

MEDIA DIET TODAY: A CONCEPTUAL FRAMEWORK AND A TOOL TO QUESTION MEDIA USES AMONG CHILDREN AND ADOLESCENTS

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BACK TO THE ORIGIN: FROM MEDIA DIET IN ABBADIA S. SALVATORE (MENDUNI, 1995) TO DIGITAL SCREEN ISSUES (TISSERON, 2016)



online
questionnaire



parents, children 8-10,
pre-teen 11-13
adolescents 14-18



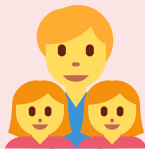
media diet and
media environment



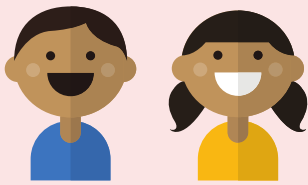
from 2018



965



4369



3270



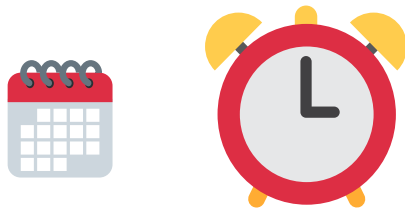
2642



Media uses (what,
why)



Place (where)



Time (when)



Rules (how)

PARENTS' RESPONSE 965 Q



82%



18%



high school
diploma 43%



kindergarden 39%
primary school 61%

MEDIA USES

"everyday use", school days



86%



11% tablet

5% tablet for children



16%

before school 43%

in the afternoon 73%

before going to bed 67%



screen time: 1-2 hrs (43%), higher
during weekends (47%, 3-5 hrs
21%)



mainly parents' devices



Media are used with parents
and **alone** (tv 43%, tablet
25%, smartphone 24%,
children tablet 22%,
videogames/console 12%)



never during
dinner time 77%
sometimes with
friends 20%,

CONTENTS

Watch videos 75%

Play 59%

Listen to music 39%

Young children choose
what to watch and do



36%



21%

Together: tablet 13%,
smartphone 15%

Why the screen?

They are tired
they are bored
to relax

It is still a "living room culture" (Livingstone)

CHILDREN'S RESPONSE 3270 Q



48%



52%

- 8 yrs old 32%
- 9 yrs old 35%
- 10 yrs old 31%
- 11 yrs old 2%

MEDIA USES

"everyday use", school days



76%



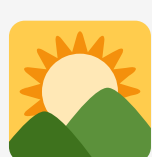
23% (45% personal)



24% (28% personal)



20%



before school tv (44%)



in the afternoon tv (57%), tablet (33%),

smartphone (29%)



before going to bed tv (59%), tablet and smartphone (19%)



screen time: 1-2 hrs (30%), 3-5 hrs (12%), higher during the weekend



Media are used mainly **alone** (tv 49%, tablet 52%, smartphone 50%, videogames/console 37%).
Tv seems a common interest



never during dinner time 72%
sometimes with friends 29%

CONTENTS

Watch videos 80%

Play 83%

Listen to

music 66%



Children choose what to watch and do (especially with tablet and smartphone)

Together:

23% tv

Why the screen?

They don't know what to do, they are tired of what they are doing

PRE TEENS' RESPONSE 4369 Q



50%



50%

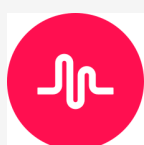
- 11 yrs old 31%
- 12 yrs old 32%
- 13 yrs old 31%
- 14 yrs old 4%

MEDIA USES

"everyday use", school days



93%



37%



85%



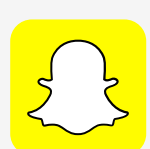
56%



78%



67%



33%



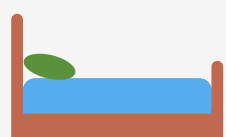
48%



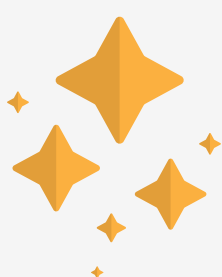
before school smartphone (39%)



in the afternoon smartphone (69%),
console (32%), computer (28%)



before going to bed tv (56%),
smartphone (51%)



at night smartphone 16%

after midnight smartphone (12%)



screen time: 1-2 hrs (36%), 3-5 hrs (23%), more than 5 (10%)



never during
dinner time 68%
with friends (often
31%, always 13%)

CONTENTS

Watch videos 81%

Chat 70%

Play 63%

Listen to music 73%

Social media 31%



Teens choose what to
watch and do
(especially with their
own smartphone)

Together:

38% tv



Why the screen?

They don't know what
to do, chat and social
maintenance (staying
in contact)

ADOLESCENTS' RESPONSE 2642 Q



49%



51%

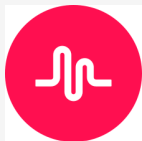
- 14 yrs old 22%
- 15 yrs old 20%
- 16 yrs old 21%
- 17 yrs old 17%
- 18 yrs old 14%
- 19 yrs old 5%

MEDIA USES

"everyday use", school days



96%



16%



97%



90%



95%



43%



37%



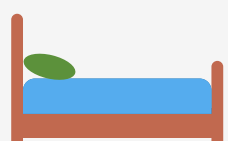
64%



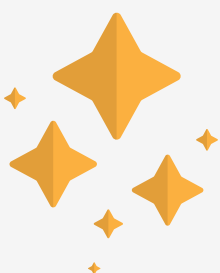
before school smartphone (81%)



in the afternoon smartphone (86%),
console (30%)



before going to bed tv (56%),
smartphone (51%)



at night smartphone 61%

after midnight smartphone (36%)



**screen time: 3-5 hrs (32%), more
than 5 hrs (25%)**



never during
dinner time 54%
with friends (often
37%, always 46%), as
a second screen
(45%)

CONTENTS

Chat 81%

Listen to
music 84%

Watch videos 73%

Social media 56%



Adolescents choose
devices and media to
relax and connect
with friends and peers



Why the screen?

Chat and social
maintenance (staying
in contact), they don't
know what to do

RULES AND REGULATION



- Defined by **parents** (42% with no discussion)



- Focused on **time** (80%)
- Based on **common sense ideas**

94%

- **Family climate improved** (77%)



- Defined by **parents** (8% after an "issue")

- Focused on **time** (73%)

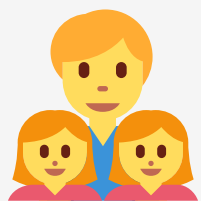


- Based on **friends' suggestions** (21%)

- **Family climate improved** (65%)

84%

- Children would like to **be part of the decision making**



- Defined by **parents** (7% after an "issue")

- Focused on **time** (73%)

- Based on **friends' suggestions** and **Internet** (20%)

- **Family climate improved** (65%)

- **Rules:** no comment (37%), discussed (30%), defined together (34%)

79%



- Defined by **parents**

- Focused on **time** (54%) and specific moments/conditions (33%)

- Based on **friends' suggestions** (27%)

- **Family climate did not improved** (43%)

51%

- **Rules:** no comment (31%), discussed (33%), defined together (35%).

- But **nothing would change** basically (21%)



NEXT STEP



To create a responsive tool to give users a feedback on their media diet: not a test, but a list of reasoned suggestions according to the answers provided.

That means to transform the questionnaire into a media education opportunity, giving respondents ideas and arising questions on personal habits and further possibilities.



The aim is to promote a balanced media diet and a more responsible media use



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