

MIKE

Medien | Interaktion | Kinder | Eltern

In the MIKE study, we investigated the media usage behaviour of primary-school-age children in a representative manner. From September 2014 to January 2015, a total of 1065 children aged between six and thirteen, as well as 641 parents, were surveyed in Switzerland's three major linguistic regions. MIKE stands for Medien, Interaktion, Kinder, Eltern (media, interaction, children, parents).

You will find the full results reported here: www.zhaw.ch/psychologie/mike



Media usage

- Watching television, alongside listening to music, is the most frequently pursued media activity: **only 4% of children in Switzerland never watch television.**
- 67% of children **use the Internet at least occasionally.** This usage increases considerably as the primary-school years progress: 40% of those aged 6/7 and 97% of those aged 12/13 use the Internet at least occasionally.
- 69% of children **use a mobile phone at least occasionally** and 52% have a mobile phone of their own. The mobile phone is children's favourite medium.
- 61% of children **play video games at least once a week** and 12% of children never play video games. Boys play video games significantly more often than girls.
- **YouTube is an integral part of everyday life** for children aged 9 and above: 76% of children use YouTube at least once a week and 40% use it every day or almost every day. Boys use YouTube significantly more often than girls.
- 90% of children **read a book in their spare time at least occasionally.**
- Parents' media usage correlates with that of their children: **parents are role models.**



Media content

- The parents surveyed are most concerned about media content that their child could encounter **online.** Topics such as **violence and pornography** play a role here.
- Children have more **positive than negative experiences** with both television content and Internet content. In total, 93% of children have seen things on television that made them happy and 60% have seen things that frightened them. Children have more positive and negative experiences with television than with the Internet. However, they also watch television more often.



Non-media leisure activities

- Even in the digital age, **play and sport** are the most popular leisure activities: **89% and 88% respectively** play outdoors or indoors at least once a week in their spare time.
- Around 3/4 of children meet up with **friends** at least once a week, **do sport, or do something with their family.**