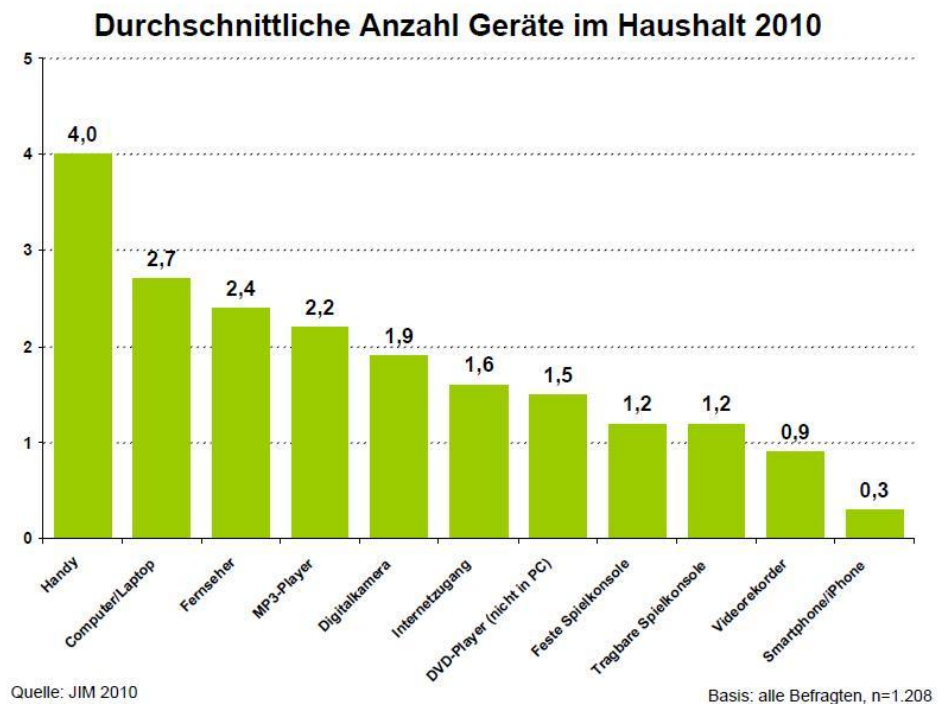


Additional Task 5: The JIM Studie 2010

The JIM (Jugend, Information, (Multi-) Media)-Studie is a study to research the media handling of young people from 12 to 19 years old. It covers different researches, as usage of media (frequency, variety of media, gender differences) and a deeper inside into different kinds of media (internet, mobile phone, TV, etc.) and their usage in particular.

It would be too wide to present the result of the whole study, so just a view interesting results are going to be presented here. The whole study can be downloaded here (<http://www.mpfs.de/index.php?id=181>).

One interesting issue of the study is the distribution of technical equipment in an average household. The statistic shows that there are 4.0 mobile phones in such a household, but in comparison to that, just 2.7 computers or notebooks. Surprisingly small seems to be the number of DVD-players with 1.5 in comparison to the TVs with 2.4 per household.



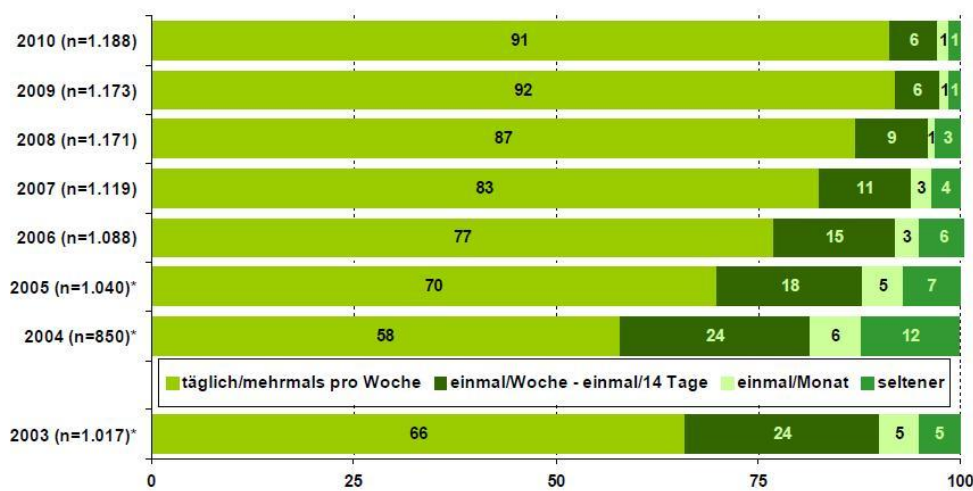
Another statistic of the study shows that mobile phones as well as computers or notebooks are present in 100% of the households. Again, the

numbers of TV and DVD-player differ a lot. 99% of the households have a TV, whereas only 85% have a DVD-player. It also can be observed that the new technology of the Smartphone is not that common (at least not in the results of the study), because only 23% of the household have a Smartphone at home.

Another interesting result of the study is the user frequency of the web, shown in its development from 2003 to 2010. It shows that from 2003, where only 66% of the adolescents used the

internet every day, it went to 91% in 2010, which is an increase of 25%. The internet has become an important every day medium for adolescents and is not used occasionally, but frequently by them.

**Internet: Nutzungsfrequenz 2003 - 2010**



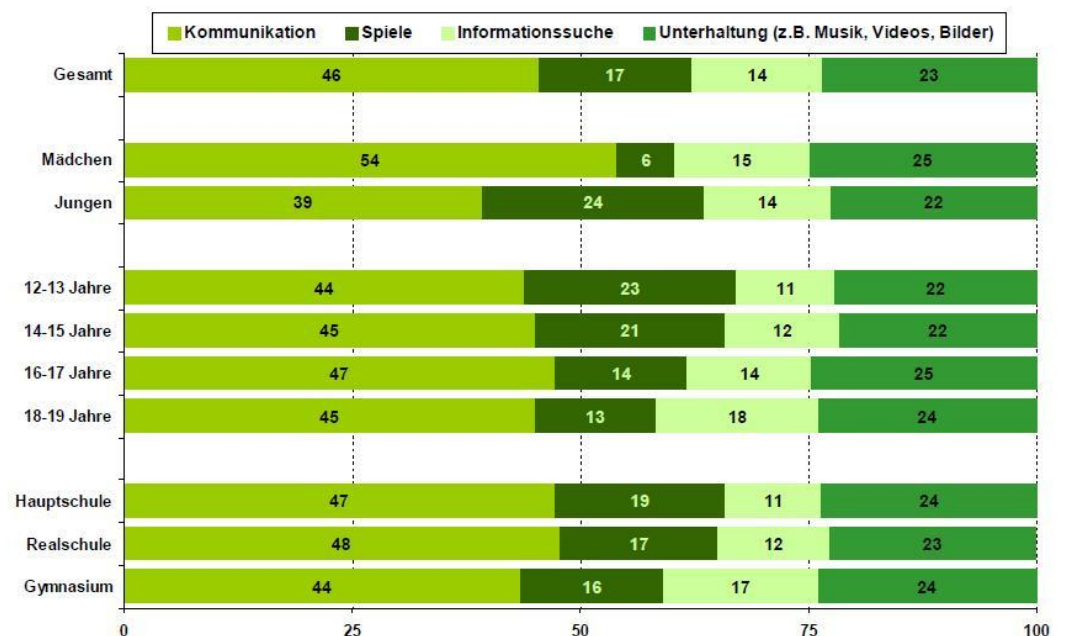
\* bis 2005: einmal pro Woche/mehrmals im Monat

Basis: Internet-Nutzer

Quelle: JIM 2010 - JIM 2003, Angaben in Prozent

This raises the question of the purpose of the internet usage of the teenagers. The study has researched this as well and found out that the main purpose of the internet usage is communication with 46%, followed by entertainment with 23% and games with

**Inhaltliche Verteilung der Internetnutzung**



Quelle: JIM 2010, Angaben in Prozent

Basis: Internet-Nutzer, n=1.188

17%. Only 14% is for the search for information. This shows that adolescents have a great need to communicate via the internet and do not see the possibility and opportunity to use the web for the search of information.

Further information on the JIM-Studie 2010 and its predecessors can be found here (<http://www.mpfs.de/index.php?id=11>).