

DIGITAL NATIVES: ONLINE AUDIOVISUAL CONTENT CONSUMPTION, CREATION AND DISSEMINATION

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INTRODUCTION



Internet and social networks,
access and use of new
technologies by young people is
a social challenge, for parents
and educators, and a challenge
for the technology industry.

YouTube
the most used platform by
teenagers with a consumer
profile with new patterns for
the use, creation and
dissemination of audiovisual
content.

Digital youth environments
have been extensively
researched: new audiovisual
content, video games or
"youtubers". As well as their
attitude towards the mobile
phone.

OBJECTIVE AND METHODOLOGY



To define the habits of consumption, creation and dissemination of audiovisual content on the Internet of adolescents in Gipuzkoa. The study focuses in two areas: leisure and school, focusing on differences in gender, grade and type of center (public-private).

You can see it: -what they produce and how- and their dissemination -
what platforms, messaging networks they use- in each area.



Self-administered
questionnaire of 100
questions, mostly
multiple choice,
divided into six
blocks.

2.426 adolescents
(from 12 to 16 years
old), students of the
four ESO courses in
Guipúzcoa.

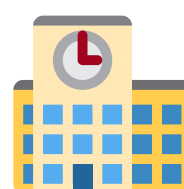
Sample:
60 sites. 120 groups (2
groups of different
courses per centre), 30
for each course.

Conducted between
December 2016 and
January 2017. In the
presence of the
tutor/researcher.
Duration: 45 minutes.

RESULTS



Gender defines the consumption, creation and
dissemination of content related to entertainment.
The type of centre impacts school use.
The course reflects the evolution of consumption,
creation and dissemination trends.



CONCLUSIONS



Leisure is the main area in
the consumption, creation
and dissemination of
adolescent content.



The vast majority of
young people lack the
critical capacity to
produce audiovisual
contents, despite
having the skills and
technical means at
their disposal.



Male and female
consumption patterns oppose
each other and condition the
typology of
products consumed on the
Internet, which directly
affect the contents they
generate and the way in
which they share them.

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