

photo: Kristián Pribila



Social Networks as the Dominant Platform for Communication between Young People

In the spring of 2017, the sociological agency *Median* carried out a survey of awareness and ways of getting information by Czech students. The survey was conducted for the fourth time under the leadership of the educational program *Jeden svet na školách*. 33 randomly selected Czech secondary schools were involved in the survey. From each of them one class was selected, which meant the inclusion of 25 questionnaires from each secondary school. In addition, there was an online survey involving 200 more students. The net sample reached the amount of 1003 respondents, while data were balanced to represent the population of secondary school students between the ages of 15-20 according to sociodemography, regionality and type of school they attend. The aim of the survey was to identify ways and forms of communication and information gathering by students, especially in relation to social, socio-political problems and general awareness of the history and current status of the country.

Part of the survey also focused on methods of electronic communication and how often and when students use specific communication platforms. More than half of those surveyed (54% on average) said Skype, Facebook, Messenger and telephone or SMS messaging through mobile phones are the most frequently used platforms. In the case of e-mail, microblogging and other communication, only 6% of the respondents reported very frequent use, therefore it was only 60 students out of the total sample of 1003 respondents.

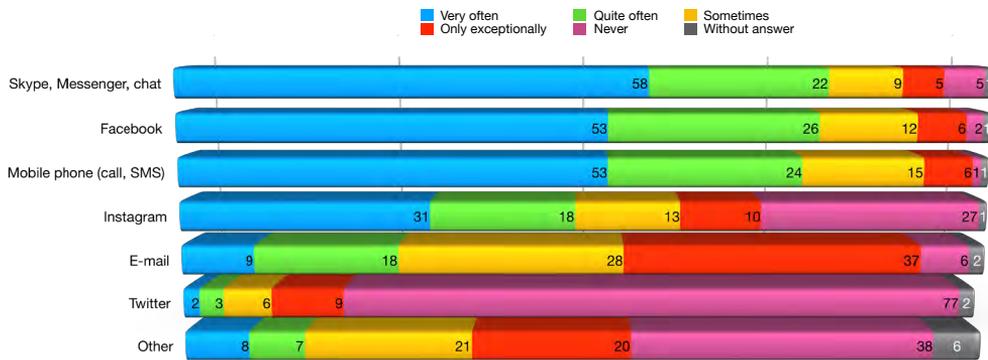


CHART 1:

The use of electronic communication means

Source: *Prostředky komunikace. In: Jeden svět na školách. Zpráva o dotazníkovém šetření na středních školách z roku 2017*, p. 6. Available at: <www.jsns.cz/nove/pdf/vyzkum_2017.pdf>

Regarding the question about when these platforms are used, more than half of the students responded that they often use them before sleeping but also after waking up and also when schooling. On average, only 17% of students reported that they use the Internet platforms only rarely in the cases mentioned.

The survey further revealed that social networks and chatting are more widely used by girls. A third of interviewed girls are on social networks before sleep, while only a quarter of the boys questioned. Immediately after waking up, social networks are more used by girls, up to a third of those surveyed.

Further, the results of these questions have shown that social networks are used by older students aged between 18 and 20, younger students use networks and electronic communication less, on average only one quarter of the respondents.

An interesting discovery is also that socio-demographic factors affect the use of social networks. The results showed that in cities with over 100 000 inhabitants, young people use social networks and electronic communication more and more often than in towns and villages with fewer inhabitants. In cities with over 100 000 inhabitants, it was a third of those surveyed, while an average of one quarter in smaller towns.

Therefore, we can sum up the result of the survey that social networks are more intensely and more frequently used by girls than by boys, while the intensity of network and electronic communication is increasing significantly with the age - students of the 4th grade of secondary school are present in the Internet environment very often, half of those surveyed during events with friends and a third during schooling. Therefore we can say that social networks and “digital life” have a significant impact on the regular as well as the educational life of young people.

Bibliography and sources:

Jeden svět na školách: Zpráva o dotazníkovém šetření na středních školách z roku 2017 včetně porovnání s rokem 2014, 2012 a 2009. Available at: <https://www.jsns.cz/nove/pdf/vyzkum_2017.pdf>.

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