Lectori salutem

STUDIES

József Hack-Handa – Róbert Pintér

Generational differences in Hungarian media consumption

In our study we present the results of a research conducted in April 2015 among Hungarian adult Internet users. The research focused on young people (18–29 years old) and compare them with the age group of 30–39 and respondents older than 40. It was examining media consumption, internet use and other related habits. According to the study there are specific generational differences in Hungary in regard to the topic of interests and use of information channels. Although internet users in different age groups consider nearly similar factors important of social media sites, there are differences between the preferred functions of these sites. We have found substantial generational differences in smartphone possession and use, app downloading and use habits as well.

Keywords: youth, generations, Hungary, survey, media consumption, internet, social media, sharing, smartphone

Gyöngyvér Tőkés

The attitude of the Romanian young people toward the internet

In our study we examined the attitudes toward the internet of the Romanian young people. The main question of the study is how the Romanian young people relate to the internet, because the negative attitude influences the internet usage unfavourably since the positive attitude advantageously. In the first part of the study we presented the characteristics of the attitudes and their components, afterward we discussed the relationship between the internet usage and the attitude toward the internet. In the second part of the study we looked for the answer for the main question of the study taking in consideration the qualitative empirical data concerning Romania of the international research EU Kids Online III (2013).

Keywords: internet, Romanian Youth, attitudes, online activities

Rita Glózer – Ádám Guld

New Media – New Type of Celebrity?

Hungarian Celebrities of YouTube

Chances for obtaining fame through the media have changed considerably since the appearance of mass media. Besides stars and celebs, celebrities of the new media are playing an increasingly important role in the functioning of media culture and media economies. The study below focuses on the activities of vloggers, these
amateur or “ordinary” video makers. Our aim is to gain a deeper understanding of the success of these ordinary celebrities in the context of youth media use and star studies.

Keywords: star, celebrity, new media, produsage, vlog, ordinariness

Barbara Sólyom
Smartphone usage among Hungarian high school students

The purpose of our research is to explore secondary school students’ user habits, skills, opinions and attitudes toward smartphones. Based on qualitative research findings, we describe and analyze experiences with the smartphone among 15–19 year-olds, including usage patterns, skills and attitudes. Our research shows that today’s high school students cannot imagine their lives without a smartphone, but if they are deeply involved in other activities (e.g. holidays), they are not missing the “always-on” mode of online presence.

Keywords: qualitative research, youth, high school, smartphone usage

Dr. Márta Kőrös-Mikis
Digital glasses on a virtual playground

The range of traditional games is supplemented by an abundance of digital ones in the informatics age. Portable computerized means allow children and adults to pursue games on a virtual playground. The study allows a glimpse into the pedagogical background of childhood digital media use in the course of testing a new teaching program, based on submitted tenders using direct classroom experiences.

Keywords: digital world, internet security, Facebook in teaching, children’s informatics, school games

Zita Merényi
Museum education for elderly people

This research analyzes the ability of elderly people to learn, and how education can develop their skills. The art therapy and the museum education are the tools of the development, because these domains can stimulate memory, self-confidence, and communication with other people. The study explores the precedents of old people-related museum education, and museum therapy in foreign countries, as well as in Hungary. The result of the research is a planning and realization of an own intergenerational project, which activates the two age-groups at the same time, and encourages communication between the generations. This helps abolish the stereotypes that are held against each other, and last but not least re-integrates the elderly people into society.

Keywords: intergenerational program, lifelong learning, museum education, art therapy, elderly people
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