

MIKE

Medien | Interaktion | Kinder | Eltern

Within the **MIKE Study 2019**, the ZHAW (Zürcher Hochschule für Angewandte Wissenschaften, Zurich University of Applied Sciences) has conducted a representative study of media use by primary school age children. In the three major language areas of Switzerland, 1,103 children aged six to thirteen and 562 parents* were interviewed between April and June 2019. The study was co-funded by the Jacobs Foundation and the national platform, Jugend und Medien (Youth and Media), and conducted for the third time after 2015 and 2017. The complete report of the new results can be found here: zhaw.ch/psychologie/mike.



Children's Media Use

- **Watching TV** and **listening to music** are the most frequent forms of media use: only 2% of the children in Switzerland never watch TV, 43% watch every day or almost every day. 44% listen to music every day or almost every day.
- The **cell phone** is primary school children's favorite medium. 78% of the children use a cell phone at least occasionally. The cell phone is used, above all, for watching online videos, listening to music, as a clock, for sending/receiving messages and for gaming. About a quarter of the children aged 6 to 9 and about three quarters of those aged 12 to 13 have their own cell phones.
- 73% of the children use a **tablet** at least occasionally, in particular for gaming and watching videos on the internet. 29% of the children have their own tablets.
- 88% of the children use the **internet** at least occasionally. Over the years in primary school, internet use increases strongly.
- **Gaming** is the favorite pastime with media. 68% of the children game at least once a week. 32% of the children game every day or almost every day, 12% never game. Gaming is significantly more frequent in boys than in girls.
- **YouTube** is the favorite app, followed by WhatsApp, Snapchat, Instagram and TikTok. 66% of the children use YouTube at least once a week. The contents watched most frequently by children 10 years and older are funny clips, music videos, and Let's Play videos.



Media in the Family

- Asked about important aspects in their **media education**, parents name, first of all, establishing rules. Many of the parents interviewed also stress, however, the importance of talking with their children and of showing them alternatives to media consumption.
- 43% of the parents interviewed use **technology** like parental control filters to protect their children against improper content.
- 97% of the parents interviewed mostly or always comply with the **age recommendations** for TV movies. In the case of games, compliance is 94%.



Leisure Activities Without Media

- Even in the digital age, **sports and playing** are the favorite pastimes. 61% / 59% play outdoors or indoors every day or almost every day.
- About three quarters of the children **engage in sports, meet friends, or do things with the family** at least once a week.

* The parents sample is not representative: mothers with college/university degrees are overrepresented.