

Change of media environment and communication among young people in Japan

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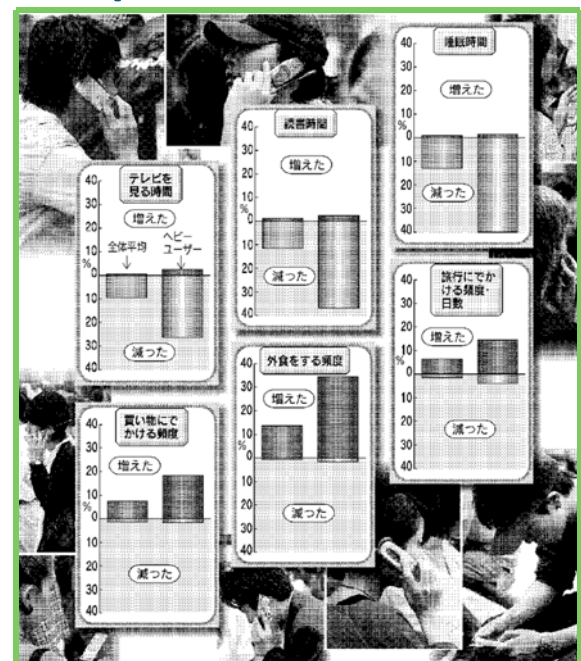
Overview

- Show the feature of young people's communications.
- Clarify what influenced such communications.
- Consider about Recent Japanese Young Peoples Communication.

Theme

“What has changed the young people’s communication in what way?”

Diffusion of mobile phone and change of the behavior of young people in Japan



Diffusion of mobile phone and change of the behavior of young people in Japan

- Diffusion of mobile phone changed the behavior of young people.
- This article says that people who often use mobile phone tend to be active.
- They have increased the time of outdoor activity instead of the time of sleeping, reading and watching TV.



Diffusion of mobile phone and change of the behavior of young people in Japan

- Besides, diffusion of mobile phone has an effect on personal relation of it's users.
- In addition, mobile phone users have come to prefer contacting with their friends by using mobile phone to meeting them in person.

Increase of the time of using the Internet

博覧強知メディアパ
ト1次のメディア調査研
究所は「メディア生活調査
2010」をまとめた。レ
ビエジネ、新聞、雑誌の
マスメディアにインターネット
トを加えた1日あたりのメ
ディア接触時間は東京地区
で337・9分、1年前
より24分増加した。不登校
の増加で出席者が外出先
を減らしたり志向が解明
にならなかつたが、

メディア接触、1日347分
ネット、計17分増

各メディアの接触時間を約10分、携帯端末からは約7分増えた。そのほか、最も多いのがテレビ7分増え、パソコン利用は17分増え、ラジオは1分増え、新聞は1分減った。雑誌は1分減った。インターネット利用は、利用時間は約10分増え、4分ラジオ28・7分、新し視聴時間を30分上回った。年間で減少傾向にあったが、09年が増加した。特にスマートフォンが実用化され、パソコンからは地上デジタル放送の利用

「菓こもり」志向鮮明 調査期間
調査は東京など1都府
県に15歳以上の男女を
対象にヒアリングが実
施し、約2600人から回
答を得た。

- This article says that the time of using the Internet with PC has increased by about 10 minutes and that with mobile phone has increased by about 7 minutes over last year.

2010.6.24 The Nikkei

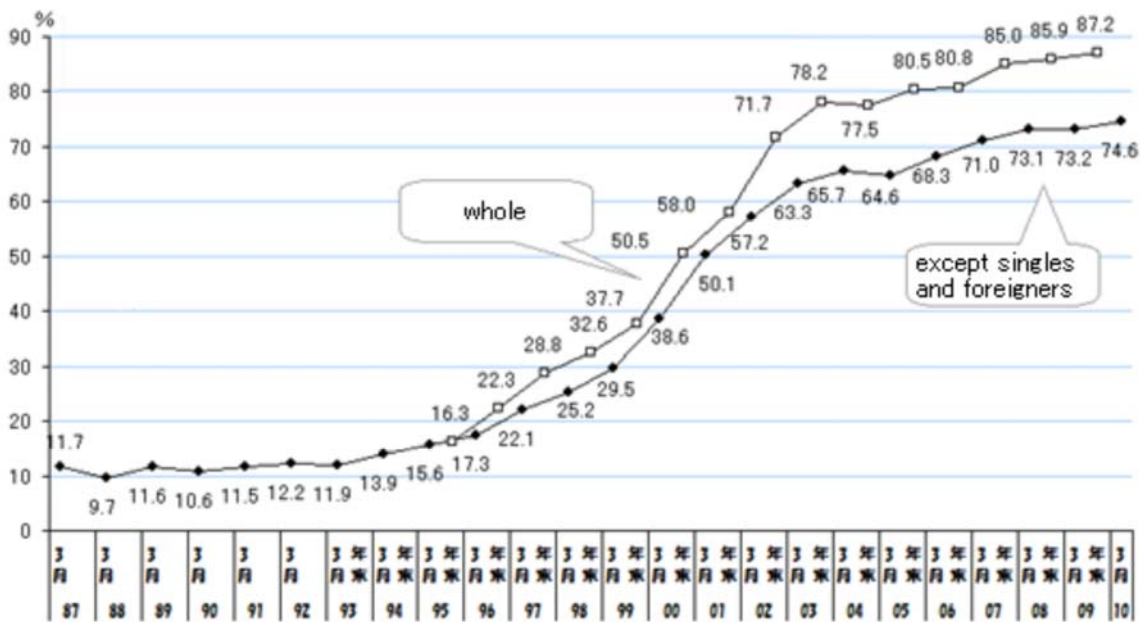
Hypothesis

How media did change values of young people?



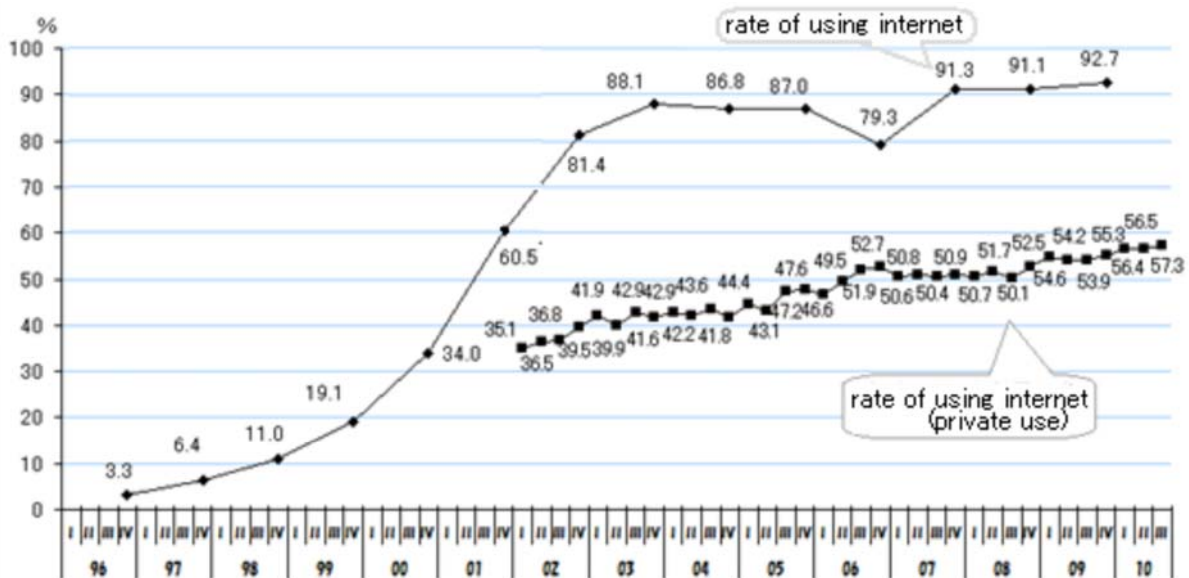
Media has changed the value of interpersonal relationship.

Diffusion of rate of Computer



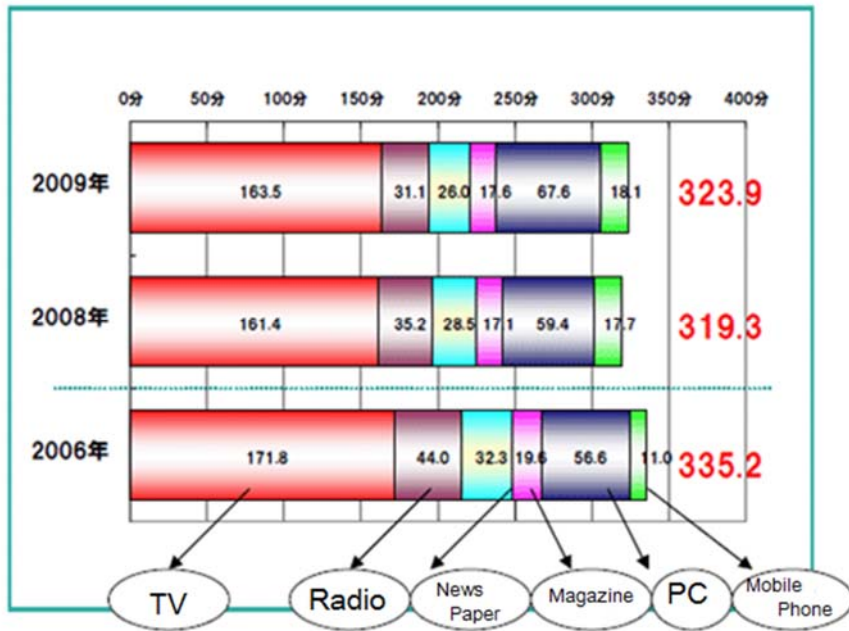
Information and Communications Policy Bureau, MIC

Diffusion of rate of Mobile phone



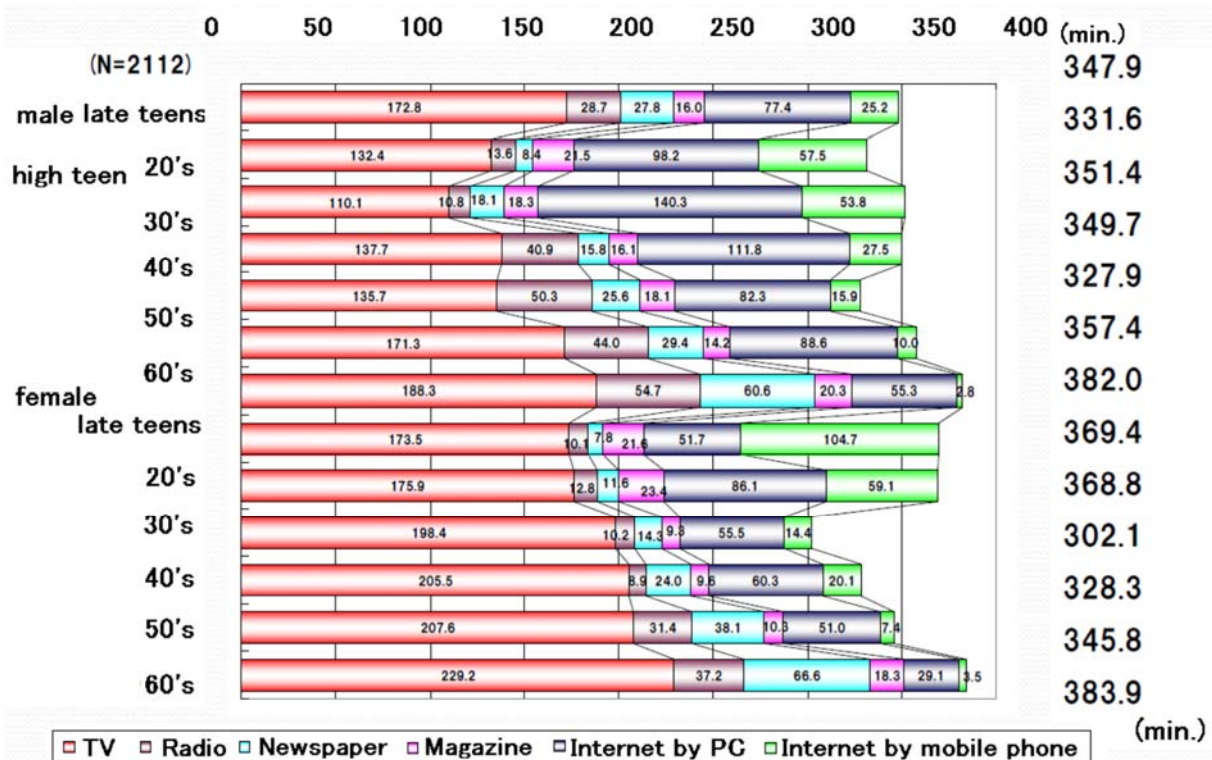
Information and Communications Policy Bureau, MIC

Media exposure -The time and the rate-



The time of using the Internet and mobile phone has been increasing year by year.

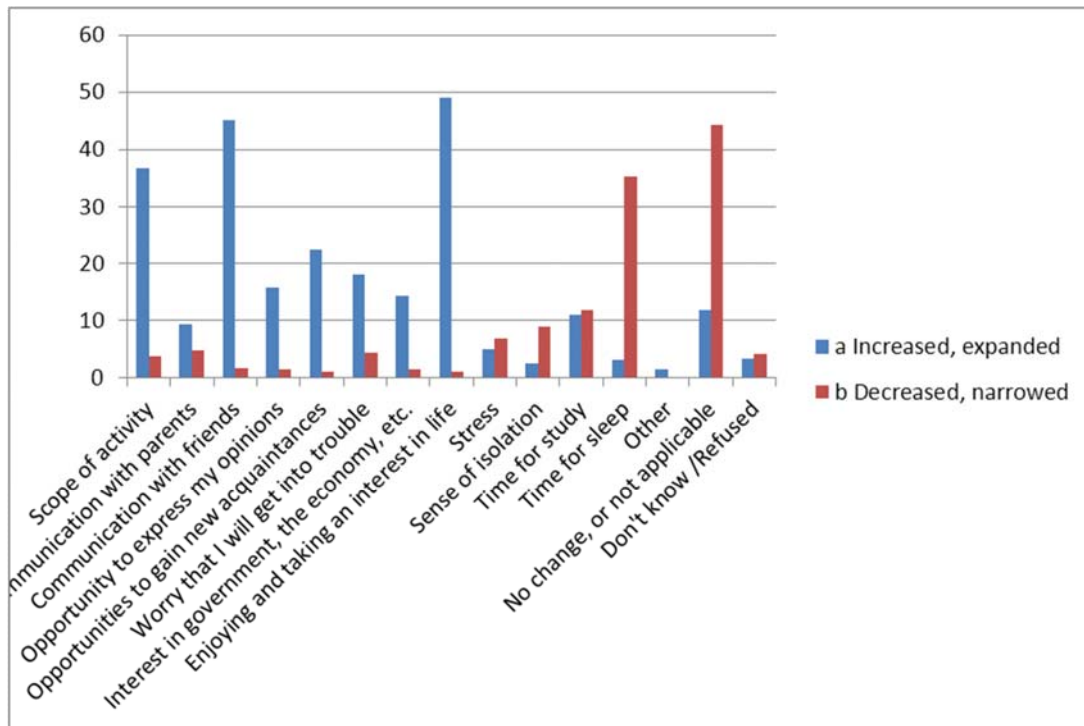
Media exposure time compared by sex and age



The JAPANESE YOUTH

In Comparison with the Youth of the World 2009

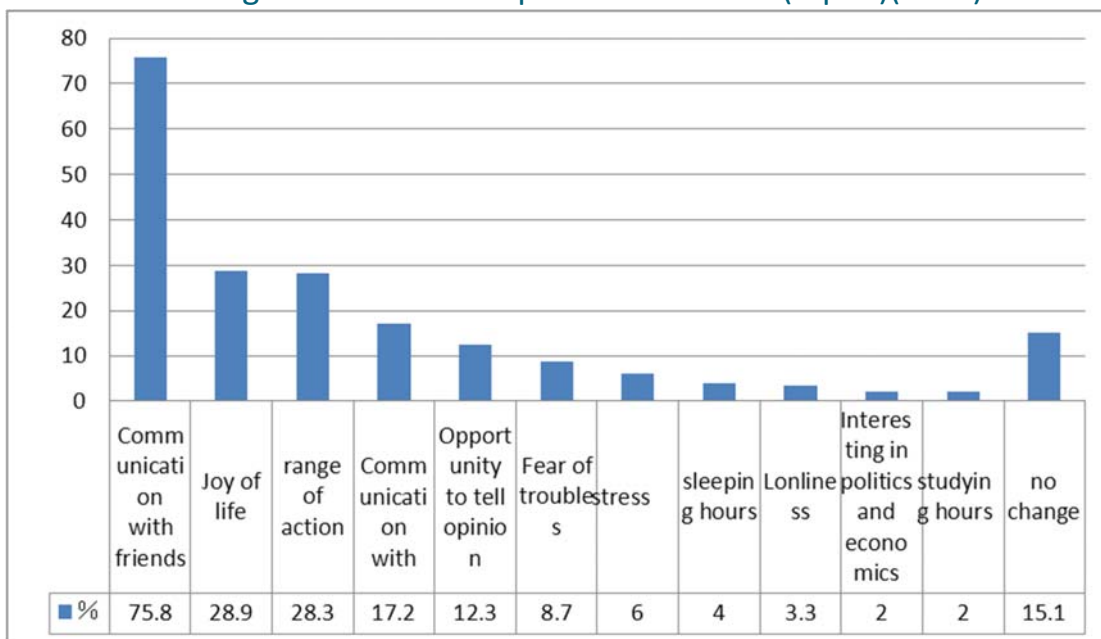
The changes due to Internet use(Japan)(age:18-24)



<http://www8.cao.go.jp/youth/kenkyu/worldyouth8/html/2-6-2.html#3>

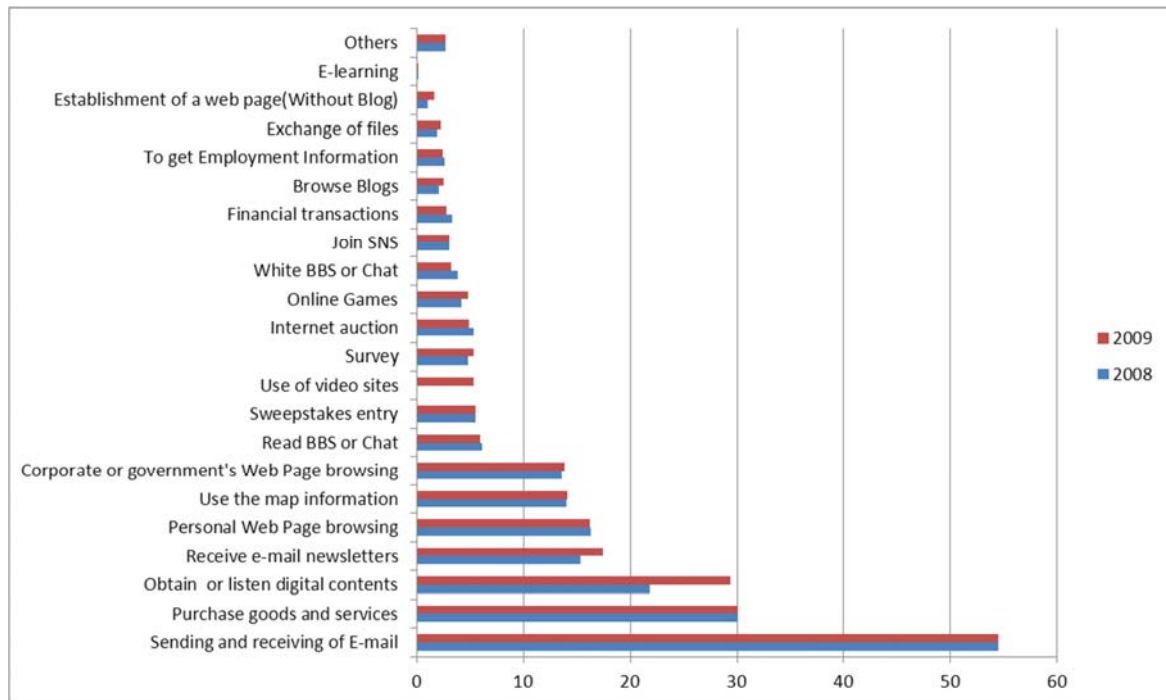
5th Youth Survey Report on the Information Society

The increase changes due to mobile phone or PHS use(Japan)(M.A.)



<http://www8.cao.go.jp/youth/kenkyu/jouhouu5/2-1-3.html#2-1-3-2>

Internet Service By Mobile phone

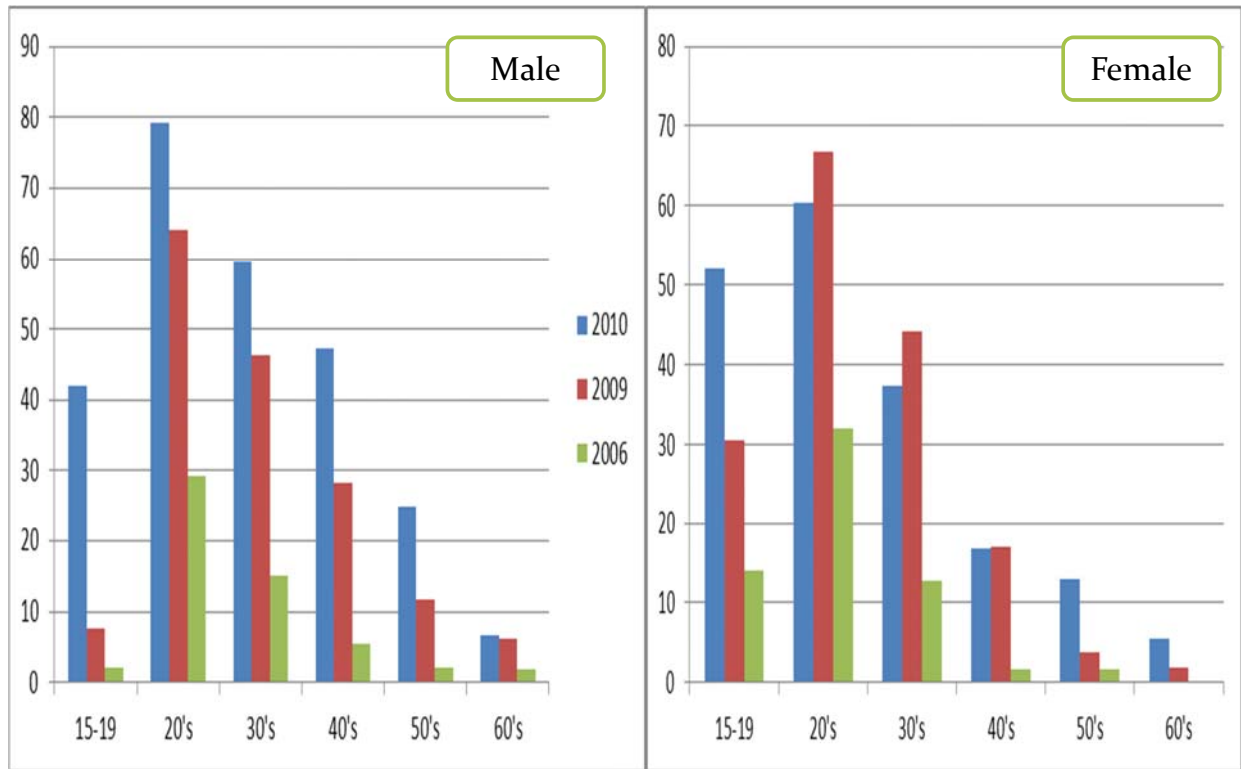


SNS(Social Networking Service)

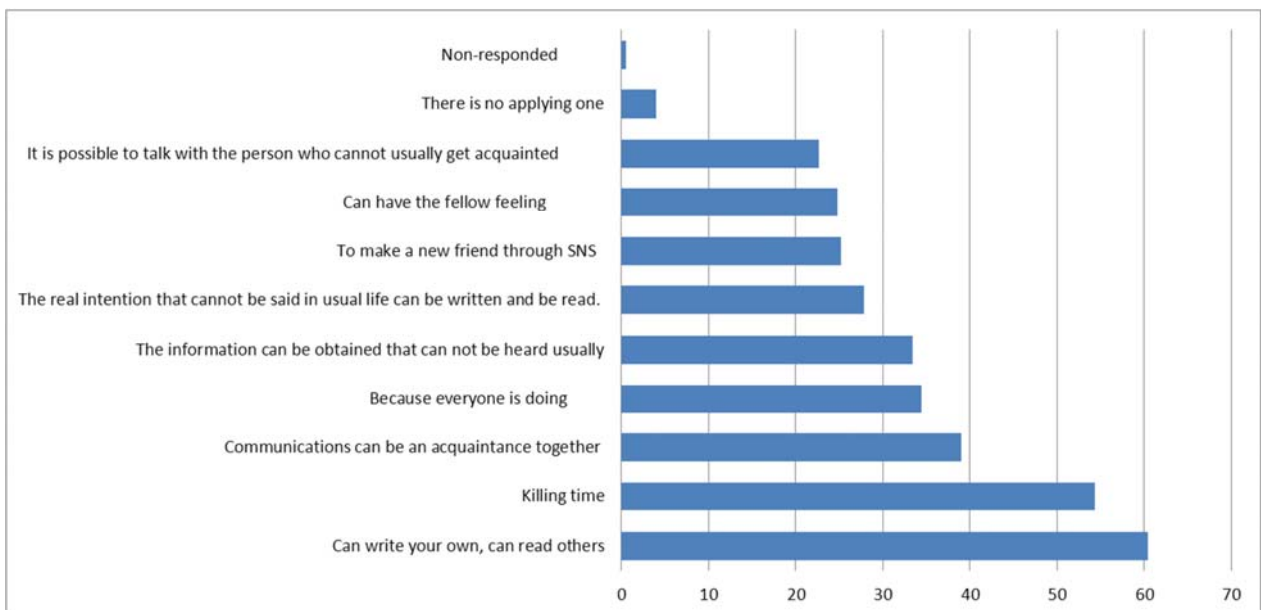
- The main proposal of SNS is to communicate with others.
- SNS provides the users with a place to communicate with others, who share hobby, taste, living area, school etc.
- They can also find a friend of their friends on SNS.

Ex)mixi,Gree etc.

Experience of using SNS from PC compared by sex and age



5th Youth Survey Report on the Information Society Reason of using SNS (M.A.)





Consideration

- Recently, young people have Internet-friendly mind.
- They spend a lot time in using internet.
- They highly oriented to the Internet communication, however they prefer communications with the companion to that with the people whom they don't know.



Conclusion

**Using media
affects values of
young people**