

Media, migrants and milieus

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1. Media usage of migrants

As early as the 1980s and 1990s some regional surveys on the media behaviour of immigrants were conducted. At this time immigrants were called “Gastarbeiter” which means “guest workers”. The term “Gastarbeiter” shows how most Germans in the 1960s and 1970s thought about it: people from Italy, Spain or later Turkey stayed here to work as guests for a short period of time – and as “good guest” they were expected to return to their country after the work was done. Ironically also a lot of the immigrants themselves thought they would return to their home country sooner or later. Public broadcasters transmitted special programs for each nationality and language e.g. with titles like “Our home, your home”. But the “guests” stayed with us. Today their children and most of the original guest workers live here as third generation citizens. Politicians as well as public broadcasters had to accept that people with a migrant background made up part of German society. In recent years there has been a big discussion whether Germany is on its way to becoming a multicultural society and how migrants should be integrated. But what does “integrated” mean – and integration into what? And who are the immigrants?

As experts for media research we are naturally interested in what people do with the media and what the media does people. In 2007 the ARD/ZDF-media commission made a big representative nationwide migrant and media-study, called “Migrants and Media”. The main topic was aspects of media behavior of migrants compared to the media behavior of non-migrants, the natives.

The main result of this study was that there is no empirical evidence of a parallel media universe between migrants and natives. Further aspects of this study are:

- the lower the degree of integration and the German language ability, the lower the use of German media.
- media from the countries of origin are used to provide a connection to the home country.
- television and internet are the media most widely used.
- the high-quality contents of the public broadcasters are viewed positively by migrants.
- most remarkable: to most of the migrants public television is not very interesting, due to lack of emotional participation

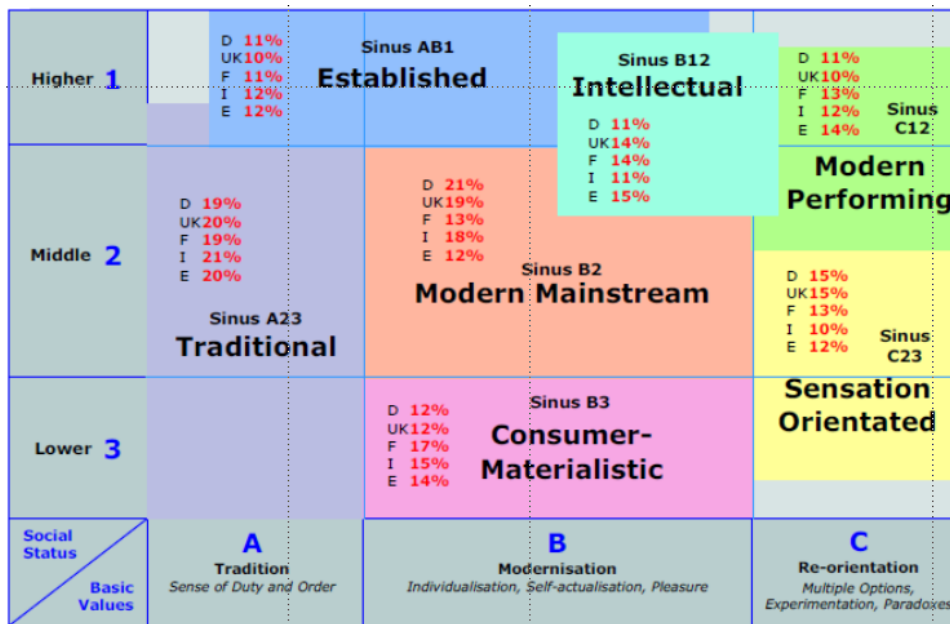
Migrants don't listen to the radio as much as Germans do. But they use television just as much as Germans do. Their internet use depends more on age and education and less on their migrant background.

The results of this study have been confirmed by other migrant studies in the Netherlands and Switzerland. These studies reach the conclusion that media use is quite similar between migrants and “non-migrants”, especially if they are young and have good language proficiency.

2. A new look at the SINUS-milieus-model for migrants

The term “milieu” seems to be appropriate in English as well. The Oxford Dictionary defines it in the following way: a person's social environment. Milieus have the advantage of going beyond classic socio-economic and socio-demographic classifications to distinguish people. SINUS has been a leading research institute within the area of lifestyles and milieus since the 1970s. SINUS-milieus classify people who share common values, beliefs, lifestyles and aspirations.

SINUS Meta-Milieus in Western Europe



German society, like other European societies, is divided up into socio-cultural milieus, which are constructed within two dimensions: the dimension of the “social status” and the dimension of “basic values”. Social status comprises of formal school education, profession and income. Stratification in this dimension corresponds more or less to layers of social class. Basic values represent attitudes and values on the dimensions tradition, modernisation and re-orientation.

SINUS Meta-Milieus in Western Europe

We find society’s leading milieus among citizens with higher social status. These are the milieus **Established**, **Intellectual** and **Modern Performers**. The self-confident milieu of **Established** follows an ethic of success and a strong “can-do” mentality and a very exclusive taste. The members of the **intellectual milieu** have in common post-material values, intellectual interests and a liberal basic attitude. **Modern Performers** like to have a variety of options, are flexible and excited about multimedia. They represent hard working young digital natives who, on the other hand, enjoy life very much.

On the left part of the Milieu model the **Traditional** represents the “old” values. Their members have a strong sense of duty, order and the need for harmony and security. Most of them represent the wartime generation and also the old traditional blue-collar working culture.

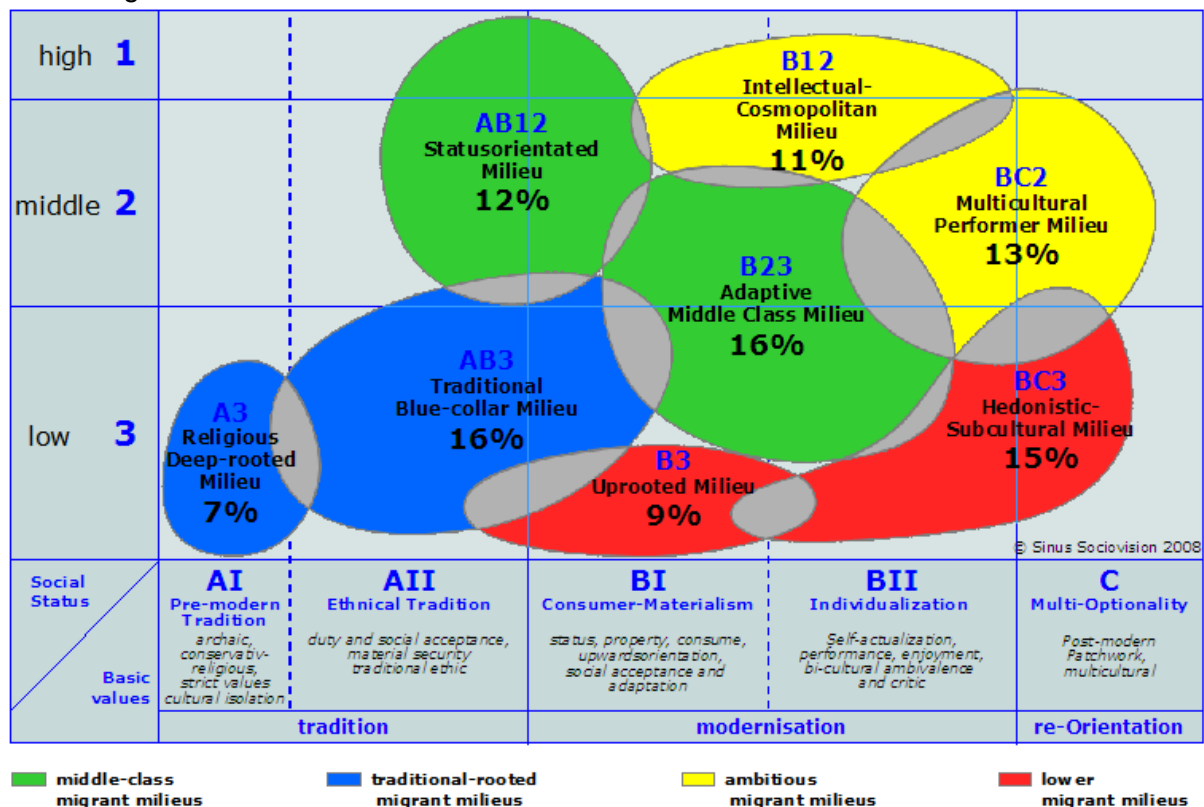
In Germany we find two other specific traditional milieus: The **Conservatives** represent the more highly-educated, humanistic class which criticizes modern culture and manners. On the other side the **East German Nostalgics** represent the resigned losers of the peaceful revolution in 1989 in East Germany. Prussian virtues and old socialistic notions of justice and solidarity are important values of this milieu.

The **Mainstream Milieus** represent the middle of the society. The **Modern Mainstream** is status-orientated and aspires to become professionally and socially established. They fear the loss of employment because of economic or private crises or technical progress. So it is not so surprising that the **Modern Mainstream** aspires to a secure and harmonious life.

Their aesthetic antagonists are the lower class **Consumer Materialists**. This milieu wants to keep up with the middle class without its economic and educational resources. Consumption is a substitute for social disadvantages.

In German society the **Sensation Oriented Milieus** are represented by two different forms: The **Hedonists** and the **Experimentalists**: The **Experimentalists** live their life as extremely individualistic Bohemians. The **Hedonists** represent the fun-oriented, modern lower class and lower-middle class. The **Hedonists** disregard the conventions and behavioural expectations of the achievement oriented sectors of society.

Sinus Migrant Milieu Model Germany milieu-segments



We think that structural and cultural variables provide a more vivid and accurate picture of German population today than we receive from other socio-demographic variables. In 2008 a SINUS-study offered the opportunity to look at the situation of people with immigration backgrounds by means a milieu-orientated survey.

The Migrant Milieu-Model

The Federal Department of Statistics defines about eighteen percent (18%, 15 Mio.) of all inhabitants as people with a migrant background.

- **foreigners:** people with foreign citizenship: approx. 47%
- **Germans with immigration backgrounds:**
 - people who have immigrated since 1950: approx. 32%
 - people with at least one immigrant parent or a parent with foreign citizenship: approximately 21%

For this project of the SINUS-institute 2.072 people were interviewed, in eight different languages, representative of people with immigration backgrounds in Germany aged 14+. The study was financed by different institutions (multi-client-funded study) who also sponsored specific parts of the project (the Südwestrundfunk and the Department of Communication and Media of Baden-Württemberg sponsored the part on media use.)

Four topics were in the focus of this survey:

- **migration/integration:** e.g. nationality, immigration, language skills, commitment to Germany and contacts with German locals.
- **social statistics:** e.g. age, sex, household size, marital status and living standards, professional activities and profession, school and vocational training, income.
- **lifestyle:** leisure, use of the media, religion.
- **background:** household equipment, properties, political preferences etc.

From a political point of view, the main interest of the project was to gain a better understanding of the target groups. What are their basic values, wishes and future prospects? The result is the SINUS-milieu-map of eight migrant-milieus in Germany.

- **Multicultural Performer Milieu (13%):** young, achievement-orientated milieu with bi-cultural identity, identifies with the western lifestyle, professional success and intensive life aims.
- **Intellectual-Cosmopolitan Milieu (11%):** enlightened, global milieu with a cosmopolitan, multicultural, multi-faceted attitude and intellectual interests.
- **Adaptive Middle Class Milieu (16%):** the pragmatic modern population of migrants who aim toward social inclusion and harmonious living in secure conditions.
- **Status-Orientated Milieu (12%):** typical social climber milieu. Trying to achieve social recognition and prosperity by performance and ambition.
- **Religious Deep-Rooted Milieu (7%);** pre-modern, socially and culturally isolated milieu, bound by the patriarchal and religious traditions of the region.
- **Traditional Blue-Collar Milieu (16%):** traditional blue-collar-milieu of migrant workers and German emigrants who returned to Germany, seeking material security for themselves and their children.
- **Uprooted Milieu (9%):** socially and culturally uprooted milieu (traumatized refugees), looking for a life without stress, feelings of downgrading and marginalization, idealize their homeland, money, prestige and consumption aims.
- **Hedonistic-Subcultural Milieu (15%):** non-conformist young milieu with lack of identity and perspective, fun-oriented and rejecting the expectations of the majority society.

Parallels and differences between natives and people with migration background

In comparison to the German population immigrants and their children show some specific features, but there are striking parallels. Among people with migration background there is a big mainstream milieu and there are intellectual and sensation-orientated milieus as well. Equally the immigrants in difficult economic relations do not differ completely from those of the German lower class.

However, the study also points out differences – not only between locals and immigrants but also between the different milieus. There are people who retain a traditional world view and the culture of their origin as well as post-modern people to whom the definition of a homogeneous, ethnical culture is no more of importance.

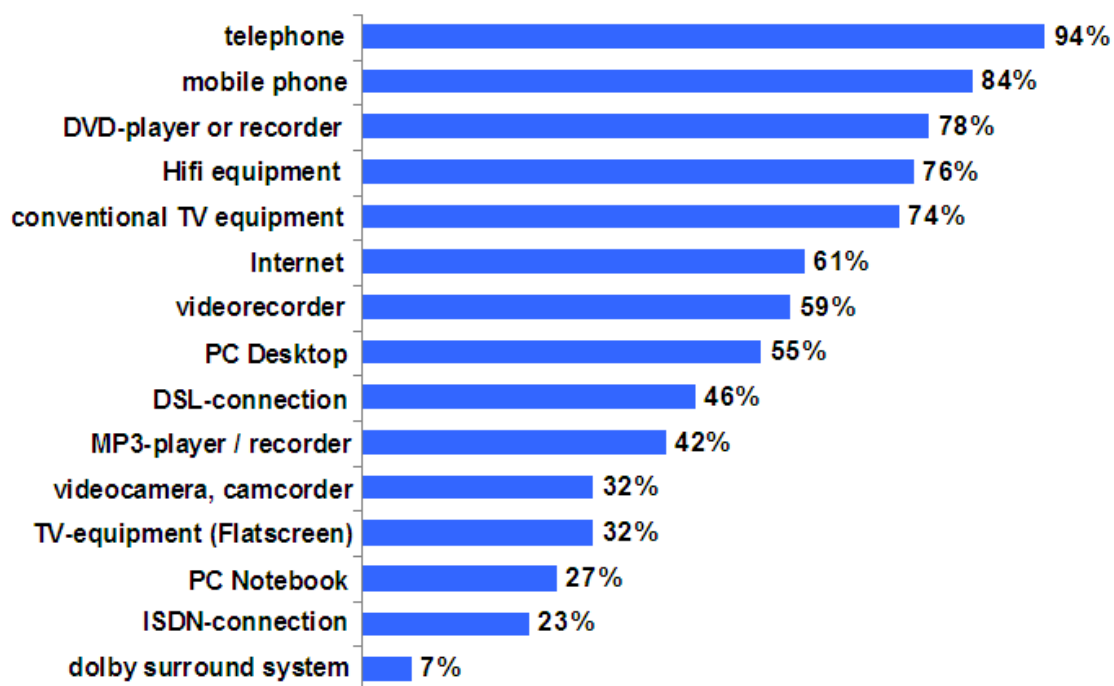
The differences to the natives are all based on divergent cultural and linguistic backgrounds and experiences. Most immigrants must start from scratch when they arrive: No family enter-

prise, no real estate possession, no approved qualifications. And we find nothing similar to the high cultural conservative, humanistic milieu. The upper segment within the migrant population is numerically weaker than in the native population. This can be illustrated looking at the age distribution between the German population and the comparable structure of people with immigration backgrounds: The migrant population is much younger.

Media equipment

Very similar to the natives the household equipment has almost completely acquired with radios, television: 32% own a television flat screen and mobile phones, 55% a PC and/or a notebook (Laptop/Notebook 28%), 78% have a DVD Player/Recorder, 61% a domestic internet (46% DSL connection) and 42% an MP3-player/recorder.

(Multi-)Media facilities in the household (examples)

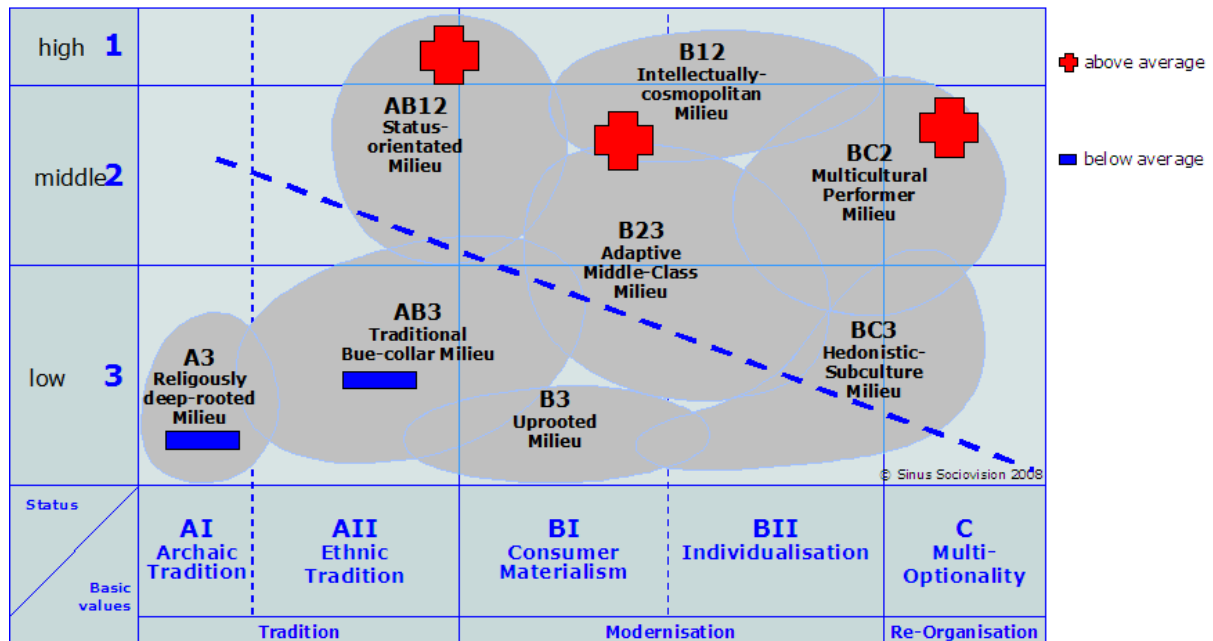


base: total, n=2.072

source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

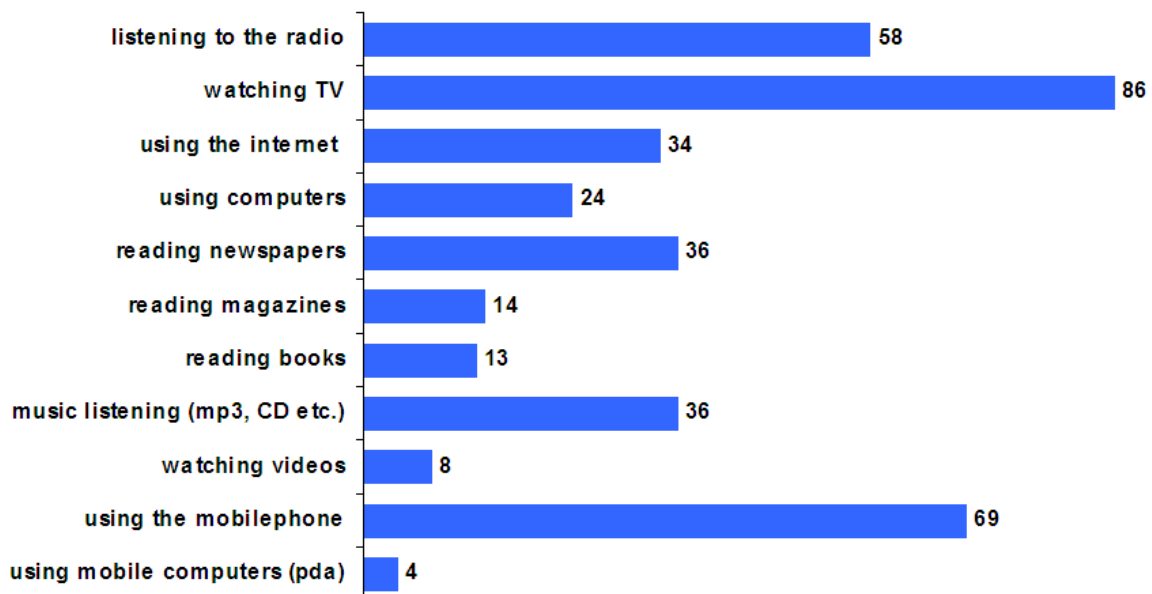
But we notice a differentiation here: on the one hand the milieus with an above average technical media equipment, on the other hand the milieus with below average equipment. Performer, Intellectually-cosmopolitan and Status-orientated have much better high-end media equipment while the adaptive middle class and the hedonistic-subcultural milieus are interested, but don't own much technical equipment.

Multimedia two-class-society media facilities



3. Some figures of media use in migrant milieus

Daily reach of different media types in percent



base: total, n=2.072

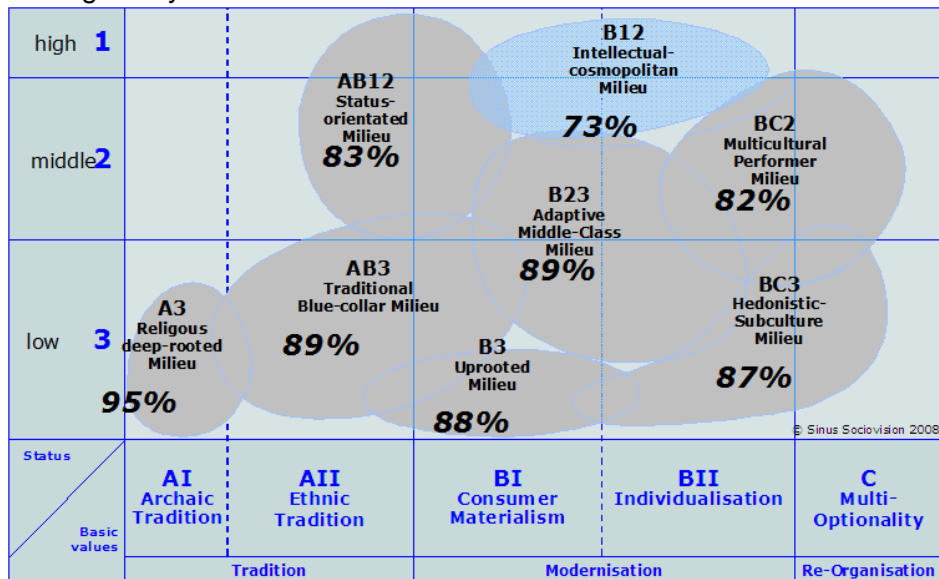
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

TV

86% of the migrants watch TV every day. Only the Intellectual-Cosmopolitan milieu uses television a bit less. The results of the programme preferences show that members of the lower class and traditional milieus prefer watching (foreign) programmes from the country of origin. Public broadcasting is more popular in traditional, in the middle class and in intellectual milieus but not so much in the modern milieus of re-organisation. These milieus are seeking for sensation and emotion.

TV frequent users

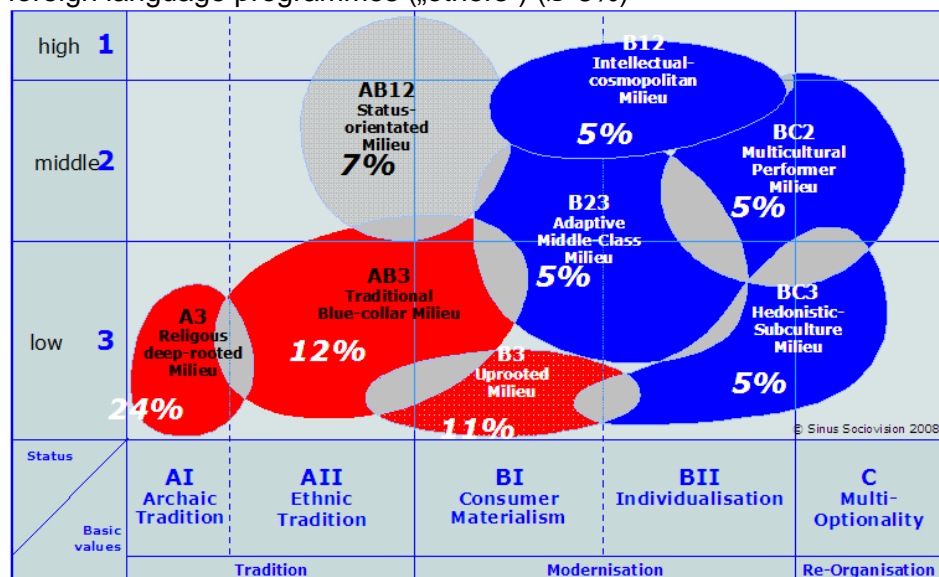
average daily reach=86%



base: total, n=2.072
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

Most preferred TV-programmes*

foreign language programmes („others“) (Ø 8%)

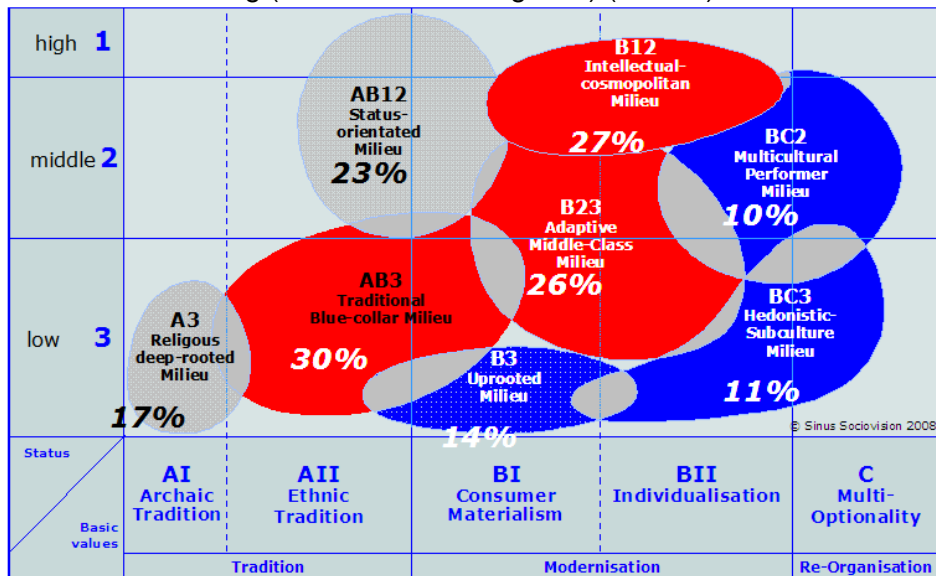


base: total, n=2.072
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

*most liked and second liked

Most preferred TV-programmes*

Public broadcasting (ARD/ZDF/ARD regional) (Ø 20%)



■ = high above average Indexscore ≥ 126
■ = above average Indexscore 116 - 125
 ■ = average Indexscore 85 - 115
 ■ = below average Indexscore 75 - 84
 ■ = deep below average Indexscore ≤ 74

base: total, n=2.072

source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

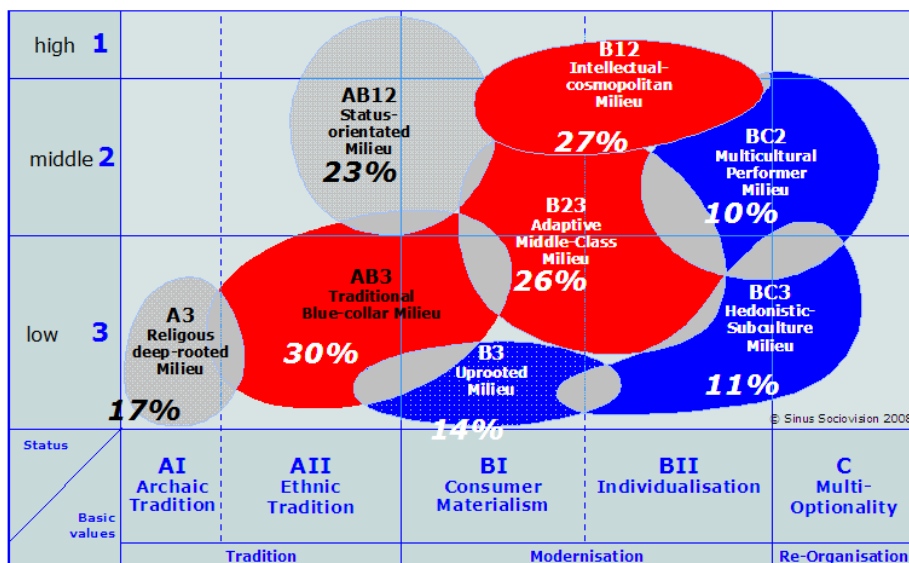
*most liked

Internet

53% of migrants use the internet several times a week. There is a big gap between frequent users and internet non-users e.g. the traditional milieus and the ambitious milieus. The most preferred websites are search engines, online commerce sites and social media applications like youtube or wikipedia.

Internet frequent users

average daily peak = 34% (Indexscore 100)

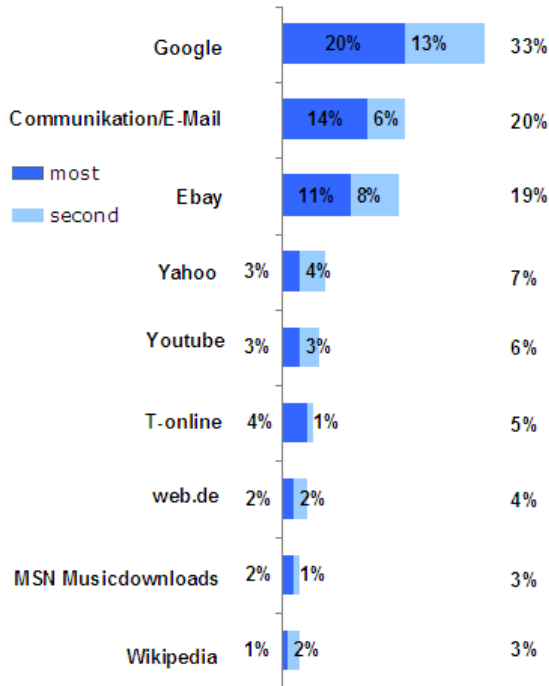


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base: total, n=2.072

source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

Preferred Online-websites / relevant set



base: internet-users, n=1.307

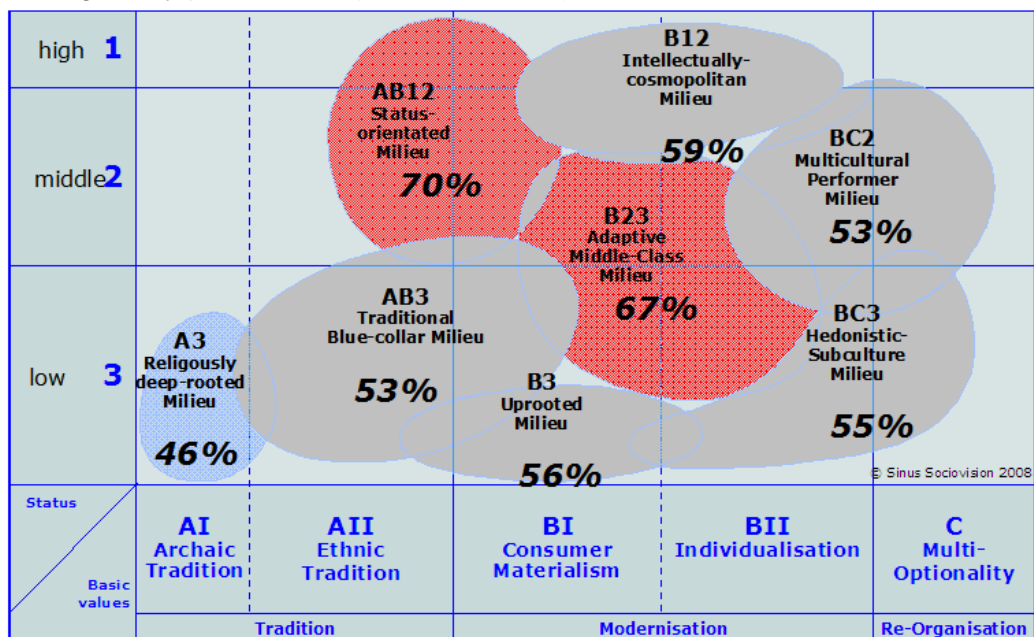
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

Radio

58 percent of migrants listen to the radio every day. The radio is most popular in middle-class migrant milieus.

Radio frequent users

average daily peak = 58% (Indexscore 100)



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base: total, n=2.072

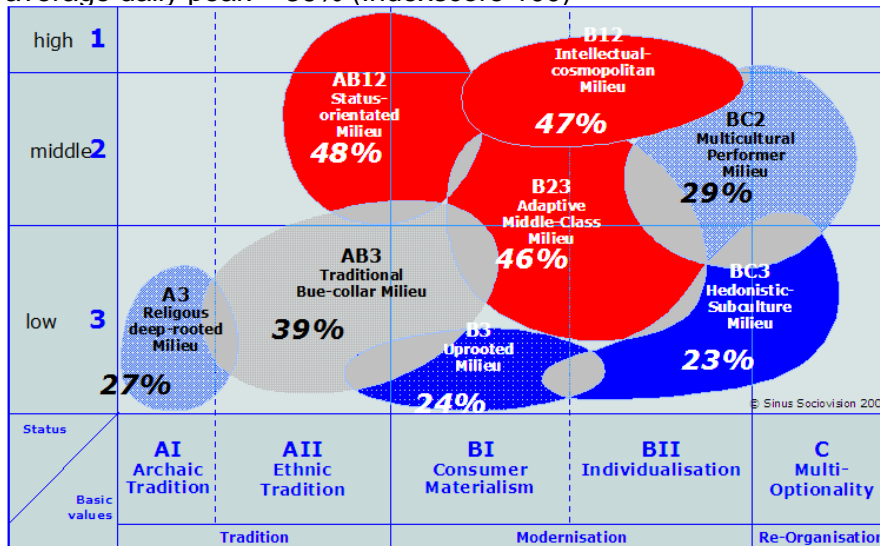
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

Newspaper

36% of migrants read at least one newspaper every day. The newspaper is most popular in mainstream social levels.

Reading newspapers

average daily peak = 36% (Indexscore 100)



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■ = above average Indexscore 116 - 125
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base: total, n=2.072

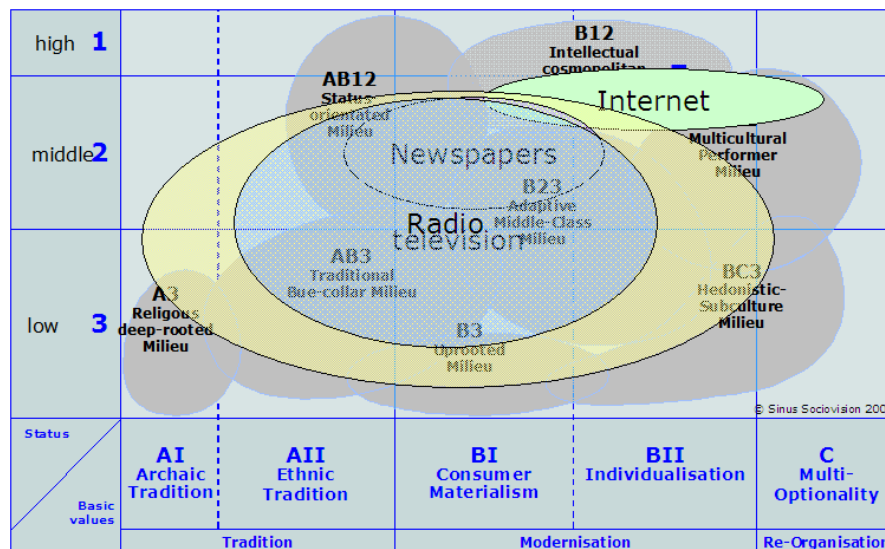
source: SINUS/SWR/LFK Migranten-Milieus in Deutschland 2008

Main emphasis of media types

Television is still the most used media type throughout all milieus. The internet reaches mostly ambitious milieus. Radio is used mainly in the middle-class milieus and newspapers in the middle upper-class milieus.

Main emphasis of media types

radio, television, newspaper, internet



Conclusions

In the light of the Sinus-Milieus the discourse shifts from the deficit perspective to the integration perspective. The cultural resources of people with a migrant background, their adaptive performance and their integration into mainstream German society are often underestimated.

The results indicate that the origin doesn't determine the belonging to a special milieu. But of course, in the underclass barriers certainly exist. And finally: the spectrum of milieus among the migrants is more heterogeneous than for people without immigration backgrounds.

The media can learn a lot from this study: Migrants and non-migrants together very often form the same target group. Instead of making special programmes, it seems to be more valuable in the future to represent people with a migrant background in all parts of the programmes (as anchors, in movies etc.)

For further information on the study visit www.mediendaten.de/index.php?id=medien-migration.

SWR International

Speaking of integration, the media plays a significant role. In Germany's public broadcast programmes this subject has been an issue for decades. SWR International is a multicultural team of editors, reporters and anchor people at SWR Public Radio & TV in Stuttgart, Germany. The radio services reflect the variety, talents and interests of people in Germany's south-west. SWR International works on intercultural issues, migration, refuge, asylum and international living, mobility, integration and cross-cultural communication. In addition, SWR International covers EU-related topics and covers activities of the United Nations.

A daily radio magazine in German informs on multicultural issues in the States of Baden-Württemberg and Rhineland-Palatinate between 1605-1630 CET and 1900-1955 CET. On Saturdays, a special report offers a "best of the week" from 0830-0900 CET.

SWR International is available terrestrially via AM and FM in Baden-Württemberg and Rhineland-Palatinate, via satellite all over Europe, on German cable networks, worldwide on the Internet and via podcasting and SWR's on-demand services. For further information visit www.swr.de/international.