

MIKE

Medien | Interaktion | Kinder | Eltern

The **2017 MIKE Study** is a representative survey of primary school-age children and their media usage behavior conducted by ZHAW Zurich University of Applied Sciences. 1128 children aged six to thirteen and 629 parents were surveyed in Switzerland's three major language regions between March and June 2017. The study was financially supported by the Jacobs Foundation and the National Platform for Youth and Media and was held for the second time, the first being back in 2015. The complete report can be found at: zhaw.ch/psychologie/mike.



Children's Use of Media

- In addition to listening to music and reading books, **television** is the most frequent media activity: Only 3% of children in Switzerland never watch TV. 45% listen to **music** almost every day. 94% of children read a **book** at least occasionally in their spare time. 36% read almost daily.
- The **mobile phone** is the favourite medium of primary school children. 79% of children use a mobile phone at least occasionally. The mobile phone is used mainly for games, music, watching online videos and sending/receiving messages. 48% of children have their own mobile phone. At least once a week, 35% of children with their own mobile phone use it while they should be sleeping.
- 34% of children have their own **tablet**. 76% of children use a tablet at least once in a while. The tablet is the favourite medium of children in lower primary school classes.
- 86% of children use the **Internet** at least once in a while. In the course of primary schooling, use increases strongly. 13% of upper primary school children have already felt harassed online.
- **Gaming** is the favourite media activity. 66% of children play games at least once a week. 34% of the children play almost every day, 10% never play games. Boys play games significantly more often than girls.
- 79% of children from 9 years of age use **YouTube** at least once a week. YouTube is still the most popular app, ahead of WhatsApp, Instagram and Snapchat.



Media in the Family

- The media use of the parents is related to that of the children: **Parents are role models**.
- Around two-thirds of parents watch television with their child or read books **together** at least once a week. The older the children are, the more often the Internet is used together.
- When asked about the **advantages and opportunities of media use**, parents primarily cited the large, diverse and easily accessible source of information that can promote the education of their children, and the possibilities for communication. The 2015 MIKE study captured the parents' biggest concerns.



Leisure Activities Without Media

- Even in the digital age, **games and sports** are the most popular activities. 94% and 86% respectively play outside or indoors at least once a week in their spare time.
- Around three-quarters of children meet with **friends, play sports or do something with the family** at least once a week.