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Interim Report, August 31st 2009

**The Influence of New Media and Technologies
on the Value Orientation of Adolescents**

LEADING INSTITUTION

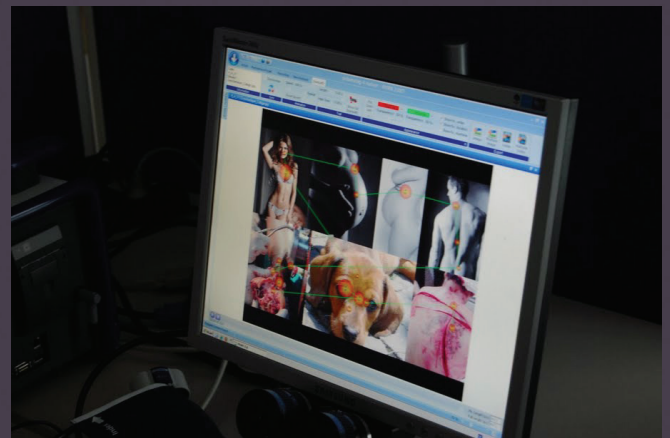
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Focus on Research: Digital Economy

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PARTICIPATING SCHOOLS

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Europagymnasium Auhof, Upper Austria
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MeTeOr: The Influence of New Media and Technologies on the Value Orientation of Adolescents

In the winter of 2009 the researchers of the Fachhochschule OÖ, Campus Steyr (University of Applied Sciences, Upper Austria), launched the project MeTeOr in cooperation with students and teachers of four partner schools. The project deals with the effects that computer games, TV/Cinema, Internet and mobile communication have on adolescents aged between 10 and 18. The project MeTeOr takes place within the research programme "Sparkling Science" of the Austrian Federal Ministry of Science and Research. MeTeOr has a project volume of about € 200,000 and is scheduled for two years.

New media and technologies have become a common part of everyday life long since. Especially adolescents regard them as a natural part of their life. The verifiable impacts and effects of media and technologies are substantial, in particular on young people - both in positive and negative ways.

Together with two secondary schools from Linz (Georg von Peuerbach and Europagymnasium Auhof) and two vocational secondary schools (Kirchdorf/Krems and Rohrbach) we started our project in December 2008 and invited the students to join a comprehensive project-based programme at the Campus Steyr. Within four full-day programme sessions, the project students were equipped with the basic knowledge of the current state of research on media selection and media impacts. Furthermore, the students learnt how people orient themselves (according to which factors do people basically arrange their behavioural intentions and how these are shaped - aspects of media influence), what motivates people (the motives that basically push people - aspects of media usage; why do people use certain media), and how peoples' associations are subliminally influenced.

Not only were the students given tuition in the fields relevant for the project, but they could also intensify their knowledge by applying it during hands-on project work. On the basis of the acquired knowledge, the students have elaborated a questionnaire which provides the basis for a quantitative survey at the four partner schools in the autumn of 2009.



Quantitative and Qualitative Market Research ready to go

Based on the knowledge acquired during the sessions at the Campus Steyr, the questions for the quantitative survey were elaborated with a great deal of commitment. Assisted by the researchers of the University of Applied Sciences and through a pre-test carried out on adolescents aged between 10 and 18 the questionnaire was finalised. It was then digitalised by a project group from the BBS Kirchdorf so that the survey can be carried out in autumn 2009 – investigating the usage pattern of new media and technologies of more than 2.000 students.

The research team could already gain important insights during one of the session days by carrying out experiments (for example, with eye-tracking or electrophysiological measuring equipment). These experiments were continuously adapted and refined in the past weeks so that they can be carried out together with the quantitative survey in autumn 2009 at the four partner schools.

The students of the participating schools will support the researchers of the University of Applied Sciences in carrying out the survey and the experiments at the schools, and will therefore play a crucial role in the successful implementation of the project.

Teachers' statements

"Our students took part with great enthusiasm and showed real commitment. Their enthusiasm for the project is remarkable. We could also see their differentiated concepts of the effects of new media and technologies."

"The topic touches a nerve with the students, and that's why they are really committed - a great project for all those who participate!"

Students' statements

"The four session days at Campus Steyr were more exhausting than usual days at school, but a lot more interesting and really exciting!"

"I was fascinated by how we are influenced by our environment and what this influence depends on."

"I really enjoy participating in the project MeTeOr. I like that it's something different."





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