

# Media panel 1995/96 - M69-27y

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## Associated documentation

Media panel - cohorts and year of data collection.pdf (175.4 KB)

Mediapanel1995-96\_M69-27y.pdf (118.75 KB)

## Citation

Rosengren, K. E., Windahl, S., Johnsson-Smaragdi, U., Höjerback, I., & Sonesson, I. (1999) Media panel 1995/96 - M69-27y (Version 1.0) [Data set]. Linnaeus University. Available at: <https://doi.org/10.5878/n2ca-ac63>

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## Research principal

[Linnaeus University](#) - Department of Sociology

## Description

The Media Panel Program (MPP) is located at the University of Lund in Sweden. It is a long-term research program focused on basic aspects of the mass media use by Swedish children, adolescents and young adults, as well as on the causes, consequences and effects of that media use. The program was founded by professors Karl Erik Rosengren and Sven Windahl in 1975, after a series of preliminary studies. Since 1995, the program has been directed by professor Ulla Johnsson-Smaragdi. Data have been collected in Malmö (an industrial city in southern Sweden; some 230 000 inhabitants) and Växjö (a college and cathedral town in southern Sweden; some 60 000 inhabitants). The techniques used for data collection include mail and classroom questionnaires, personal interviews, essays written by school children at school, archival data, focused interviews, and long, in-depth conversations with a small number of type-representative individuals. For children and adolescents in grade 3-9 (age 10 to 16) in the compulsory school system, class room questionnaires were used. For older adolescents and young adults, as well as for parents, mail questionnaires were used. School grades and similar data were culled from school archives. During a long period of continuous research the MPP group has produced a data bank in which a large mass of data related to individual media use, its causes, effects and consequences are stored, covering a number of cohorts and panels of children and adolescents passing through the school system and into work or continued studies during their early adulthood. In all, the bank contains data about: some 5 000 children, adolescents and young adults; their family background, activities and relations; their relations to peers and their school experiences (including school grades etc.); their media use, life styles, present occupation and activities, as well as their plans for the future. Relevant data from their parents have also been collected on several occasions.

Year of data collection 1995/1996. Cohort: Malmö, born in 1969, 27 years old.

**Data contains personal data**

No

**Language**

[Swedish](#)

**Unit of analysis**

[Individual](#)

**Time Method**

[Longitudinal: Trend/Repeated cross-section](#)

[Longitudinal: Cohort/Event-based](#)

**Time period(s) investigated**

1975-01-01 – 1998-01-01

**Variables**

441

**Number of individuals/objects**

230

**Data format / data structure**

[Numeric](#)

**Geographic spread**

Geographic location: [Sweden](#)

Geographic description: Växjö, Malmö

**Responsible department/unit**

Department of Sociology

**Funding 1**

- Funding agency: Swedish Council for Research in the Humanitie and Social Sciences

**Funding 2**

- Funding agency: Swedish Council for Social Research

**Funding 3**

- Funding agency: Swedish Council for Planning and Coordination of Research

**Funding 4**

- Funding agency: Bank of Sweden Tercentenary Foundation

**Funding 5**

- Funding agency: National Swedish Board of Education

## Research area

[Children](#) (CESSDA Topic Classification)

[Youth](#) (CESSDA Topic Classification)

[Cultural activities and participation](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Sociology](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Information society](#) (CESSDA Topic Classification)

[Media](#) (CESSDA Topic Classification)

[Leisure, tourism and sport](#) (CESSDA Topic Classification)

[Social behaviour and attitudes](#) (CESSDA Topic Classification)

## Keywords

[Leisure time](#), [Listening to music](#), [Television viewing](#), [Schools](#), [Schoolchildren](#), [Social activities \(leisure\)](#), [Radio listening](#)

## Publications

Johnsson-Smaragdi, U. (1978) Grundskolepanelen. Arbetsrapport. Lund: Kommunikationssociologi.

Johnsson-Smaragdi, U. (1978) Grundskolepanelen. Work report. Lund: Kommunikationssociologi.

Johnsson-Smaragdi, U. (1978) Grundskolepanelen. Internal report. Lund: Kommunikationssociologi.

Rosengren, K.E., & Windahl, S. (1978) Media Panel. A Presentation of a Program. Lund: Kommunikationssociologi.

[Google Books](#)

Sonesson, I. (1979) Förskolebarn och TV. (Avhandling). Lund: Kommunikationssociologi.

[Libris](#) | [Library of Congress](#) | [Google Books](#)

**ISBN:** 9789124295844

Sonesson, I. (1979) TV-vanor och TV-relationer hos förskolebarn med sociala och personliga problem. Lund: Kommunikationssociologi.

## Accessibility level

Access to data through SND

Data are accessible by order

## Use of data

[Things to consider when using data shared through SND](#)

## Versions

Version 1.0. 1999-01-01

## Related research data in SND's catalogue

[Media panel 1976](#)

[Media panel 1978](#)  
[Media panel 1980](#)  
[Media panel 1976-1981](#)  
[Media panel 1989/90 - V74-9](#)  
[Media panel 1978-1985](#)  
[Media panel 1983](#)  
[Media panel 1984](#)  
[Media panel 1975/76 - M69-6y](#)  
[Media panel 1976/77 - V61-9](#)  
[Media panel 1976/77 - V63-7](#)  
[Mediapanel 1976/77 - V65-5](#)  
[Media panel 1978/79 - M69-3](#)  
[Media panel 1978/79 - V63-9](#)  
[Media panel 1978/79 - V65-7](#)  
[Media panel 1978/79 - V67-5](#)  
[Media panel 1978/79 - V69-3](#)  
[Media panel 1980/81 - M69-5](#)  
[Media panel 1980/81 - V65-9](#)  
[Media panel 1980/81 - V67-7](#)  
[Media panel 1980/81 - V69-5](#)  
[Media panel 1983/84 - M69-8](#)  
[Media panel 1983/84 - M70-7](#)  
[Media panel 1983/84 - S68-9](#)  
[Mediapanel 1983/84 - V69-8](#)  
[Media panel 1984/85 - M69-9](#)  
[Media panel 1984/85 - V69-9](#)  
[Media panel 1985/86 - M70-9](#)  
[Media panel 1987/88 - M69-19y](#)  
[Mediapanel 1987/88 - V63-25y](#)  
[Mediapanel 1987/88 - V69-19y](#)  
[Media panel 1989/90 - M69-21y](#)  
[Media panel 1989/90 - V63-27y](#)  
[Mediapanel 1989/90 - V69-21y](#)  
[Media panel 1989/90 - V78-5](#)  
[Media panel 1993/94 - V78-9](#)  
[Media panel 1993/94 - V82-5](#)  
[Media panel 1995/96 - V63-33y](#)  
[Mediapanel 1995/96 - V69-27y](#)

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[DDI 3.3](#)

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