"Digital meets" claims:

Advertising for eBooks is not worth it!

The online platform "Digital trifft" also tries to reach young people with targeted advertising. The managing directors of "Digital trifft" have asked around among young people in their environment. They have now come to the conclusion that young people rarely read eBooks on an eBook reader and that it is therefore not worth creating advertising for eBooks.

**Task 1**

Using the YOU-PB dataset, check to what extent young people in this sample own or have access to eBook readers. Check whether the situation is different for boys and girls.

**Task 2**

Write a short recommendation to your own online platform "onLINE " as to whether it is worth creating advertising for eBooks and/or eBook readers. Add suitable diagrams to your recommendation so that people on the platform can understand your recommendation.