



Dicot



Unif



Real

Viol

Who

What

Why

So?

To do

Who

6.782  
12 – 18

Contexto /  
*Contesto:*

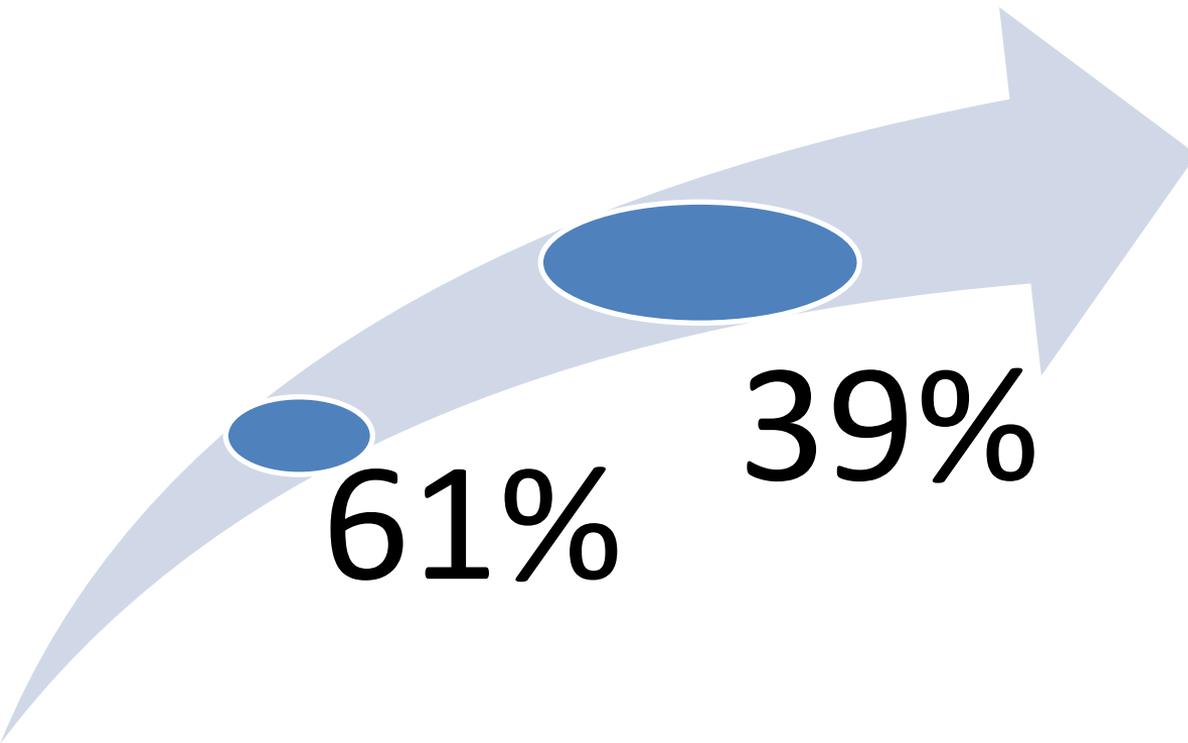
G + I  
POST  
POP  
MIG

---

CRISIS

61%

39%



# What

EU KIDS  
ONLINE:  
media /  
spaces

Pc:65%, Vg:52%  
M:80%, IPAD:27%

Heavy  
Users

Int:35% (sc) &  
83% (home)

SNS:  
73%

SNS: 58% + 3  
h/ore

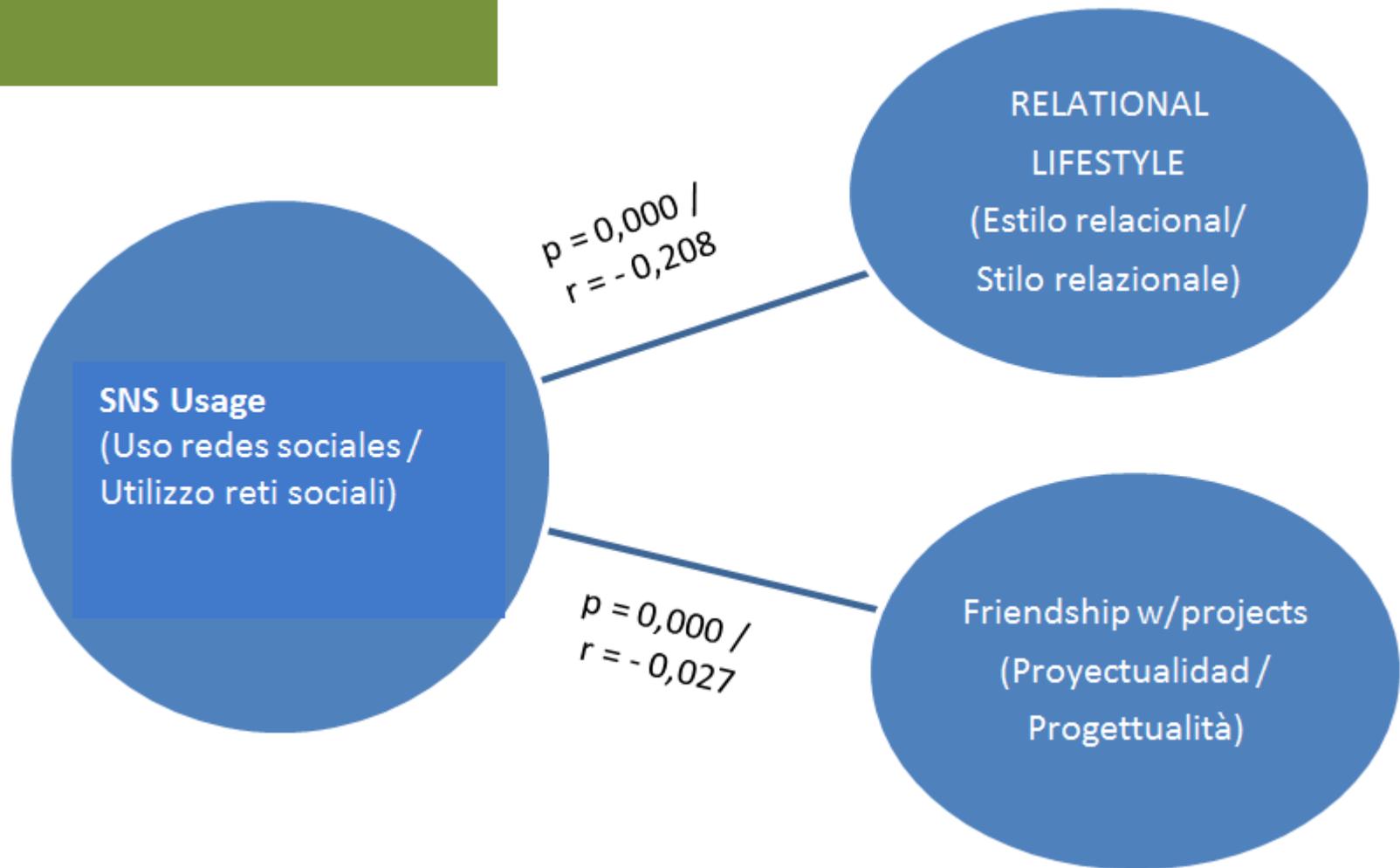
Sexting:  
6%  
Porn:17%  
Contact:22 %

Part: 14% blog,  
4% campaign

- Pro Soc.  
+ Viol.  
Accept.

V.Films:14%  
V.Serie:15%  
V.Games:19%

# What



# Why

FACTORES  
Fattori  
I+F+S+C

NO Superv:33%,  
Ctr:42%,  
Med:48%

Heavy  
Users

NO share –  
Films 42%, VG  
73%

Dial.  
28%

NO dial.Internet  
60%

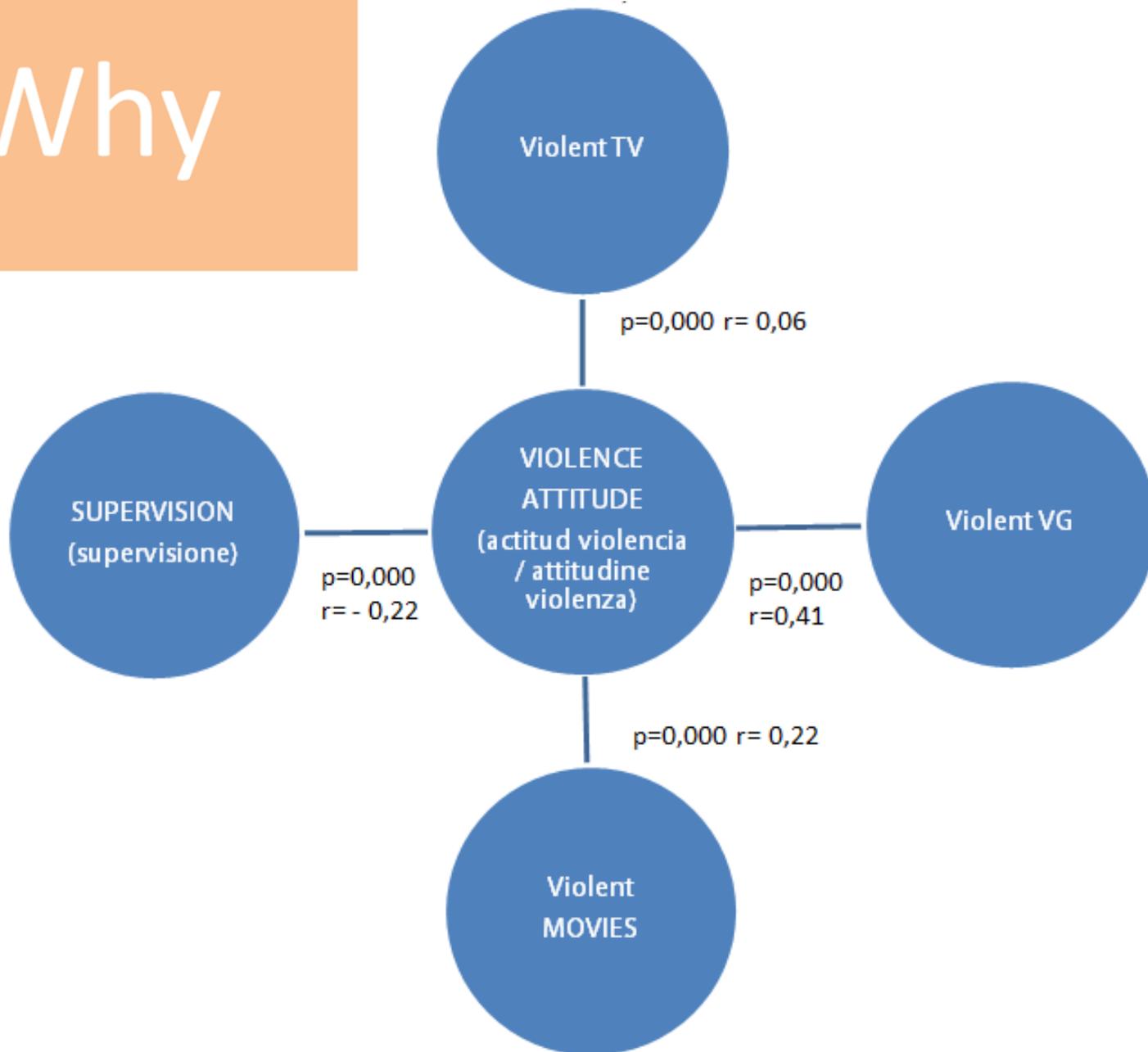
Cult.  
29%

NO dial.emot.  
75%

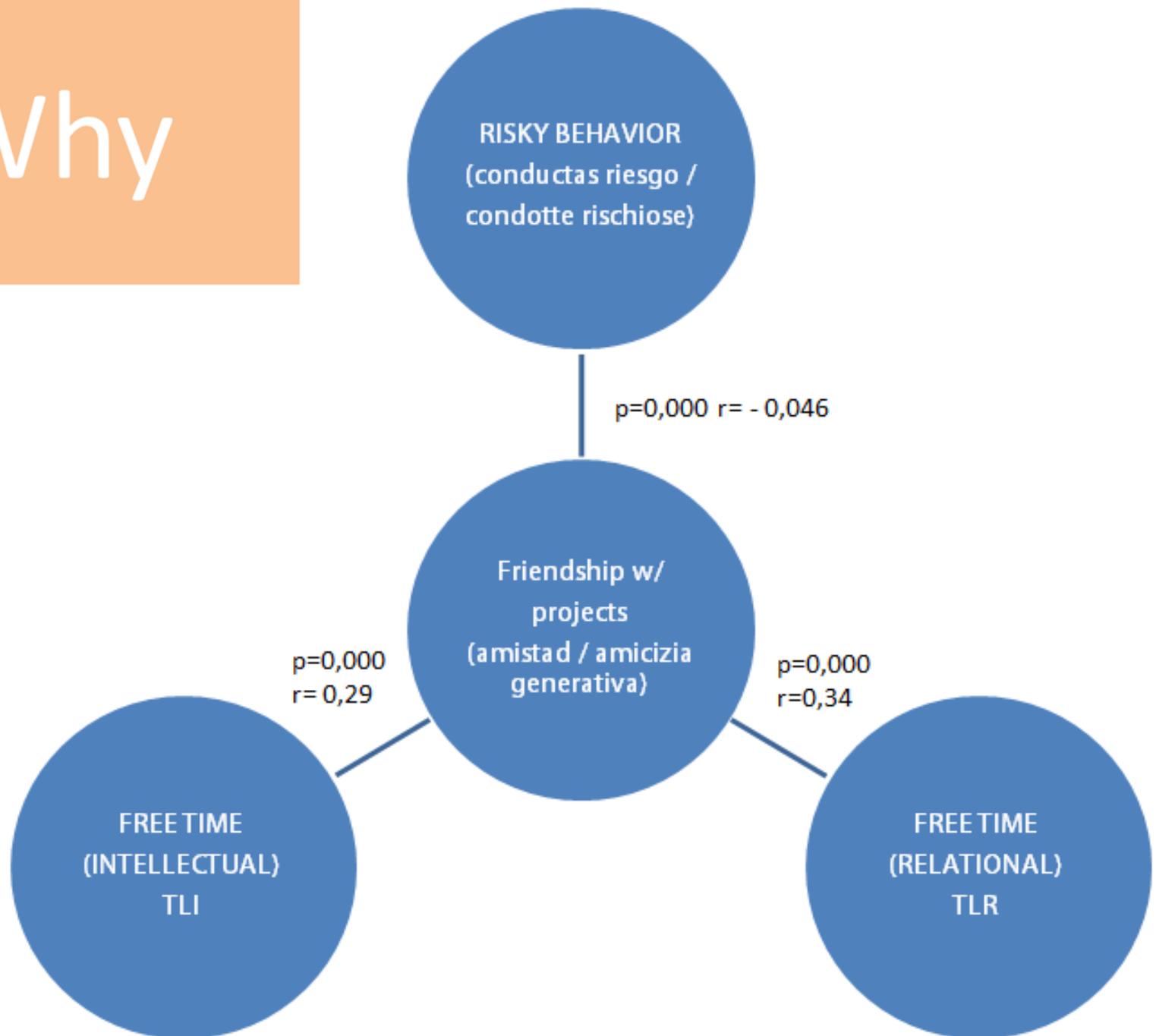
NO friend  
27% (L)  
72% (I)

Sports / Projects:  
30%

# Why



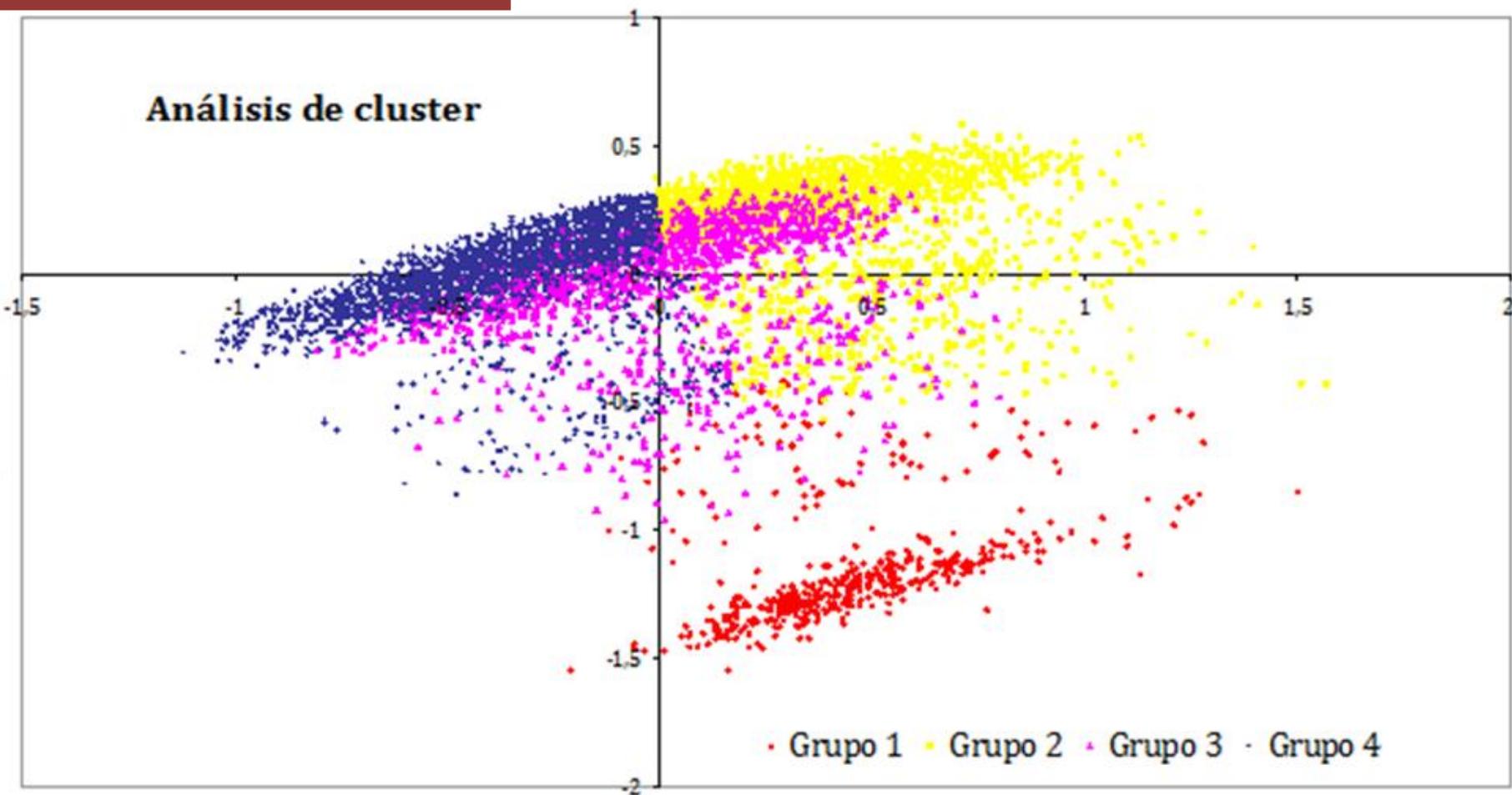
# Why



So?

### Análisis de cluster

Estilo de participación social



Estilo relacional

• Grupo 1 • Grupo 2 • Grupo 3 • Grupo 4

# So?

39%



31%



22%



8%



To do

LESS  
Bullying  
Porn

Violence:  
(-) Acceptance

Violent Media  
(+) Rejection



+ DIALOGUE

To do

POLICIES

EDUCATION



FAMILY