

CHILDREN, PARENTS AND MEDIA IN MONTENEGRO

Podgorica, November 2018



**Media literacy –
ability to differentiate
facts from fiction**

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MEDIA USE**

METHODOLOGY









- **Target population:** Parents of children aged 4-8, children aged 9 to 17 and one of their parents/guardians (parent more involved in the child's activities with the media).
- **Type of sample:** Three-stage stratified random representative sample.
- **Strata:** Geo-economic stratum (3 geo-economic strata) and urban/rural settlements
- **Data collection method:** Personal interviews at respondents' households (CAPI); Children completed sensitive parts of the questionnaire by themselves.
- **Method of selecting respondents:** In cases when there were more than one 9-to 17-year-old household members, the last-birthday method was applied. In households where there were more than one parent/guardian, interviews were conducted with the parent who was more familiar with the media use of the selected child.
- **Size of sample:** 1,050 parents and 655 children
- **Data collection period:** August 2018

CHILDREN'S MEDIA ENVIRONMENT



WHAT IS THE INFORMATION AND COMMUNICATION ENVIRONMENT OUR CHILDREN LIVE IN?









DEVICES IN HOUSEHOLDS WITH 4-TO 17-YEAR-OLD CHILDREN

		Age 4-8	Age 9-11	Age 12-17
TV set		91%	96%	96%
Smartphone		91%	92%	94%
Classic mobile phone		41%	35%	39%
Tablet		36%	38%	34%
Computer or laptop		65%	73%	75%
Game player console games		13%	20%	17%
Radio		44%	40%	44%
MP3 Player		17%	13%	15%

9 in 10 children in Montenegro are surrounded with modern communication and information devices, regardless of their age. Their environment is particularly dominated by the *screen* devices.

WHICH INFORMATION AND COMMUNICATION DEVICES ARE MADE AVAILABLE TO CHILDREN?










DEVICES MADE AVAILABLE TO CHILDREN AGED 4-17 IN HOUSEHOLDS

		Age 4-8	Age 9-11	Age 12-17
TV set		84%	91%	94%
Smartphone		65%	78%	92%
Classic mobile phone		17%	23%	27%
Tablet		28%	34%	32%
Computer or laptop		43%	66%	71%
Game player game console		9%	15%	14%
Radio		26%	32%	40%
MP3 Player		8%	9%	13%

In addition to being surrounded by modern information and communication technologies, they are also to great extent made available to children - mostly TV sets, smartphones and computers. Availability of technologies increases significantly with children's age.

WHICH INFORMATION AND COMMUNICATION DEVICES DO CHILDREN OWN?

DEVICES OWNED BY CHILDREN AGED 4-17

		Age 4-8	Age 9-11	Age 12-17
TV set (in my room)		16%	18%	24%
Mobile phone		21%	63%*	91%**
Tablet		11%	12%	19%
Computer or laptop	  	9%	21%	34%
Game player game console		7%	12%	11%
Radio		6%	8%	15%
MP3 Player		4%	3%	10%

Smartphone

*50% 9-11

**63% 12-17

9 in 10 children aged 12-17 have their own mobile phone.

6 in 10 children aged 9-11 have their own mobile phone.

1 in 5 children aged 4-8 have their own mobile phone.

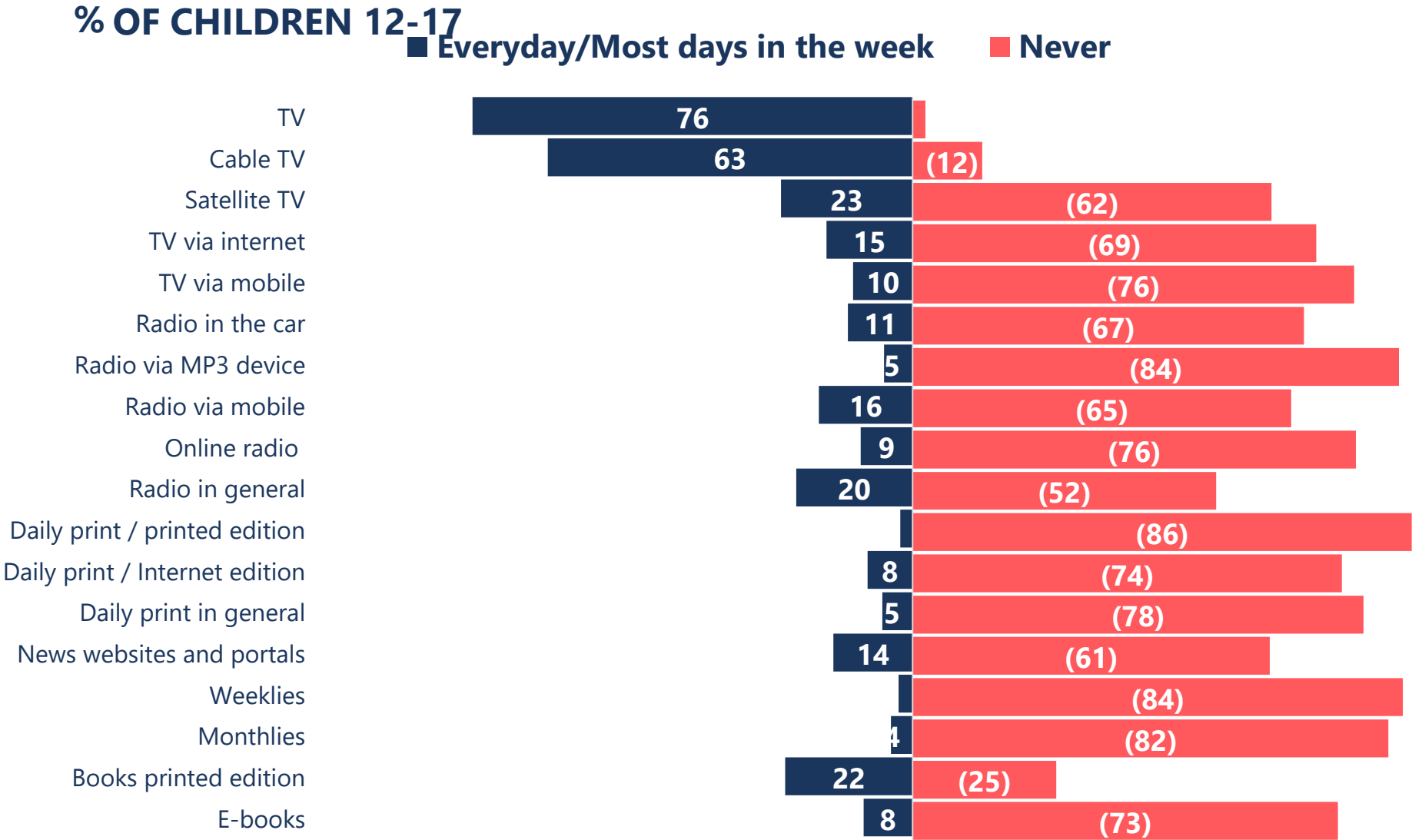
USE OF MEDIA AND MEDIA CONTENT



Media's influence depends on the content
we choose and on **how we interpret it**

HOW OFTEN DO CHILDREN USE MEDIA DURING A TYPICAL SCHOOL WEEK?

FREQUENCY OF MEDIA CONSUMPTION



76% of children watch TV every day.

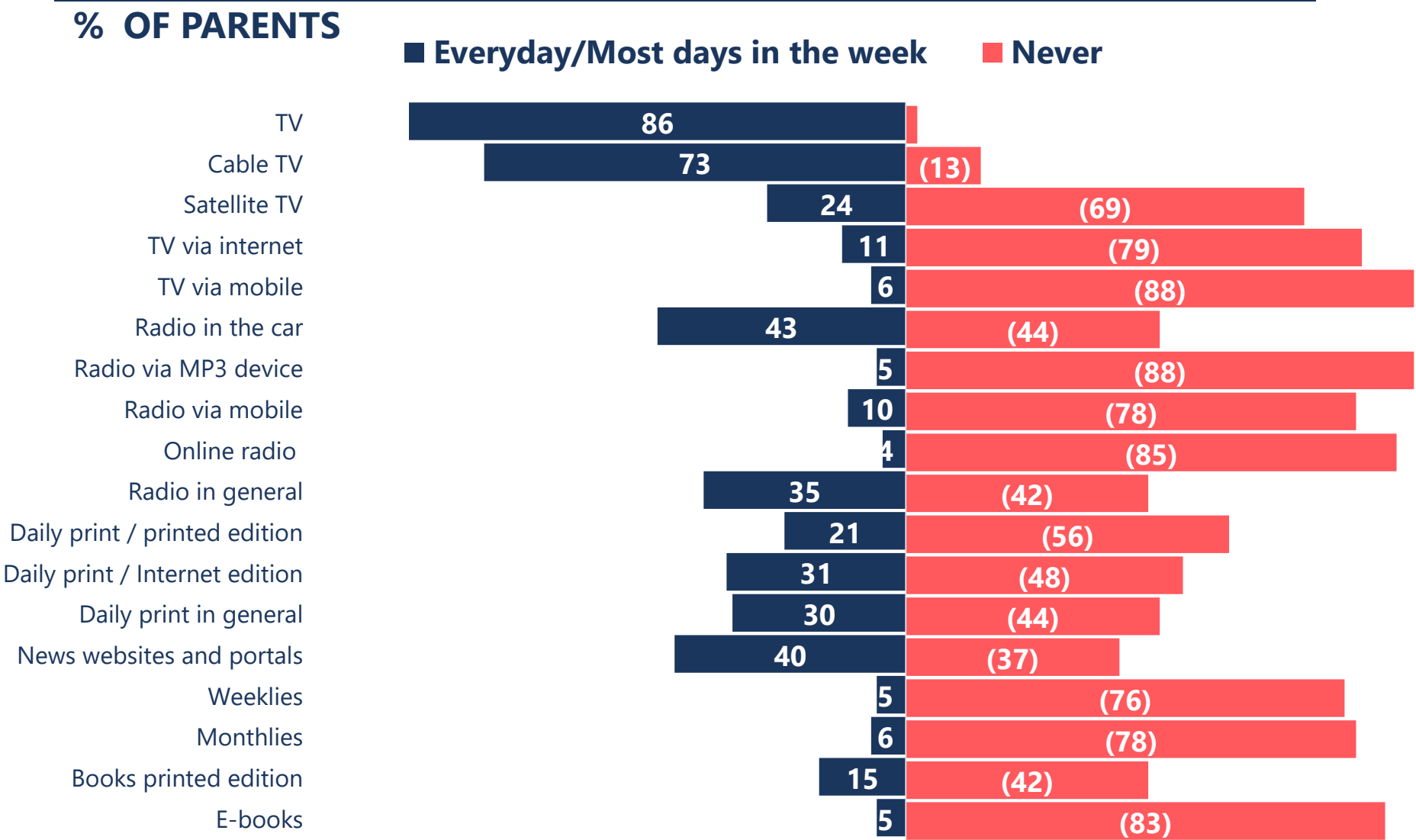
22% of children read books every day – printed editions.

20% of children listen to the radio every day.

14% of children read news on portals every day.

HOW OFTEN DO CHILDREN’S PARENTS USE MEDIA DURING A TYPICAL BUSINESS WEEK?

FREQUENCY OF MEDIA CONSUMPTION



86% of parents watch TV every day.

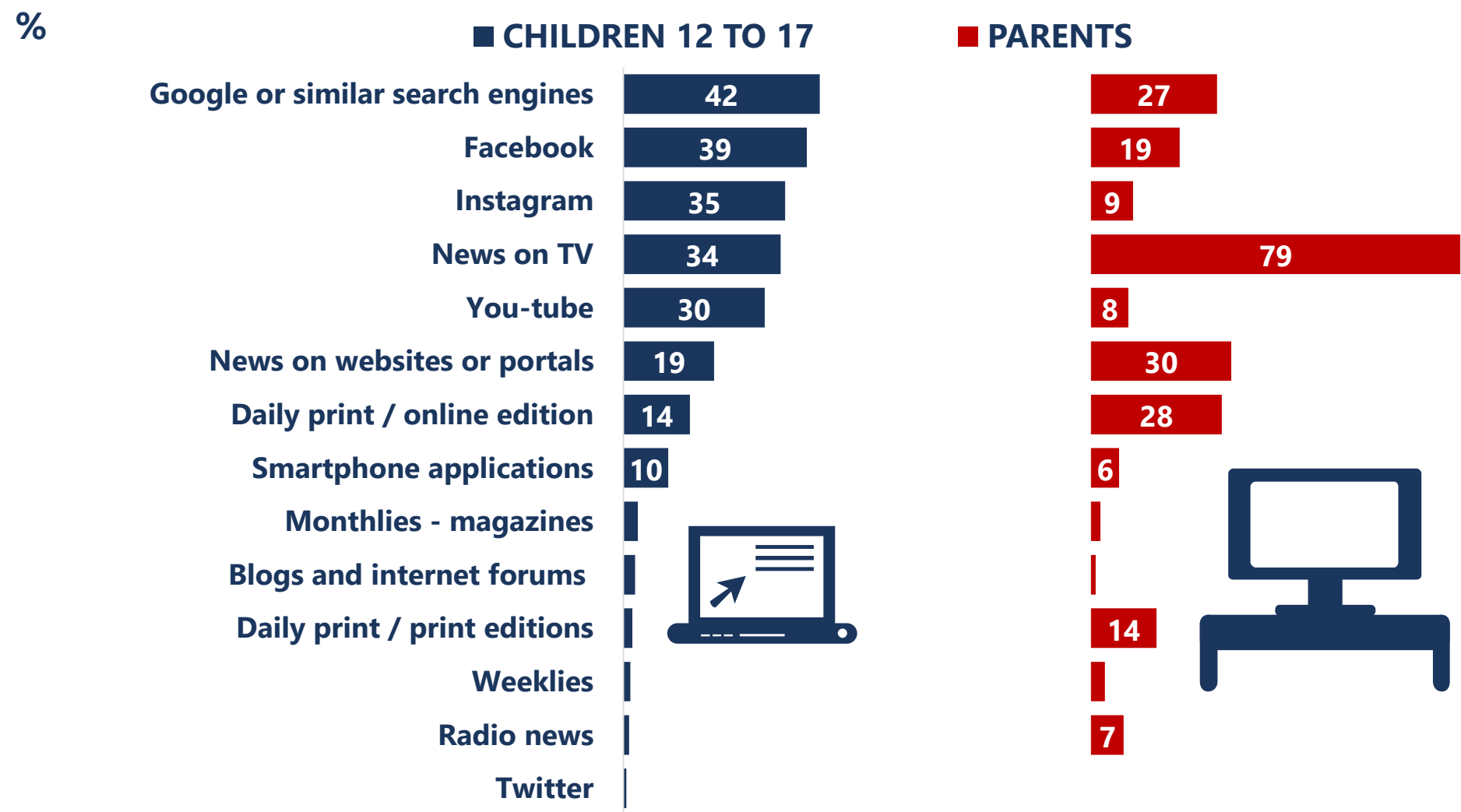
40% of parents read news on online news portals every day.

35% of parents listen to the radio every day.

30% of parents read newspapers every day.

WHICH MEDIA DO PARENTS AND CHILDREN USE TO GET INFORMED ABOUT THINGS THEY FIND INTERESTING?

MEDIA MOST FREQUENTLY USED TO GET INFORMED



42% of children get informed via Google or a similar Internet search engine, 39% via Facebook and 35% via Instagram.

8 in 10 parents most often get informed through television.

Internet is children's first source of information, while for parents it's TV.

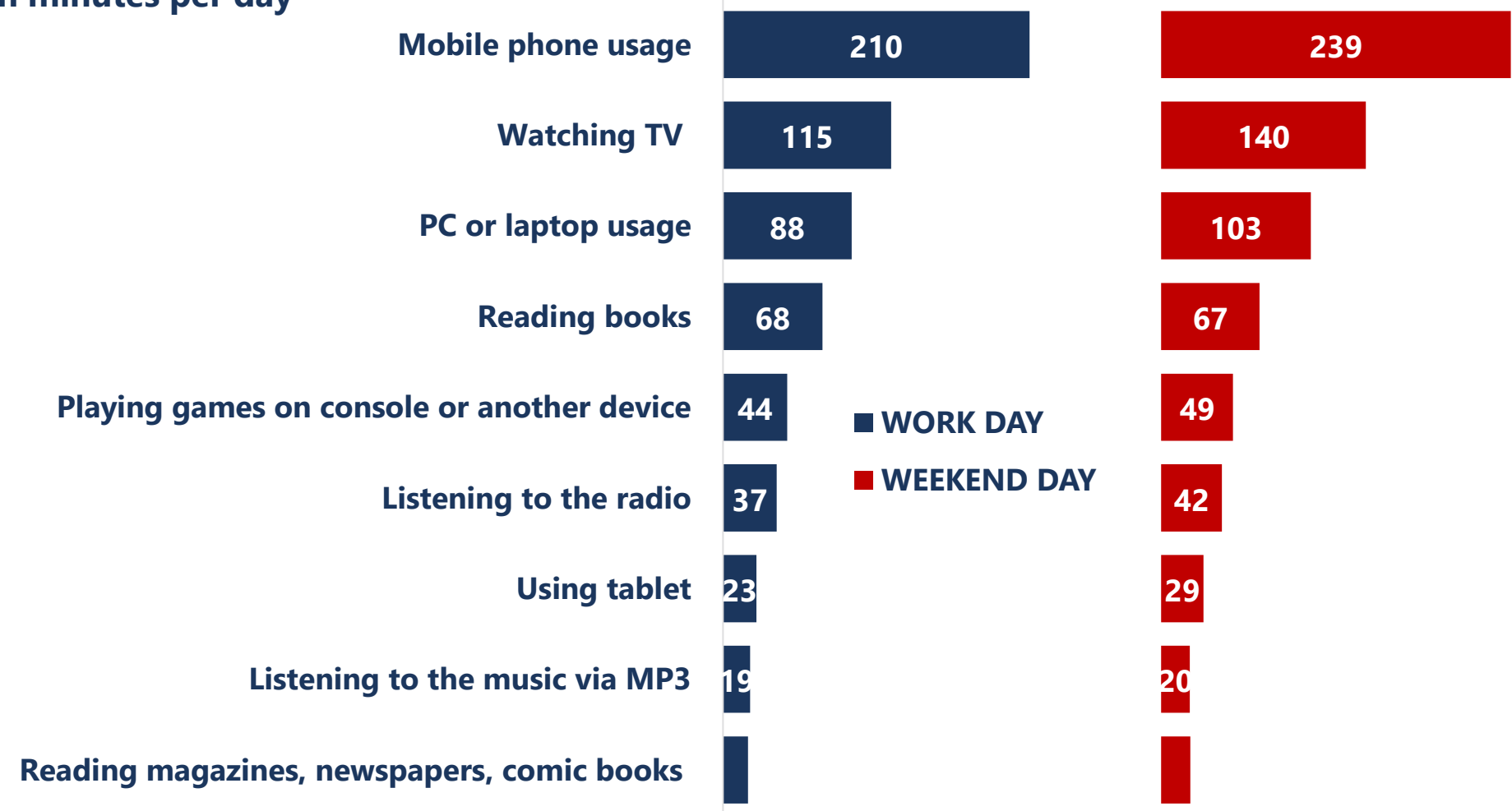
Which media did you use to get informed last week about things you find interesting?/Which media did you use to get informed last week about things you find interesting?

N=324 children aged 12-17 N=324 parents of children aged 12-17:

HOW MUCH TIME DO CHILDREN SPEND WITH INFORMATION AND COMMUNICATION DEVICES AND MEDIA?

TIME SPENT WITH MEDIA AND DEVICES

In minutes per day



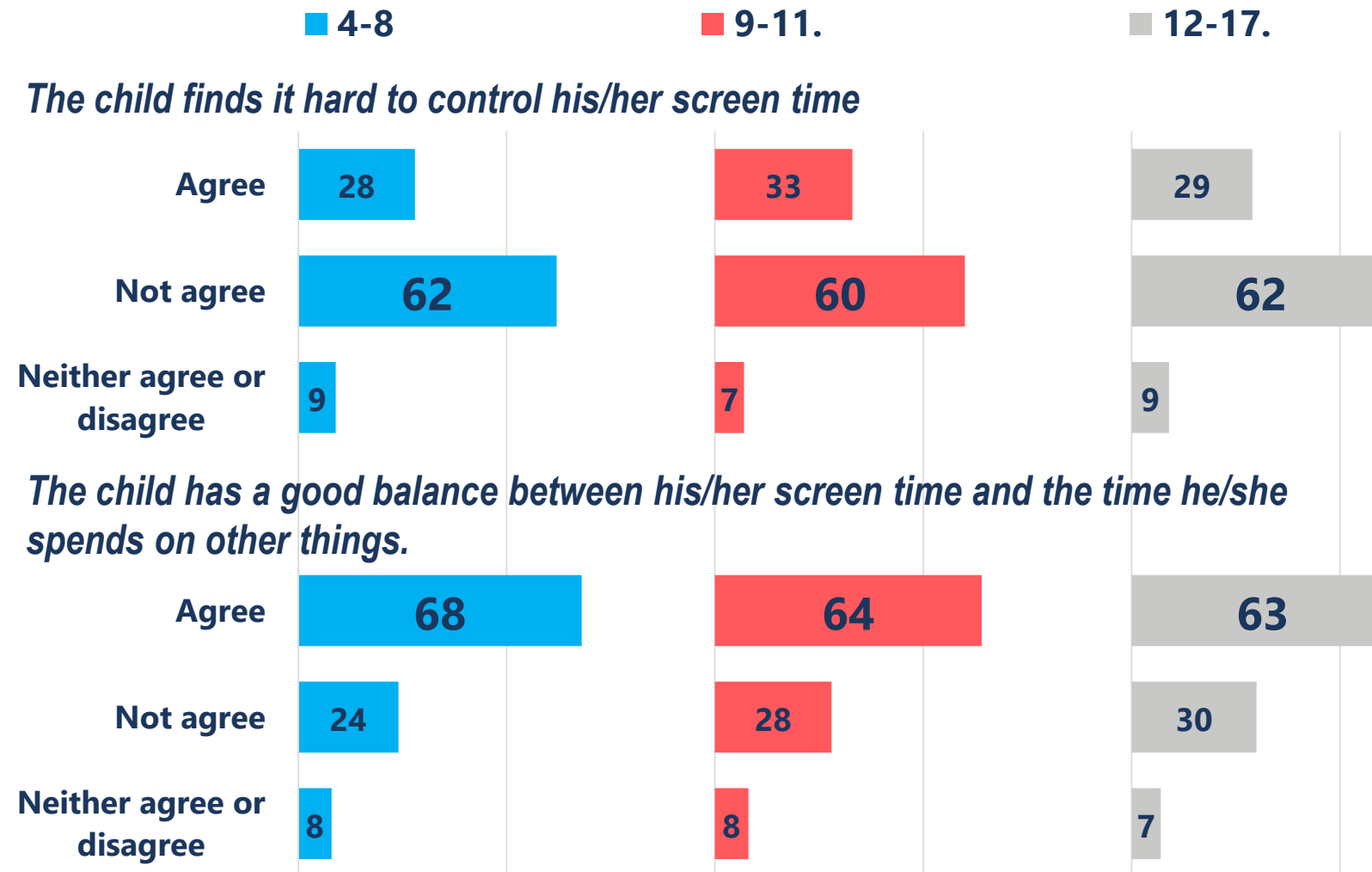
Children aged 12-17 spend on average 8 hours IN FRONT OF A SCREEN every day.

Total time spent with the media is mostly related to so called *screen media*.

HOW DO PARENTS FEEL ABOUT THE TIME THEIR CHILDREN SPEND IN FRONT OF A SCREEN (SCREEN TIME)?

ATTITUDES OF PARENTS ABOUT SCREEN TIME

% PARENTS

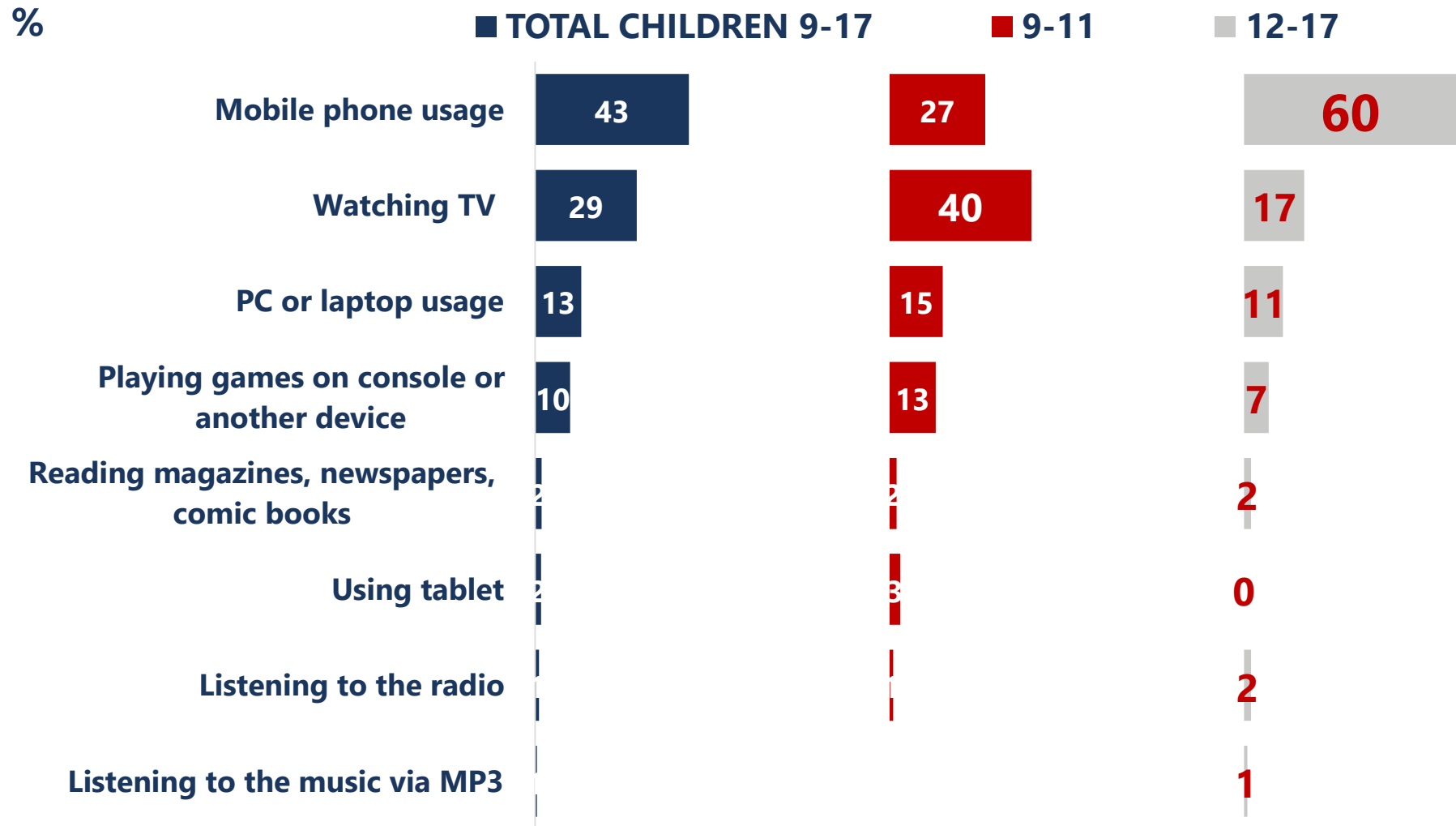


6 in 10 parents ARE NOT particularly concerned with regard to their children's screen time.

Although children aged 12-17 say that they spend around 8 hours in front of a screen, majority of parents believe that their children have a good balance between their screen time and the time for other activities.

WHAT COULD CHILDREN NOT IMAGINE THEIR DAY WITHOUT?

CHILDREN'S ATTITUDES ABOUT THE USE OF DEVICES



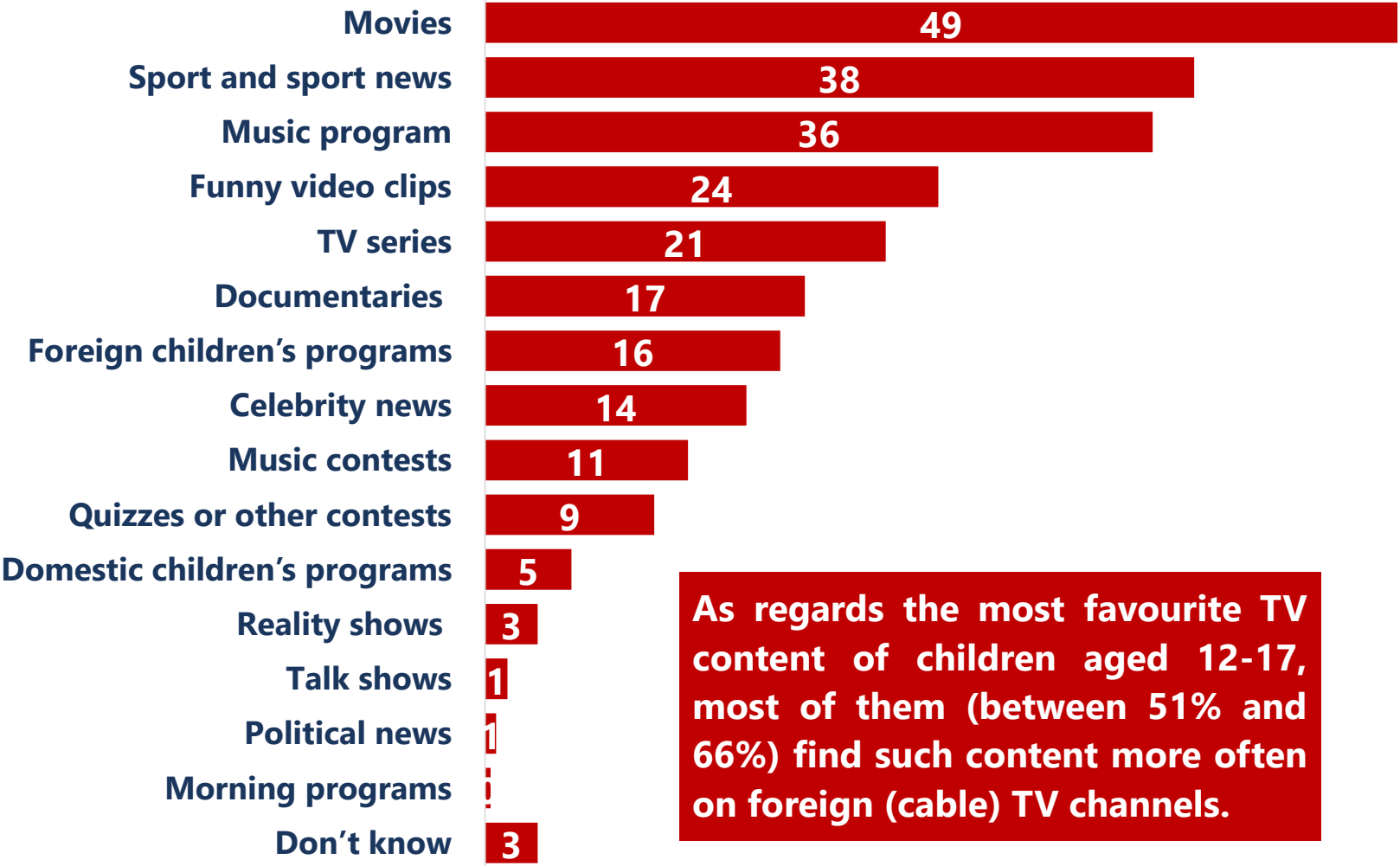
Most children (43%) aged 9-17 would miss their time spent with their mobile phone the most.

However, there are significant differences between different age groups: younger children would miss TV to a much greater extent, while for older children time spent with their mobile phone is more precious.

WHICH IS THE MOST FAVOURITE TV CONTENT AMONG OLDER CHILDREN?

FAVOURITE TV PROGRAMMES

%OF CHILDREN AGED 12-17



As regards the most favourite TV content of children aged 12-17, most of them (between 51% and 66%) find such content more often on foreign (cable) TV channels.

The favourite TV content is primarily entertainment or sports related.

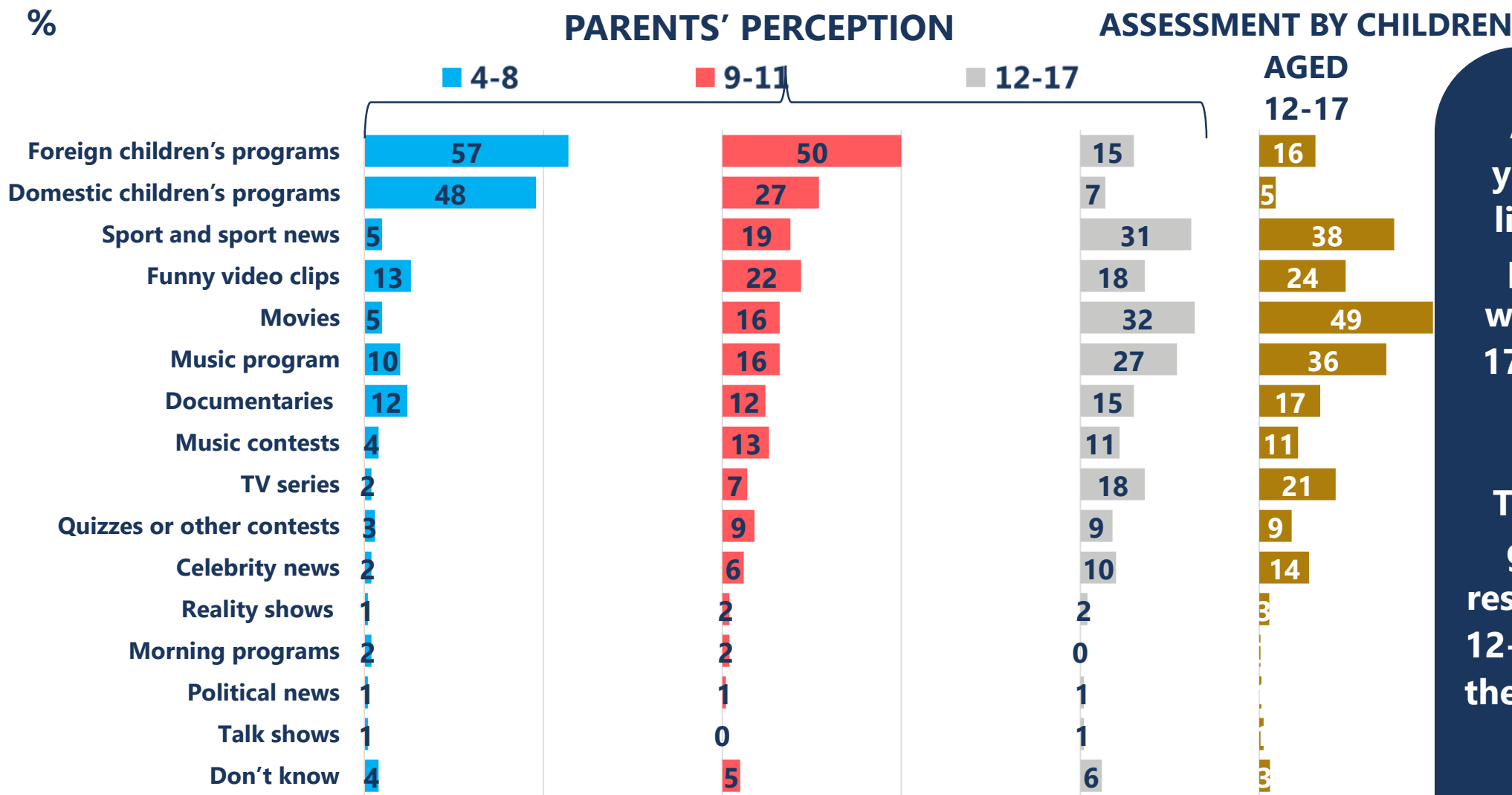
They find TV content they are interested in and they need mostly on foreign, cable TV channels.



What are your favourite three TV programmes that you watch?/ Where can you find more of your favourite TV programmes?
N=324 children aged 12-17:

HOW DO PARENTS PERCEIVE WHAT THEIR CHILDREN FIND INTERESTING WITH REGARD TO TV CONTENT?

FAVOURITE TV CONTENT AND PROGRAMMES



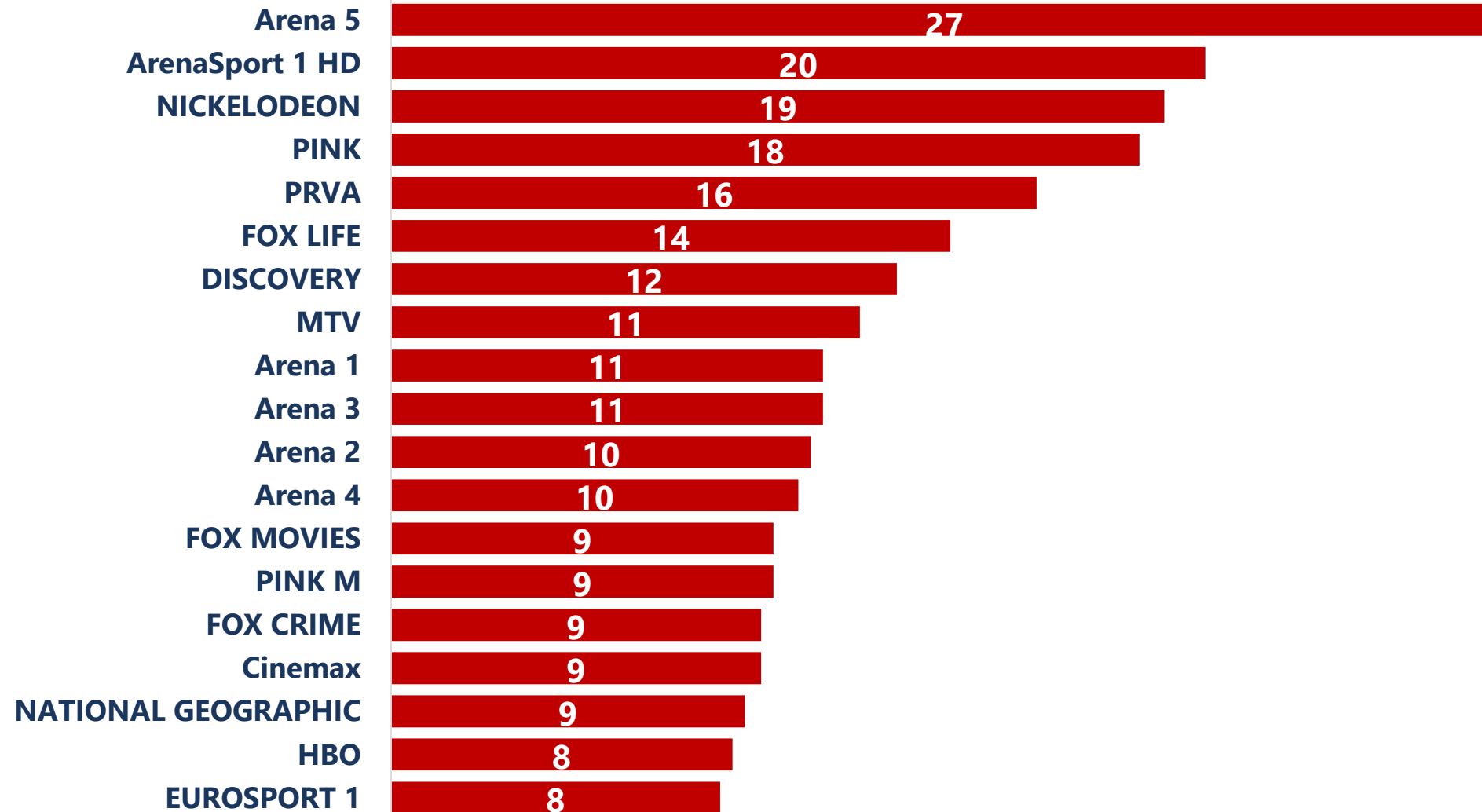
According to parents, younger children (4-11) like watching children's programme the most, while older children (12-17) watch movies, sports and music channels.

The parent's perception generally matches the responses of children aged 12-17, which indicates that they have a good overview of their use of media.

FAVOURITE TV CHANNELS OF CHILDREN AGED 12-17

FAVOURITE TV CHANNELS

% OF CHILDREN 12-17



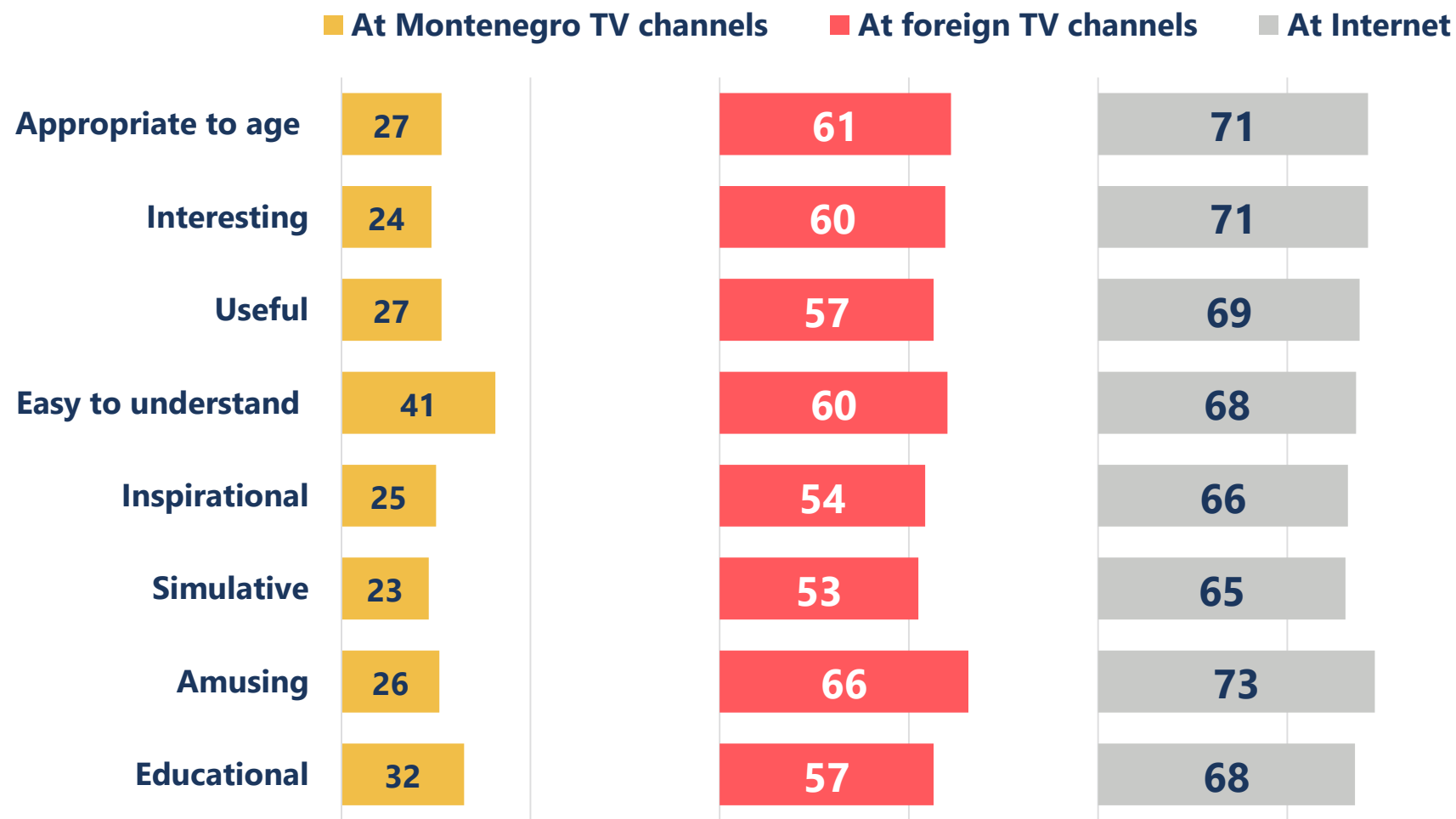
Children and young people aged 12-17 mostly watch TV channels predominantly with sports, entertainment, movies and documentary programmes.

Majority of the favourite channels are foreign and cable TV stations, which indicates their greater ability to respond to the needs of children and young people.

HOW DO CHILDREN PERCEIVE THE “OFFER” OF THE MEDIA CONTENT ON DOMESTIC, FOREIGN TV CHANNELS AND ON THE INTERNET

MEDIA OFFERING ADEQUATE CONTENT / MULTIPLE CHOICES

%OF CHILDREN AGED



Children aged 12 to 17 deem that they can find media content matching their needs, interests and age first of all on the Internet, then on **FOREIGN CABLE TV CHANNELS**, which imposes new challenges for the domestic media production.

In your opinion, is there enough content...? / Do you think there is enough content...? (AFFIRMATIVE ANSWERS ARE SHOWN)

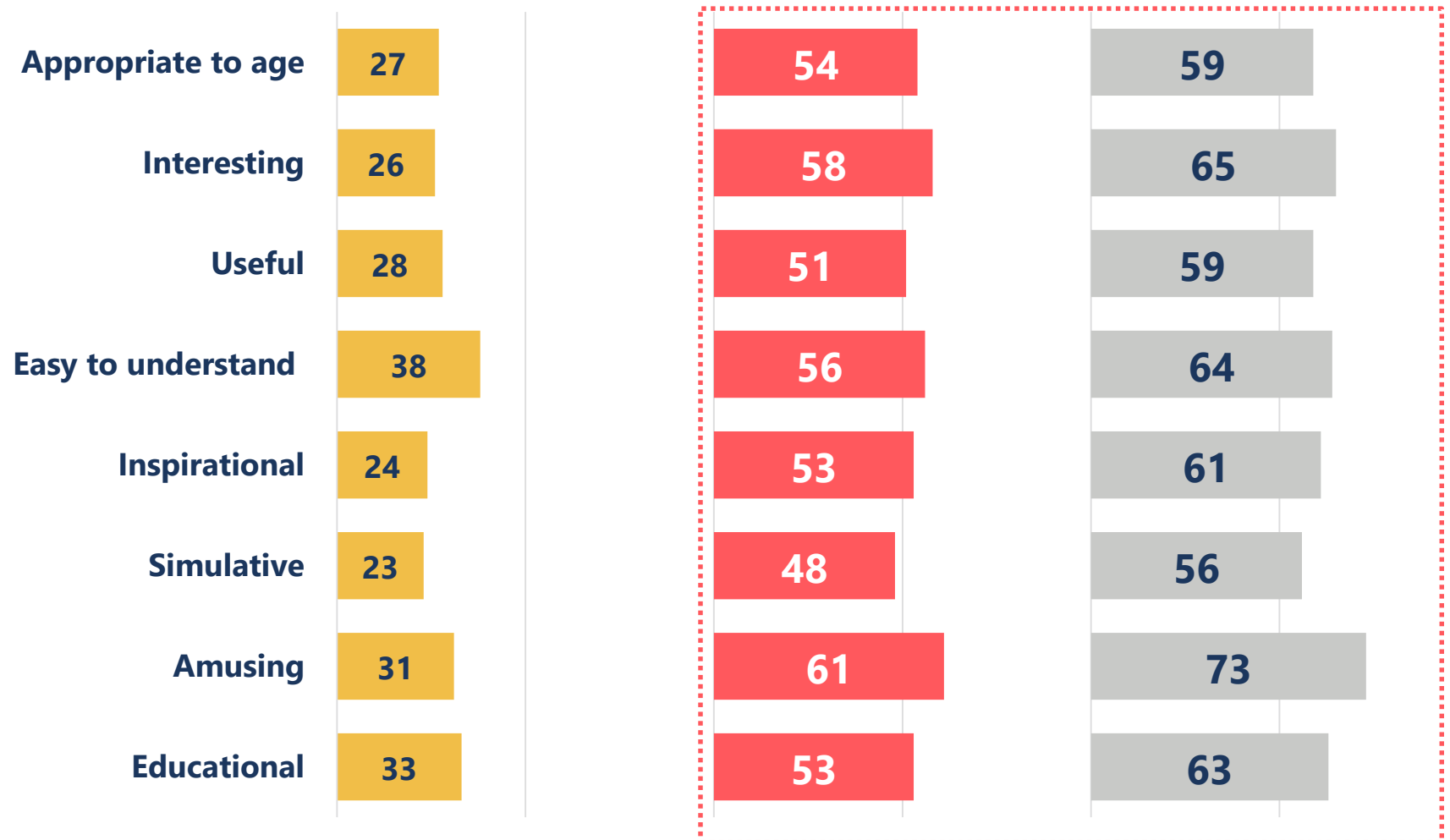
N=324 children aged 12-17

HOW DO PARENTS PERCEIVE THE “OFFER” OF THE MEDIA CONTENT ON DOMESTIC, FOREIGN TV CHANNELS AND ON THE INTERNET

MEDIA OFFERING ADEQUATE CONTENT / MULTIPLE CHOICES

% RODITELJI

■ At Montenegro TV channels ■ At foreign TV channels ■ At Internet



Parents fully agree with the children's assessment that better quality content, adapted to children's age, can be found to a greater extent primarily online, and then on foreign TV channels (cable).

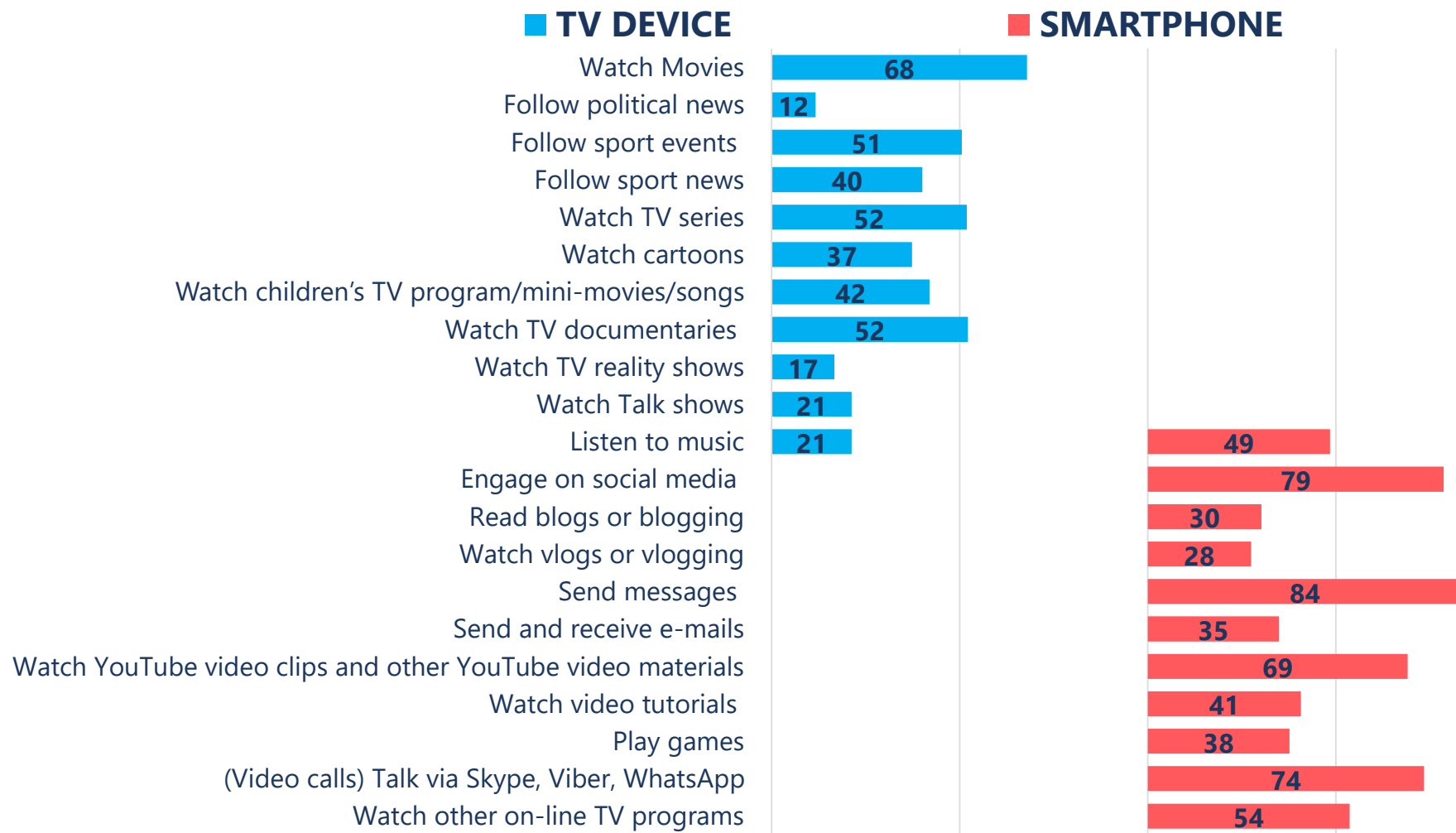
In your opinion, is there enough content...? / Do you think there is enough content...? (AFFIRMATIVE ANSWERS ARE SHOWN)

N= 1,050 parents of children aged 4 to 17;

HOW DO CHILDREN USE DEVICES TO ACCESS DIFFERENT MEDIA CONTENT?

USE OF TV SETS AND SMARTPHONES

% OF CHILDREN AGED 12-17



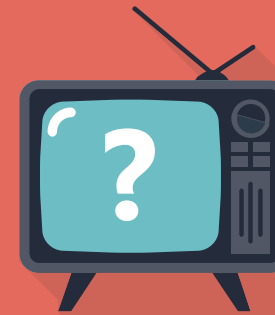
Children (12 to 17) consume most of the video content through TV, while smartphones are reserved for social networks and specific digital content.

SOME INTERESTING FINDINGS



22% of children did not read a single book (in addition to school assignments) in the past year

43% of parents did not read a single book in the past year



63% of parents and **61%** of children switch TV channels until they find a programme they are interested in

1/3 know in advance what they will watch on TV

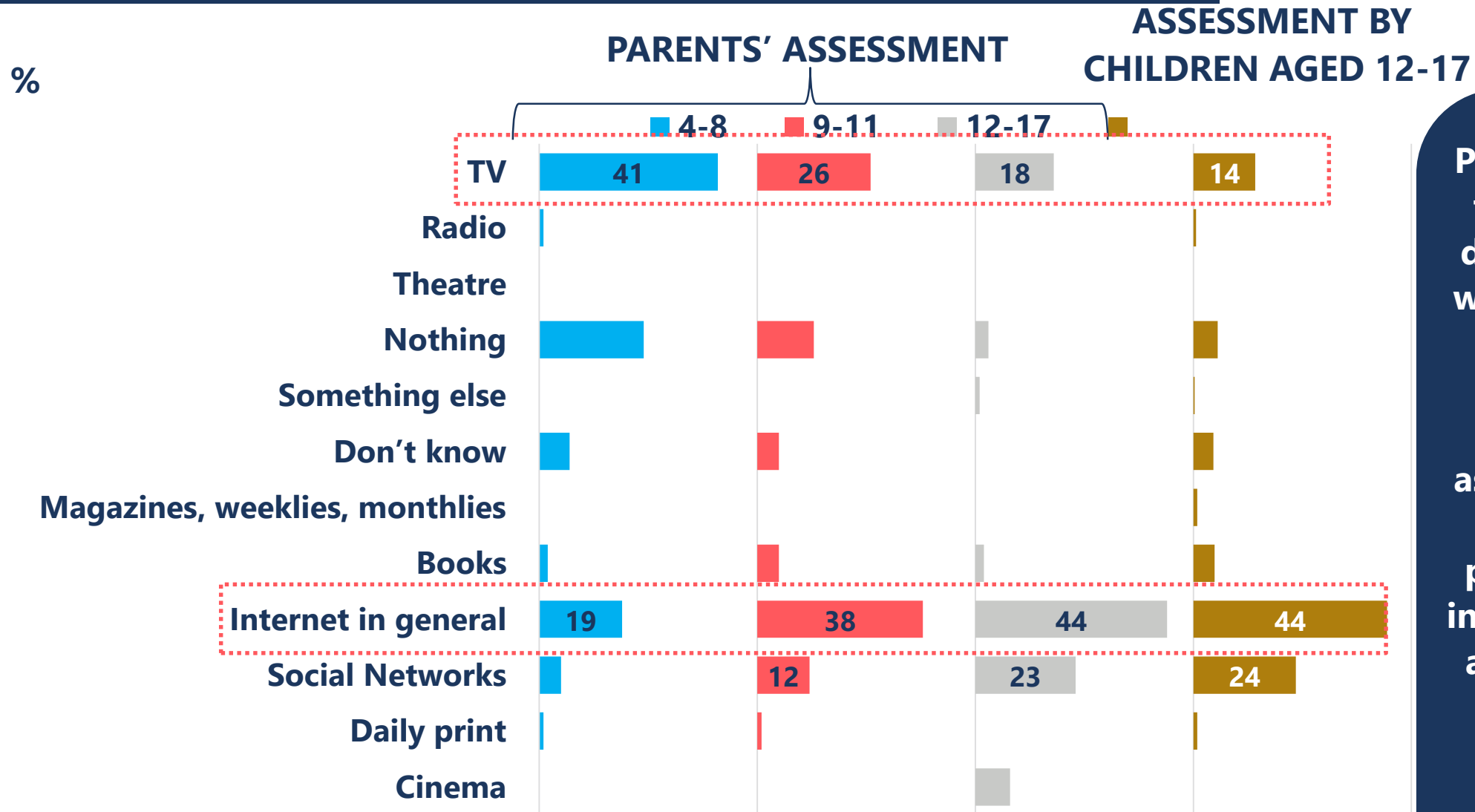
MEDIA'S INFLUENCE ON CHILDREN



Switch on your critical thinking and
spot fake news

WHICH MEDIA INFLUENCE YOUR CHILDREN THE MOST?

ASSESSMENT BY PARENTS AND CHILDREN



Parents are of the opinion that the influence of TV decreases with older age, while the influence of the Internet and social networks increases. Within their self-assessment, children aged 12-17 confirmed their parents' perception. This indicates that parents have a good overview of their children's media consumption.

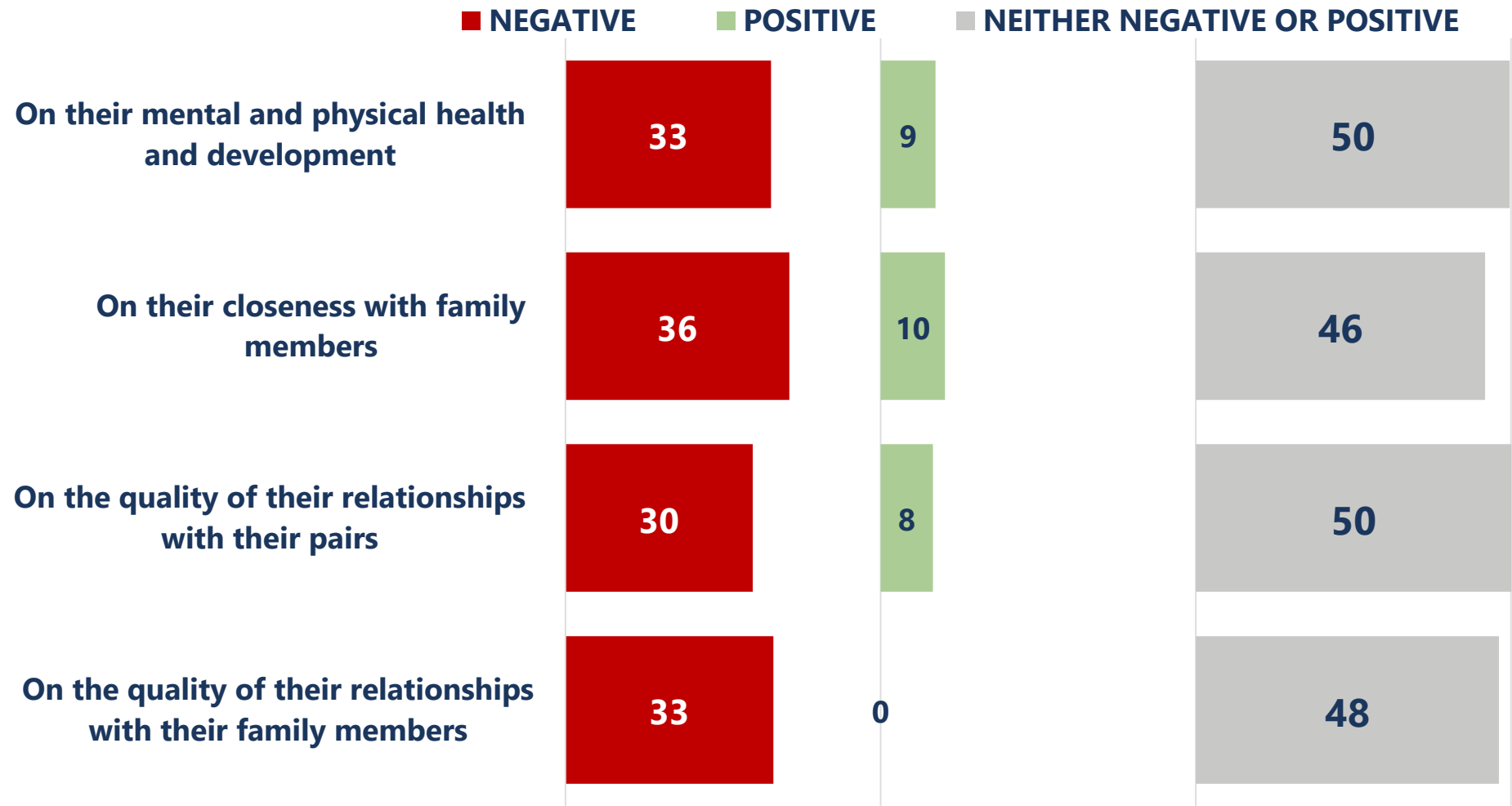
When you think about media, in your opinion which one of them has the biggest influence on your child?/
When you think about media, in your opinion which one of them has the biggest

influence on you?

HOW DO PARENTS ASSESS THE IMPACT OF SCREEN TIME ON THEIR CHILDREN'S DEVELOPMENT?

PARENT'S ASSESSMENT OF THE IMPACT OF SCREEN TIME ON THEIR CHILD

% OF PARENTS



The impact of screen time and media is *a priori* neither positive nor negative for most of parents.

About 1/3 of parents deem that there are negative effects of their children's time screen.



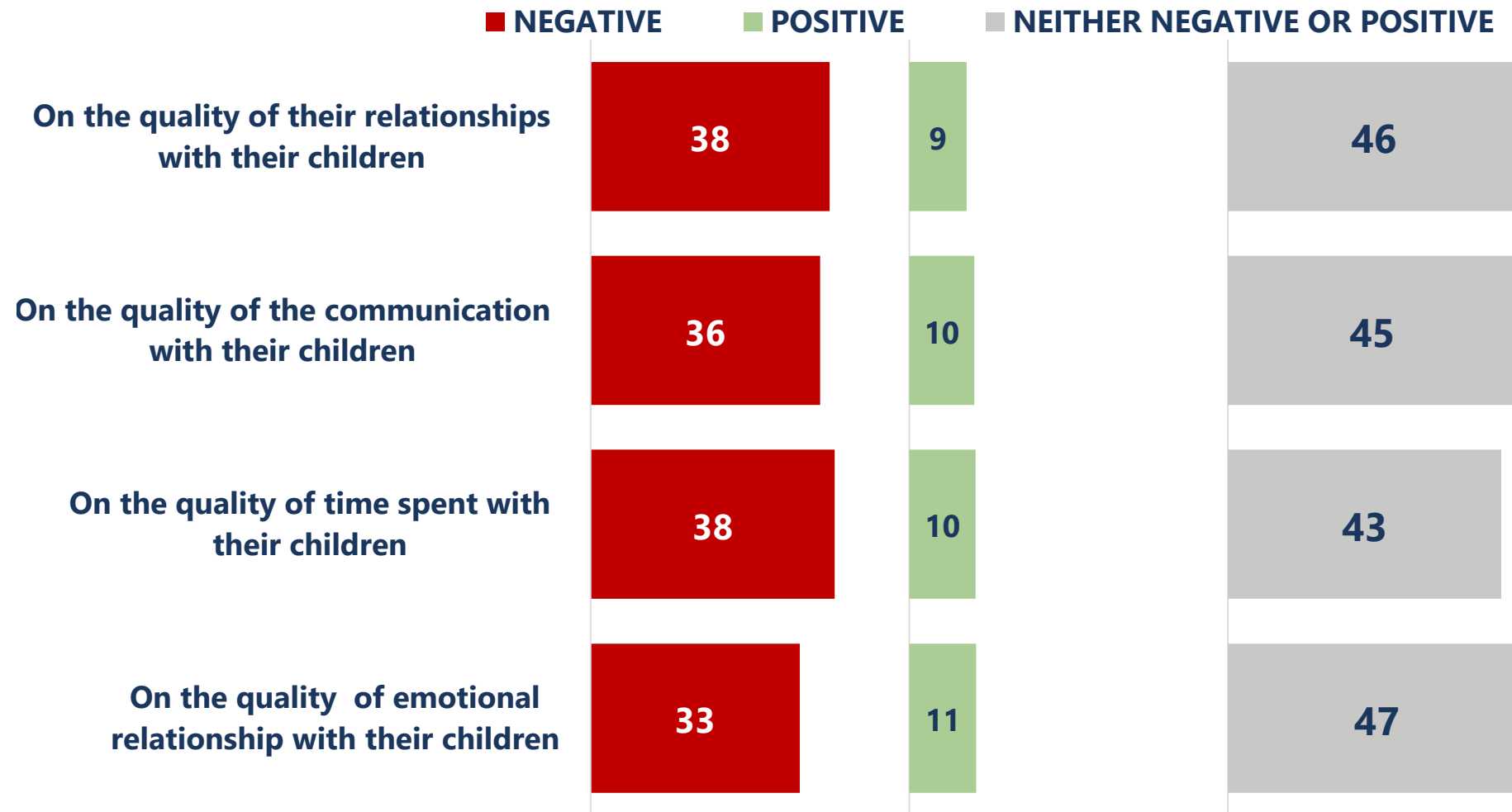
In your opinion, what is the impact of time that children/parents spend with the media, especially TV and mobile phones, on...?

N= 1050 parents of children aged 4 to 17:

HOW DO PARENTS ASSESS THE IMPACT OF SCREEN TIME ON THEIR RELATIONSHIP WITH CHILDREN?

PARENTS' ASSESSMENT OF THE IMPACT OF SCREEN TIME ON THEIR RELATIONSHIP WITH CHILDREN

% OF PARENTS

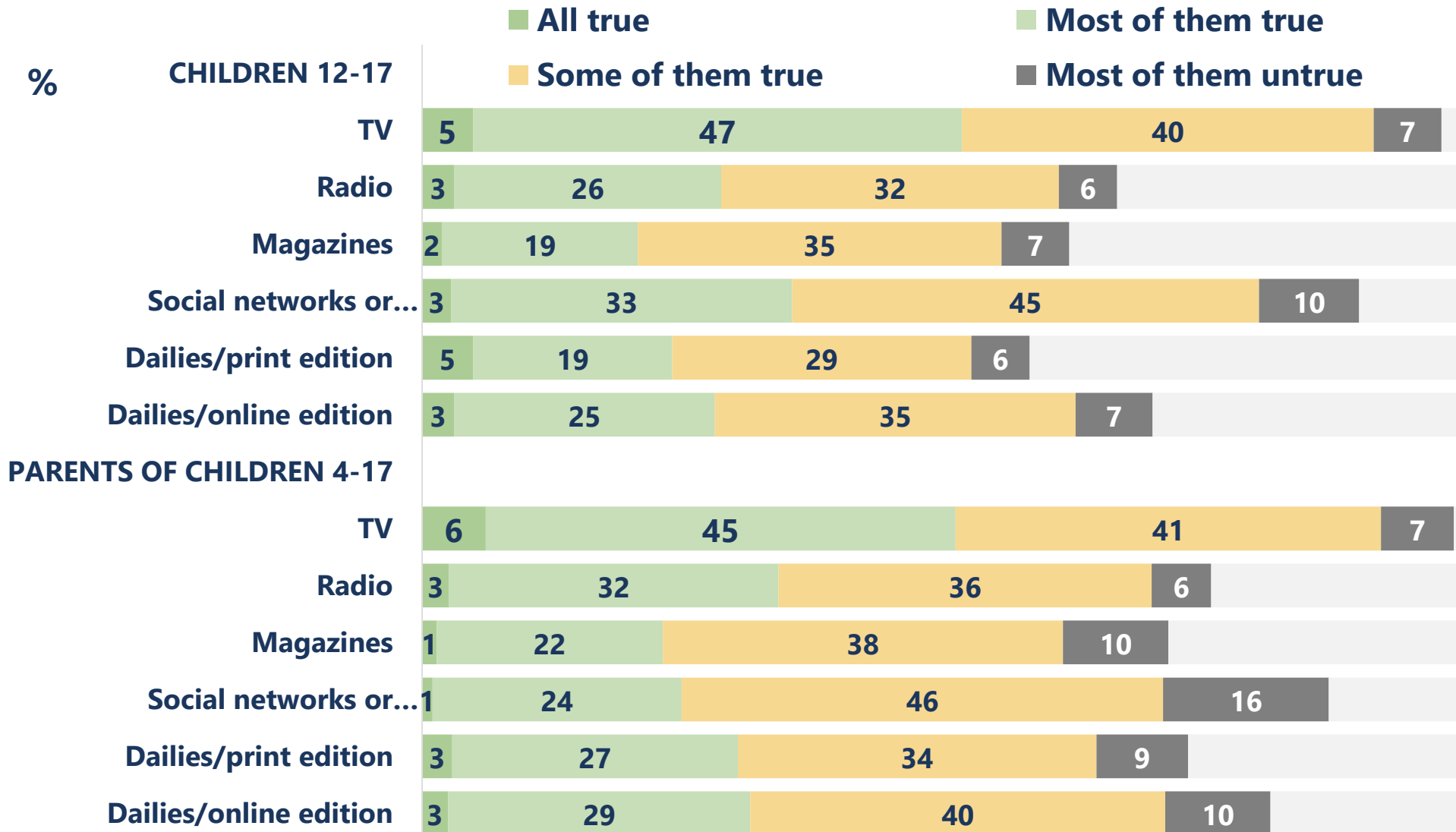


For almost half of the parents, the impact of screen time and media on the quality of their relationship with children and on their social dynamics and interaction is neither positive nor negative.

About 1/3 of parents think that time spent with the media affect badly their relationship with children.

DO CHILDREN AND PARENTS TRUST THE MEDIA?

WHAT DO PARENTS AND CHILDREN THINK ABOUT THE INFORMATION THEY RECEIVE FROM THE MEDIA?

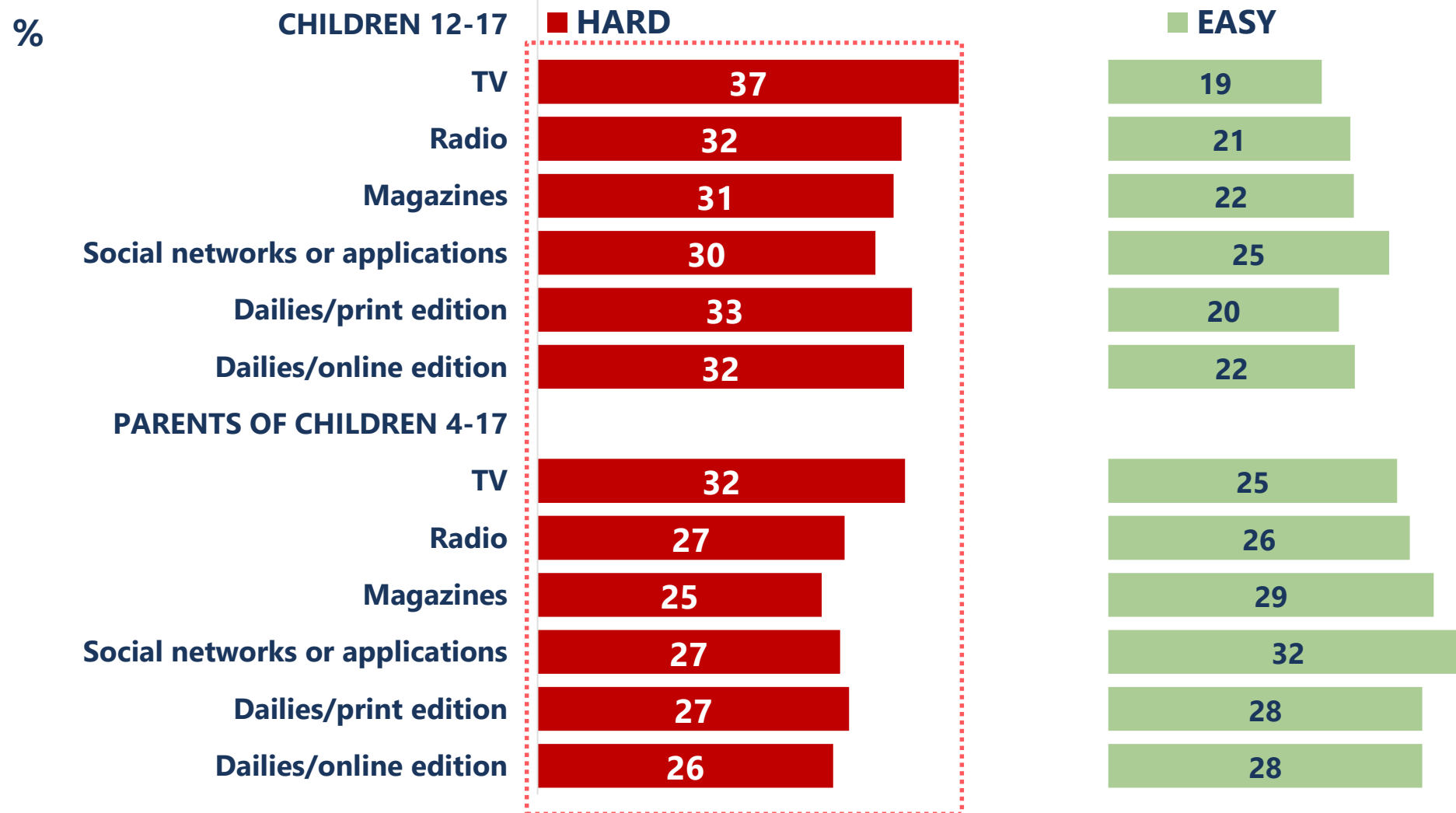


Most parents, as well as older children, are careful and cautious when it comes to the accuracy and authenticity of information they receive from the media.

Television is the most trusted medium, and parents are much more cautious with regards to social media/networks than children.

IS IT EASY TO ASSESS THE AUTHENTICITY OF INFORMATION IN DIFFERENT MEDIA?

ASSESSMENT BY CHILDREN AND PARENTS



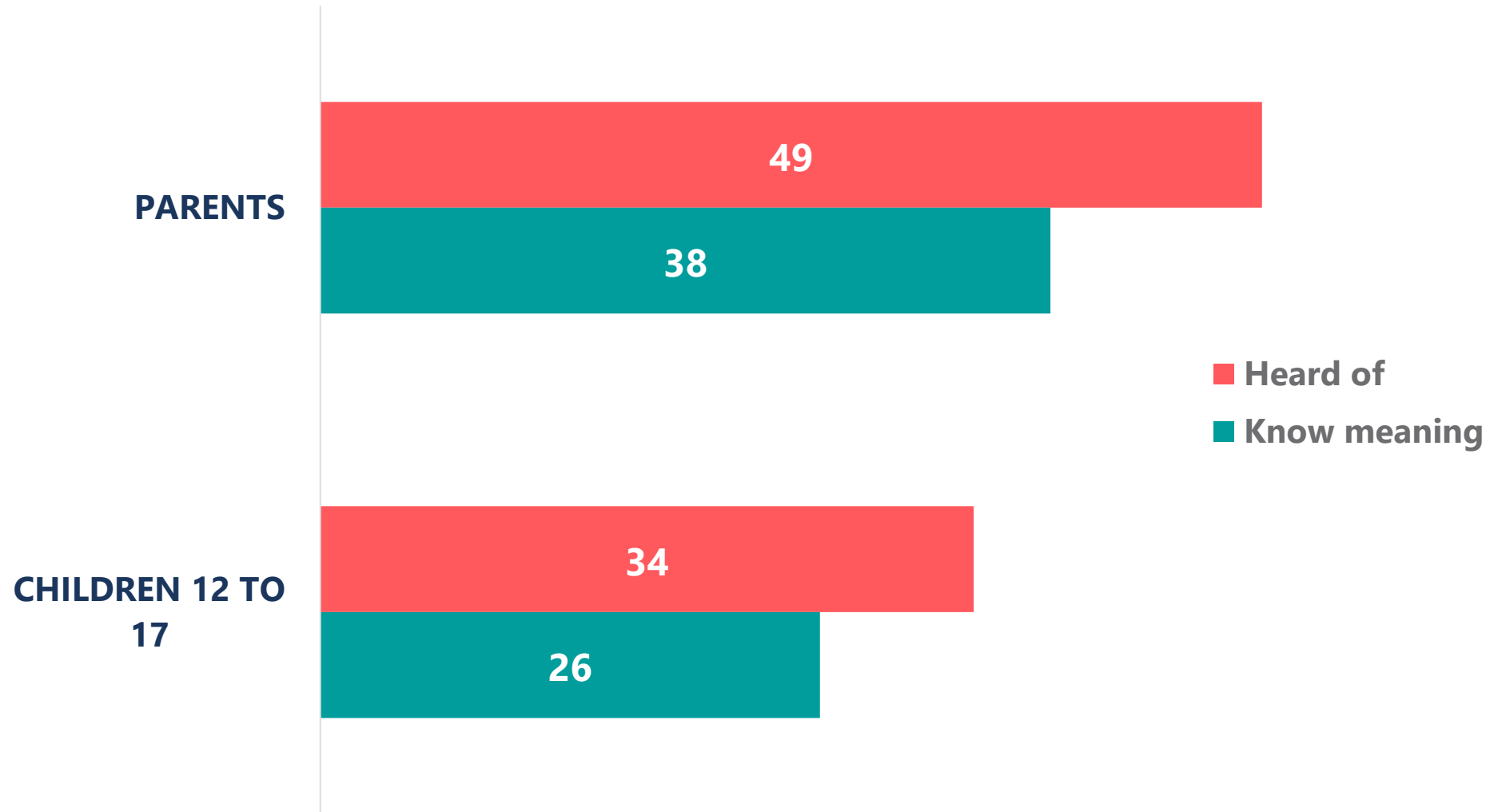
Almost 40% of children think that it is difficult to spot fake news on TV.

On this topic, parents feel more confident in assessing the authenticity of information.

Both parents and children find authenticity of information on TV most difficult to assess.

WHAT ARE FAKE NEWS AND HOW TO SPOT THEM?

ASSESSMENT BY CHILDREN AND PARENTS



38% of children aged 12-17 and 49% of parents have heard about the term FAKE NEWS.

...but most of them do not know what it means!

SOME INTERESTING FINDINGS



62% of children say that they have asked their parents to buy them something they saw being advertised on TV, and **65%** something advertised on Internet.



Every second child (47%) is interested in participating in the production of TV programme for children, and **every second parent** (49%) would support their child in this.



57% of children say they imitate their media heroes – they have a similar haircut, wear similar clothes, do similar things..



Every second parent (48%) would not send the children to a TV song, dance, acting contest or similar, as they think it is better for the child to be criticised by a professional without the public pressure.

PARENTAL MONITORING OF MEDIA USE



unicef



Medijska
pismenost

The adults' attitude
towards the media influences
the children's attitude towards
them

A FEW INTERESTING FINDINGS:

81%

OF CHILDREN say that their TV set is turned on even when no one is watching it, just as a background noise

53%

OF CHILDREN say that their parents, when they are busy, switch on the TV or YouTube and let them watch whatever they want in order to be able to finish their tasks in peace

1/2

OF CHILDREN say they have watched TV content rated as inappropriate for their age

1/5

OF PARENTS do not pay attention to the appropriate age ratings for certain TV content or do it rarely

1/3

OF PARENTS let children watch TV content rated as inappropriate for their age

45%

OF CHILDREN AND almost the same percentage of parents (47%) have reported that, when the family watches TV together, the father has the remote control and therefore he bears the responsibility for the content they watch.



SOME INTERESTING FINDINGS



57% of parents would first ask other parents for an advice whether some media content is appropriate for their child



One in five children believe that such rules are not necessary, while **every second child** believes that such rules are fair and necessary



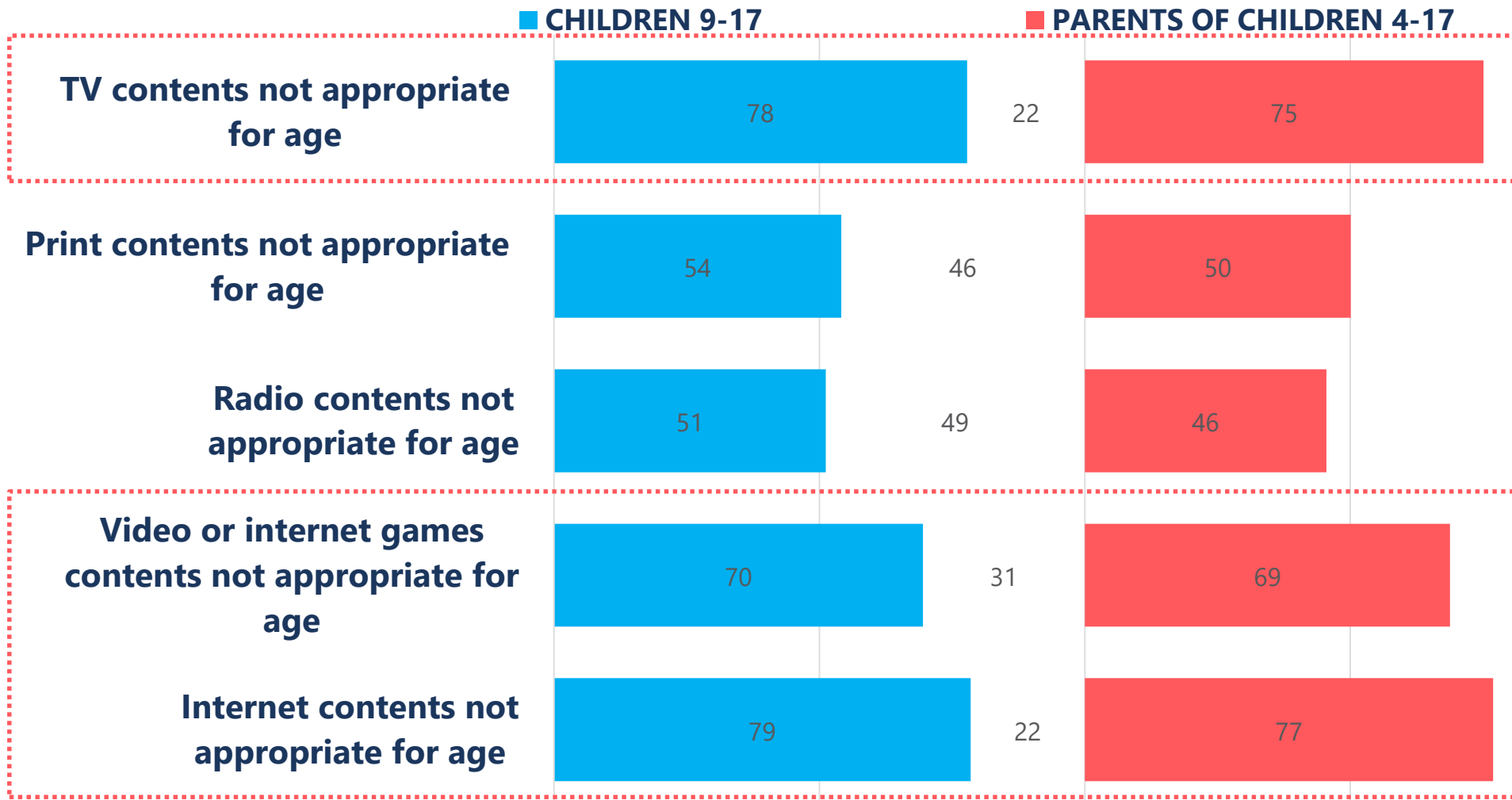
One in five children and one in four parents say that there are no rules nor limitations as regards to the use of media



Most children (about 60%) say that both of their parents are involved in setting and checking the compliance with rules on the use of media

HOW OFTEN DO PARENTS TALK TO THEIR CHILDREN ABOUT INAPPROPRIATE MEDIA CONTENT?

**ASSESSMENT BY PARENTS AND CHILDREN –% OF ANSWERS:
REGULARLY AND FREQUENTLY**

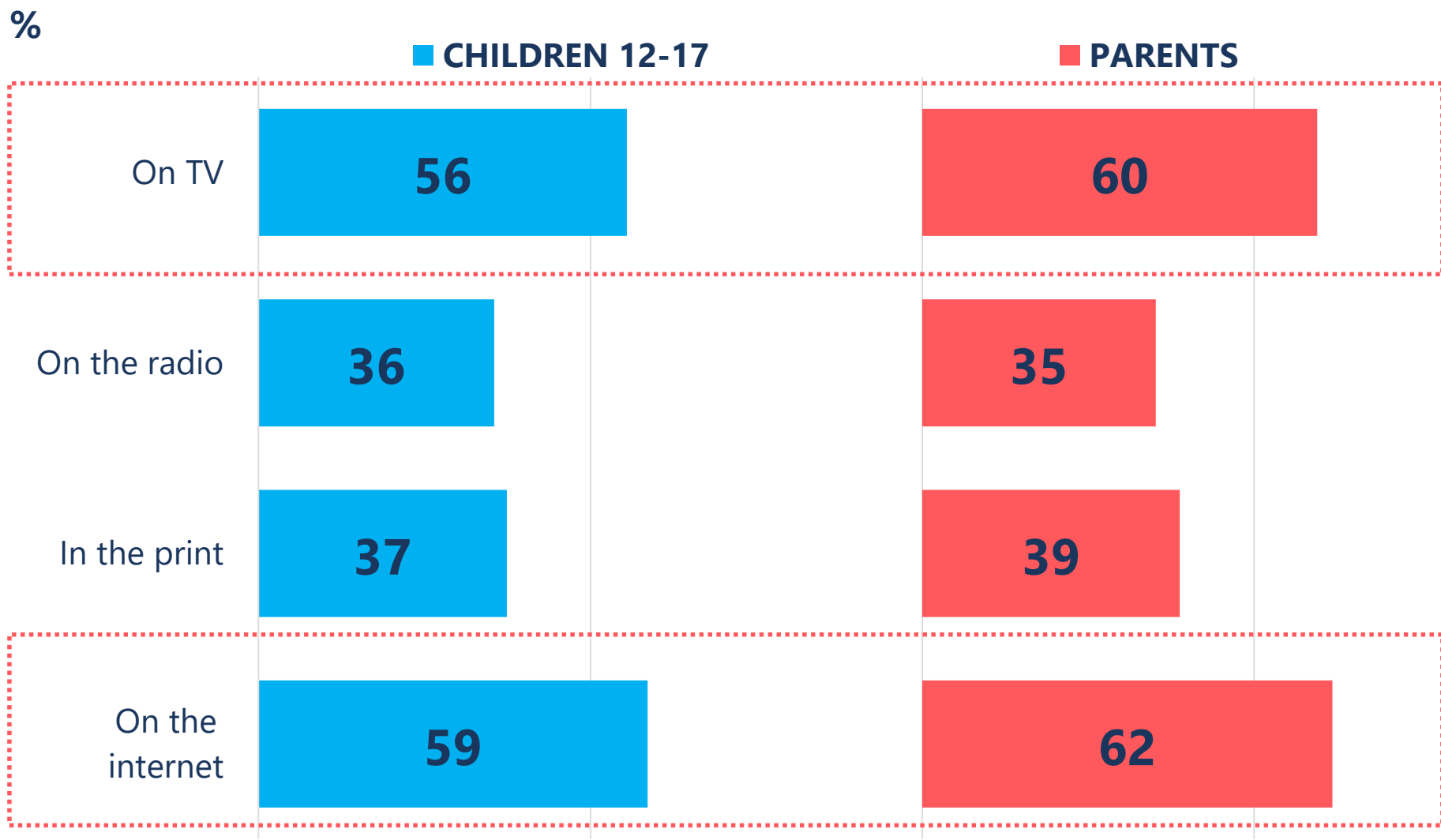


Most parents regularly talk to their children about inappropriate content on the Internet, TV and in video games, while every second parent regularly talks to their child about inappropriate content in the press and on the radio.

Children have confirmed this with similar percentages.

HOW OFTEN DO PARENTS ADVISE THEIR CHILDREN ON INAPPROPRIATE CONTENT IN DIFFERENT MEDIA?

ASSESSMENT BY CHILDREN AND PARENTS –% of answers: regularly and frequently



6 in 10 parents claim that they regularly advise their children on inappropriate media content, and this is confirmed by almost the same percentage (56%) of children aged 12-17.

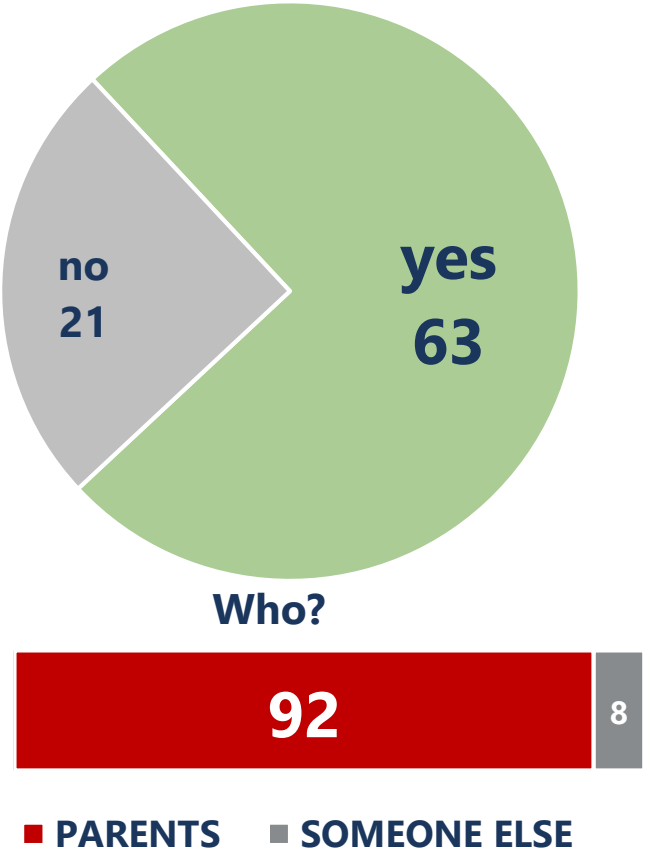
Focus of those talks is primarily on inappropriate content on the Internet and TV.

DO PARENTS BELIEVE THAT THEIR CHILDREN WOULD TELL THEM IF THEY WERE EXPOSED TO A MEDIA RISK?

ASSESSMENT BY CHILDREN AND PARENTS – shown in %

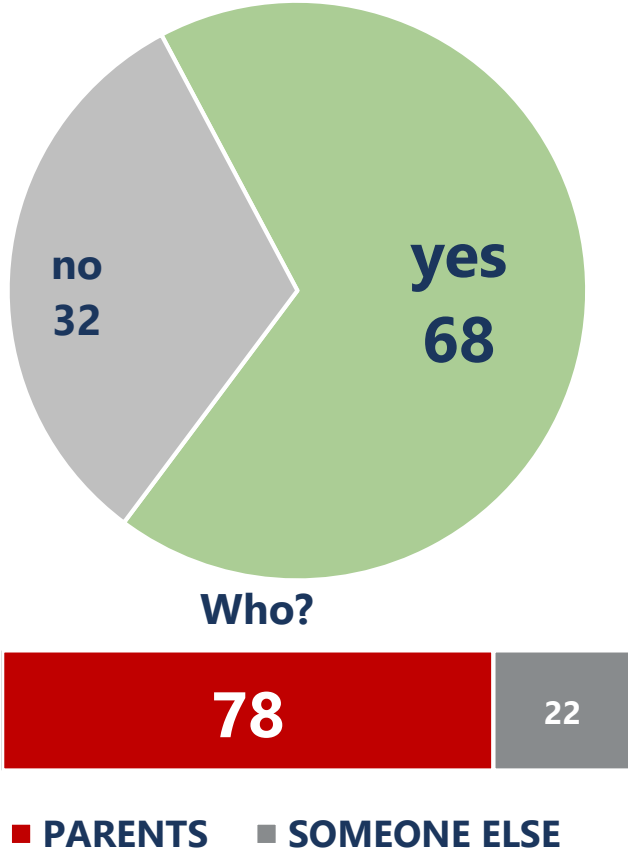
ASSESSMENT BY PARENTS

Would they tell somebody?



ATTITUDE OF CHILDREN AGED 12-17

Would you tell somebody?



63% of parents believe that their children would talk to them if they were exposed to some inappropriate media content.

68% of children would tell somebody, but one in five children would not talk to their parents about it.

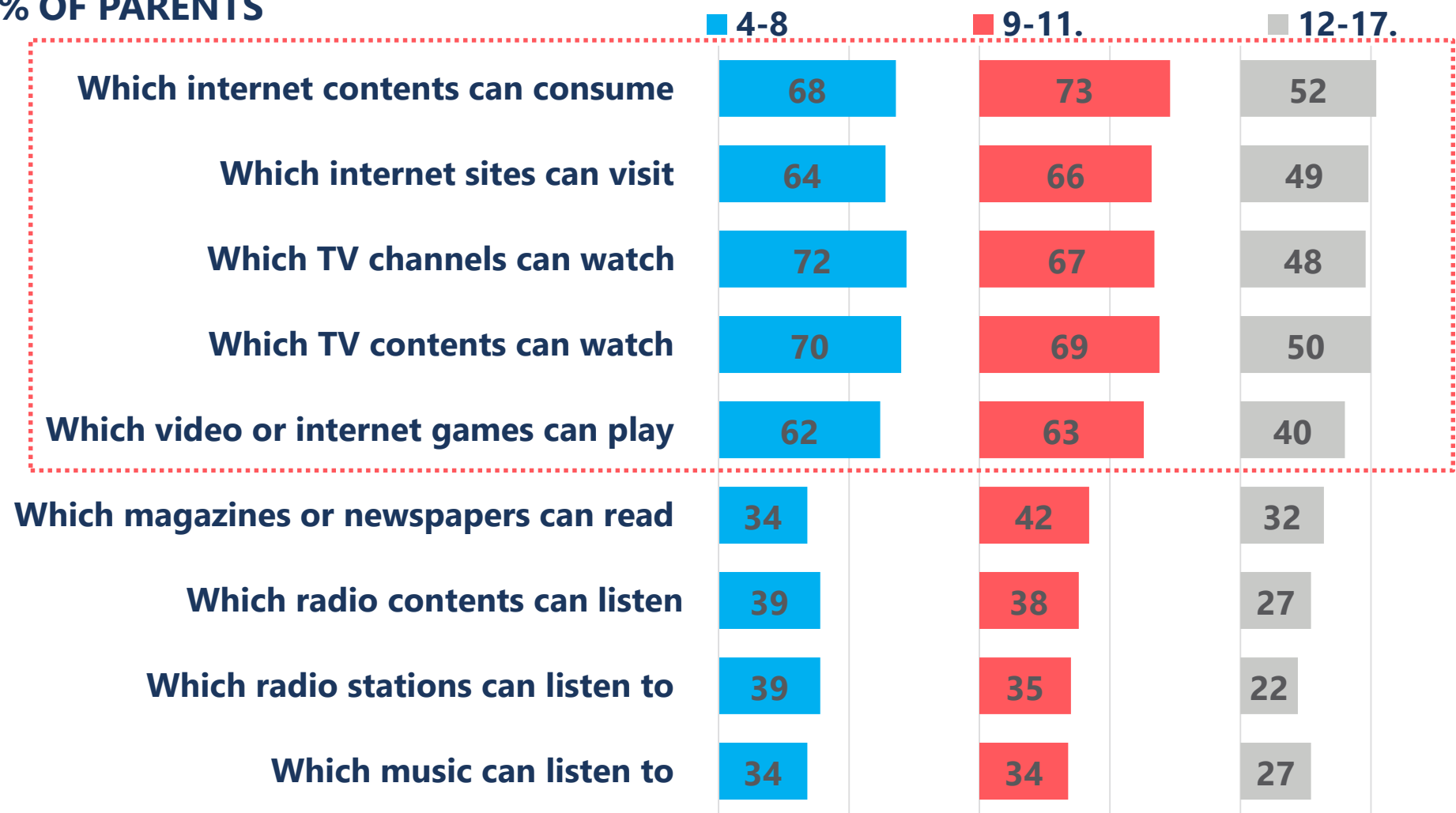
If, for example, you: watched TV, read magazines, listened to the radio or were on the Internet, and if you saw/heard/learned something that would upset or worry you or something you did not like, would you tell somebody about it?/Who would you tell first?

N= 1050 parents of children aged 4 to 17; N=324 children aged 12-17.

WHICH RULES AND LIMITATIONS DO PARENTS IMPOSE TO THEIR CHILDREN IN RELATION TO THE USE OF MEDIA?

ASSESSMENT BY PARENTS – % OF ANSWERS

% OF PARENTS



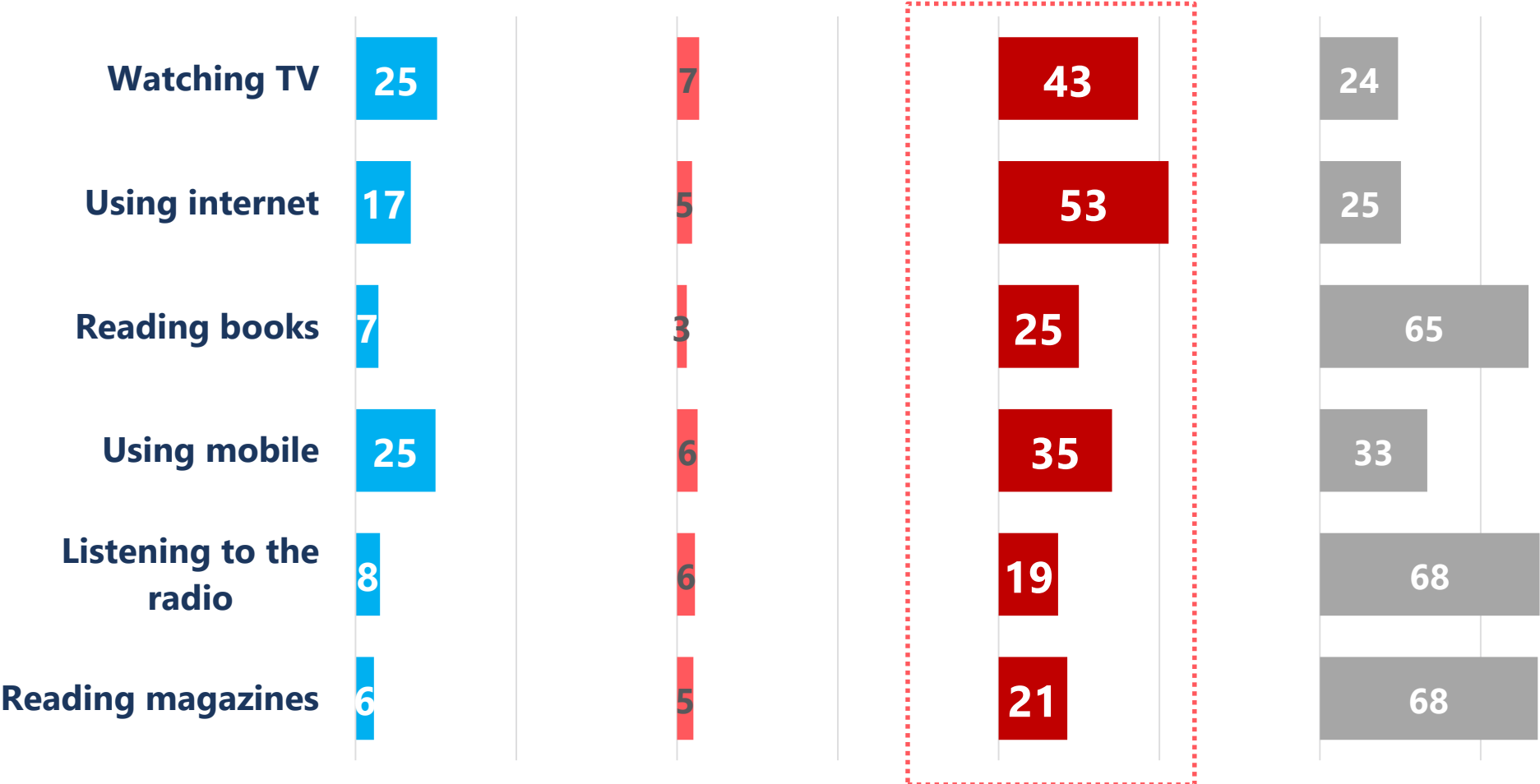
In their rules and limitations, parents are mostly focused on the selection of media and media content.

They are mainly focused on TV and the Internet, and rules and limitations become more flexible and less frequent with children of older age.

WHAT ARE PARENTS MOST CONCERNED ABOUT WITH REGARDS TO THE MEDIA USE BY THEIR CHILDREN?

ASSESSMENT BY PARENTS – % OF ANSWERS

■ How much time spending ■ When (which day part) ■ Contents to which can be exposed while ■ Nothing



**PARENTS ARE
PRIMARILY CONCERNED
ABOUT THE CONTENT
THAT CHILDREN COULD
BE EXPOSED TO!**

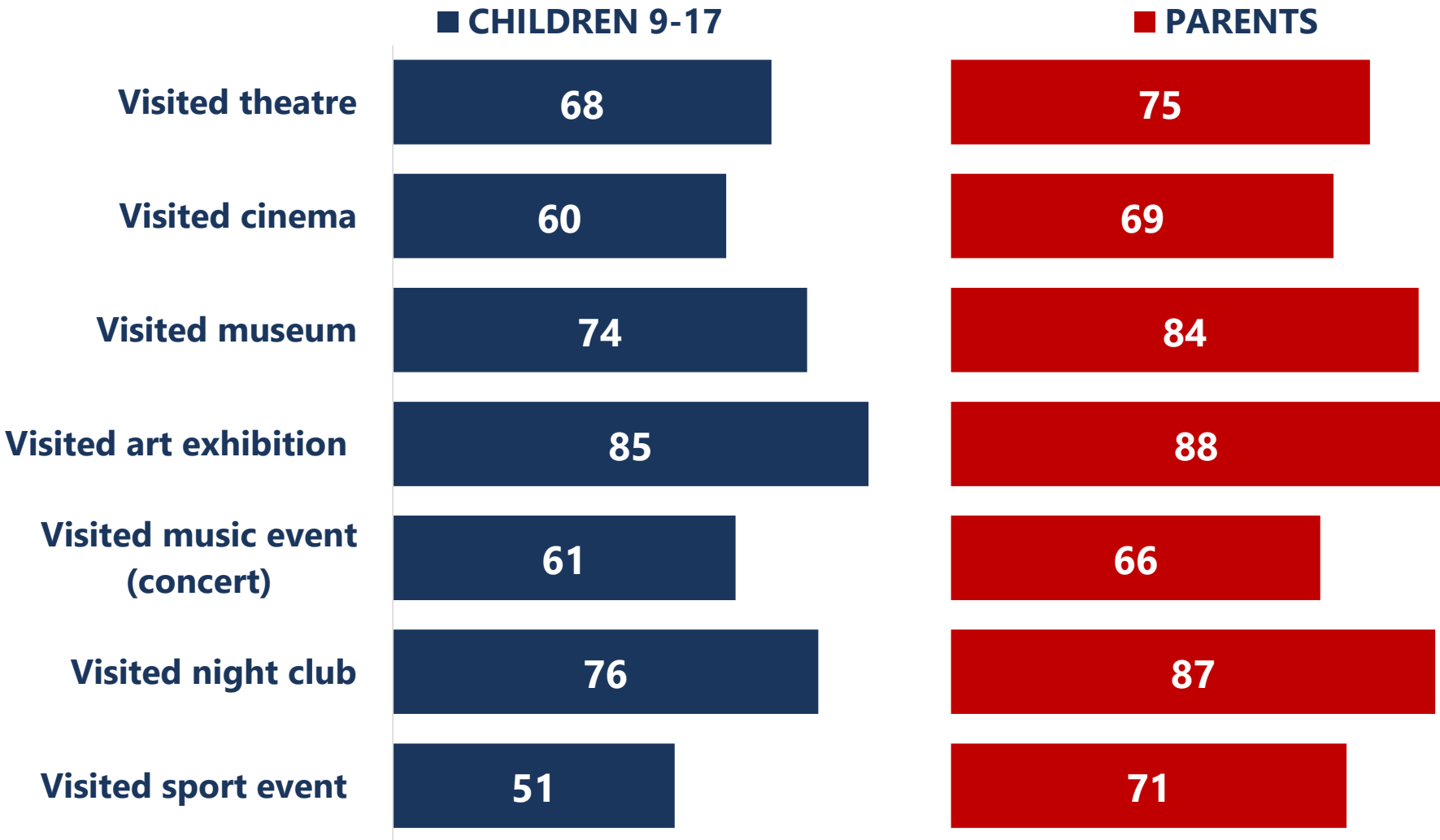


**Lastly,
a word or two
about
culture..**



HOW OFTEN DO PARENTS AND THEIR CHILDREN ATTEND CULTURAL EVENTS?

ASSESSMENT BY PARENTS AND CHILDREN –% OF THE ANSWER: **NEVER** IN THE PAST 12 MONTHS

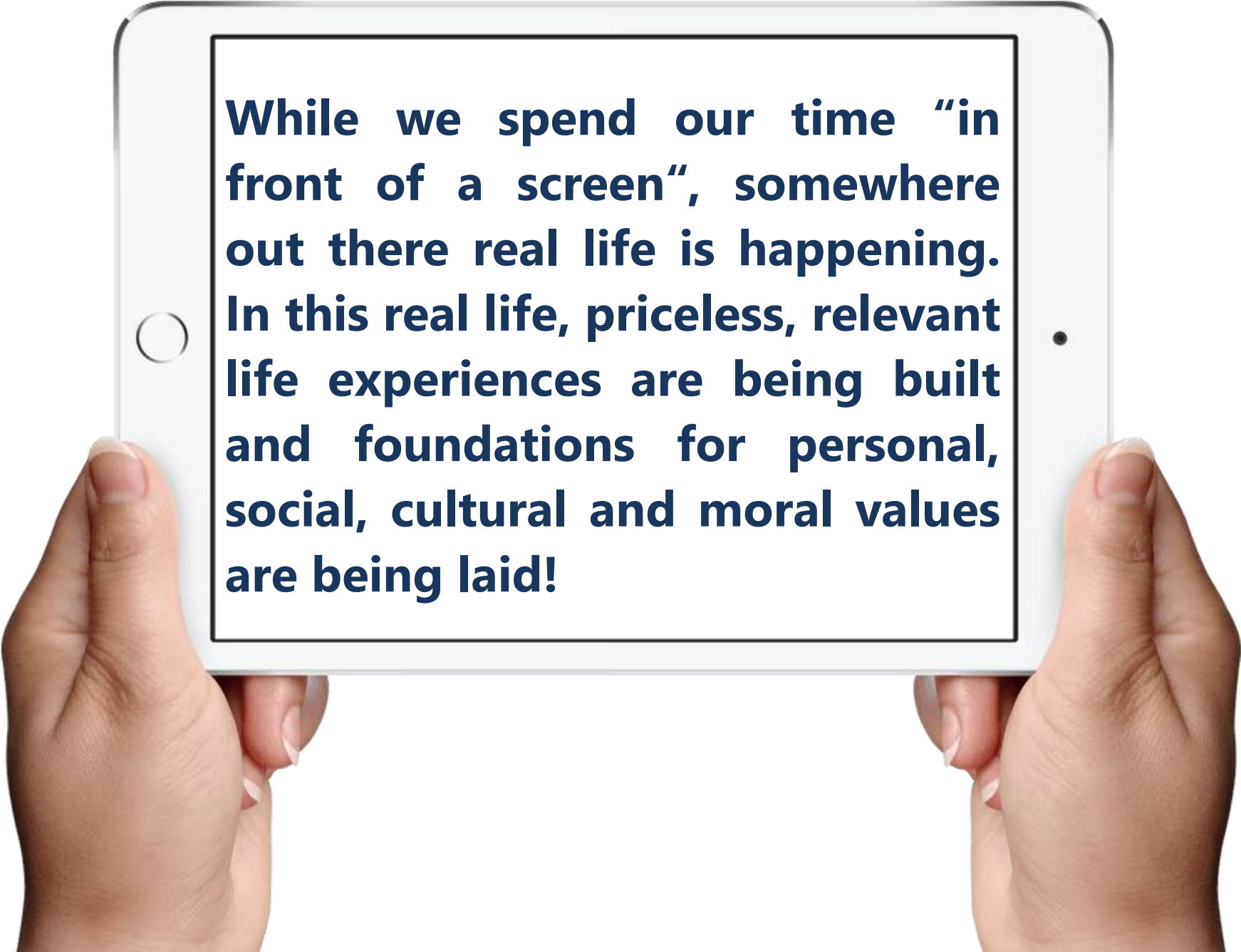


CRISIS OF CULTURE FOR CHILDREN, YOUNG PEOPLE AND PARENTS:

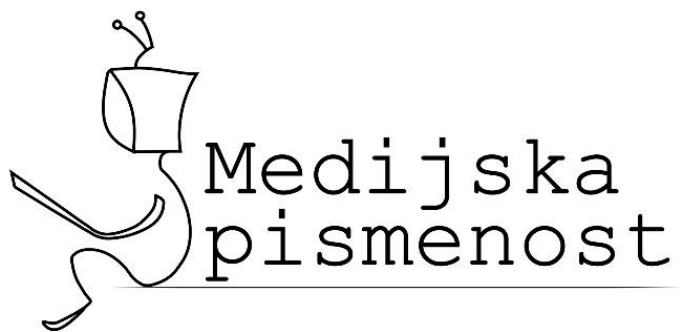
Most children and parents did not go to the theatre, cinema, museum, gallery... at all in the past year.

CONCLUSION



A pair of hands is holding a white tablet. On the screen of the tablet, there is a black-bordered box containing text. The text is in a bold, dark blue font. The background of the entire image is white, and the tablet is centered.

While we spend our time “in front of a screen”, somewhere out there real life is happening. In this real life, priceless, relevant life experiences are being built and foundations for personal, social, cultural and moral values are being laid!



Influence of **media** depends on
how **we use them**