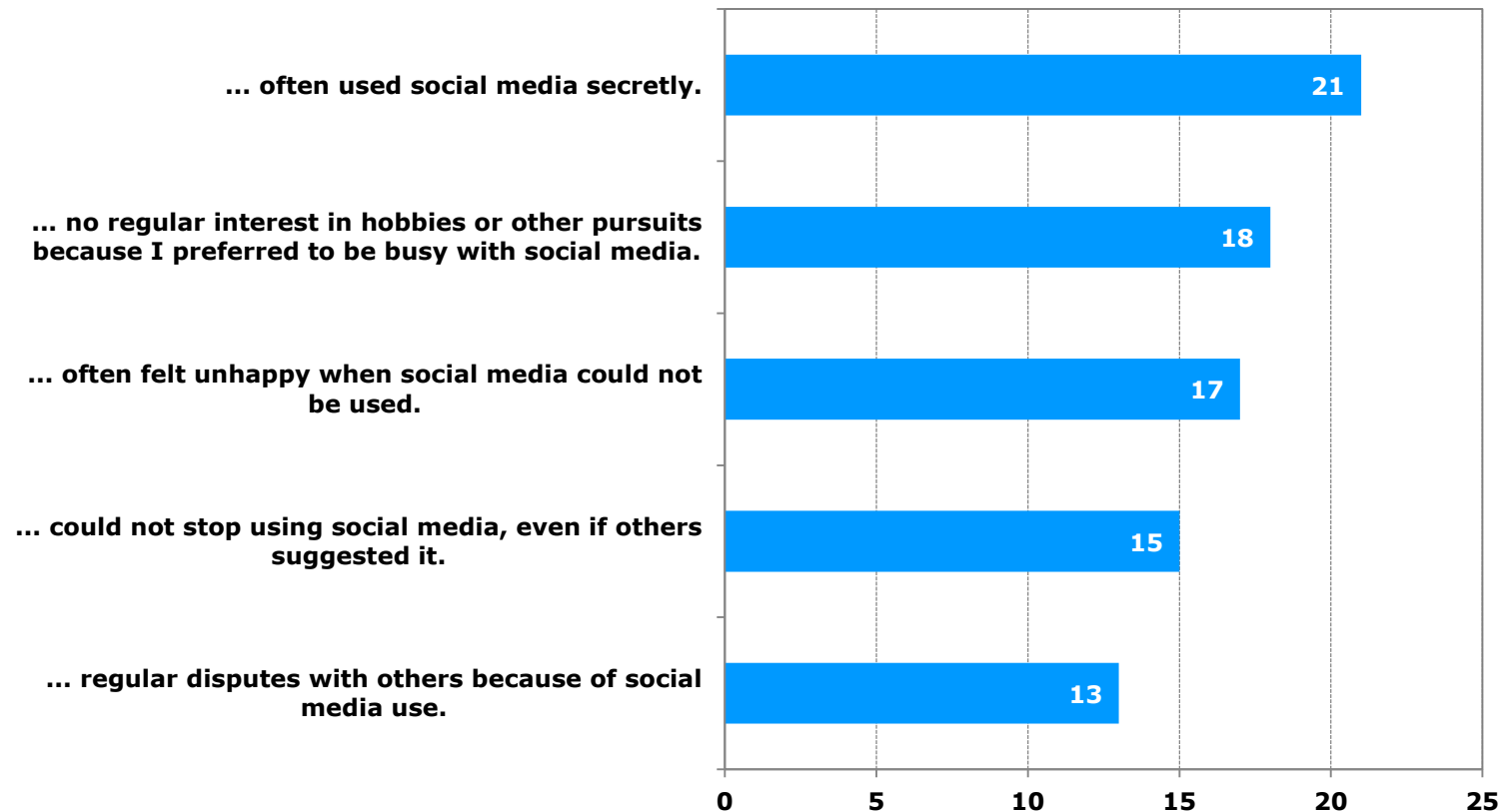
Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2021, mpfs, p. 57.

Risk behavior of young German social media users

Selection, 2021 (percentages)

Impact of social media use behavior, yes / applies



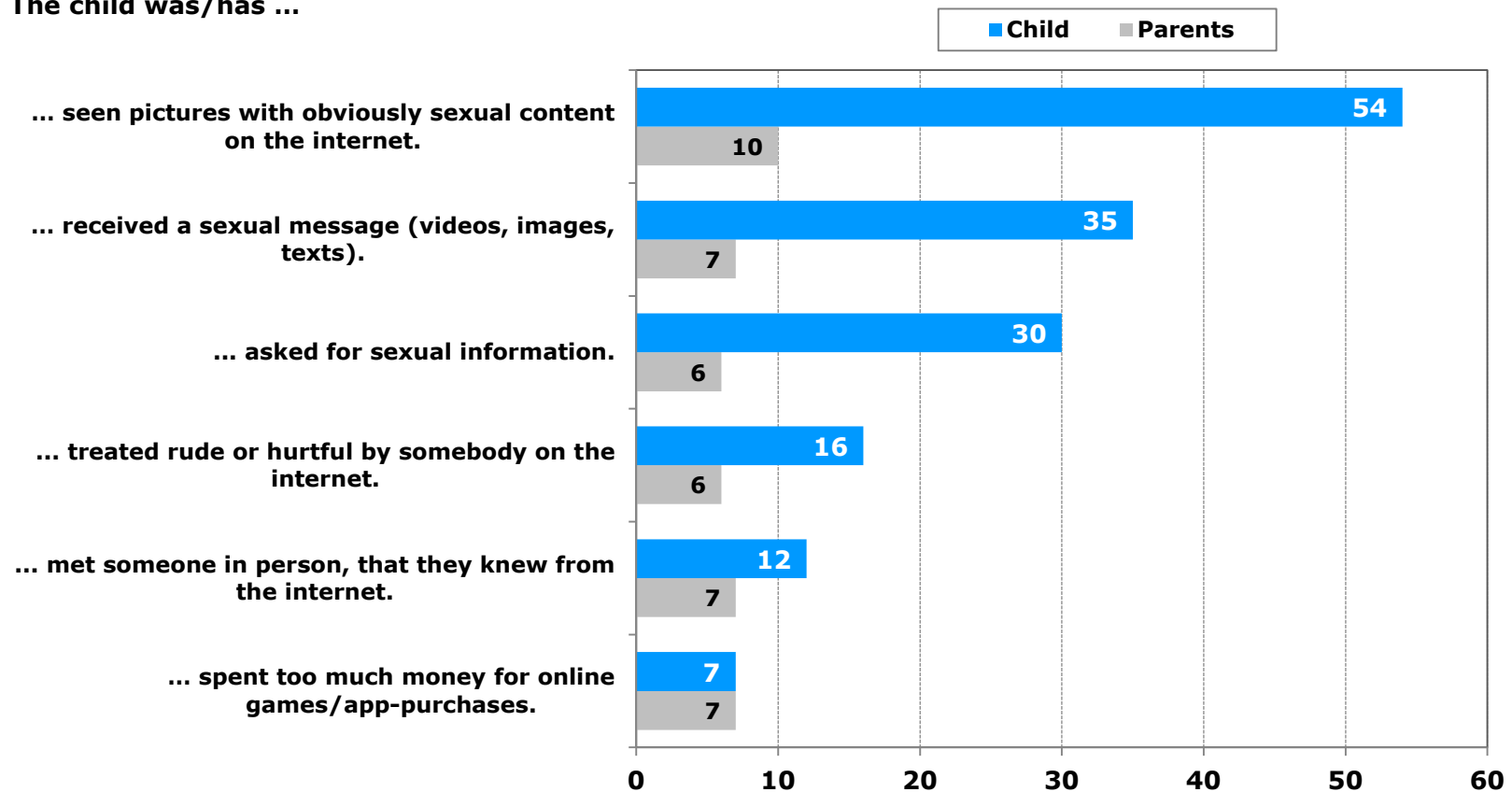
Basis: n=1,250 10-19 year-old social media users.

Source: forsa. Nutzung digitaler Medien im Kindes- und Jugendalter 2021, p. 41.

Negative online experiences from the point of view of parents and children

Happened in the last year, 2019, according to parents/child, selection (percentages)

The child was/has ...

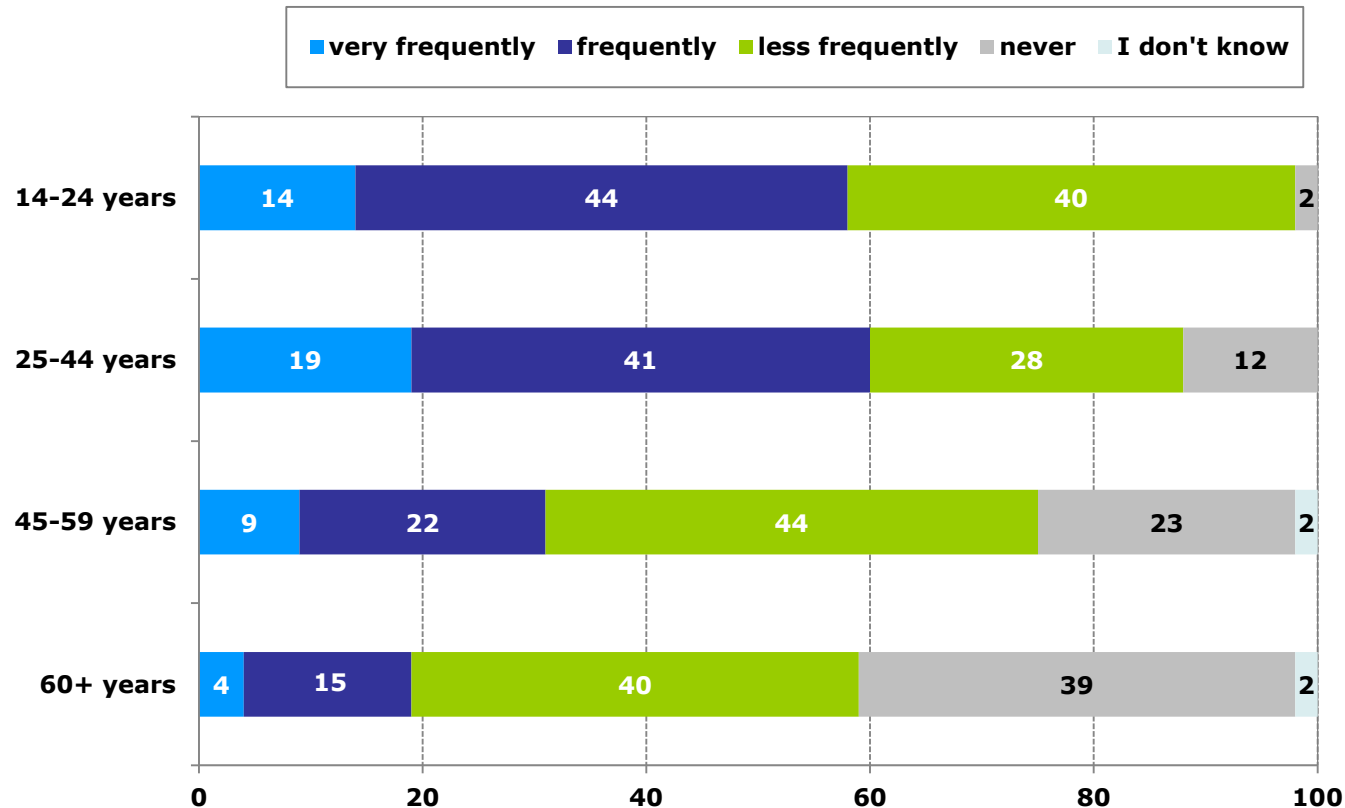


Basis: n=1,044 children, 9-17 years and n=1,044 parents.

Source: Hasebrink et al.: EU Kids Online-Befragung Deutschland 2019, p. 37.

Hate speech experiences of young people in comparison with older people

Already seen hate speech/comments on the internet personally, 2021 (percentages)



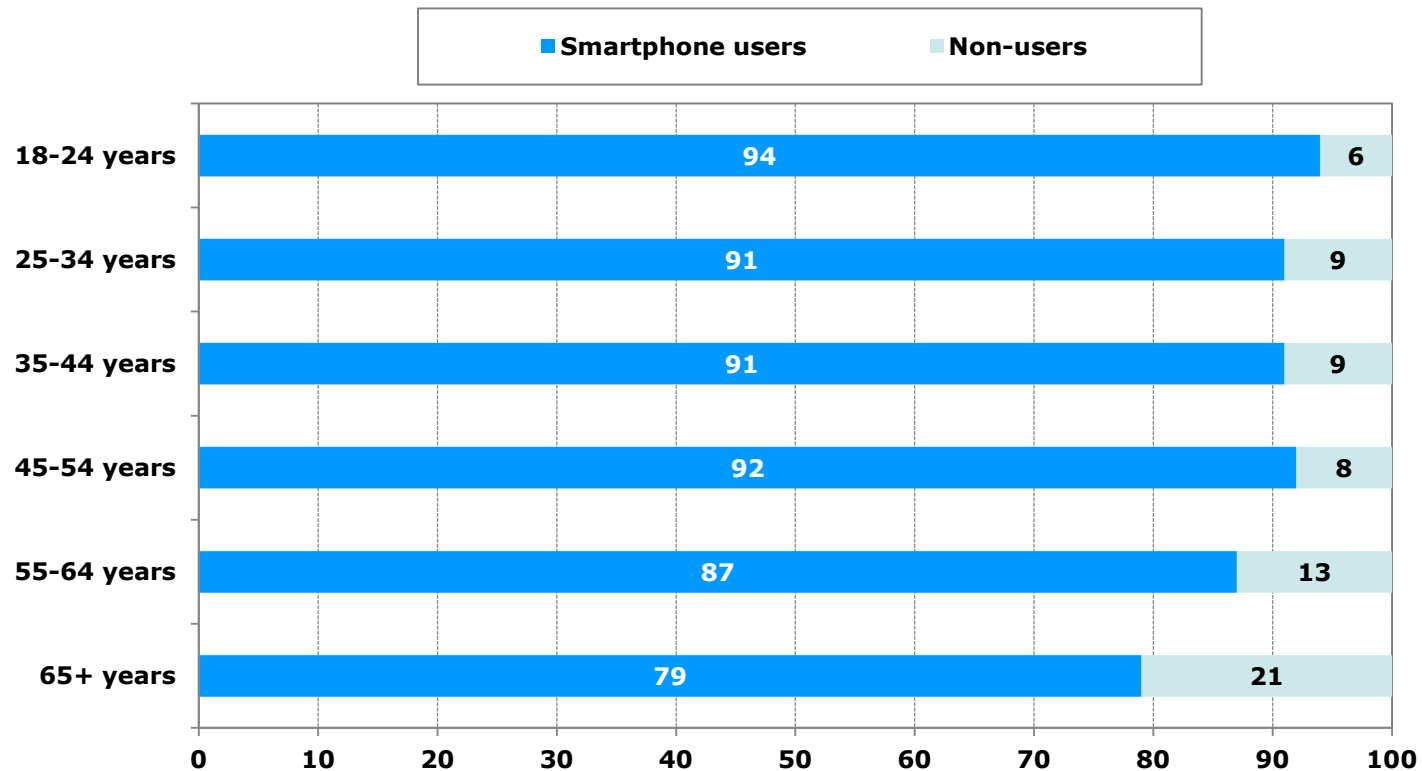
Basis: n=1,007; 14+ years.

Source: Landesanstalt für Medien NRW 2021, p. 2.

Adolescents and Mobile Media

Smartphone users by age groups in Germany

2019, selection (percentages)

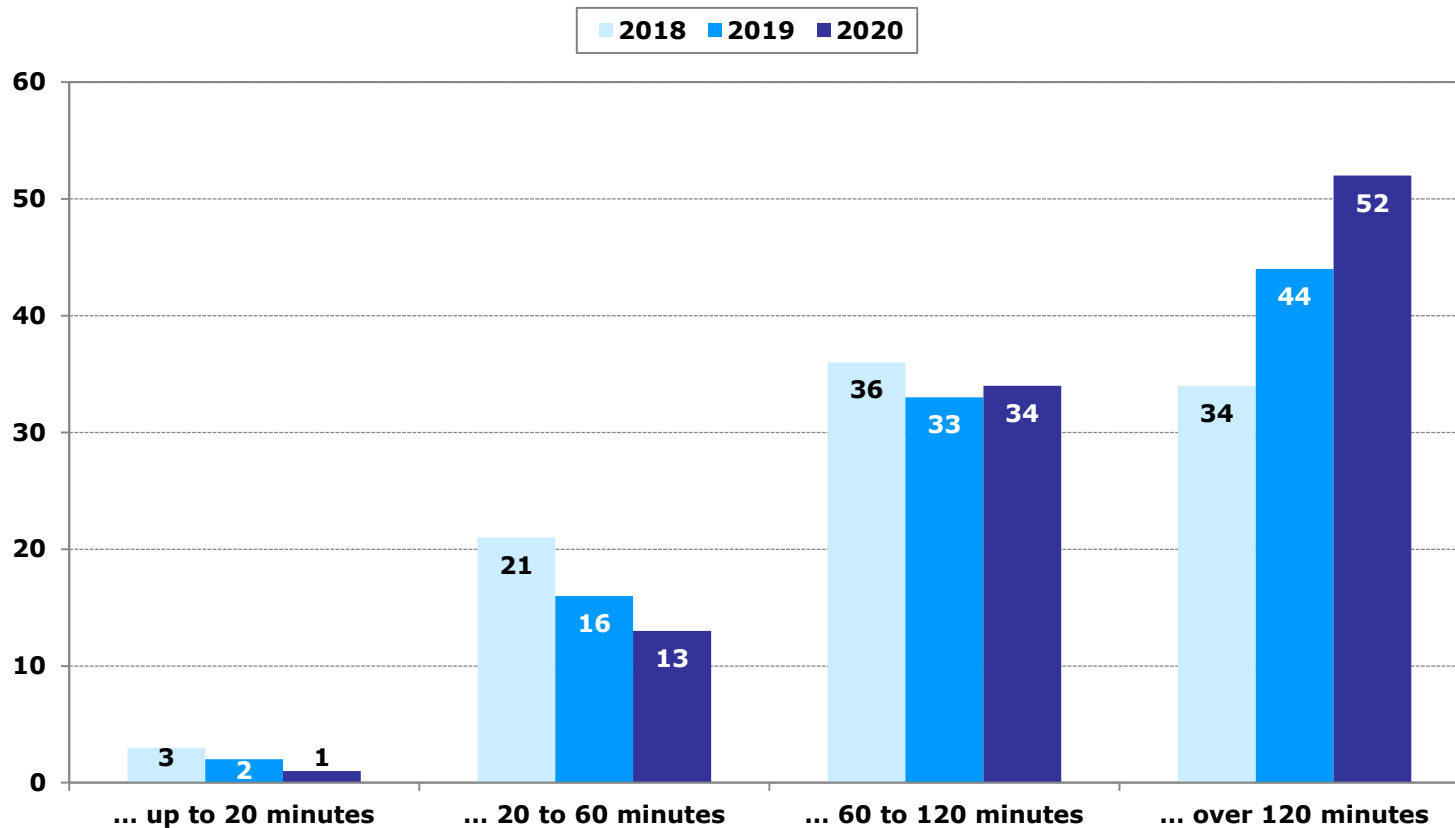


Basis: n=>2,000; 18+ years.

Source: Deloitte Global Mobile Consumer Survey, in: Deloitte 2020, p. 4.

How long use young people their smartphone daily?

2018-2020 (percentages)

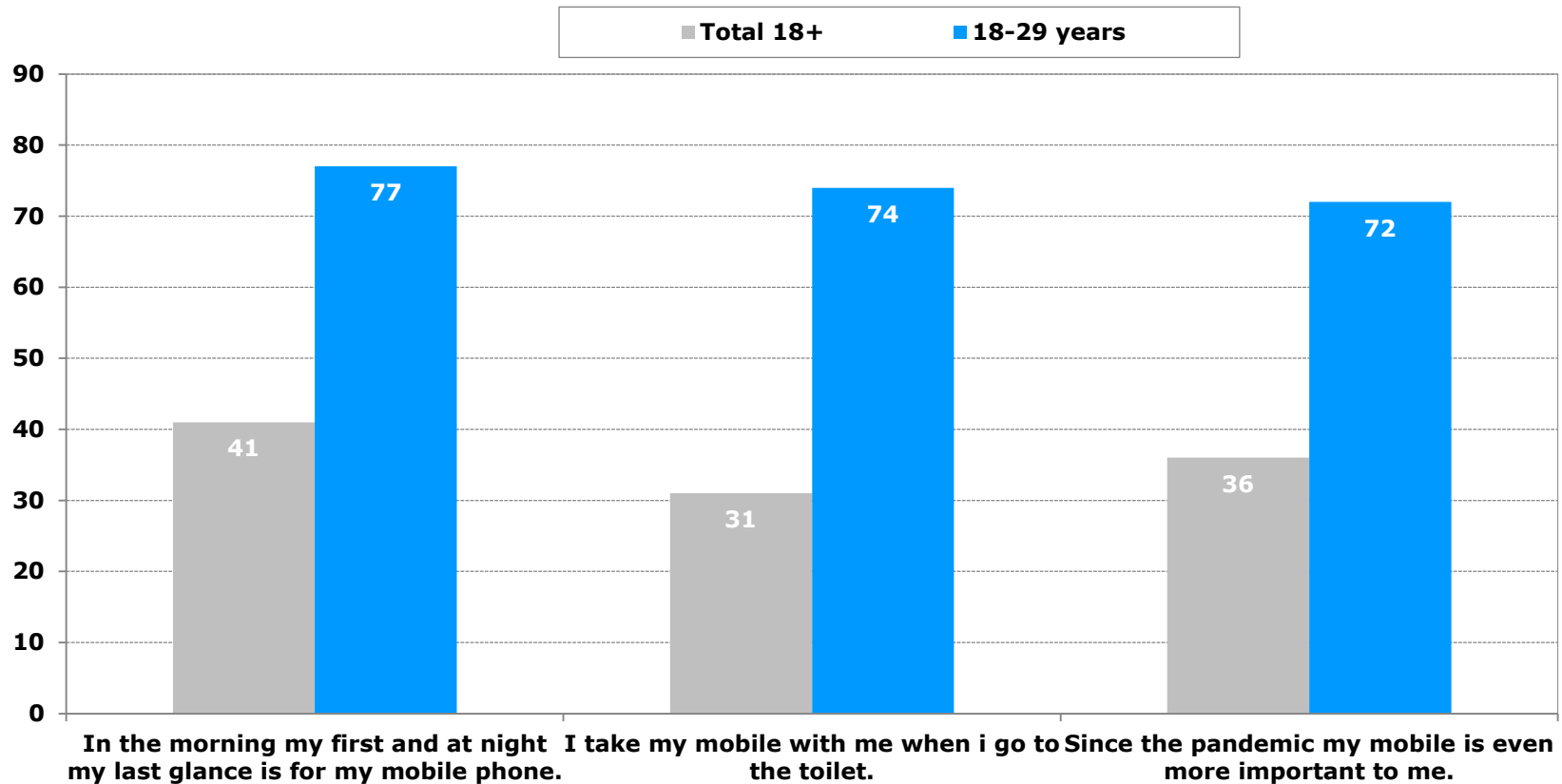


Basis: 2020: n=336, 2019: n=249, 16-29 years.

Source: Mobile 360° Studie, Data and Audience Intelligence/AdAlliance 2020, p. 10.

Young Germans and their smartphone behavior

Comparison total population (18+) and 18-29 year-olds, 2021, selection (percentages)
Statement applies/rather applies

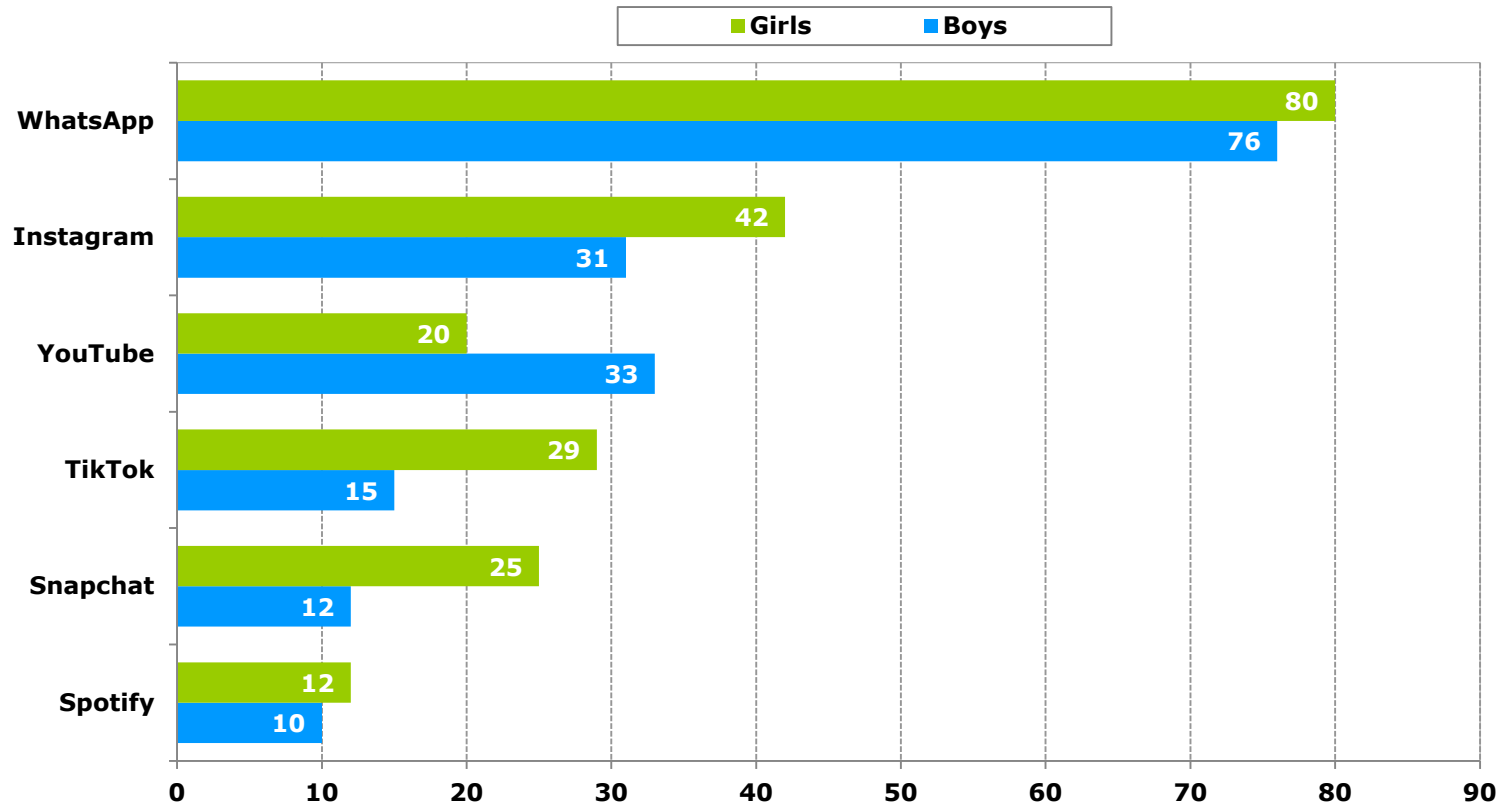


Basis: n=1,000, 18+ years.

Source: pronovaBKK: Die Süchte der Deutschen 2021, p. 43.

German boys` and girls` favourite apps in 2021

Up to 3 mentions, by gender, selection, 2021 (percentages)

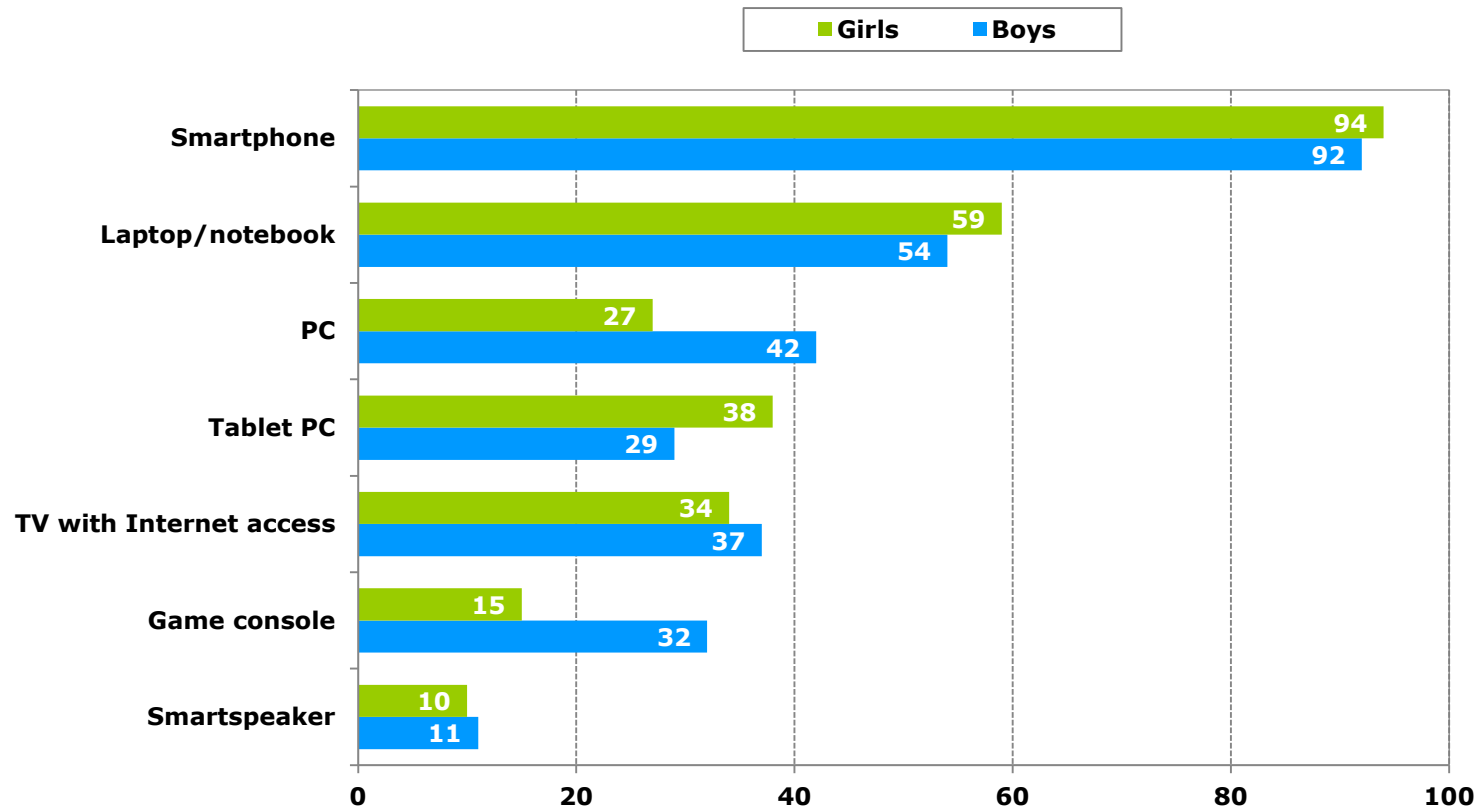


Basis: n=1,131, 12-19 years, smartphone owners.

Source: JIM-Studie 2021, mpfs, p. 34.

Which media do you use to go online?

In the last 14 days, by gender, 2021 (percentages)

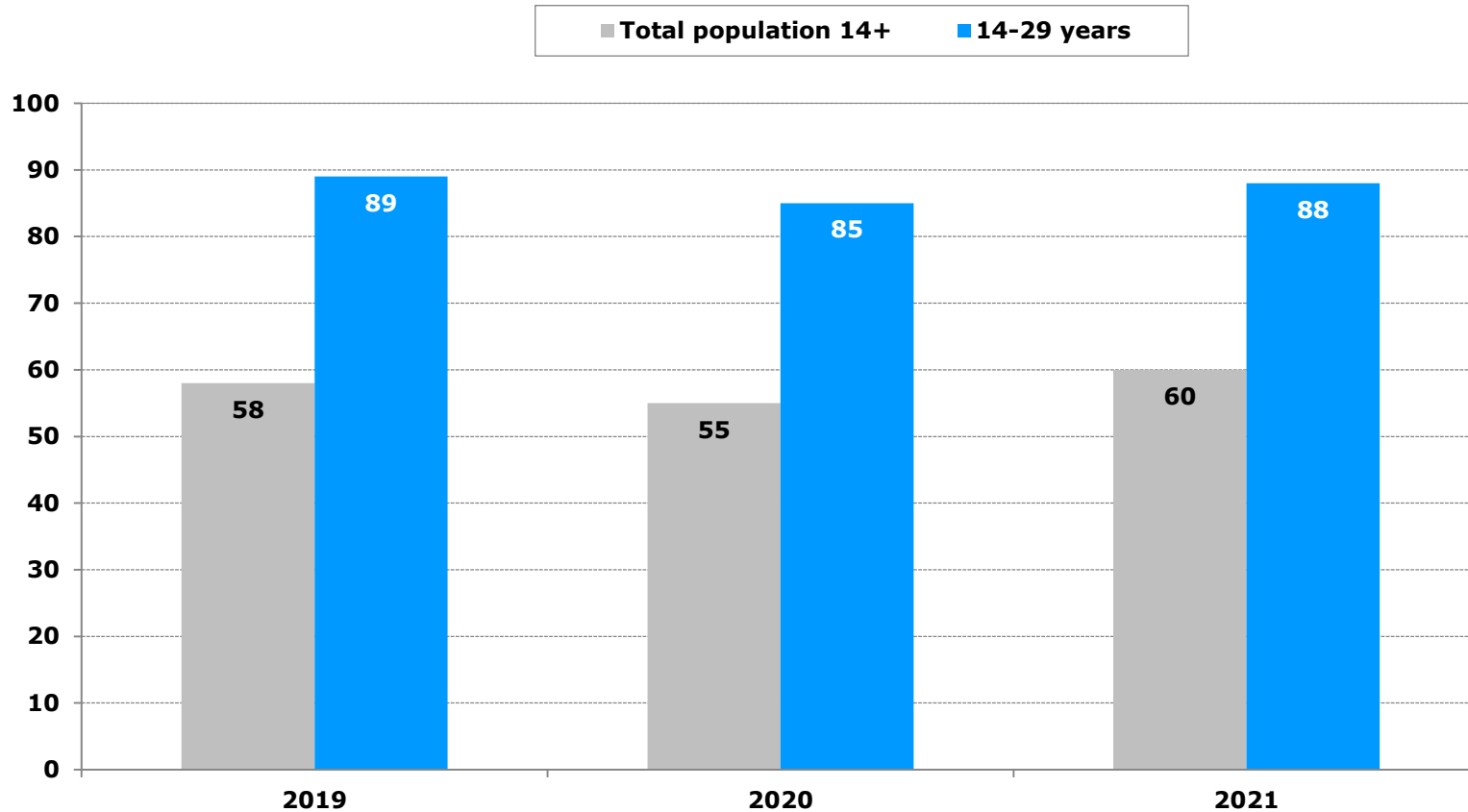


Basis: n=1,200; 12-19 years.

Source: JIM-Studie, 2021, p. 31.

Mobile internet use

At least weekly, comparison of total population (14+) and 14- to 29-year-olds, 2019-2021 (percentages)

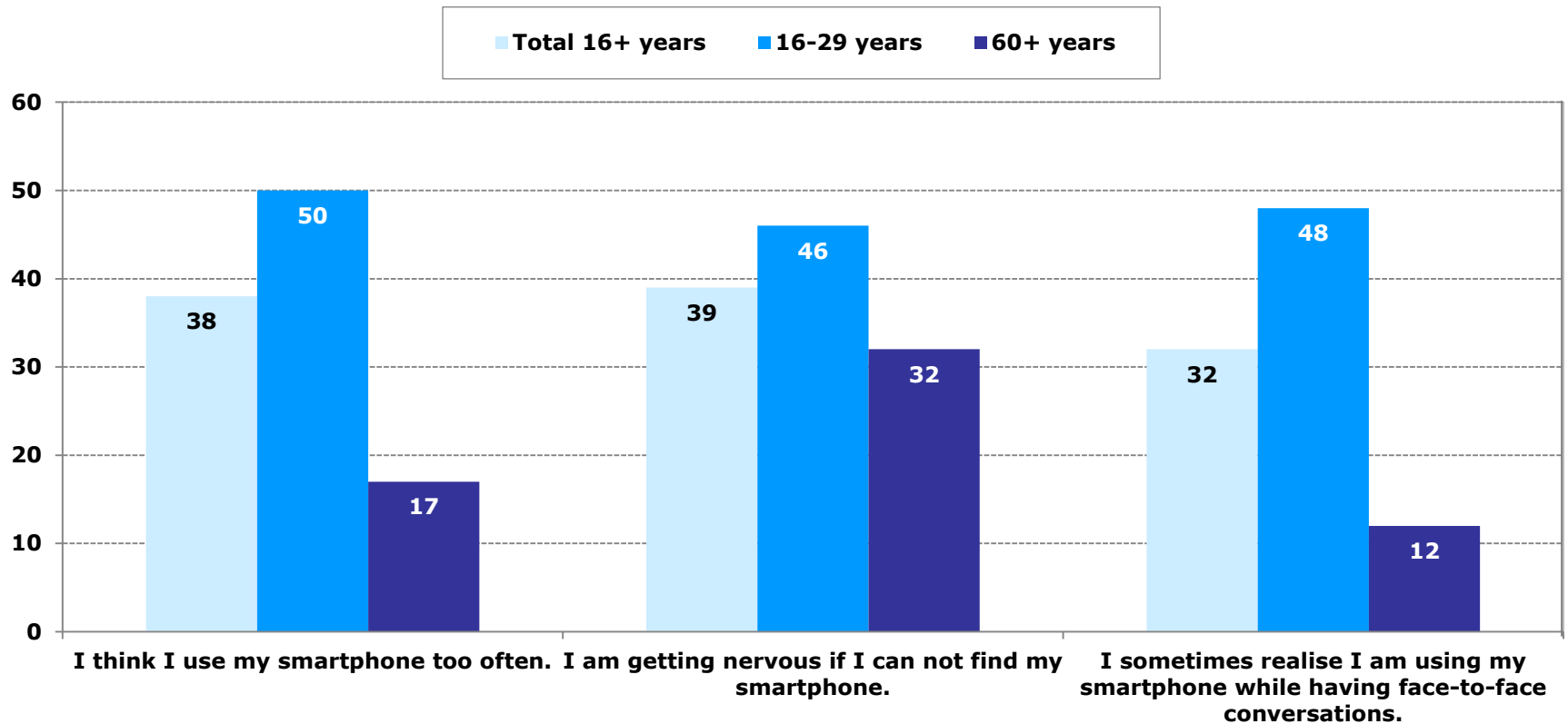


Basis: German-speaking population 14+ years (2019: n=2,000, 2020: n=3,003, 2021: n=2,001).

Source: ARD/ZDF-Online-Studien 2019-2021, in: Beisch/Koch, Media Perspektiven 10/2021, p. 488.

Young people have a sceptical view on their personal smartphone use

By age groups, 2020 (percentages)
I agree / rather agree



Basis: n=1,534, 16+ years.

Source: Mobile 360° Studie, Data and Audience Intelligence/AdAlliance 2020, p. 36.

Secondary Data / Sources

- AGF GenZ Videostudie. Bewegtbildnutzung im Wandel – Jugendliche gehen voran. AGF Videoforschung in Zusammenarbeit mit Kantar. 2020.
URL: https://viewtime.agf.de/fileadmin/agf/downloads/AGF_GenZ_Praesentation_Ergebnisse.pdf (last access: 28.07.2020)
- Beisch, Natalie/Koch, Wolfgang: 25 Jahre ARD-/ZDF-Onlinestudie: Unterwegsnutzung steigt wieder und Streaming/Mediatheken sind weiterhin Treiber des medialen Internets. In: Media Perspektiven 10/2021, pp. 486-503.
URL: https://www.ard-zdf-onlinestudie.de/files/2021/Beisch_Koch.pdf (last access: 11.11.2021).
- Data and Audience Intelligence/AdAlliance: Mobile 360° Studie. Smartphone Nutzung in Deutschland. Ergebnisse der Befragung 2020. URL: <https://www.ad-alliance.de/download/3211333> (last access: 18.11.2021)
- Deloitte: Smartphone-Nutzung am Limit? Der deutsche Mobile Consumer im Profil 2020.
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