

# "CATS&ZS, Children, Apps, Tablets and Smartphones & Zero to Seventeen". Prof. Dr. Félix Ortega, B. Ispuerto, S.Trullenque,... (USAL)



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## Abstract



Abstract: This Poster presents the results of the national research project **CATS&ZS** «Children, Apps, Tablets and Smartphones from Zero to Seventeen» Reference Code CSO2020-07860550-C4-1P, and the research fostered at the "Audiovisual Content Observatory", [www.ocausal.es](http://www.ocausal.es) at the **University of Salamanca** by Prof. Dr. Félix Ortega et al, and at the "Chair in Communication and Marketing for Children and Adolescents" at the **University Complutense of Madrid**, <http://catedratmkf.es/es/home/> by Prof. Dr. Patricia Núñez et al, and Prof. Dr. María E. Perez at the **Valencian International University**. The Project is divided in three different but complementary research target groups-focuses.

Research Focus-Target → **CATS&ZE**-“Children, Apps,Tablets ,Smartphones, Zero to Eight”  
R. Focus-Target → **CATS&NT**-“Children,Apps,Tablets,Smartphones, Nine to Twelve”  
R. Focus-Target → **CATS&TS**“Children,Apps,Tablets,Smartphones,Thirteen to Seventeen”  
We present main research objectives, methodologies, results and the **CATZS-EU Project**.

## Introduction:

Despite having long been studied by media and communication scholars, it remains the case that **children from Zero to Eight (ZE) in particular, Nine to Twelve (NT) likewise, and Thirteen to Seventeen (TS) are often treated as something exceptional in educational-behavioural and communication studies.** Our Research aims to bring a valuable spotlight onto children and adolescents in these three age groups. We present the results of our Research Project **"CATS&ZS" in Spain Phase I**, and a proposal for a transnational comparative study in **15 European Countries Phase II**, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Poland, Portugal, Spain, Sweden and the UK.

Our research project provides a discussion and analysis of the consumption and uses of Apps and Media in **Tablets and Smartphones** among children from 0 to 17 years in Spain. We present the results of Research Project **"Children Apps Tablets and Smartphones & Zero to Seventeen -CATS&ZS-**. We explore the use and consumption dynamics which take place from an Audience -Children, Parents, Teachers- and Edu-Communicational research perspective at School, Home and *in itineris*.

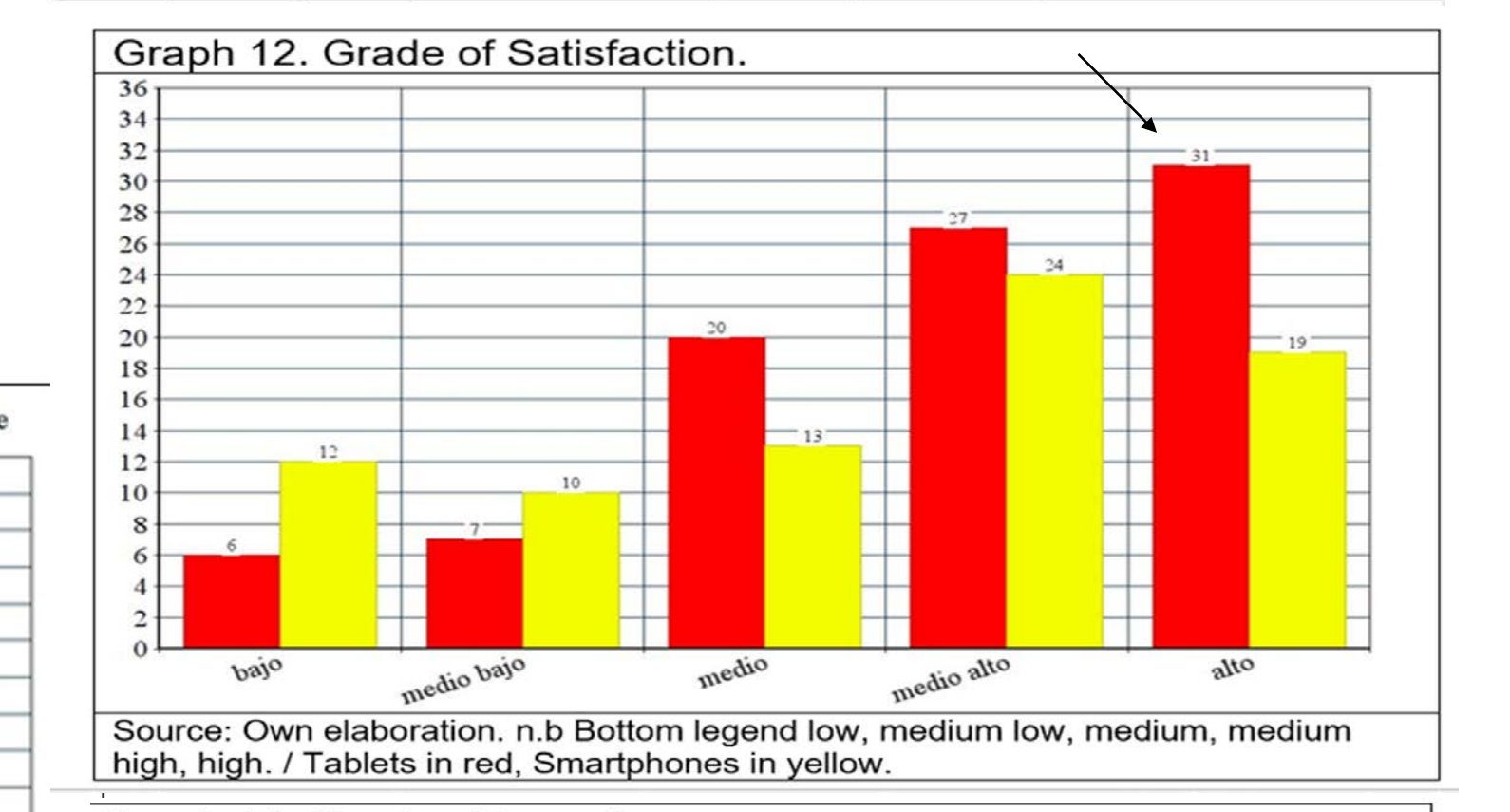
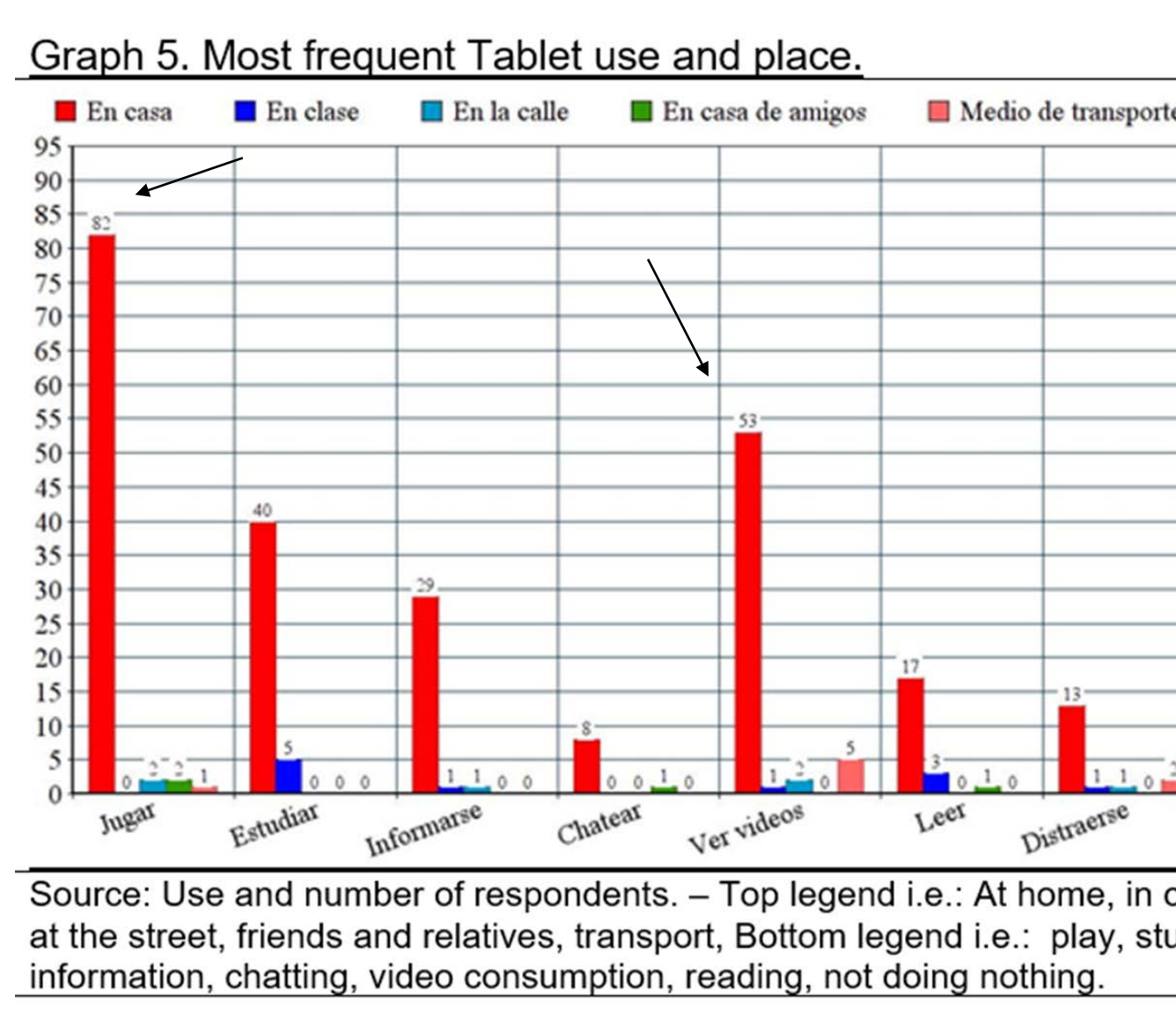
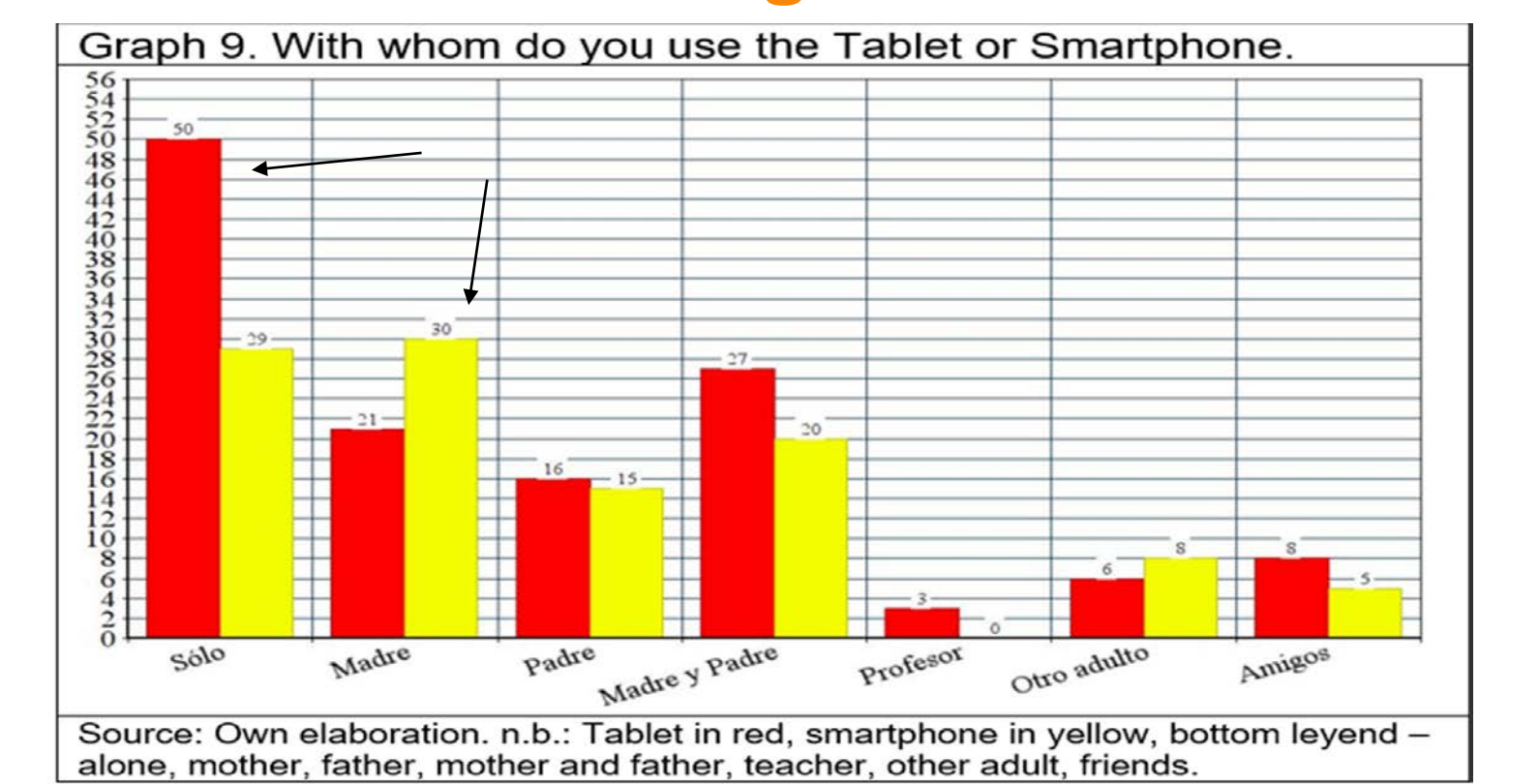
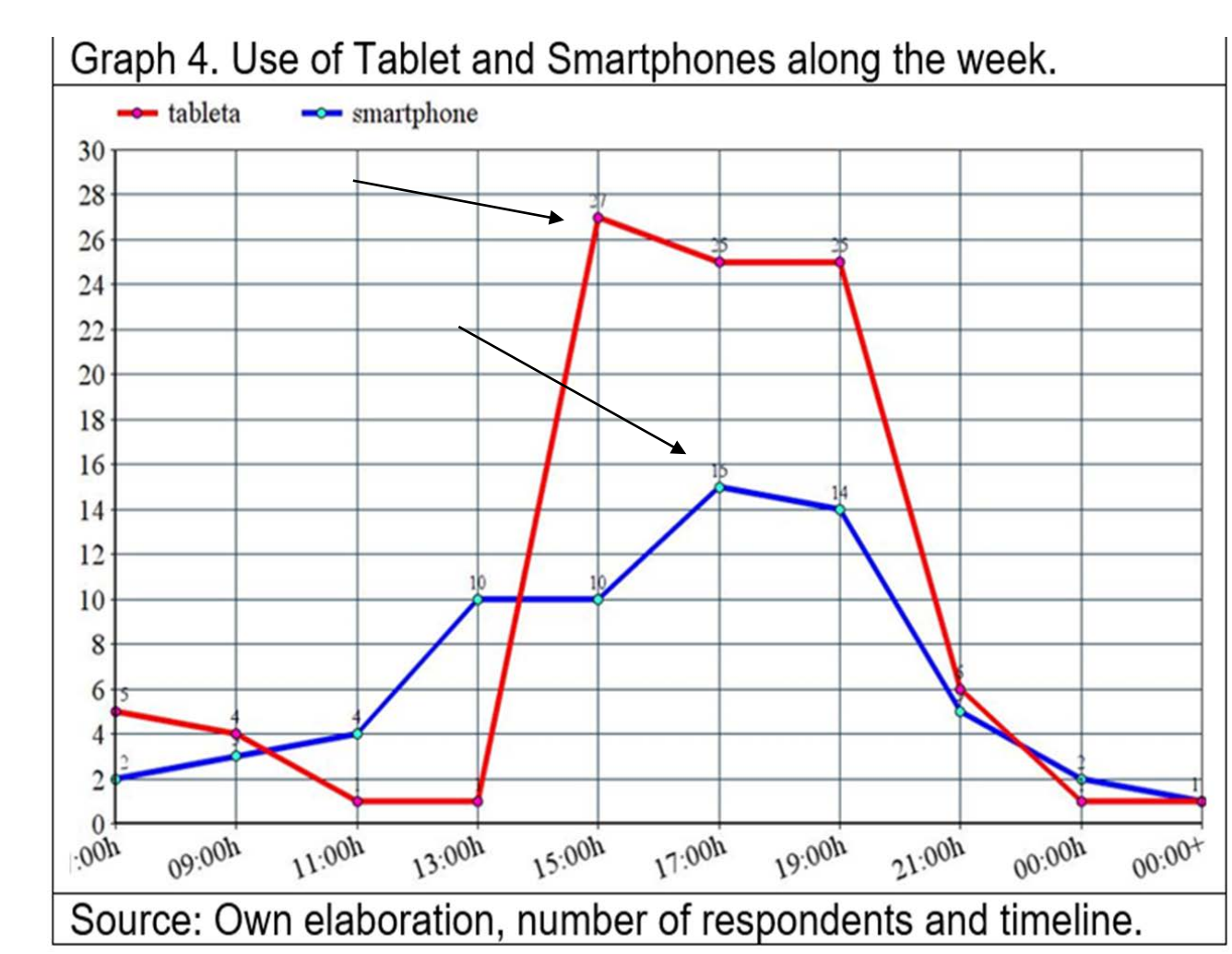
## Main Hypothesis & Methods:

- H1:** The predominant use of **Smartphones** and **Tablets** among the different age groups ZE, NT and TS is mainly done at home and as a form/type of **entertainment consumption**, not Educationally-oriented.
  - H2:** Most **parents do not pay/invest** in apps specifically dedicated/oriented for the education and/or entertainment of their children in the different age groups. **Brand and Marketing** consumption is frequent and invasive and not supervised or "child-protective-regulated".
  - H3:** The **digital natives** are in the process of **adapting** to the technologies, they **need help** and **active-observation** when using them.
  - H4:** The **simultaneous use** of **Smartphones** and/or **Tablets** while consuming television or as a substitute for it –second and third screen phenomena-, is **common** among children in all age groups, ZE,NT and TS.
  - H5:** The **Tablet** and/or the **Smartphone** are "supporting" devices among children in the age groups ZE, NT and TS **do not yet exert** the relevance of other devices-instruments related to education and entertainment.
- Methods:** 1<sup>st</sup>-We undertake an continuous **Literature-Academic revision** on Educational, Consumer Behaviour, Communication, Threats, Risks, Weaknesses and Opportunities for Children- Adolescent Research, reports and investigation in the uses and consumptions in **Tablets** and **Smartphones** with a multidisciplinary approach and focus.
  - 2<sup>nd</sup> We run a **Qualtrics** representative Panel to 1000 quality-validated respondents in the age groups i.e: ZE-0-8, NT-9-12, and TS-13-17, in **Spain Phase I** and 14 other EU Countries, -First Spain-Pilot-Study 2019, then the other participating countries in 2020.

- 3<sup>rd</sup> **Face to Face Tablet** or **Paper Assisted Personal Interview-Questionnaire (FFTAPI)** with 26 items, carried out to n/c=1000 children from 9 to 12 years, their parents-mother/father and/or Tutor n/p= 935 & n/t=23 Teachers via a Paper-Online Questionnaire. Statistical analysis was carried out in the contrast of hypothesis and descriptive variables among the different groups, age, gender, cat.
- 4<sup>th</sup> **Focus Groups** dynamics were undertaken: Focus Group I) 7 children, 30-40 minutes Focus Group and video-audio recorded Focus Group, Focus Group II) 7 children 0-12 child together with their respective parents in a Complementary Focus-Group. Video-Audio and Text Content was analysed and presented for deep insight conclusions, **Atlas-ti** was complementary used for deeper contrast.

## Results @

[ocausal.es](http://ocausal.es) & [fortega@usal.es](mailto:fortega@usal.es)



## Conclusions:

- The ability to **negotiate behavioural habits and digital methods-technologies for education and entertainment is critical.** In childhood and adolescents ages i.e. ZE, NT and TS education and communication user-consumers' patterns still tend to be approached as **predominantly cellulosed-based** at school vs "outside-patterns".
- The technologies through which children now engage with all forms of knowledge are **constantly changing** with the widespread use of an array of digital, interactive and personalized devices in particular **Smartphones and Tablets.** These are **transforming the habits, skills and literacies** and **challenging the academic, social, economic, and competence development efforts** of parents and teachers to support their learning and socialisation.
- The acquisition and development of **abilities and conscient critical use of "Internet"** for all audiences including children-adolescents, parents and teachers in **Tablets and Smartphones** is crucial for a competitive and "sane" educational, economic, social, political and cultural progress in Europe.
- We detect a **Tech-Use-Gap** in the lack of penetration of these devices and digital-educational methods **associated to Tablets and Smartphones** at the physical school, and the intensive use which parents and their sons are undertaking for the education, learning, entertainment, consumption-"advertising-publicity-anonymity variables", socialization at the different "play-living-grounds".
- We analyze the **SWOT, Strengths, Weaknesses, Opportunities and Threats** for these...and contrast research questions and hypothesis, in the Spanish Sphere and then the EU-15 countries in Phase II.

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