



Jugendkonsum (German Edition)

Mirja Schnoor, Annika Schulz

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Studienarbeit aus dem Jahr 2005 im Fachbereich Soziologie - Konsum und Werbung, Note: unbenotet, Universität Bielefeld, Veranstaltung: Jugendsoziologie, 7 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Für Kinder und Jugendliche gehört heutzutage der Konsum zum Alltag. Sie besitzen eigene Girokonten, suchen sich ihre Kleidung aus, haben Mitspracherecht was den Familienurlaub oder den Autokauf angeht. Das Shoppen ist mittlerweile zu einer beliebten Freizeitbeschäftigung der Jugendlichen geworden. Sie verbringen rund neun Stunden pro Woche damit. (vgl. HURRELMANN/ UNVERZAGT, 2001, 60) Laut Medien befinden sich die Jugendlichen stets im Kaufrausch, ihnen wird maßloses Konsumieren und Kaufen als Mittel zur Bewältigung von Frust unterstellt.

In dieser Arbeit wollen wir darstellen, wie das Konsumverhalten der Jugendlichen heute aussieht. Grundlage ist eine Untersuchung der Einkommens-, Konsum- und Verschuldungsmuster der Jugendlichen in Deutschland, die 2002 von Elmar Lange durchgeführt wurde. Die Verschuldung Jugendlicher werden wir in dieser Arbeit nicht berücksichtigen. Ergänzend werden wir die KidsVerbraucherAnalyse (KVA) aus dem Jahr 2003 und Ausführungen zu dem Thema von Christine Feil, sowie Klaus Hurrelmann und Gerlinde Unverzagt einbeziehen.

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