

Adolescents' TV viewing patterns in the digital era: Across-cultural study

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<https://doi.org/10.3916/C50-2017-06>

INTRODUCTION

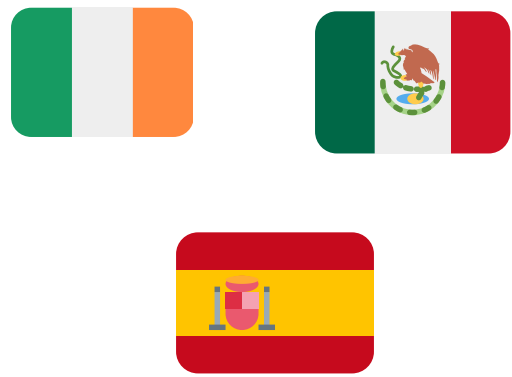
Young people constitute a privileged group to study since they are digital natives, subjects who have grown up interacting with and using digital media



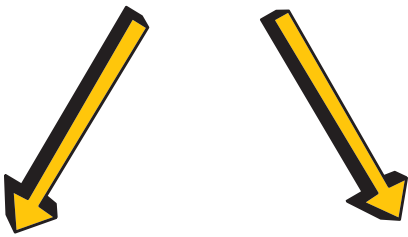
nevertheless, it is important to bear in mind that the change undergone by the media context is in turn triggering changes in the relationship established between young people and the television screen

METHODOLOGY

553 adolescents



Questionnaires



The television viewing habits

The television values

ANALYSIS AND RESULTS

- ★ For entertainment purposes
- ★ Affective family climate, responsible parental mediation and a weak degree of individualism
- ★ For cultural shows, comedy programmes and cartoons
- ★ To talk about the content of the shows seen

CONCLUSIONS

Conflictive-passive

Critical-cultura

Committed-positive

Social-conventiona

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