

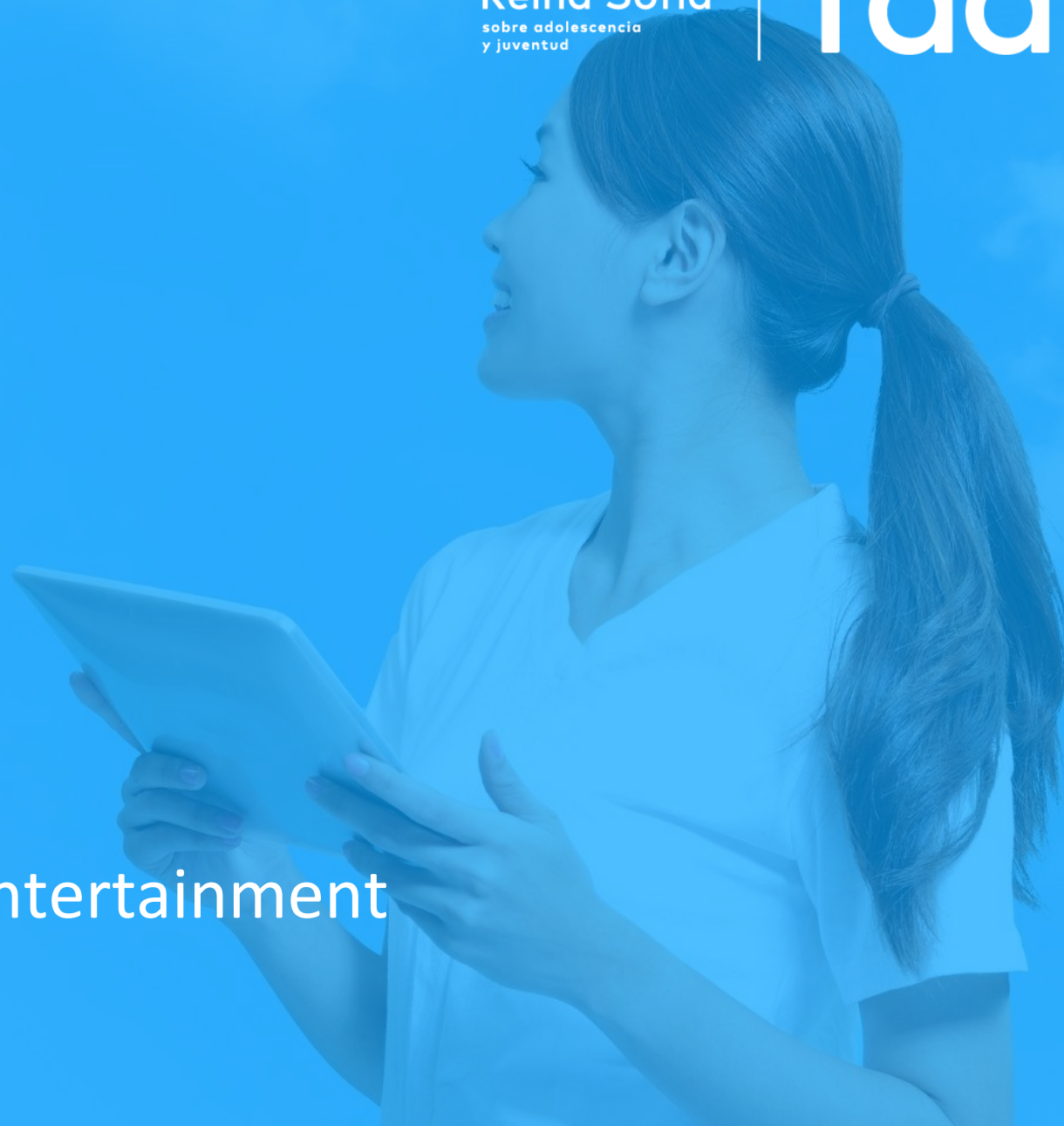


Centro
Reina Sofía
sobre adolescencia
y juventud



WATCH, CREATE, PLAY

An overview of digital youth entertainment



OBJECTIVES OF THE STUDY



OVERALL OBJECTIVE: to delve into the experiences, perceptions and motivations of teenagers and young people regarding their digital entertainment practices.

1

Investigate the practices and **consumer habits of audiovisual content** on digital platforms, with a special focus on content-creation channels.

2

Analyse the practices of **content production** and the interests and **motivations** of young people **to create content** actively on the Internet.

3

Study the **perceptions, attitudes and experiences** of young people **on the consumption and production of audiovisual content**.

4

Measure the **video game playing practices** of teenagers and young people: **type of gaming** platforms, **frequency** with which they play, **themes and genres**.

5

Ascertain the **interests, motivations and risks associated with the consumption of video games** by teenagers and young people, as well as their perception of the generalisation of paid content.

METHODOLOGY

DATA COLLECTION



On-line survey

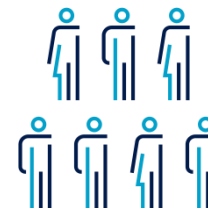
UNIVERSE



Population of
15 to 29 year-olds in
Spain

SAMPLE DESIGN

1,200
people



WEIGHTING



By **gender** and **age**
group

SAMPLE ERROR

±2.8%



DATE

September and
October 2021



SELECTION

By
GENDER
women
and men



By **AGE**
15 a 19
20 to 24
25 to 29



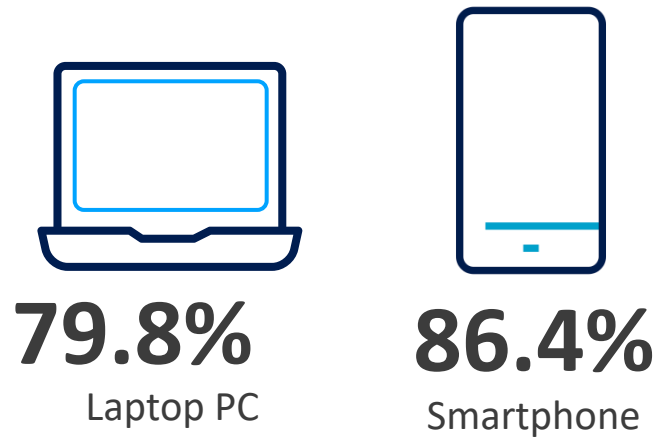
By completed
LEVEL OF
EDUCATION



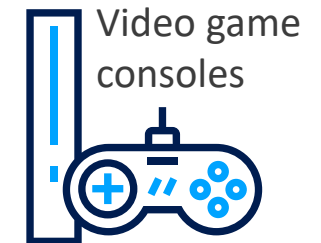
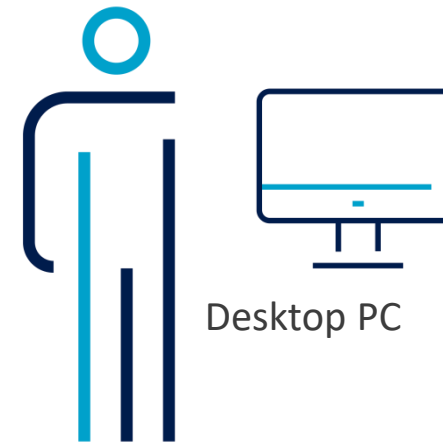
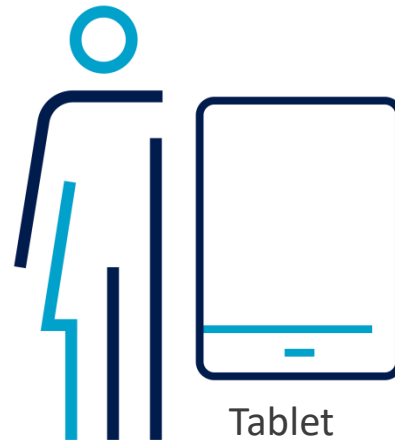
Up to compulsory secondary education
Post-compulsory secondary education
Higher

MAIN FINDINGS

MULTIPLE, MULTIMEDIA AND
DIVERSIFIED TECHNOLOGY
ECOSYSTEM




Nearly half of young people use
between 4 and 6 devices.



MAIN FINDINGS

DIGITAL ENTERTAINMENT FULLY INTEGRATED INTO EVERYDAY LIFE

 **6.95**
hours a day

Digital entertainment on a **daily basis** for **4 out of 5 young people**.



3 out of 4 young people have **paid subscriptions** to audiovisual content.

MOST FREQUENT ACTIVITIES



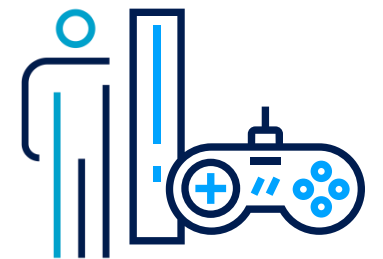
music



audiovisual
content



social
media



video games

MAIN FINDINGS

HIGHLY VARIED AND
DIVERSIFIED CONSUMPTION OF
CONTENT



Widespread **music** consumption.

GENDER-DIVERSIFIED CONTENT



Cinema, music,
beauty, fashion,
animals and
gastronomy



Video games
and sport



INSTAGRAM
widespread use

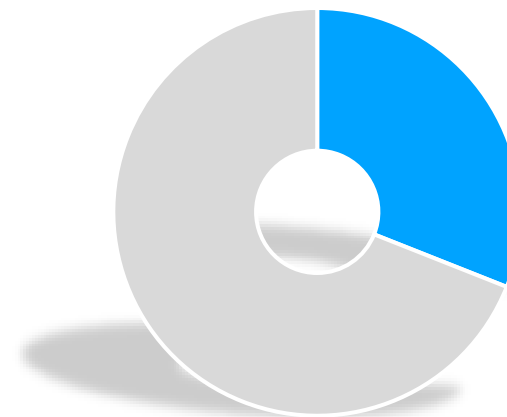


TIKTOK
prominent
between 15 and 19
years old



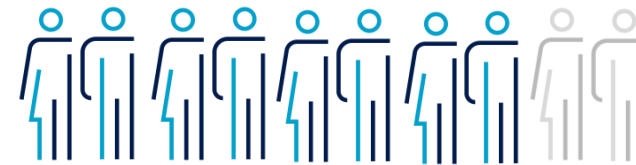
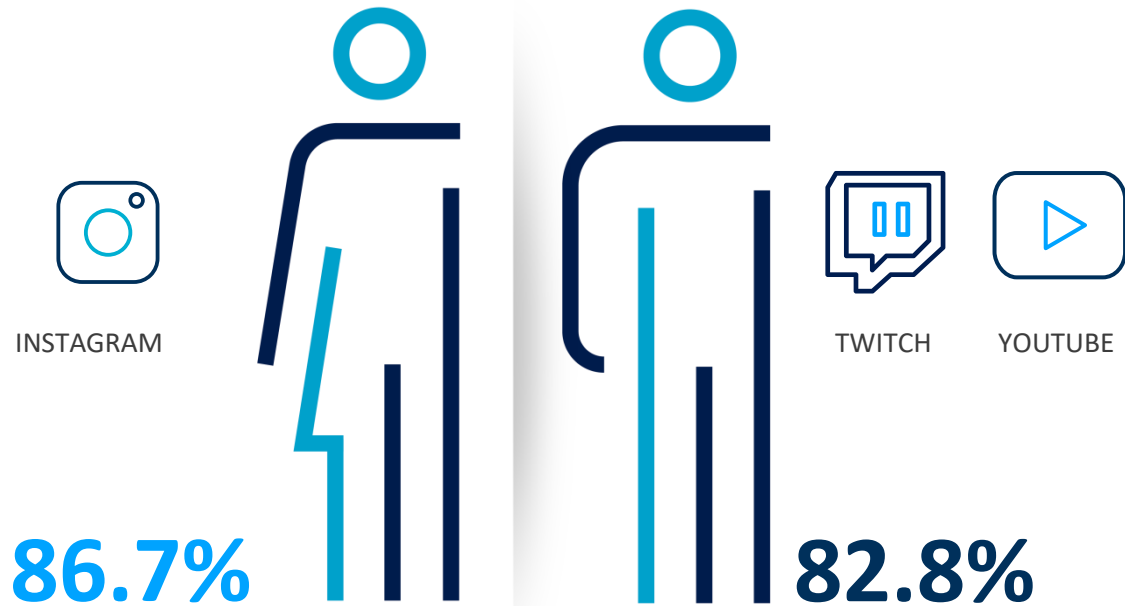
TWITCH
prominent among
boys

spend money on
content creators
31.2%



MAIN FINDINGS

THE CREATION OF DIGITAL CONTENT IS AN EVERYDAY ACT



8 out of **10**
young people create
on-line content.

1 out of every **10**
say they are trying to
pursue a career in content
creation.

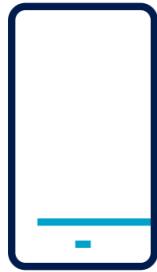


MAIN FINDINGS

VIDEOGAMES ESTABLISHED
AS A KEY FACET OF
YOUTH ENTERTAINMENT



boys play more
often than girls



77.8%

play with
smartphone



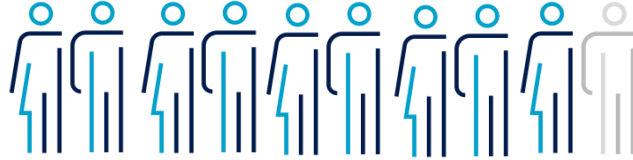
92.0%

spend money on
video games



32.6%

pay monthly micro-
transactions



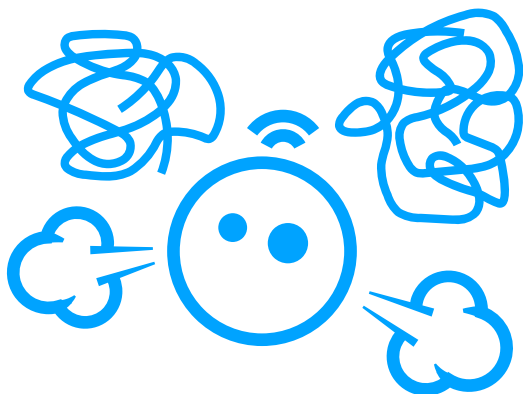
9 out of **10**
young people play.

MAIN FINDINGS

THERE ARE BOTH MATERIAL AND PSYCHOSOCIAL RISKS IN DIGITAL ENTERTAINMENT



significant lack of knowledge about spending on paid content subscriptions, donations and micro-transactions among the most vulnerable groups.

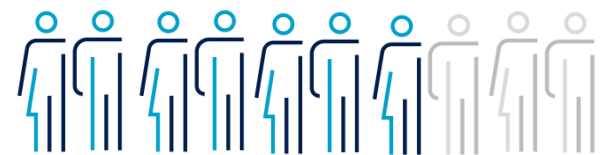


PSYCHOSOCIAL PERSPECTIVE

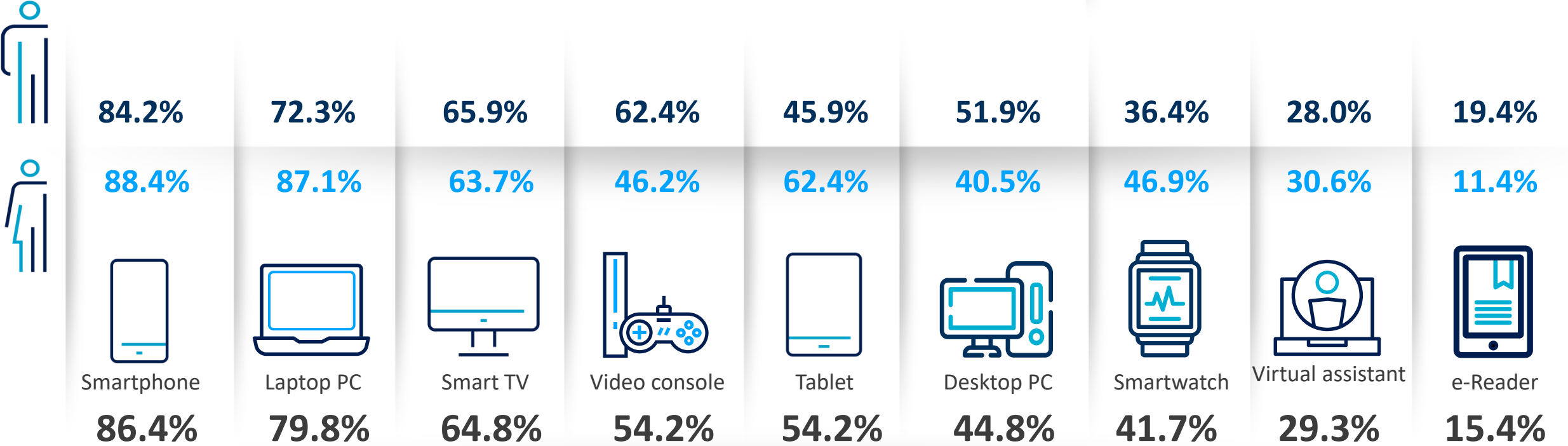
- some experiences of harassment, bullying and violation of privacy.
- these negative experiences are more frequent among girls, who are more likely to hide their identity on-line, although boys are more likely to receive insults while playing on-line.

TECHNOLOGICAL EQUIPMENT

MULTIDEVICE YOUNG PEOPLE
The presence of devices is widespread and diversified



7 out of **10**
young people **have** at least
4 different devices.



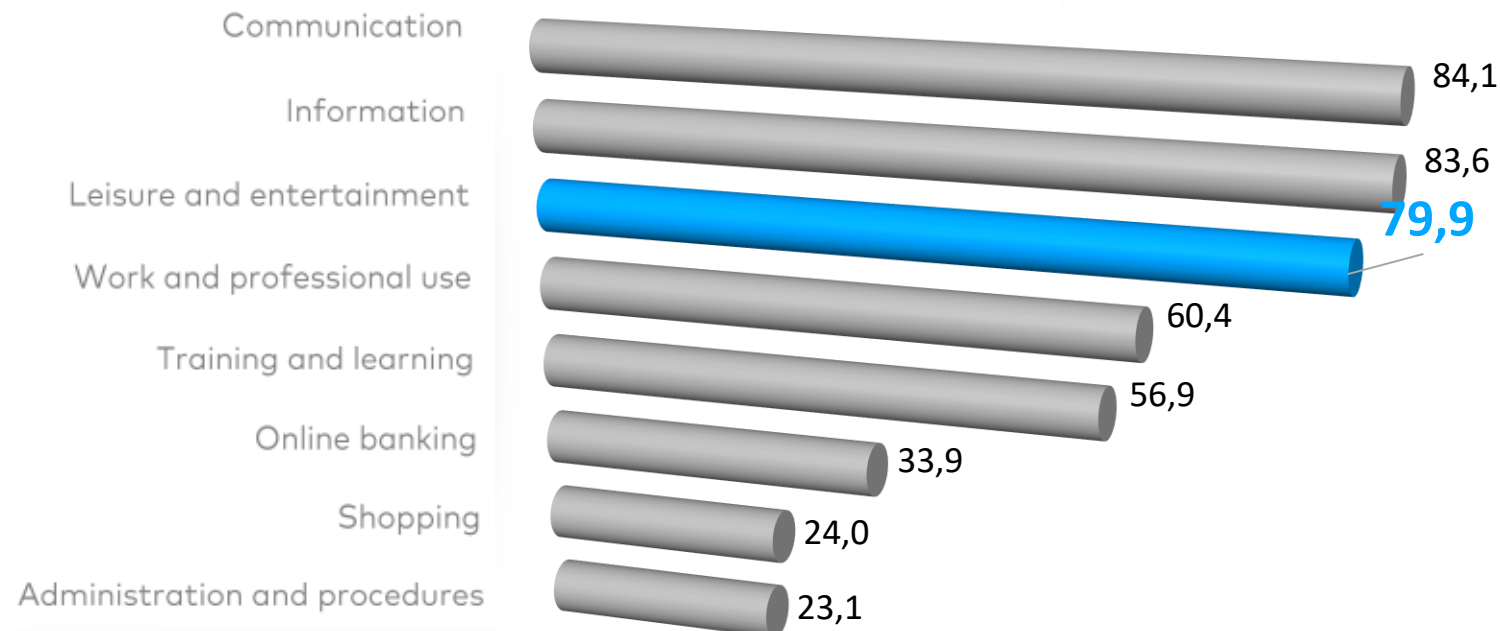
USES OF DIGITAL TECHNOLOGIES

LEISURE AS A PRIORITY USE OF DIGITAL TECHNOLOGIES



6.95

daily hours of
digital
entertainment

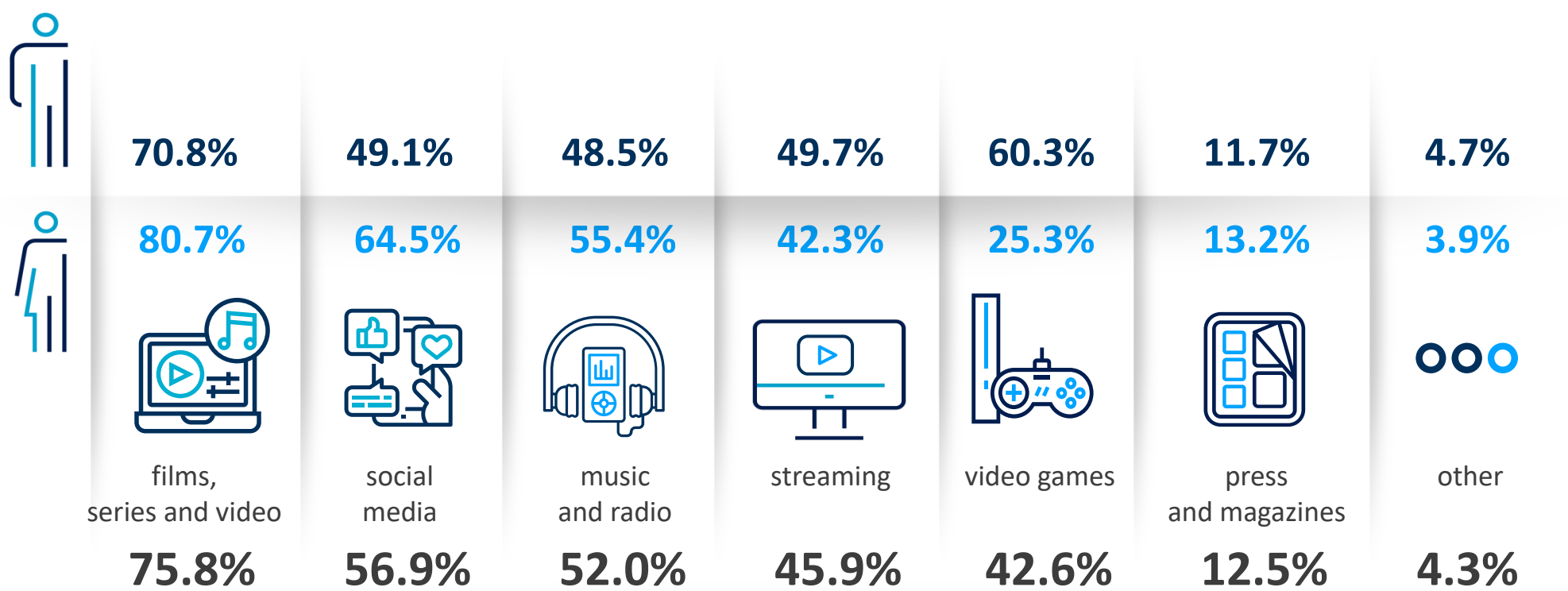


4 out of every **5**
young people **use** digital
entertainment **on a daily basis.**

CONSUMPTION OF DIGITAL CONTENT

ACCESS OR SUBSCRIPTION TO
DIGITAL SERVICES OR CONTENT

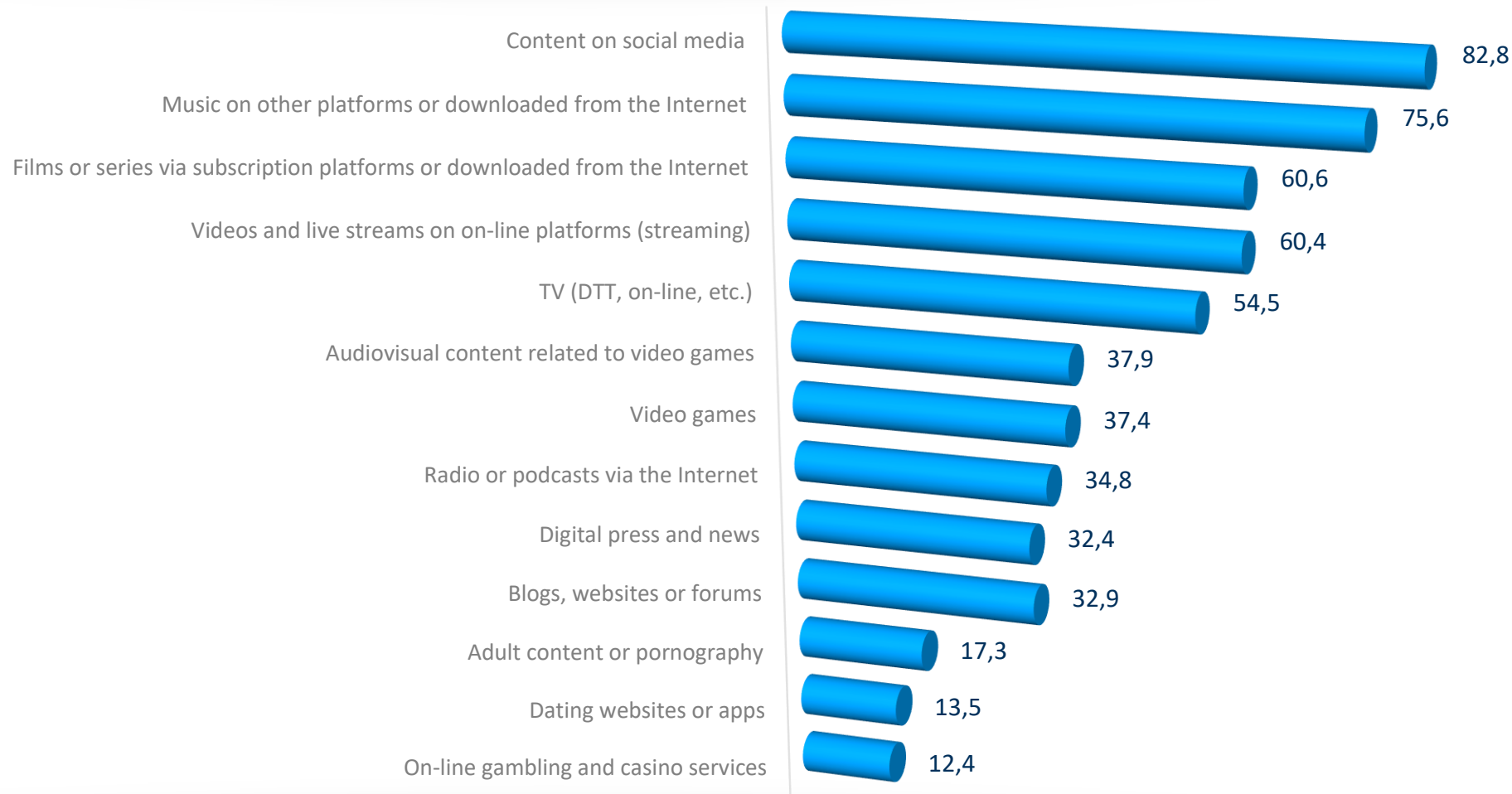
Do you subscribe to or access any type of digital service or content (films, music, series, video games, etc.)?



CONSUMPTION OF DIGITAL CONTENT

DIGITAL ENTERTAINMENT ACTIVITIES ON A DAILY BASIS

How often do you engage in the following digital entertainment activities? Answer: every day.

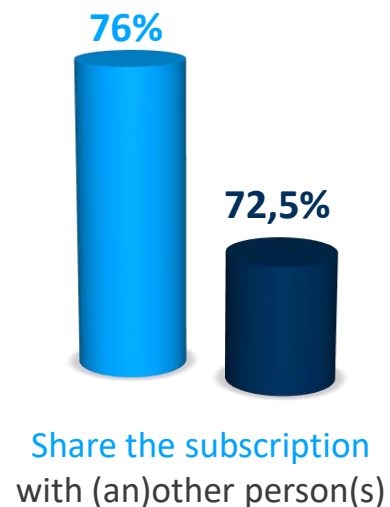


SUBSCRIPTION SERVICES

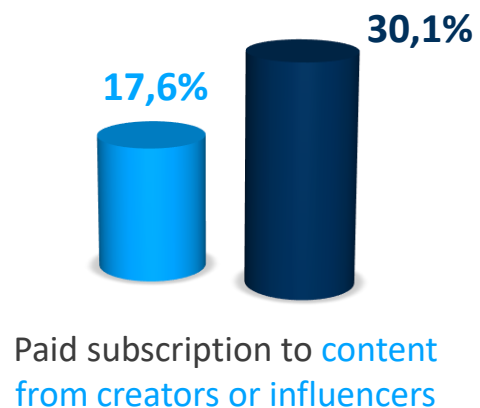
SUBSCRIBING TO DIGITAL SERVICES, DAILY BREAD AND BUTTER



3 out of every **4** young people have **subscriptions to** paid digital content.



74.3%



23.8%



21.7%



17.8%

CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE DIGITAL
CONTENT CONSUMPTION

MOST FOLLOWED PLATFORMS
BY GENDER



INSTAGRAM

81.6%



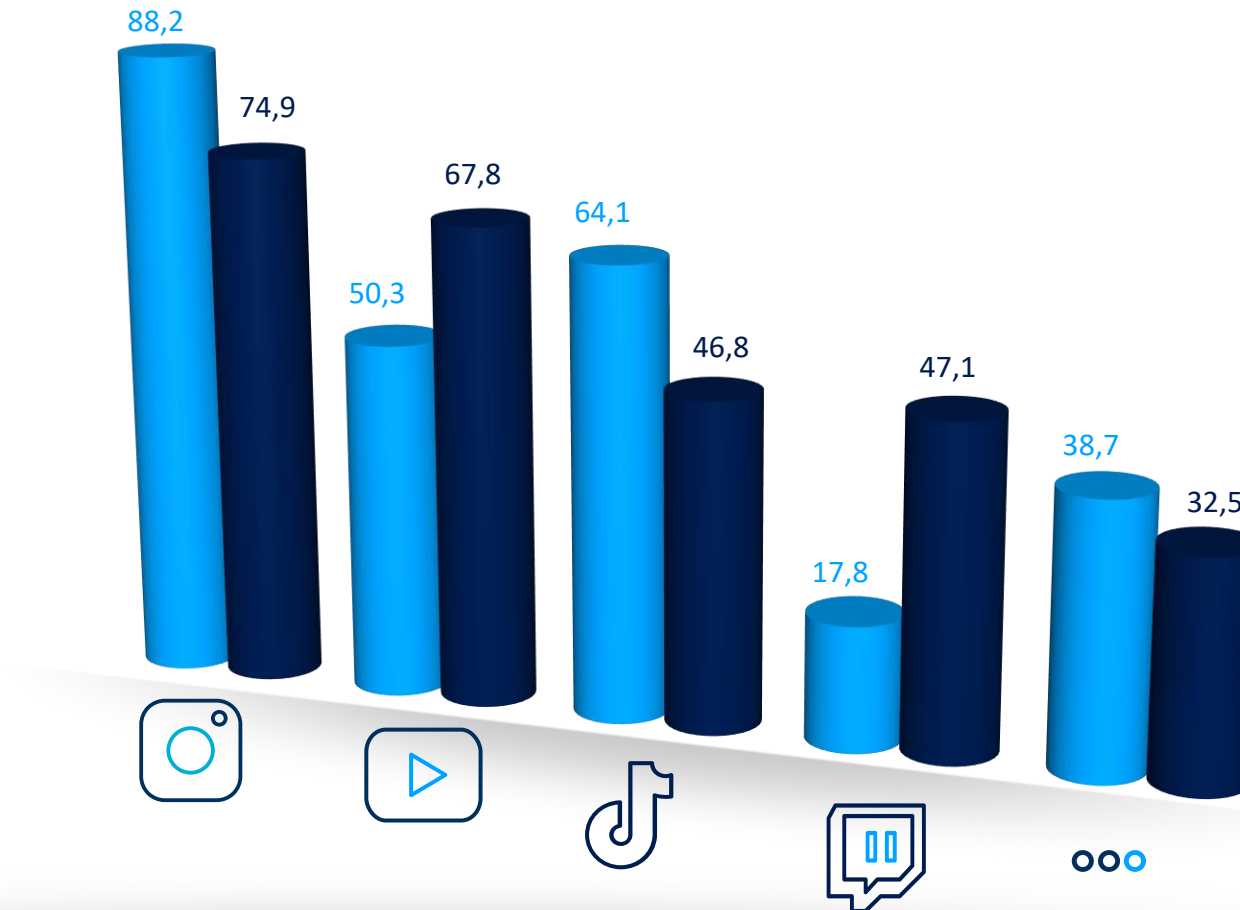
YOUTUBE

58.9%



TIKTOK

55.6%



CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE DIGITAL CONTENT CONSUMPTION

MOST FOLLOWED PLATFORMS BY AGE



INSTAGRAM

81.6%



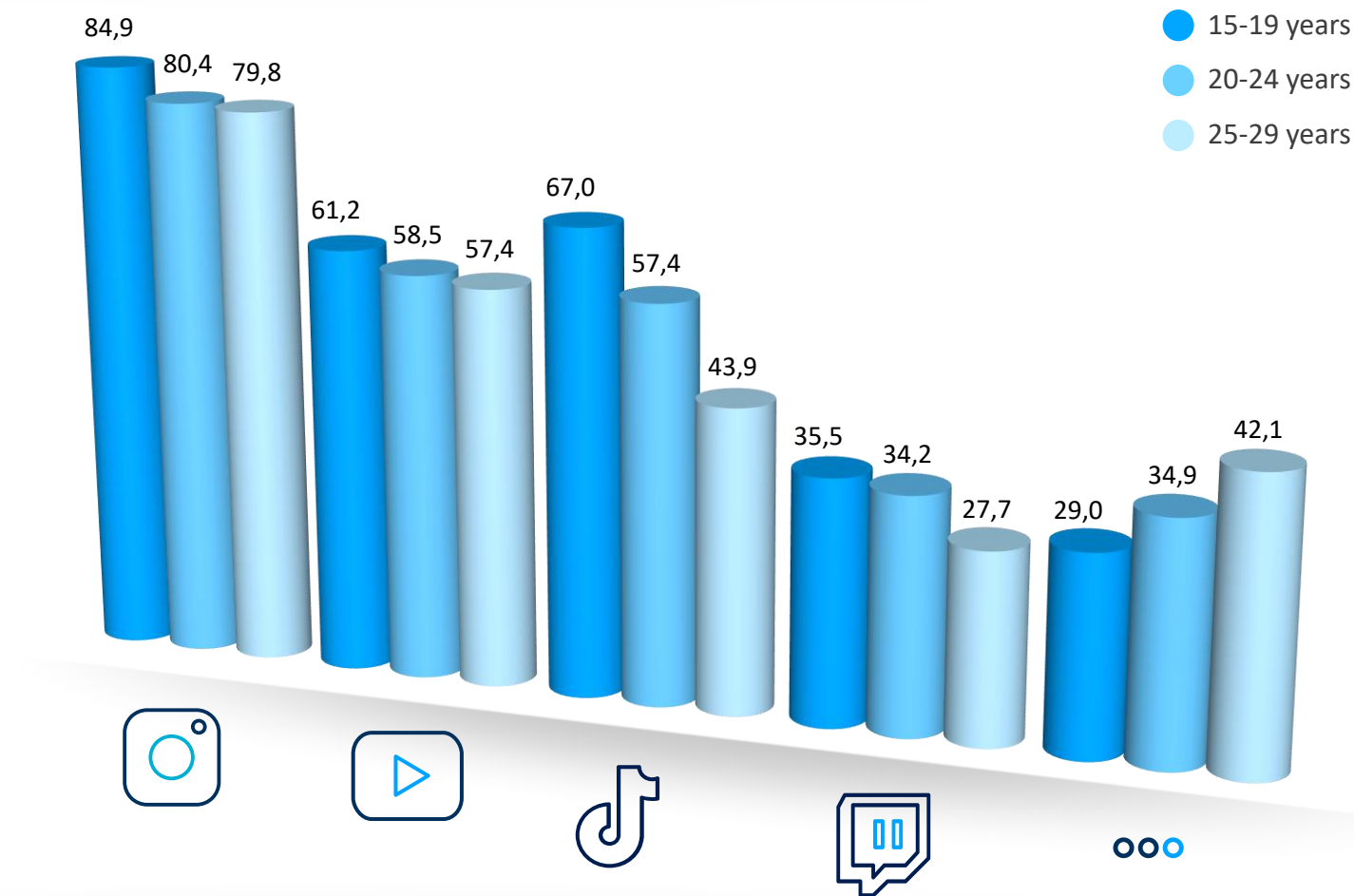
YOUTUBE

58.9%



TIKTOK

55.6%



CONTENT AND INFLUENCER FOLLOWING

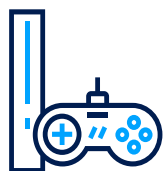
CONSTANT AND DIVERSE DIGITAL CONTENT CONSUMPTION

DIVERSITY OF CONTENT



music

53.6%



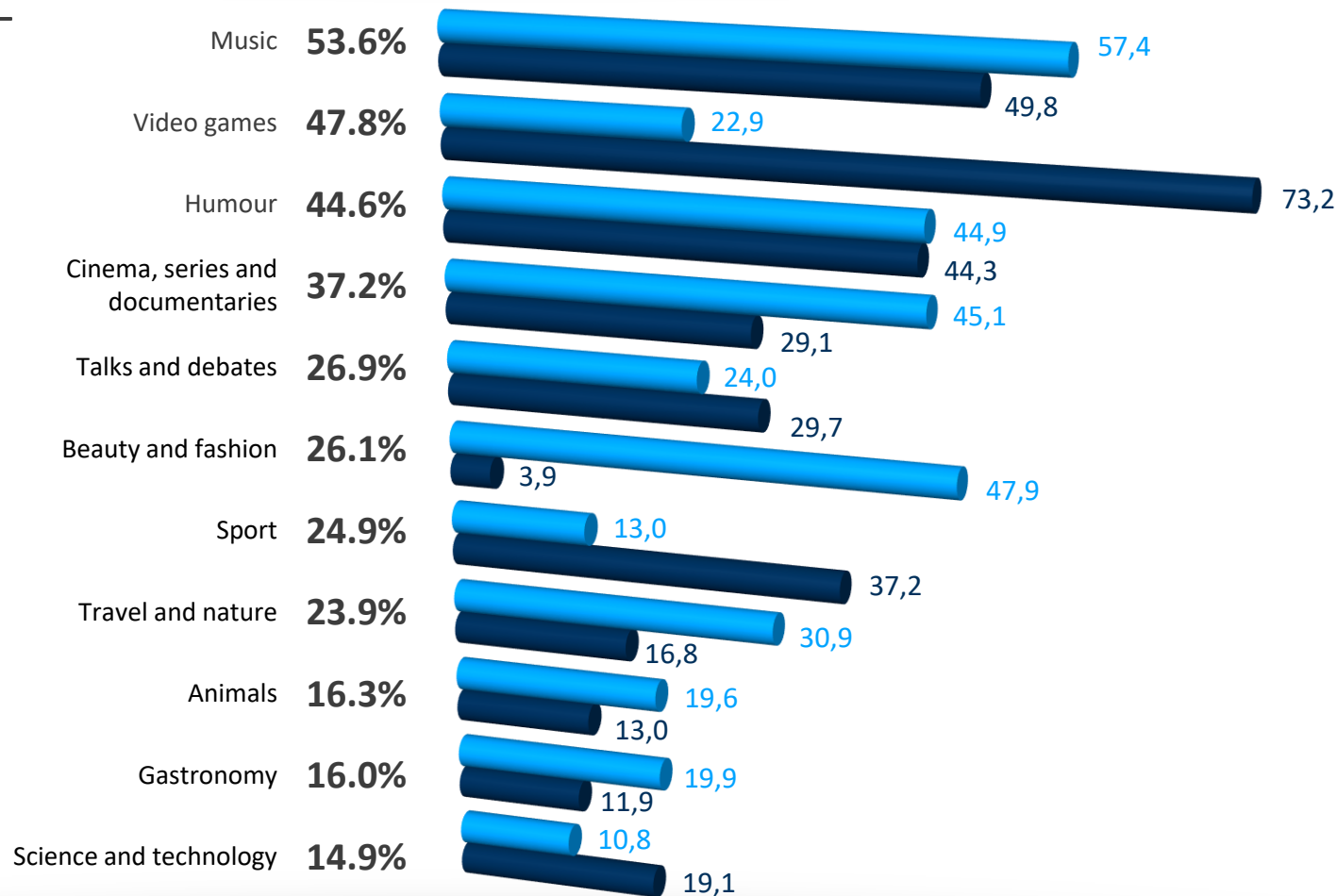
video games

47.8%



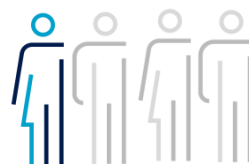
Humour

44.6%



CONTENT CREATORS

BROAD INFLUENCER FOLLOWING



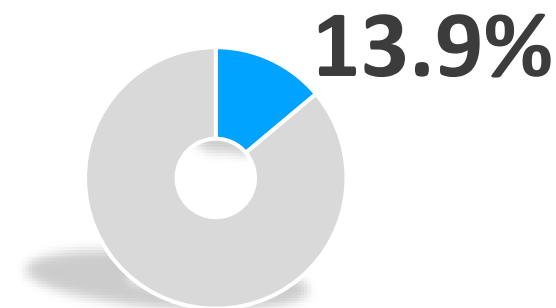
1 out of every **4**
young people **often**
comments on chats, videos or
posts.



3 out of every **4**
young people **follow content**
creators
(free subscription to channel, account,
platform, etc.).

31.2%

make some kind of payment
to content creators
(subscriptions, donations).



participate in forums or on-
line communities linked to
content creators.

women
77.4%

men
72.2%

women
23.2%

men
39.4%

CONTENT CREATORS

BROAD INFLUENCER FOLLOWING



WOMEN...

...are more critical and more aware

60.3% "I have unfollowed content creators because they have disappointed me or said/done things I didn't like" (men: 49%).

49.9% "At some point I have come to think that I spend too much time consuming digital content from creators and influencers" (men: 43.5%).

42.9% "I follow content creators and influencers because of their activism/ideology or because they are committed to causes I share" (men: 38.2%).

33.6% "Content uploaded to on-line platforms and social networks is too sexualised" (men: 29.7%).

CONTENT CREATORS

BROAD INFLUENCER FOLLOWING



MEN...

...are more loyal, more dependent and less critical

46.8% *"By following content creators and influencers I feel part of a community"*
(women: 38.2%).

42.1% *"Content from content creators and influencers has helped me through difficult times"* (women: 37.2%).

40% *"Consuming content from creators and influencers is my main source of entertainment"* (women: 30.4%).

39.8% *"Content creators have a strong influence on my hobbies and interests"*
(women: 29.5%).

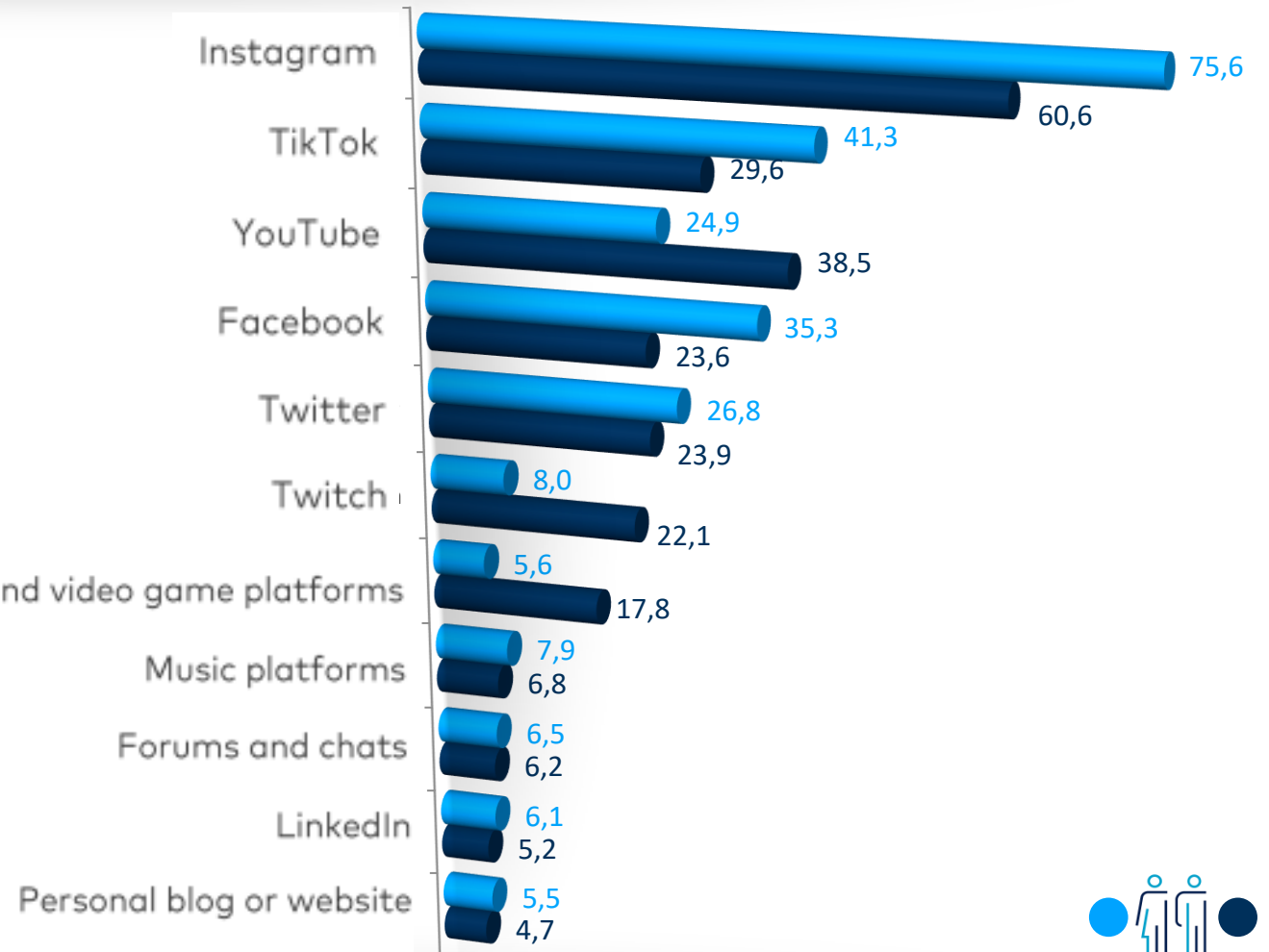
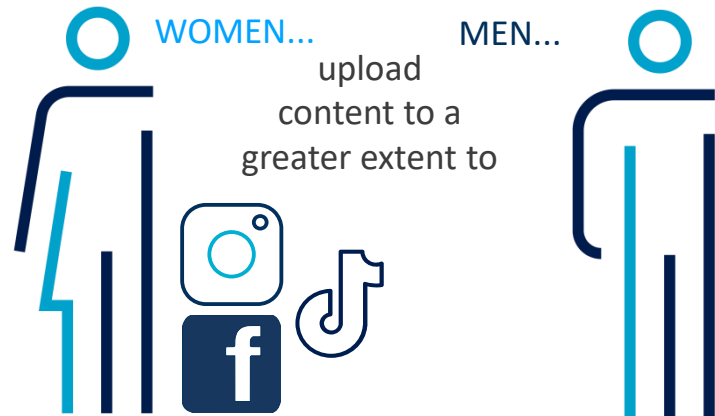
29% *"The opinions of content creators and influencers are important to me"*
(women: 23%).

CREATE CONTENT

CONTENT CREATION AS A DAILY HABIT

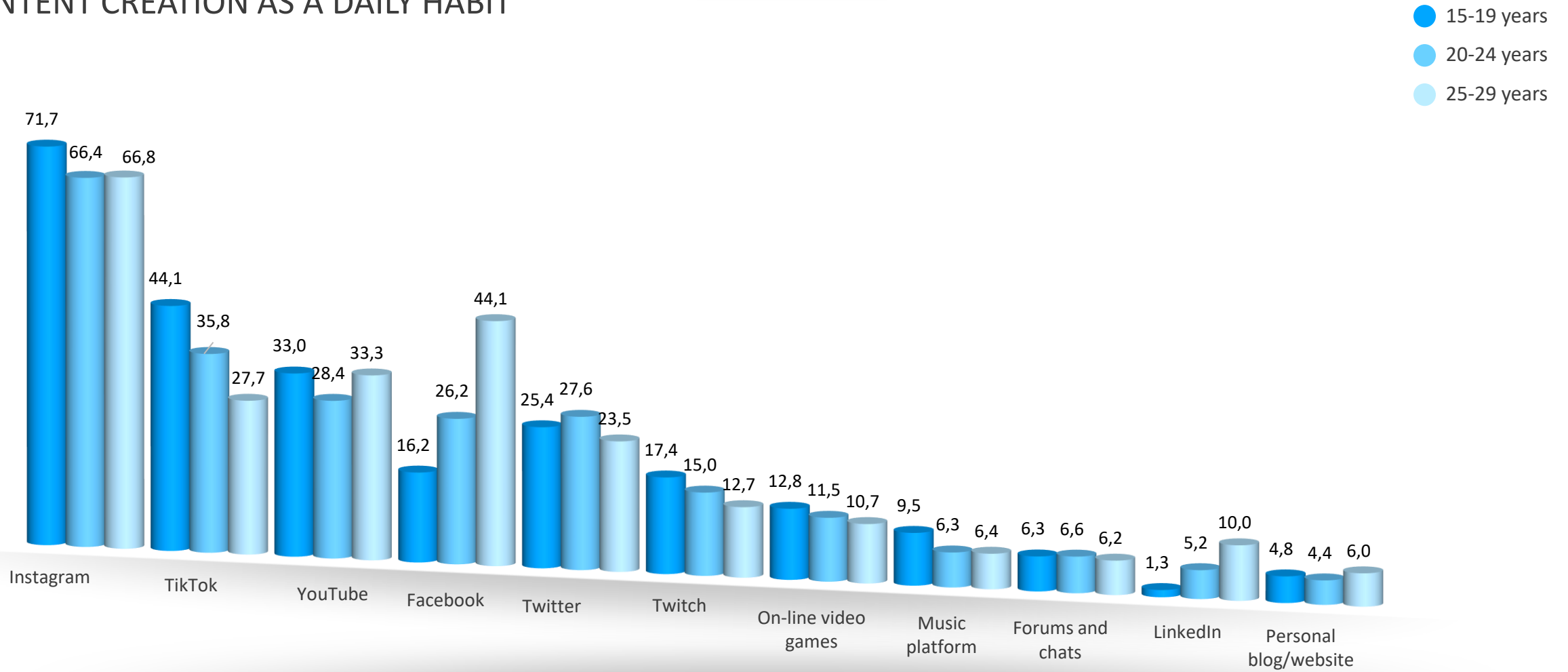


8 out of **10**
young people **create their own content** on a digital platform.



CREATE CONTENT

CONTENT CREATION AS A DAILY HABIT



CONTENT CREATION AS A PROFESSION

IT IS BOTH POSSIBLE AND DESIRABLE
TO WORK IN CONTENT CREATION

1 out of every **10**
Is currently trying to do
so.



1 out of every **3**
young people says that they would like to
pursue a career in **content creation**.

GENERAL POSITIVE VIEW OF THE CONTENT CREATION PROFESSION

60.7%

ideal channel for creating
content for social causes or
raising awareness.

59.7%

has a bright
future.

56.2%

allows creativity to develop
more freely than in
traditional media.

50.3%

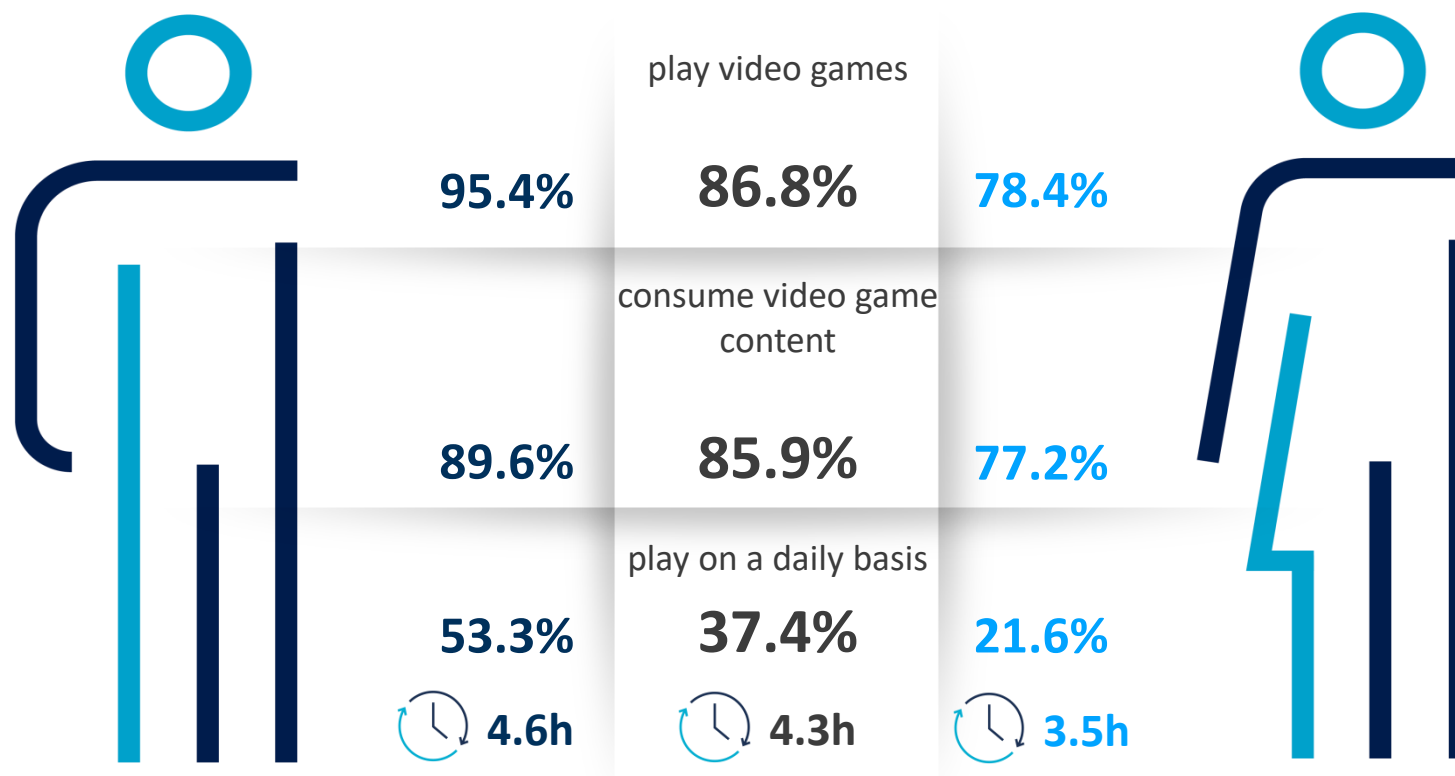
a profession that is
socially
undervalued.

48.8%

it is difficult to
make a living out
of it.

PLAYING VIDEO GAMES

VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT



PLAYING VIDEO GAMES

VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT

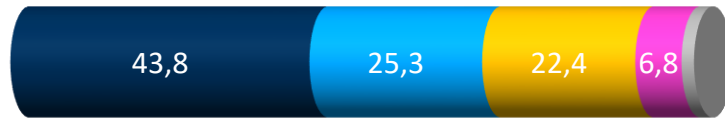
PLAY VIDEOGAMES



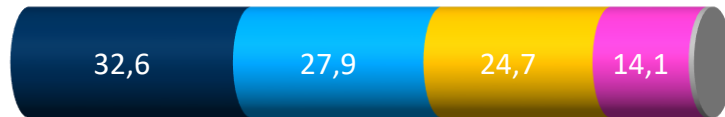
Women



Men



15-19 years

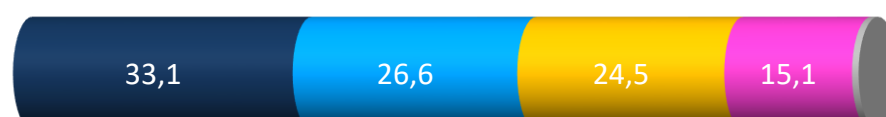


20-24 years



25-29 years

CONSUME VIDEO GAME CONTENT



- Every day
- At least once a week
- Less frequently
- Never
- DK/NO

VIDEO-ENTERTAINMENT PRACTICES

SMARTPHONE AND ONE-PLAYER GAMING, THE MOST POPULAR PRACTICES



Smartphone

77.8%

72.2%   83.1%



Desktop PC

67.4%

69.8%   64.9%



Video console

67.8%

73.2%   62.4%



Tablet

32.7%

20.6%   44.3%

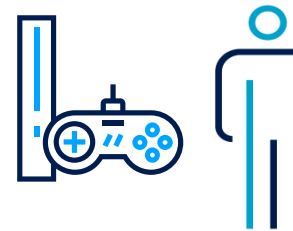
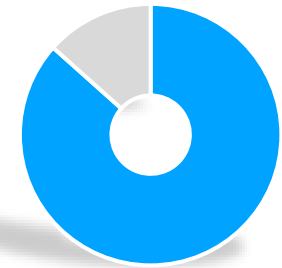


3 out of every **4**
young people **play on**
smartphones.



38.4%
play on their
own on a daily
basis

86.6%
on-line video
games



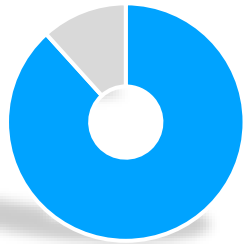
Video console



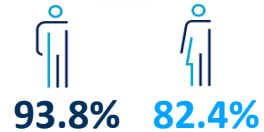
tablet and
smartphone

SPENDING ON VIDEOGAMES

SPENDING MONEY ON VIDEOGAMES IS COMMON PRACTICE



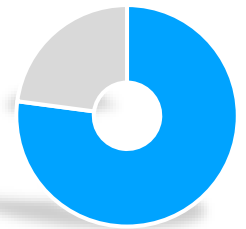
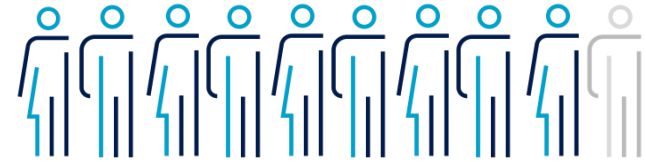
88.3%
buy video games



1 out of every **4**
does so on a monthly basis

9 out of **10**

young gamers spend money on
video game-related products or
services



77.1%
spend on micro-
transactions

1 out of every **3**
does so on a monthly basis

BY TYPE OF MICRO-TRANSACTION

21%

spend money on
characters, weapons,
accessories or skins

18.5%

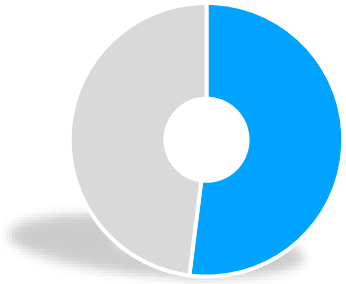
spend money on
envelopes, chests
and lootboxes

17.5%

spend on expansions or
downloadable content
(DLCs)

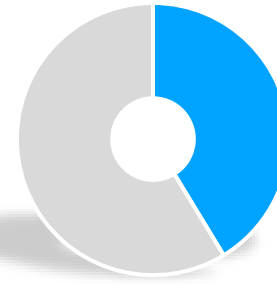
VISION OF VIDEOGAMES

AMBIVALENT VIDEOGAMES



52%

say that playing video games helps to develop personal and professional skills and to learn things.



41.3%

think that video games should be used in the classroom as a learning tool.

More **POSITIVE**
vision

They defend the **benefits**
(socialisation, virtual communities, fun,
disconnection, etc.).



More **NEGATIVE**
vision

They warn of the **risks** of video
games (violence, isolation, sexism,
etc.)

VISION OF VIDEOGAMES

AMBIVALENT VIDEOGAMES



WOMEN...

...have a more critical and negative outlook

54.1% *"Video games have a lot of sexist content" (men: 30%).*

53.5% *"Video games are dangerous because they can be addictive" (men: 37.4%).*

47.9% *"Most video games are designed more for boys than for girls" (men: 39.9%).*

39.8% *"Video games can promote violence and other negative values" (men: 29.5%).*

38.7% *"Playing video games is bad for your social life and encourages isolation" (men: 29%).*

VISION OF VIDEOGAMES

AMBIVALENT VIDEOGAMES



MEN...

...they have a more positive outlook and are more enthusiastic

62% "Playing video games helps me to disconnect or relax" (women: 48.2%).

49.6% "Video games have been a channel for meeting people and making friends" (women: 32.3%).

47.8% "Video games are more interactive and fun than other forms of leisure" (women: 35.8%).

45% "Video games are my main source of entertainment" (women: 24.3%).

40.5% "I like on-line video games because I feel part of a community" (women: 31%).

CONCLUSIONS

CONSUMING

DIGITAL ENTERTAINMENT IS CENTRAL
TO EVERYDAY LIFE

Given this central focus, we must be mindful of potential risks:

INEQUALITIES

62.3%

with severe
material
deprivation.

89%

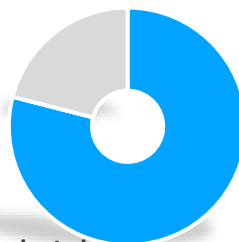
without material
deprivation.

CONSUMPTION TIMES

8h/day

those with the greatest
material deprivation.

less educated and
unemployed young
people.



79%

of young people enjoy
digital entertainment on a
daily basis.



an average of

7h/day

CONTENTS

Pornography or **gambling**,
more common among
young people with greater
material deprivation and
lower levels of education.

SPENDING

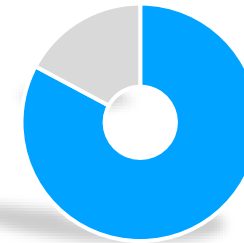
Higher levels of spending and
lack of control over digital
entertainment spending **among**
socio-economically vulnerable
and less educated young people.

Not controlled
also among
younger people.

CONCLUSIONS

CREATE

A LOT OF VERY DIVERSE CONTENT FROM CREATORS IS CONSUMED, BUT ALSO CREATED



82.8%

of young people upload their own content on-line.

Given these different forms of participation, we need to be aware of possible risks:

COMPULSIVE CONSUMPTION

Almost half of young people say they spend too much time consuming content from creators.

PRIVACY

Women most at risk. They avoid uploading certain content to protect themselves.

They block people for harassment more than men.

SEXUALISATION

1 out of every 3 thinks that content is over-sexualised

1 out of every 5 has uploaded (or has considered uploading) erotic or sexual content to the net

INFLUENCE

For many young people, influencers are very important in their daily lives and are one of their main sources of entertainment.

Occurs more in younger people

SPENDING

1 out of every 3 Spends on influencers

Payment to creators is more common among men and in materially deprived groups

CONCLUSIONS

PLAY

VIDEOGAMES ARE A
FUNDAMENTAL PART OF LEISURE
TIME

Given this importance, we must be mindful of potential risks:

MASCULINISATION

GAMERS



95.4% **78.4%**

43.6% Most video games
are designed for
men

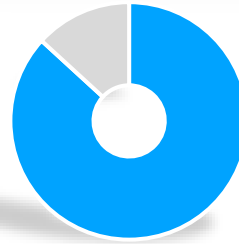
41% Sexist content

HARASSMENT

There are experiences of
bullying and harassment.

They are **more common**
among women.

Being **insulted** while playing on-
line is **more common among**
men.



86.8%
of young people
play.



an average of
4h/day

NEGATIVE PERCEPTION

44.5%

Believe they are dangerous
because they can be addictive

34.2%

Consider that they may encourage
violence

33.4%

Believe that they can be bad for
social life and encourage isolation

SPENDING

Great ignorance about
spending among **severely**
materially deprived young
people

1 out of every **3**

Doesn't know how much
they spend per month

€20 is the most frequent
amount spent in the
financially better-off groups

RECOMMENDATIONS



Address **inequalities**

Include the **gender perspective** in actions with young people

Focus on **compulsive usage** by teenagers

Develop preventive actions against **high-risk consumption by minors**: pornography or gambling

Be aware of, understand and act on **violence** in digital entertainment

Continue to examine young people's **usage, perceptions and motivations**

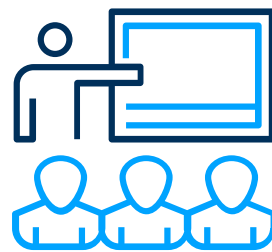
Reinforce the **potential of video games**: they entertain, teach and are a natural part of youth entertainment

GOOD PRACTICES AND RESOURCES



ANALYSE

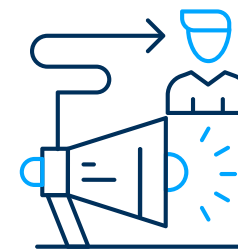
Research



ACT

Training for families and professionals

Prevention programmes



INFLUENCE

Awareness-raising campaigns

BAROMETERS AND RETROSPECTIVES



Youth and
Technology
Barometer **2021**

[link](#)



Youth and
Technological
Expectation
Barometer **2020**

[link](#)



Youth,
entertainment
and IT
2019

[link](#)

RESEARCH

COVID-19 EFFECTS



Technologies, uncertainties and
opportunities in on-line/off-line
integration.
2021

[link](#)



Indoors and the outside of
screens. Youth in lockdown
2020

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RISKS



Young people, gambling
and betting. A qualitative
approach
2020

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Young people in the
virtual world:
2018

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TRAINING AND PREVENTION PROGRAMMES



Young Gamers. Promoting an appropriate use of video games



Digital natives? Young people and IT: uses and risks



When Playing is a Problem. Course on Prevention of on-line gambling in teenagers and young people



Family and screens, addressing the good use of technology

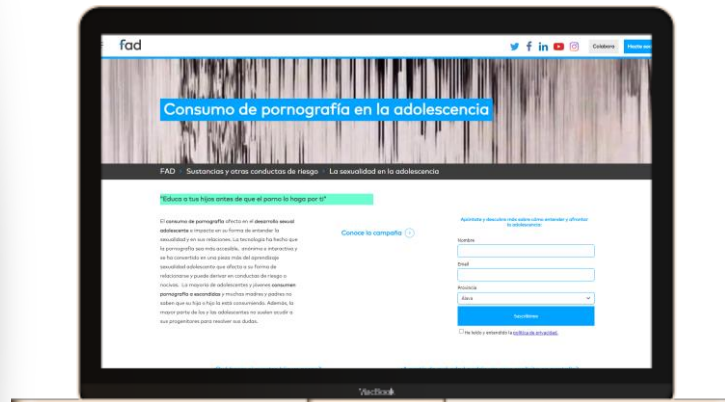


Surfing the Net

AWARENESS-RAISING CAMPAIGNS



'Call a spade a spade'



'Educate your kids before porn does it for you'



Drugs are not a game, and neither is gambling

Centro
Reina Sofía
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