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**PROJECT OUTLOOK 19<sup>th</sup> November 2008**

**MeTeOr: The Influence of New Media and Technologies  
On the Value Orientation of Adolescents**

**LEADING INSTITUTION**

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**SCIENTIFIC CO-OPERATION PARTNER**

OÖ Nachrichten der Wimmer Medien GmbH&Co KG

**SCHOOLS INVOLVED**

HAK / HASCH, Rohrbach  
Berufsbildende Schulen, Kirchdorf  
Europagymnasium, Auhof  
Georg von Peuerbach-Gymnasium, Linz



**BM.W.F<sup>a</sup>**

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Austrian Federal Ministry of  
Science and Research

## MeTeOr: The Influence of New Media And Technologies On the Value Orientation of Adolescents

Together with scientists of the FH OÖ, Campus Steyr, and teachers of schools of higher secondary education, students investigate the impact of computer games, TV and cinema, the Internet, and mobile communication on their peers. The project, which is scheduled for two years, takes place in the framework of the research programme “Sparkling Science” by the Austrian Ministry of Science and Research BM.W\_F and is funded with € 200,000.

“New media and technologies“ have become a common part of everyday life long since, and it is apparent that dealing with them influences adolescents in manifold ways – both positively and negatively. However, scientific findings in this field are, lamentably, still very heterogeneous. Especially the question of a relation between virtual and real violence is highly significant and intensively concerns our society: no massacre, no brutal robbery, no brawl incited by adolescent perpetrators that would not raise the issue of media usage and its possible effects on an increased propensity for violence.

The importance of this issue prompted two scientists, Prof. (FH) Dr. Andreas Auinger, Prof. (FH) Dr. Harald Kindermann and Mag. (FH) Andreas Greiner to participate in a tender launched by the Federal Ministry of Science and Research.

They found ideal partners for the implementation of their project: two secondary schools in Linz (Georg von Peuerbach and Europagymnasium Auhof) and two vocational secondary schools (Kirchdorf/Krems und Rohrbach). Despite strong national competition (166 applications; only 27 of which were admitted) Dr. Auinger and Dr. Kindermann were successful and their application was approved. The research project MeTeOr aims at conveying the fundamental methodical knowledge to adolescents of the four partner schools within one school year. Together with the scientists, they should become capable of observing their fellow students and performing experiments by means of electro-physiological measurement procedures. The results should consequently provide clear indicators of type and degree of influence.

### **Scientists' statement:**

*“We both have children, too. Therefore, we witness the enormous influence of new media and technologies on adolescents every day. As parents, we often feel powerless in this regard. With our project, we have the opportunity to learn from the adolescents, and at the same time we can show them in our joint work how they are being influenced by MeTes. This gives them the opportunity to deal with media and technologies in a more critical and reflecting way in the future and makes them become mature members of society.”*



## Benefit, harm or a bit of both?

Adolescents aged between 10 and 18 use electronic media as naturally as they use fork and knife for eating. However, they often do not reflect upon the implied influence which the media impose on them.

Specific questions and their joint formulation shall render such influences apparent and make the students aware of them. For example:

- which visual key stimuli aim at computer game players: heroes with very broad shoulders, aggressive helmets, massive weapons, or heroines with ultra slender hips, big eyes and enormous breasts?
- How are problems solved in the game: through communication and team work or through "bashing and shooting"?
- Which influence has a "successful" strategy in the game after the media consumption on decisions and behaviour in "real" life?

The answers to these questions shall also provide, among others, approaches to public institutions on how they can regulate age ratings for games, and when they should apply them.

The conceptual design of the measuring instruments and the development of the experiments are done in coordination with student groups and FH researchers to guarantee a scientifically correct methodology.

Participation in the project can also contribute to Matura projects in which mathematics, informatics, German, ethics and psychology are combined in an interdisciplinary approach.


### **Teachers' statement:**

*„To us, as a school, the project MeTeOr is interesting from various points of view. First, it gives our students the opportunity to actively participate in a scientific research project. And second, the issue of influences of new media and technologies on the value orientation of adolescents" is of great interest to our school and our teachers, since our students are confronted with new media both at school and in their leisure time".*

### **Students' statement:**

*„The contents of the project "METEOR", which is supervised by you, is particularly appealing to us because they personally concern us and the way we deal with media." „I am quite curious how the project will run. In any case, the subject is very interesting and topical." „We appreciate the opportunity for this cooperation. Thank you!"*





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