

information needs online and offline

Results of the focus groups show that the most evident source of information for young people aged 13-25 is the internet. Those of a younger age tend to request information through personal contact with a friend, family member, a specialist or a youth information centre, even if their preferred channel of receiving information is online.

Above the age of 16, young people usually consult the internet first and then definitely turn to “offline” methods to collect supplementary information and further clarification.

Thus, young people rely on Internet more to collect information and data whereas they seek personal and professional contact for in-depth inquiries and individualised treatment especially in bigger stake topics, such as in the grounds of education, career orientation or health.

local differences in information needs

The country or culture a young person is coming from has a measurable impact on their information needs. Teenagers from different types of societies seek information on topics related to family, relationships or money with remarkably different intensity. The presence of a strong civil society or organisations active with a young target group (e.g. scouts or a famous sports team) also make a measurable difference in the appearance of related topics among young people’s information needs.

The shift in priorities can equally be observed due to the actual economic state of a country or region and it appears in a changed interest in financial and career-related topics and even mobility.



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information needs of young people

Results of a European survey and focus groups carried out by ERYICA throughout its European network of Youth Information Centres in 2010 and 2011

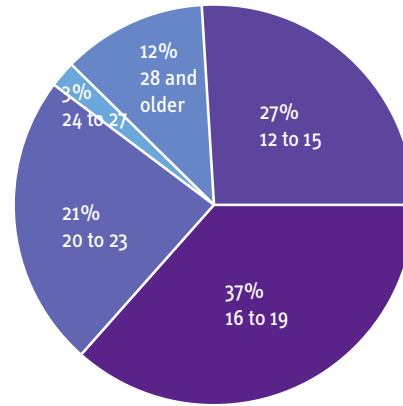
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priority of information needs

The European Youth Information and Counselling Agency (ERYICA) carried out a survey throughout its European network of Youth Information Centres in 2010, involving 26 Members, 7 Affiliated and 3 Cooperating Organisations in 28 countries, reaching 7500 Youth Information Centres.

In 2011, 14 focus groups were delivered in 6 ERYICA member countries that finetuned these results with qualitative methods and highlighted new aspects.

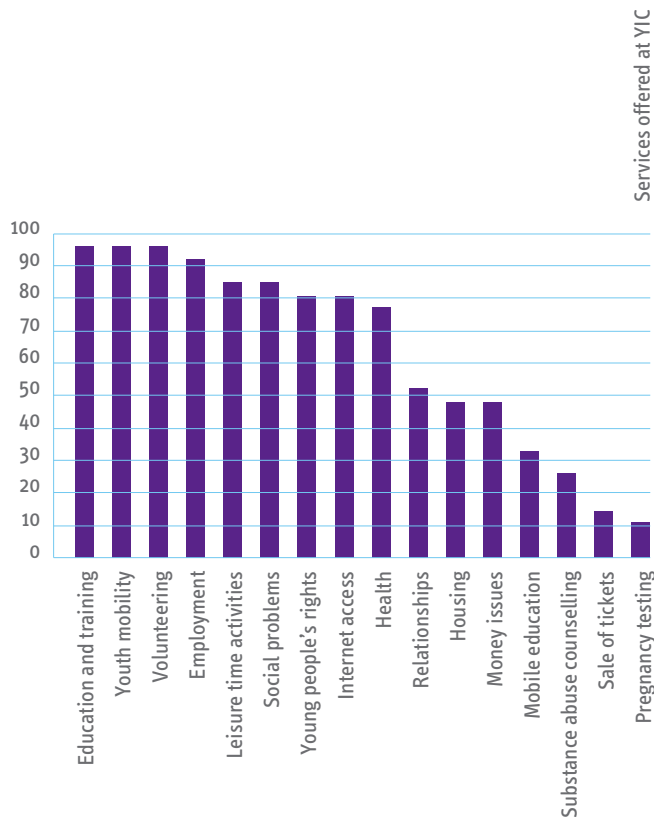
Based on these, the age groups of visitors and the offer of Youth Information Centres can be visualised in the following way:



It may be remarkable that regardless their age, teenagers expressed a need for information and counselling concerning their future and finding/realising their goals.

methods of youth information provision

Youth Information Centres in Europe use online and offline methods in synergy to provide youth information.



topics in the information search

The focus groups revealed the following division of interests of young people according to age:

