

As crianças estão mudando seus hábitos

Mark Gregory



Television is losing its long established status as the main form of entertainment for children. In Britain at least, kids are spending more time surfing the internet and sending text messages than ever before, according to a new study.

The television set in the living room used to rule the entertainment choices of generations of British children. But that's no longer the case, at least not according to the latest annual survey of young people's media habits, carried out by the British media regulator, Ofcom.

The survey found that 12 to 15 year olds spent equal amounts of time watching TV and going online - 17 hours a week on average for each medium. And asked which media device they most valued, teenagers rated their mobile phone above the family TV set. Smart phone ownership among teenagers was found to have doubled in just 12 months.

The survey paints a picture of an increasingly tech savvy younger generation, with even very young children confident about, and familiar with, a wide variety of digital devices. The survey says the take up of digital technologies is faster among teenagers than the general population.

It also comments on the popularity of text messaging, especially among girls. Teenage girls typically send thirty or more text messages a day, 35 per cent more than boys do. Ofcom says the findings highlight the challenges parents face in keeping up with children's use of technology in order to protect them.

the case - the situation (o caso, a situação)

habits - regular practices or activities (Hábitos, prática ou atividade regular)

media regulator - organisation that oversees the lawful and fair running of mass communication companies (organização que monitora as empresas de comunicação)

medium - type of technology (tipo de tecnologia)

valued - treasured or cared about (valorizado)

paints a picture - shows evidence (dá provas de)

tech savvy - confident and knowledgeable in using technology (alguém que tem conhecimento e se sente confiante no uso de tecnologia)

devices - gadgets (aparelhos)

typically - on average (na média)

the challenges - the difficulties (os desafios, as dificuldades)

Fonte:

http://www.bbc.co.uk/portuguese/noticias/2012/10/121029_aprenda_mediahabits.shtml