Global Focus on Knowledge Lecture Series 2010

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(Notice: This material is a translation of the original material in Japanese by agency–translation errors may still exist)

Psychology and Behavior of Internet Users

6/17

The Internet and the Cannibalism of the Media

6/24

Changes in the Media Environment and the Mentality of Japanese Young People

- Changes in the Media Environment and the Mentality of Japanese Young People
  （1）Internet Paradox
  （2）Mentality of the Internet Generations

Research on the Internet Paradox-Kraut※

- Internet-
- Communication Functions (e-mail, etc.)
- Interchange Functions (SNS; social network services)
- Entertainment Functions (numerous sites)
- Information Provision (Retrieval) Functions

→ Intrinsically, likely enriches the lifestyles of people

※ Kraut,R. et al.(1998) Internet Paradox :A social technology that reduces social involvement and psychological well-being?,*American Psychologist*,*53*(9),pp.1017-1031.
Kraut,R. et al.(2002) Internet Paradox Revisited, *Journal of Social Issues,Vol.58,No.1*,pp.49-74.

Problem Consciousness

Is the Internet—

- Enriching the mental and spiritual lifestyles of people?

  (Sense of loneliness, depression, etc.)

- Invigorating communications

  (for example within the family)?

- Expanding social networks?

Overview of Research (1)

HomeNet panel study of 256 individuals from 93 households in the Pittsburg, Pennsylvania region (from 1995/96 to 1997)

(Each household received a computer and proprietary software, as well as free access to the Internet).

All study participants were 10 years of age or older and first-time Internet users.

Changes in usage were tracked one year and two years after use began.

Overview of Research (2)

(1) Interpersonal Relationships

(a)Communications within the family

The following question was posed: “How many minutes a day to you speak with other members of your family?” A list of family members was drawn up and other participating family members were also asked the same question to get an average value.

(b)Size of local social network

The following question was posed: “What is the number of people in the Pittsburg area whom you socialize with (meet, talk with) at least once a month?” Outlier answers of more than 60 people were considered aberrant values and excluded from the results.

(c)Size of distant social network

The following question was posed: “What is the number of people outside of the Pittsburg area whom you seek out to talk with or to visit at least once a year?”

Outlier answers of more than 100 people were excluded from the results.

Overview of Research (3)

(2) Mental Health

a) Sense of Loneliness

The researchers used the UCLA Loneliness Scale to conduct evaluations (five rankings) concerning three categories, including, “I can’t find companionship when I want it.”

b) Stress

They also employed the “Hassles Scale” (to measure 49 possible life stressors, including having one’s car break down and illness in the family. The survey considered experiences within the preceding month.

c) Tendency to Be Depressed

The study also utilized 15 items from the Center for Epidemiologic Studies Depression (CES-D) Scale, including “I felt I could not shake off the blues, even with help from family and friends.”

Analytical Model

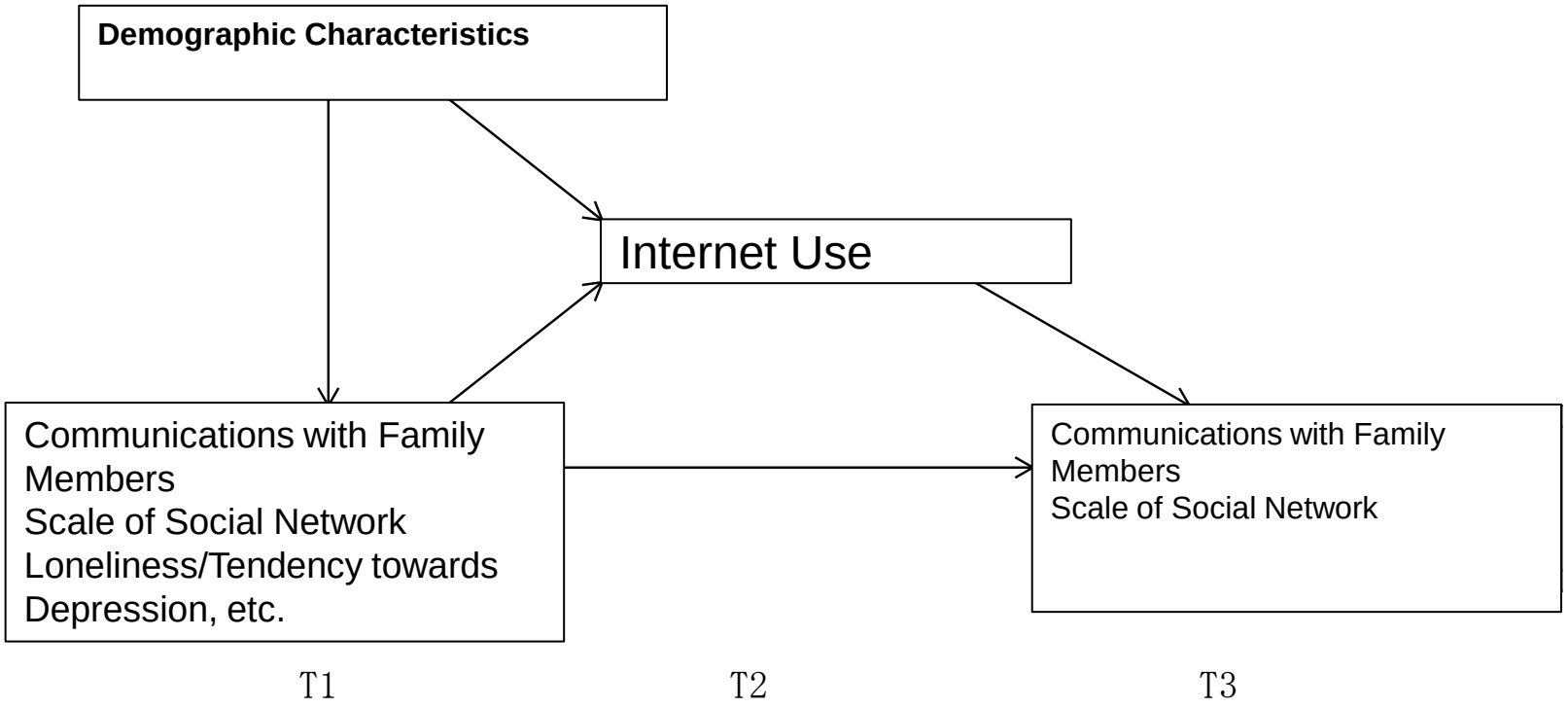


Exhibit 1
Analytical Model of Kraut, et.al.

Independent variables (explanation variables) are Variable Xa at the start of the survey, demographic characteristics and volume of Internet use during the survey period. Recurrent regression analysis was conducted with the dependent variable (target variable) being Variable Xb at the end of the survey.

Example of Results (Communication with Family Members)

Table 2: Recurring Regression Analysis concerning Communications with Family Members -- Numerical values are standardized regression coefficients

Independent Variables \ Dependent Variables	Internet Usage Time (INT)	Communication with Family Members (T3)
Intercept	−. 17	. 00
Race (White = 1, minority = 0)	. 02	. 10
Age Group (teen = 1, adult [20+] = 0)	. 18**	−. 09*
Sex (female = 1, male = 0)	−. 01	. 09*
Time for communications with family members (T1 = mean hours per day)	. 15	. 40***
Internet Usage Time (T2 = mean hours per work)		−. 08*
R2 (Determinant Variables)	. 42	. 84

At the end of the study, a negative correlation was established between “amount of communication with family members” and the Internet usage time.

→ The greater the amount of Internet usage by a person, the lower the amount of communication with family members at the end of the survey period.

Summary of Results (1)

(1)Interpersonal Relationships

a) Communications with Family Members

The greater the Internet usage, the more communication with other family members decreases

b)Size of Local Social Network

The greater the Internet usage, the more the network scale shrinks.

c) Size of Distant Social Network

Although there is a significance level of 10%, the greater the Internet usage, the more the network scale shrinks.

Summary of Results (2)

(2) Mental Health

a) Sense of Loneliness

The greater the Internet usage, the greater the sense of loneliness

b) Tendency to be depressed

The greater the Internet usage, the greater the tendency to depression

Paradox, Why?

- Time Divestiture → Internet usage in itself takes time away from other activities -- especially communication with other family members
- "Weak Ties" Hypothesis ?

  Online communication relationships – Not involved in everyday context = "weak ties"

Existing network of "strong ties" is replaced by a network of "weak ties"

→ Ever more diluted communications eventually lead to the disappearance of ties

Anxiety that others cannot understand me/Anxiety that I cannot understand about others either

Second Survey by Kraut et. al.

- Research 1= Follow-up study

  --Followed participants in first study until 1998

- Research 2 = New panel study

  Recruited participants through advertisements in local newspapers, with target population for study recent purchasers of PCs.

Results of Research 1

Table Analytical Results for Several Variables contained in Follow-up Study

	Communications with Family Members	Local Networks	Distant Networks	Loneliness	Depression
Intercept	-.03	3.76	8.85	.03	-.01
Age Group (teen = 1, adult	.34**	-19.37**	-49.02***	.04	-.14*
[20+] = 0)	-.08	-2.74	6.57	.27**	.02
Sex (female = 1, male = 0)	.00	-.20	.14	.00	.00
Household Income (annual)	.11	-8.26	-6.74	-.22*	-.14*
Race (White = 1, minority = 0)	-.34***	.97	-4.04	.12+	.01
Survey Period					.61***
Stress		1.04	-5.28		
Extraversion					
Dependent Variable (Tn-1)	.37***	.21***	.33***	.44***	.18***
Time of Internet Usage (log)	.05	-1.15	-5.14	.00	-.01
Int*Survey Period	.16	-.37	2.88	-.21**	-.13*
Int*Age	-.02	5.44	7.52	-.09	-.08
R2 (Determinant Variable)	.15	.26	.17	.36	.20

The time of Internet use did not evidence any significant relationship to any of the items.

Summary of Research 2 Results (1)

(1) Interpersonal Relationships

a) Communications with Family Members

There was no significant connection with Internet usage.

b) Size of Local Social Network

The greater the Internet usage, the more the network scale expanded. ($p<.01$)

c) Size of Distant Social Network

The greater the Internet usage, the more the network scale expanded. ($p<.01$)

Summary of Research 2 Results (2)

(2) Mental Health

a) Sense of Loneliness

There was no significant relationship with Internet usage.

b) Tendency towards Depression

There was no significant relationship with Internet usage.

Why were there different results?

Reasons for differences from initial study

(1) More complete applications, contents

(←increase in the number of more mentally/spiritually enriching sites as well as soothing sites, improvement in communications applications, etc.)

(2) Expansion in the utilization rate (at the time of Kraut's initial study approximately 14% of individuals in the United States used the Internet) → in 1998 it was more than 50%

→Broke through critical mass

Communication primarily with existing acquaintances

(For users, communication via the Internet had become established as a part of everyday life.)

The state of Internet ties being "shallow ties" had disappeared.

(3) Users had become accustomed to and mature in use of the Internet (supposition)

-- The Internet had lost its novelty factor with users, and they had concentrated their use on approaches which provided them with a sense of satisfaction and were very easy to use.

During the initial period a sense of loneliness and tendency to depression does apparently increase, but before long as users gain a knack for using the media, the sense of satisfaction with their use grows and the sense of loneliness and tendency to depression decreases.

The “Rule of Matthew” in Internet Use

“For whosoever hath, to him shall be given, and he shall have more abundance: but whosoever hath not, from him shall be taken away even that he hath.” [Matthew 13:12, King James Bible]

→“Those who are highly sociable and have existing social support will get more social benefit from using the Internet.” (a “rich get richer” model)

-What Was Verified

For extraverts, the greater the frequency of Internet usage, the less there was a sense of loneliness. On the other hand for introverts the greater the frequency of Internet use, the greater became the sense of loneliness. In addition, for extraverts the greater the frequency of Internet usage, the more active their social participation. Conversely, for introverts the greater the frequency of Internet use, the less their social participation.

- Verification of the Internet Paradox in Japan

-Panel Study by the Hashimoto Research Office

Overview of Study

- Survey A (Grant-in-Aid for Scientific Research-type Research: Hashimoto Research Office)
- Survey Target Population
  - Mother Group Nationwide Male/Females Ages 12-69
  - Sample Number 3,000 individuals
  - Valid Returns 1,878 (62.6% return rate)
- Survey Method: 2-stage random sampling (at 200 locations)
  - Questionnaires left by/picked up by survey personnel visiting homes
- Period when Survey Conducted: November-December 2001

- Survey B (tracking of A target population)
  - Valid Returns: 1,246 (66.3% tracking capture rate)
  - Questionnaires left by/picked up by survey personnel visiting homes
  - Period when Survey Conducted: November-December 2003

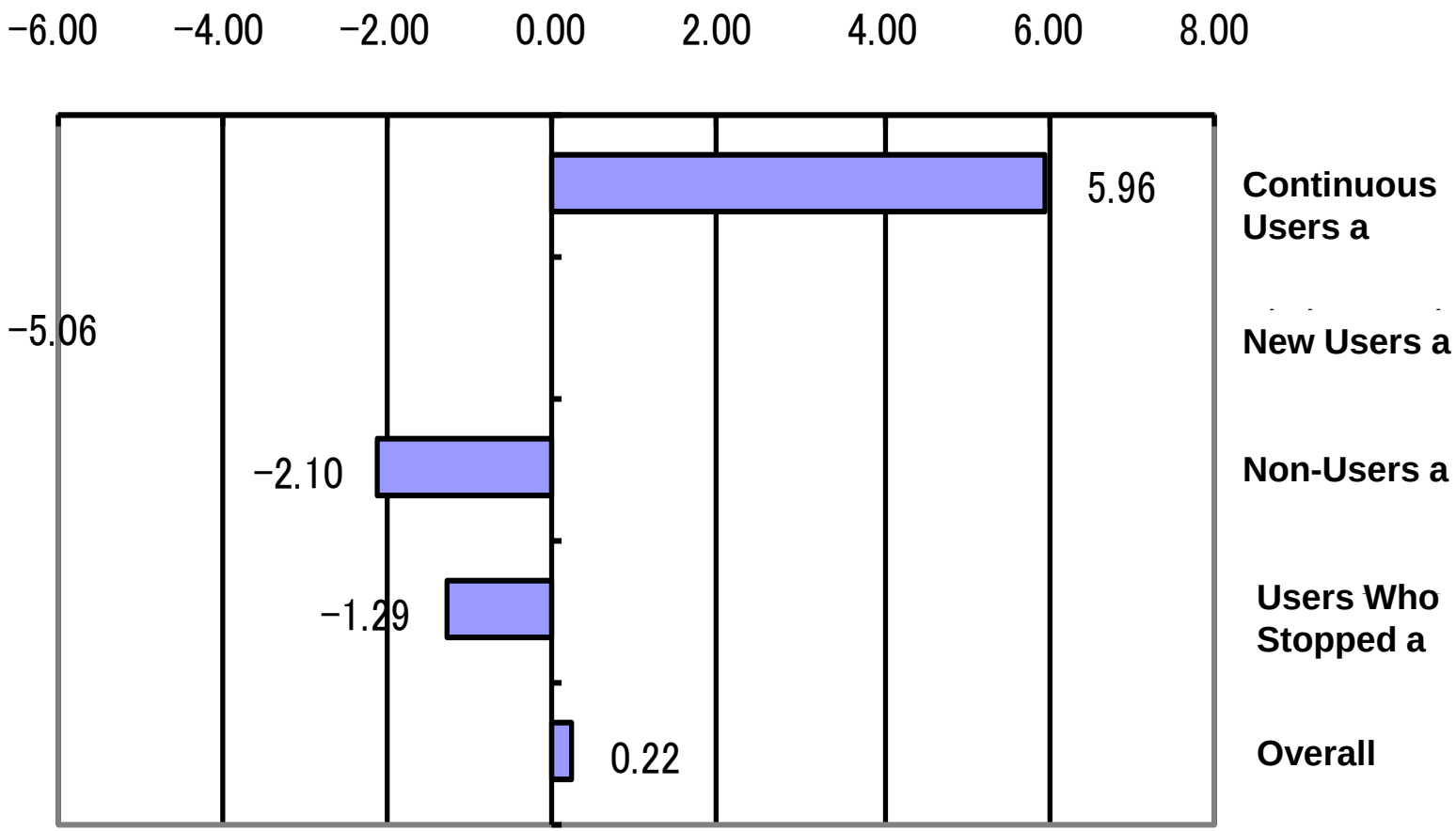
Basic Design of Panel Survey

- We considered the numerical values for each of the four categories shown below.
- Y = X2 (Second Survey Results) – X1 (First Survey Results)

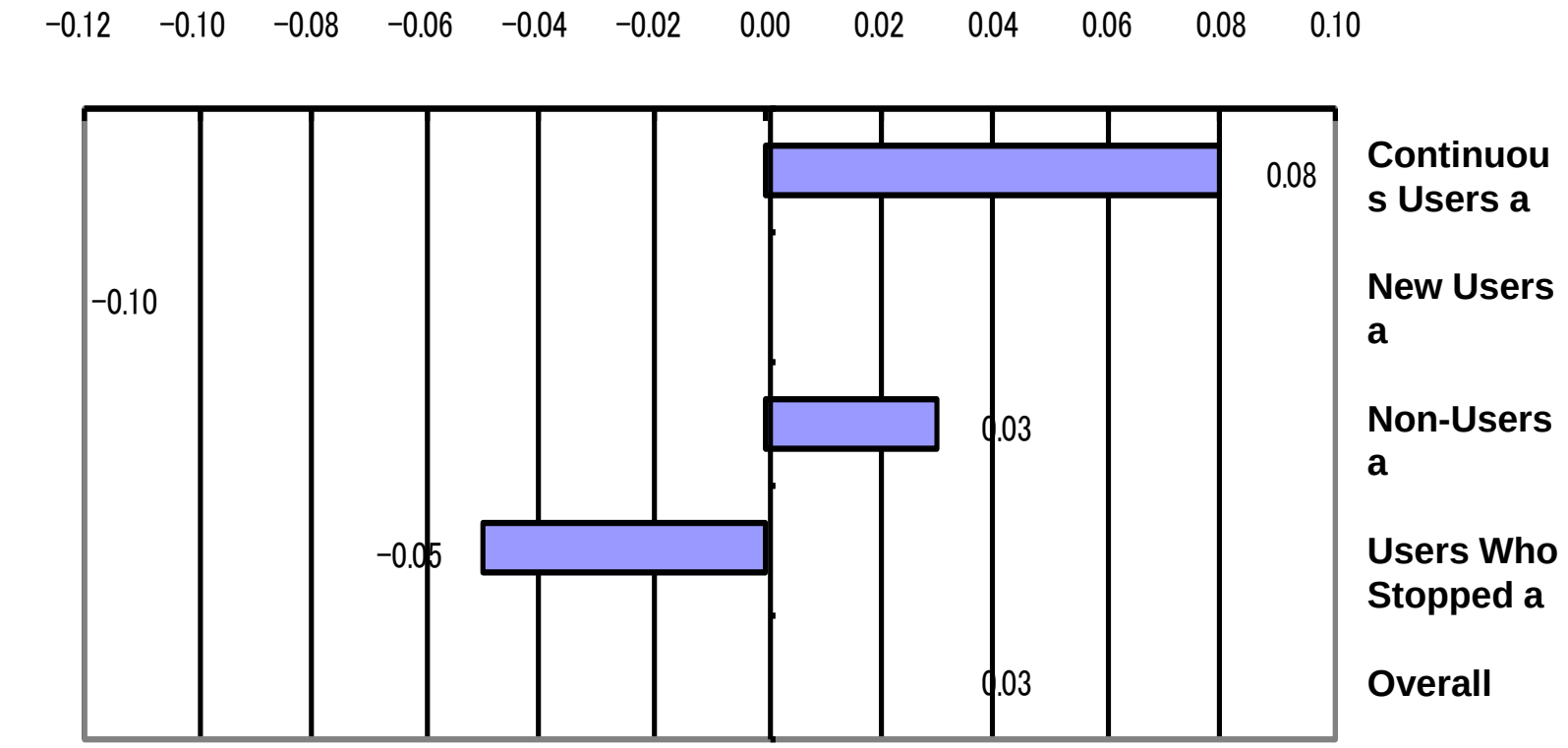
First Survey (T1)		Second Survey (T2)		N	(%)
1	Continuing Users	using	using		
2	Beginning New Users	not using	using		
3	Continuing Non-Users	not using	using		
4	Users Who Stopped	using	not using		

Increase/Reduction in Hours of Conversing with Family Members (2003-2001)

Reduction in Conversing Time ← → Increase in Conversing Time



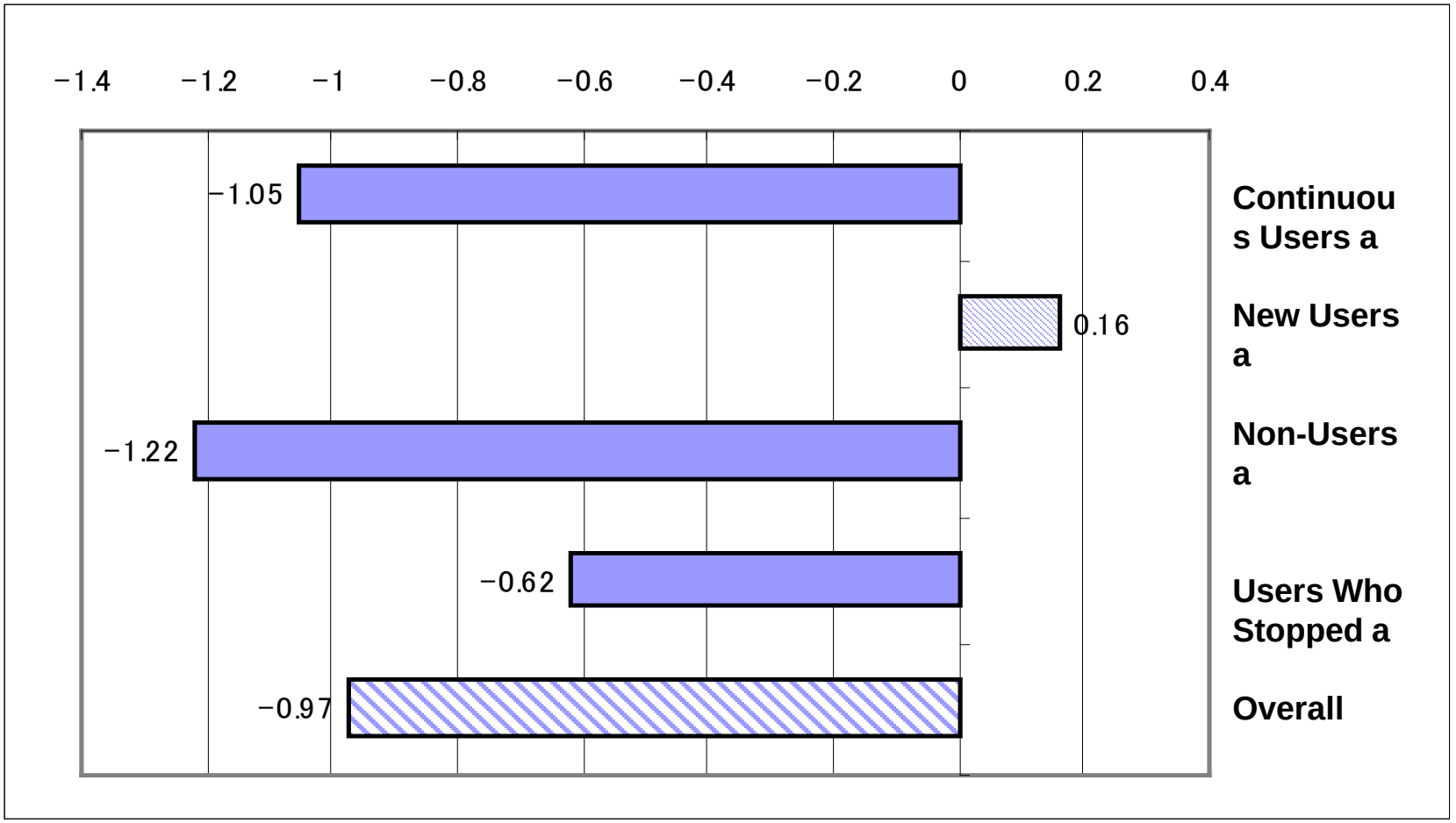
Family Cohesiveness



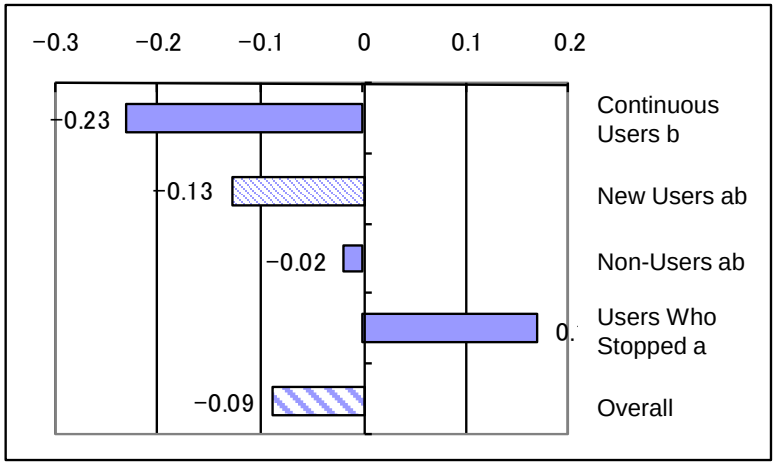
- -- Although under current conditions in Japan there is a possibility that the Internet is causing a temporary decline in communications within and cohesiveness of the family, as for long-term effects they are on course to increase.
- -- Just as has been the case with TV, in the future if the uses of the Internet for entertainment and relaxation increase, rather the Internet should become a tool to provide topics for communication within the family.

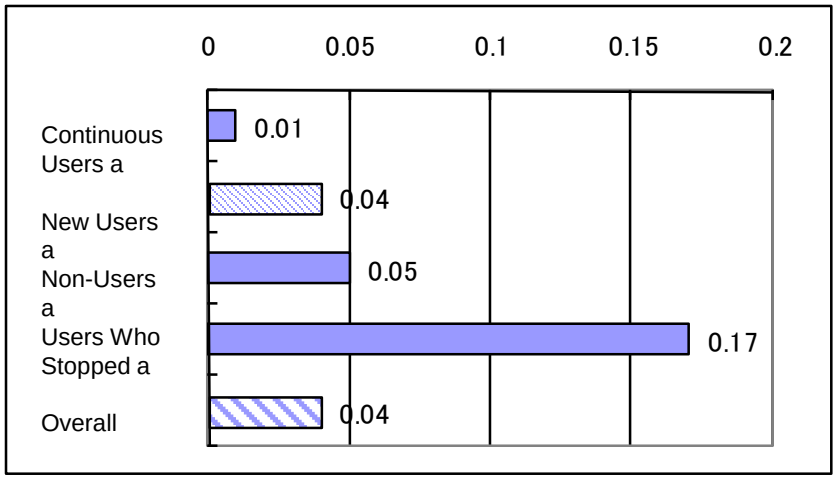
Increase/Decrease in Network Scale (with distant friends)

Decrease in Number of Friends ← → Increase in Number of Friends



- Temporarily the distant network expands.
- However, over the long term the effects diminish.
- * There is a tendency for the “number of friends” to decrease as the user’s age rises.





Sense of Loneliness

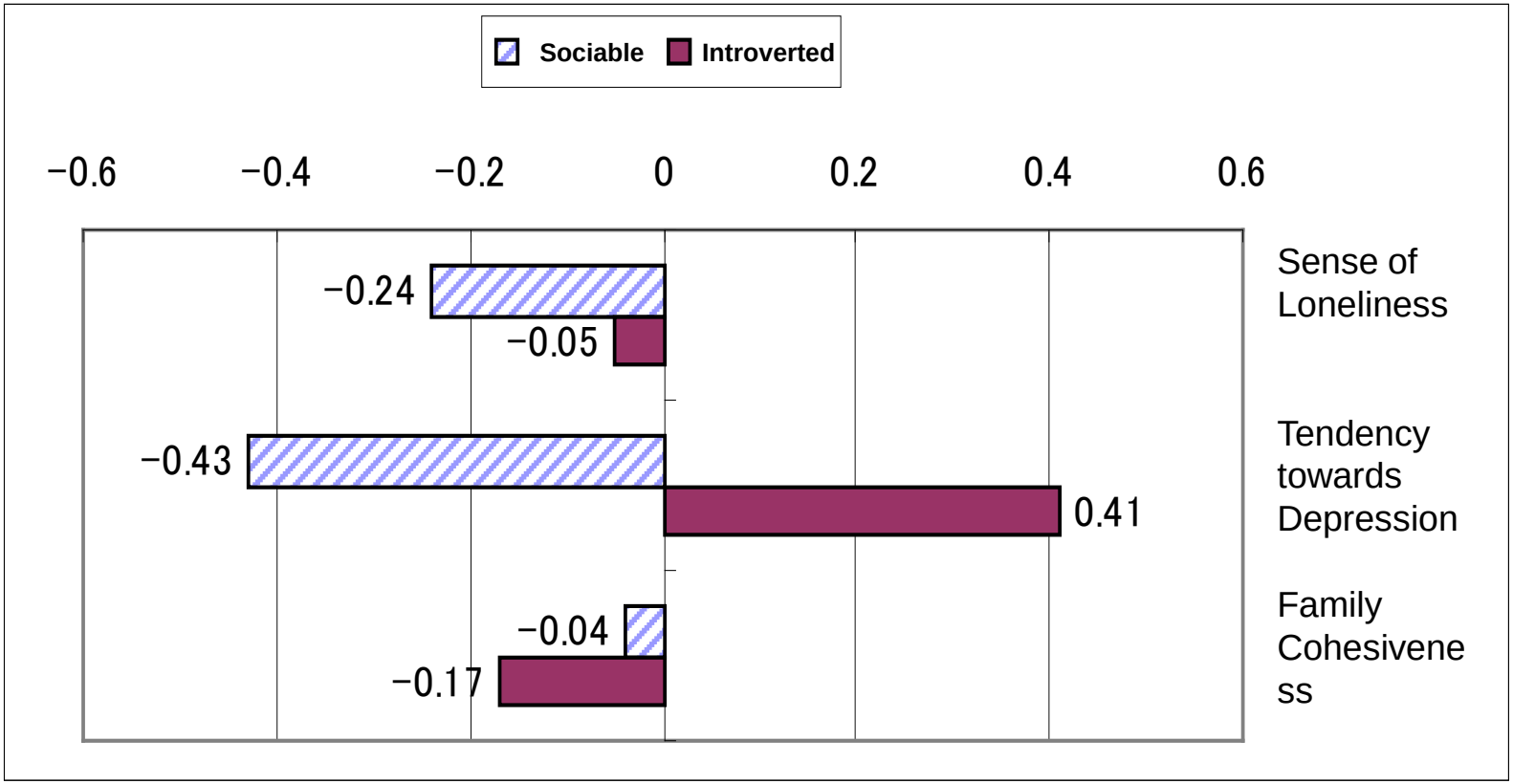
The sense of loneliness among users diminishes.

The sense of loneliness among ex-users increases.

Tendency towards Depression

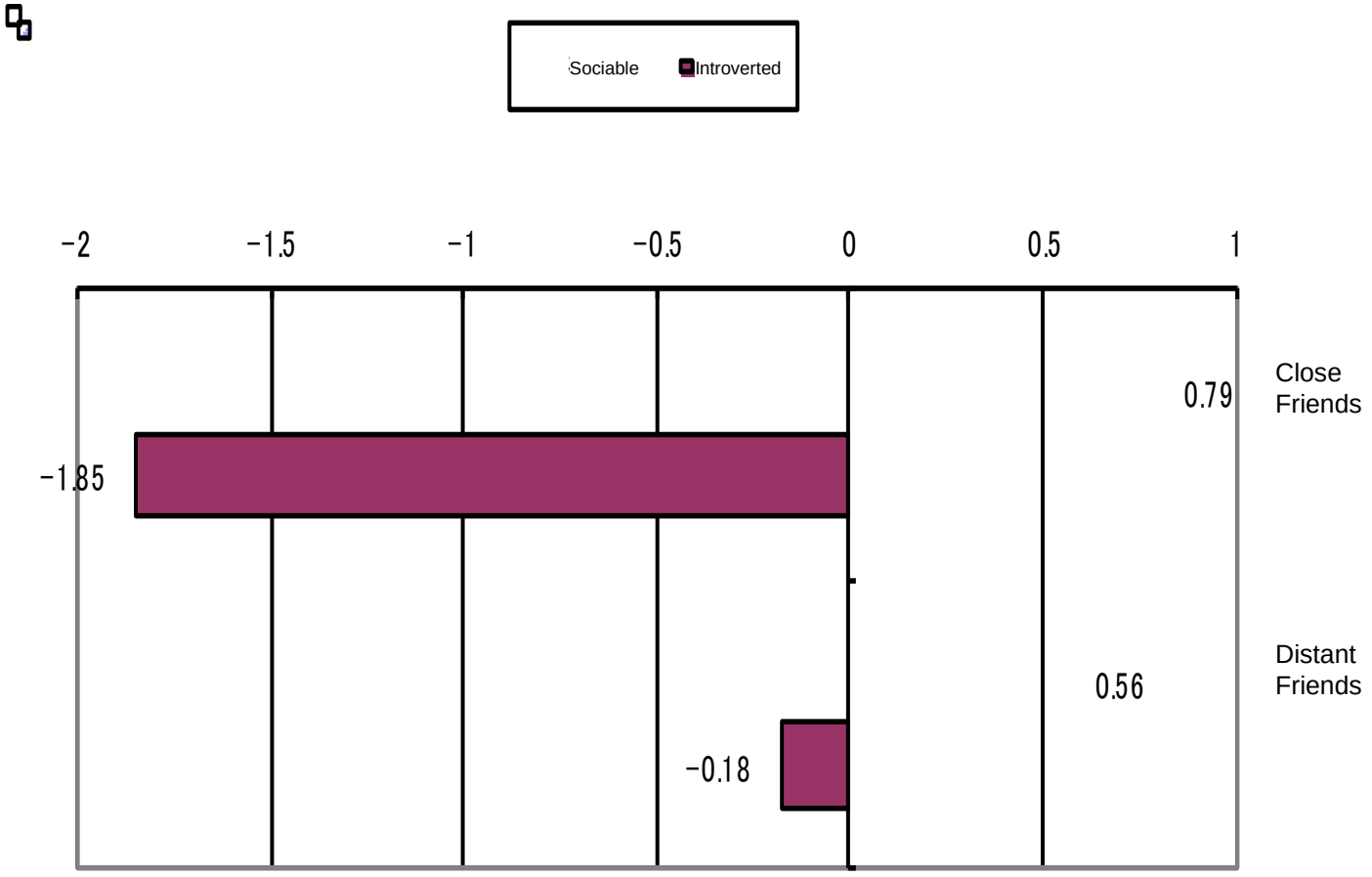
For whatever reasons, overall the tendency towards depression is increasing.
Within this overall trend, the degree of depression among ex-users is especially pronounced.

When sociable or introverted personality characteristics are added to the mix. . .



Analysis Limited to New Users

Change in the Number of Friends



Summary of Sociable/Introverted-specific Analysis

- (1) Although with Internet use the sense of loneliness and tendency towards depression among sociable individuals decrease, there is no great change in the sense of loneliness among introverted people and their tendency towards depression increases.
- (2) As far as the amount of time spent conversing with family members and cohesiveness of the family are concerned, these both decrease only among introverted individuals.
- (3) Whereas the number of friends is increasing for sociable individuals, it is decreasing for introverted individuals.

Single year analysis for 2001, whether or not Internet is used did not impact the sense of loneliness

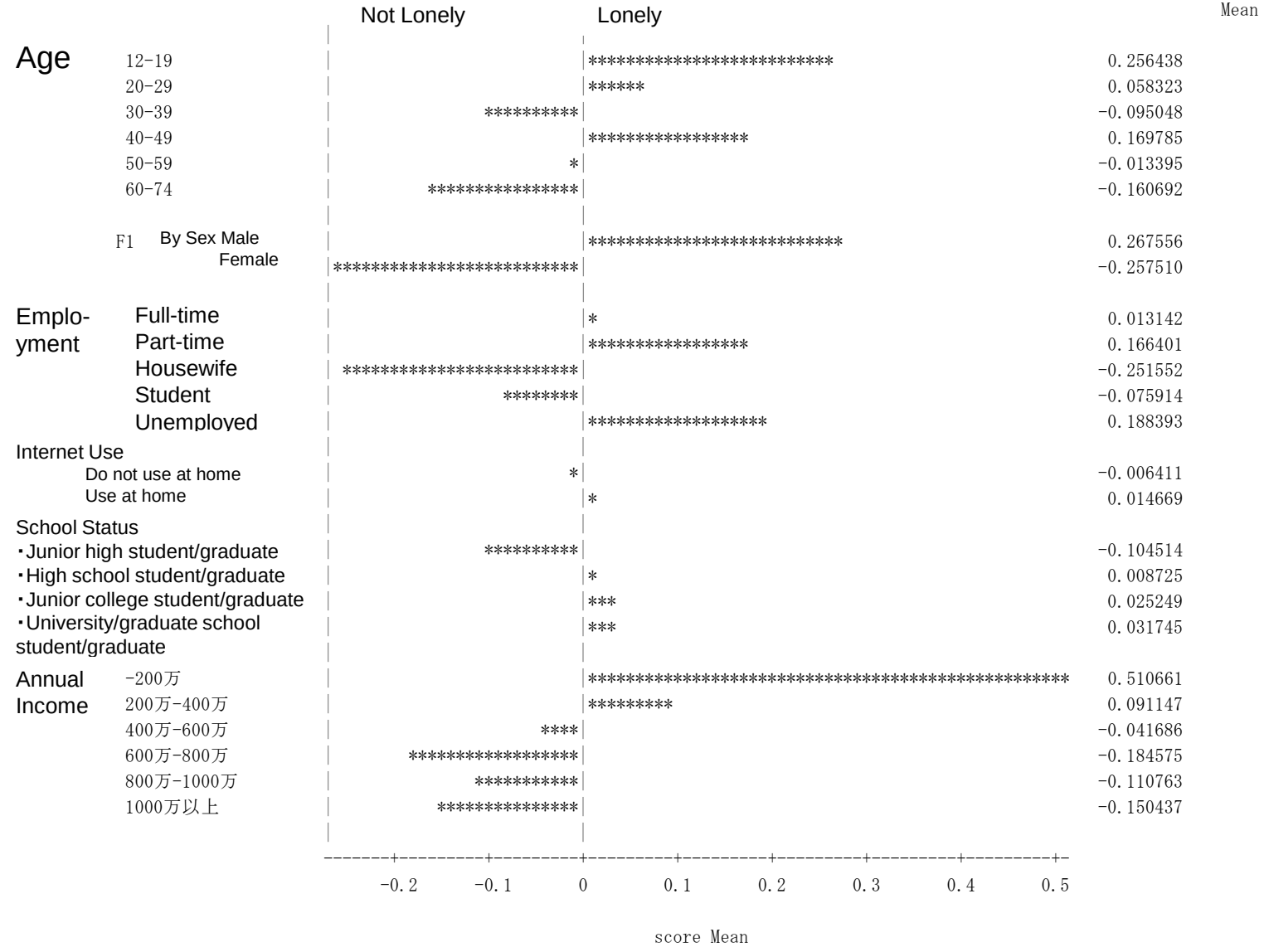


Exhibit Quantified One-Factor Analysis concerning Loneliness
Men feel lonelier than women,
and the rich more than those from poorer households.

In connection with the “number of distant friends,” level of schooling and annual income had more impact than whether or not the Internet is used.

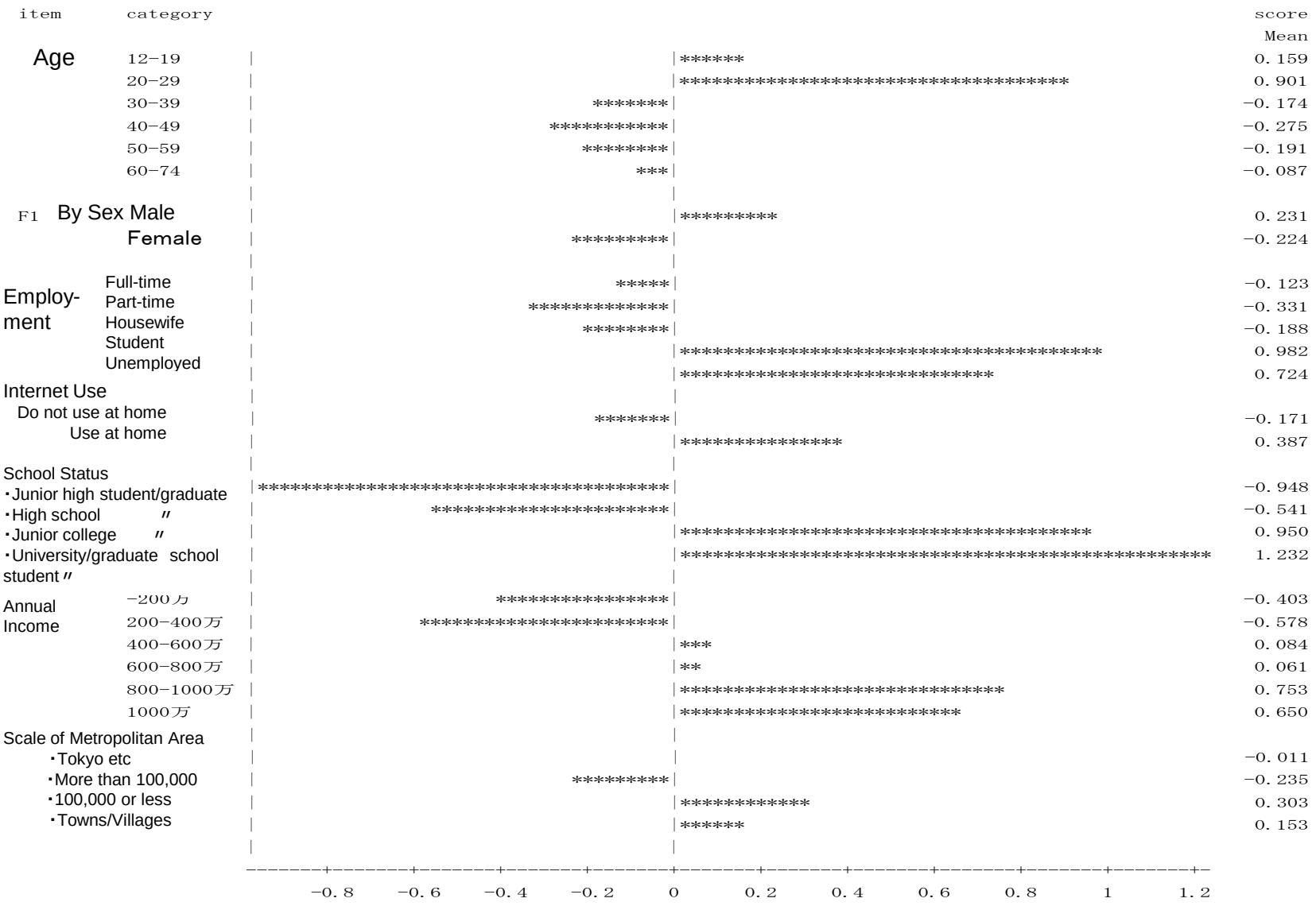


Exhibit Quantitative One-Factor Analysis of the Number of Friends with Whom One Needs an Hour or More to Meet

Summary of Japan Research (1)

- Concerning the psychological yardsticks of “sense of loneliness” and “tendency towards depression,” we could not detect any increase in the sense of loneliness arising from Internet usage.
- ← The survey was conducted in contemporary Japan and showed that the interchange partners using the Internet as a tool of communications were individuals with whom the individual had comparatively “strong ties” through involvement in daily contexts.
- The Internet is serving to help maintain stable communications.
- In the case of Japan, we do not witness the sense of dissatisfaction shown in the following statement: “Since individuals who communicate through the Net do not understand the context of the everyday lives of their partners, I do not fully understand theirs, nor can they fully understand mine.” Neither do we see the scenario of the sense of loneliness being increased because “weak ties” are eventually severed.
- At the same time, we can surmise that there is a possibility that people whose communication in many cases involves “weak ties” might see their sense of loneliness increase due to Internet use.

Summary of Japan Research (2)

- Concerning the time spent conversing with other members of the family, we were able to confirm the phenomena of decreasing conversation time and weakening family cohesion following the start of Internet usage. However, concerning “continuing users” since these behaviors actually increased over a two-year period, we hypothesize that this is only a temporary effect.

- In cases where home Internet use has commenced, over the short term time spent on communications within the family is physically “expropriated.” However, later Internet use seems to become cordoned off from times for other lifestyle activities, or is carried on simultaneously (for example with TV viewing) and thus adjustments made.

- Rather, it is to be expected that in the future that as Internet use becomes part of the family lifestyle it will directly energize communications within the family, and usage contents become topics of conversation within the family. The results of this survey indicate that there is no significance to fears that the Internet will over the long term reduce communications within the family.

- - Through the Internet families can together search for answers to their questions, download videos, etc. for watching together and engage in other activities that they can enjoy together as a family.
- - In addition, they can discuss together the content, and use these activities to energize communications within the family.
- In that sense, just as with television, the Internet contributes to forming a “family circle.” Whether or not members of the family develop their own networks or to a certain degree develop networks which overlap with those of other members of the family after all depends on the already existing degree of depth/shallowness of communications within the family.
- According to our analytical results, during the initial period of Internet use, the volume of conversing within the family will affect results. (The “Law of Information Matthew” applies.)

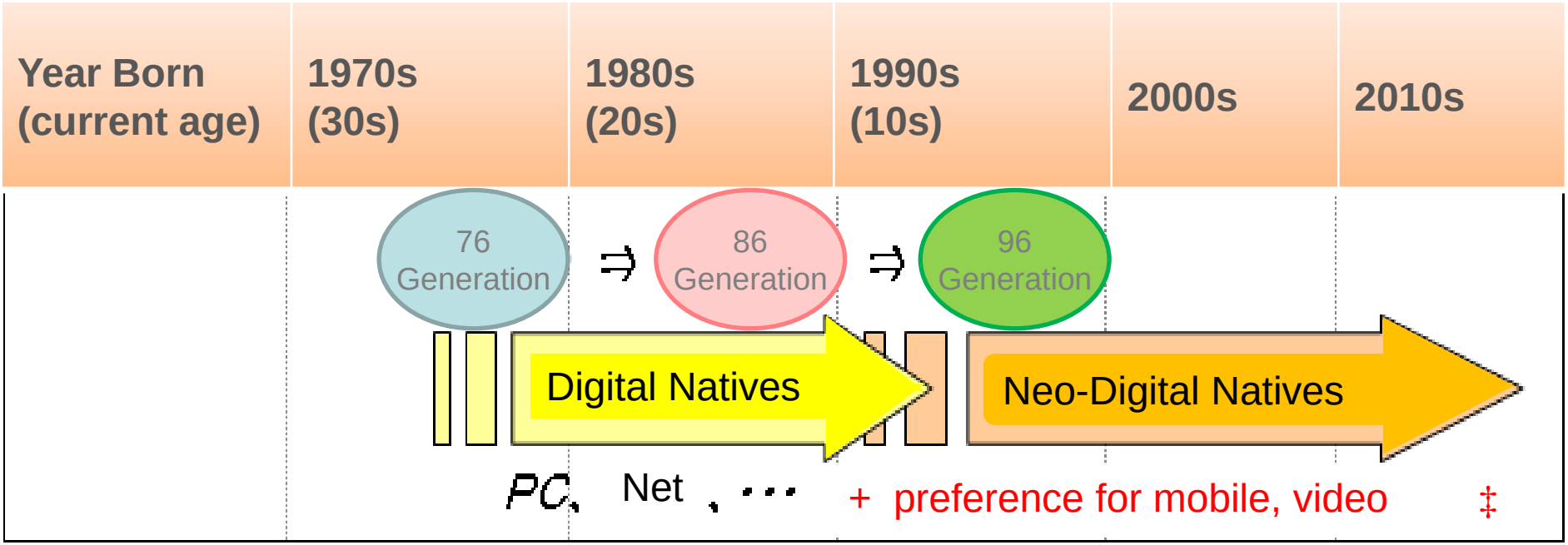
Summary of Japan Research (3)

- Concerning social networking, we were able to confirm that following the initial period of Internet use, contrary to the “Paradox,” the number of friends increased slightly. However, over the long term they decreased on a sequential basis.
- Concerning another question asked in the survey, in the case of Japan the majority of users maintain communications with partners through mobile device e-mail or PC e-mail as part of the context of daily activities. Basically, these are rarely used to develop new interchanges.
- The results also showed that through e-mail use chances for direct meetings have increased (including in cases of friends in which chances to meet had been few.)
- At the very least the paradox of “the more the Internet is used, the smaller the network becomes” has not been created.

Summary of Japan Research (4)

(4) Concerning the impact of Internet usage, for example there are differences depending on whether the personality of the user is extraverted or introverted, since users who were extraverted from the start will evidence a decrease in the sense of loneliness and tendency to depression as the Internet will serve as a tool for expansion of their networks. On the other hand, introverted individuals might evidence a decrease in the volume of conversation with other family members and shrinkage in their networks. In other words, we were able to confirm that the impact of the Internet goes beyond usage content, and that the original personality characteristics of the user can result in different trajectories for the impact.

Personalities of the “Net Generations”



“Digital Natives” refers to individuals born since the 76 Generation, especially those who can easily navigate the Internet.
“Neo-Digital Natives” refers to young people born since the 86 Generation who are active primarily on mobile devices and who can freely manipulate video information. (Primarily the 96 Generation on).

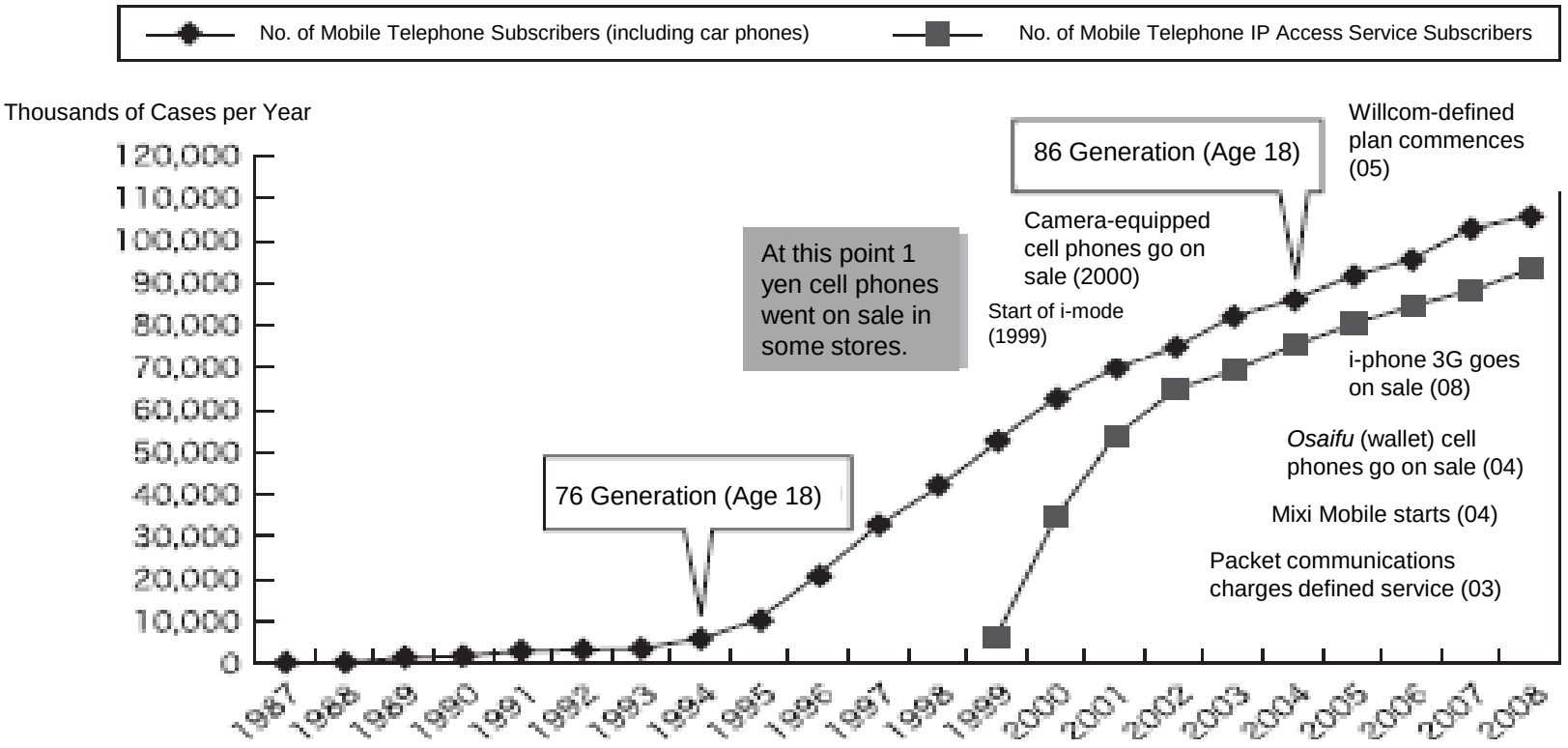
Source: “Neo-Digital Natives,” Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co.(2010)

Cf. Concerning the Naming of Generations

- “76 Generation” -Rather than being invented by an individual, this term became accepted through widespread use in the IT and advertising worlds.
- Hatena Junya Kondo 1975
- Mixi Kenji Kasahara 1975
- Two-Chanel Hiroyuki Nishimura 1976
- Gree Yoshikazu Tanaka 1977
- In like manner, terms like “86 Generation” and “96 Generation” have come into widespread use in the advertising industry (a part of it?).

Is there a fault line between the 76 Generation (30s) and the 86 Generation (20s)?

Trends in the Number of Mobile Phone Subscribers



Sources: Compiled based on the Ministry of Posts and Telecommunications/ Ministry of Internal Affairs and Communications materials and white papers and data from the Telecommunications Carriers Association (Shadan Hojin Denki Tsushin Jigyosha Kyokai). ‡

Source: “Neo-Digital Natives,” Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

86 Generation Familiar with Cell phone Net Use, 96 Generation Familiar with Mobile + Net Video

		30s	20s	Teens
	(representative year of birth forgeneration)	born 1976	born 1986	born 1996
1987	Cell phones go on sale	age11	age1	
1991	Bubble Collapses	age15	age5	
1994	InfoWeb Net ConnectionService	age18	age8	
1995	Windows95	age19	age9	
1997	Cell phone diffusion rate tops50%	age21	age11	age1
1999	Appearance of i-mode	**age23**	**age13**	**age3**
2001	Wikipedia (English)	age25	age15	age5
2003	Sales of fixed-price packets begins	age27	age17	age7
2005	YouTube Appears	age29	age19	age9
2006	Nikoniko (smiling) Video	age30	age20	age10
	One-segment cell phone goes onsale			
2007	Boom for “cell phoneshortstories”	age31	age21	age11
2009	(time of survey)	age35	age25	age15
		PC Generation	Cell phone Generation	Video Generation

The 76 Generation enjoyed an environment in which they could freely use the Internet from after age 20.

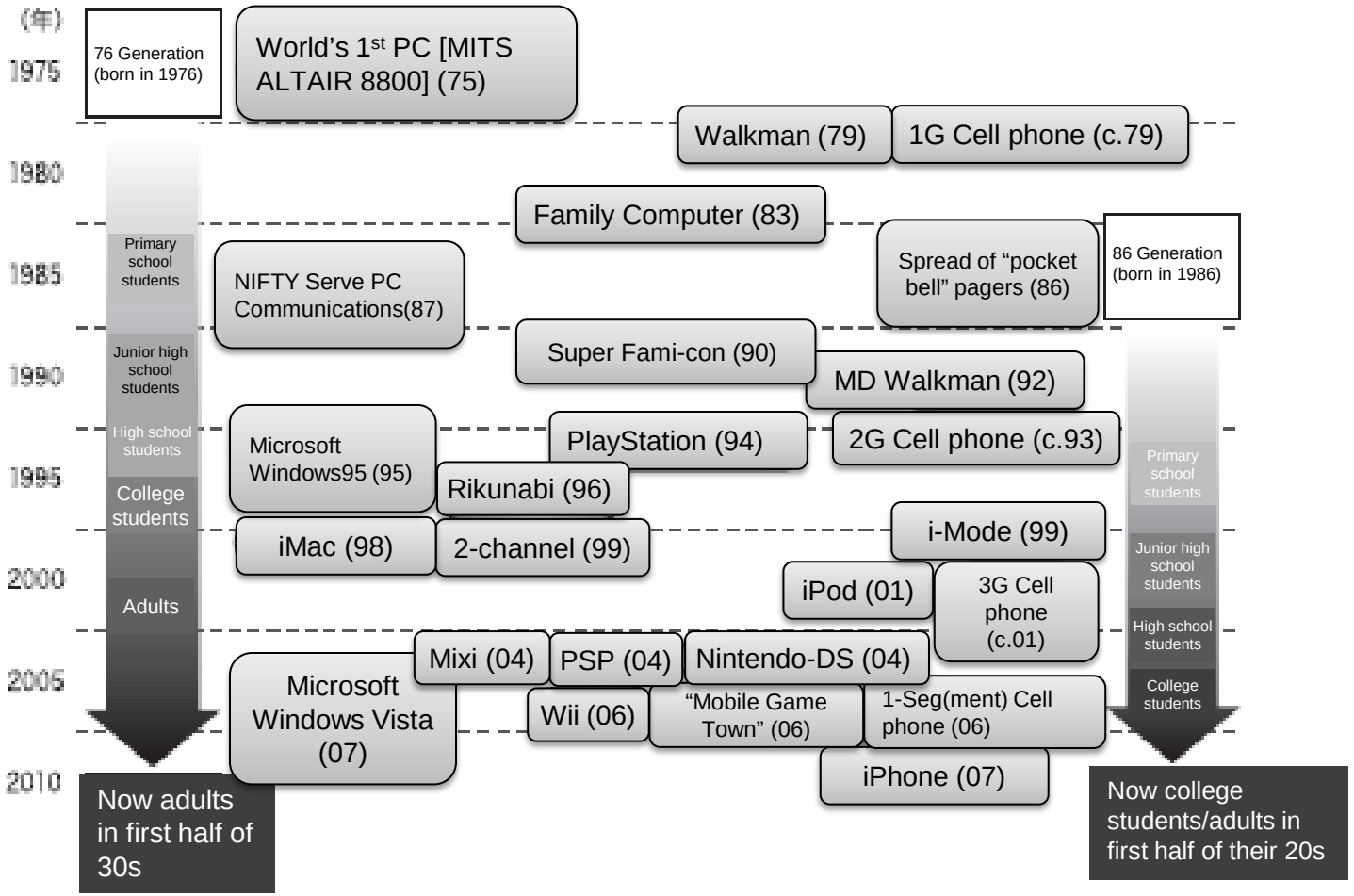
The information environment influences information behavior/information consciousness. (?)

Generations and “Naming”

From the late 30s upward	76Generation and later	Digital Immigrants
From early 30s - late 20s	76-86 Generations	Digital Natives
Early 20s	Younger than 86 Generation	Younger than 86 Generation
Teens	96 Generation	Neo-Digital Natives

Differences in Information Environments for 76 Generation and 86 Generation

■ Development Process for 76 Generation and 86 Generation



Source: "Neo-Digital Natives," Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

From the comparisons of age strata contained in the "2009 Survey of Information Behavior of the Japanese," University of Tokyo, Hashimoto Research Office + Dentsu.

- Based on several personality yardsticks and behavioral tendencies, we were able to detect conspicuous generational differences, and pick up special characteristic tendencies for each generational stratum.
- The data especially illuminated differences between generations of the 76 Generation (30s) and older on the one hand and the 86 Generation (20s) and younger on the other.
- Actually, since this research amounted to a single-time snapshot of conditions in 2009, we cannot eliminate the possibility of a "age strata effect" →sequential comparisons needed

Mechanical Friendship and the Tendency to Connect

It feels more comfortable to exchange e-mails than to talk to someone in person.

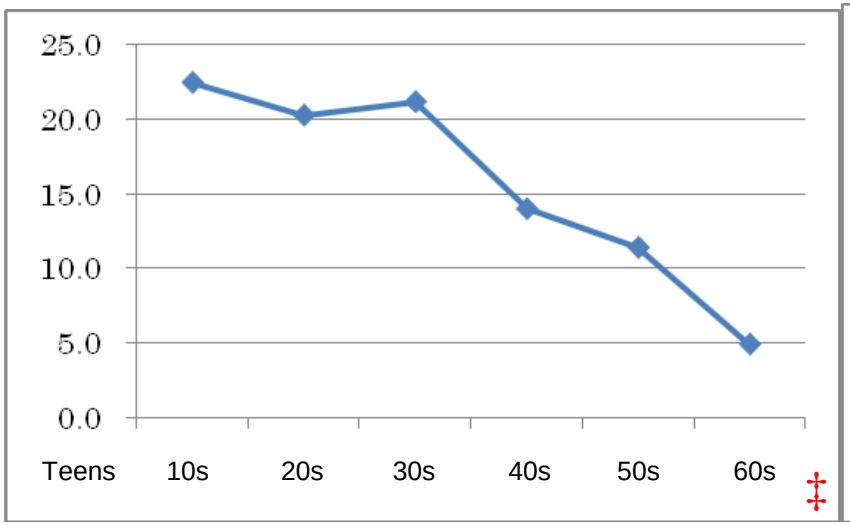


Exhibit 1 Mechanical Friendship Tendency 1

It is more enjoyable to fiddle around with PCs and cell phones than to talk with people in person.

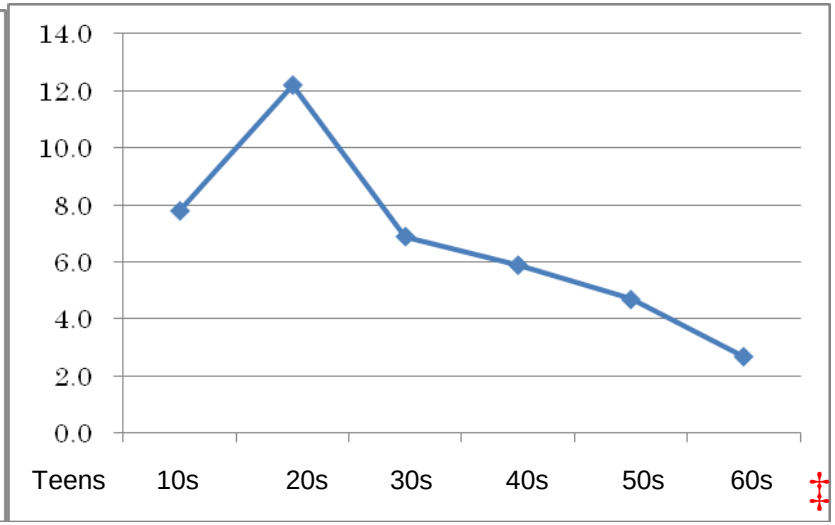
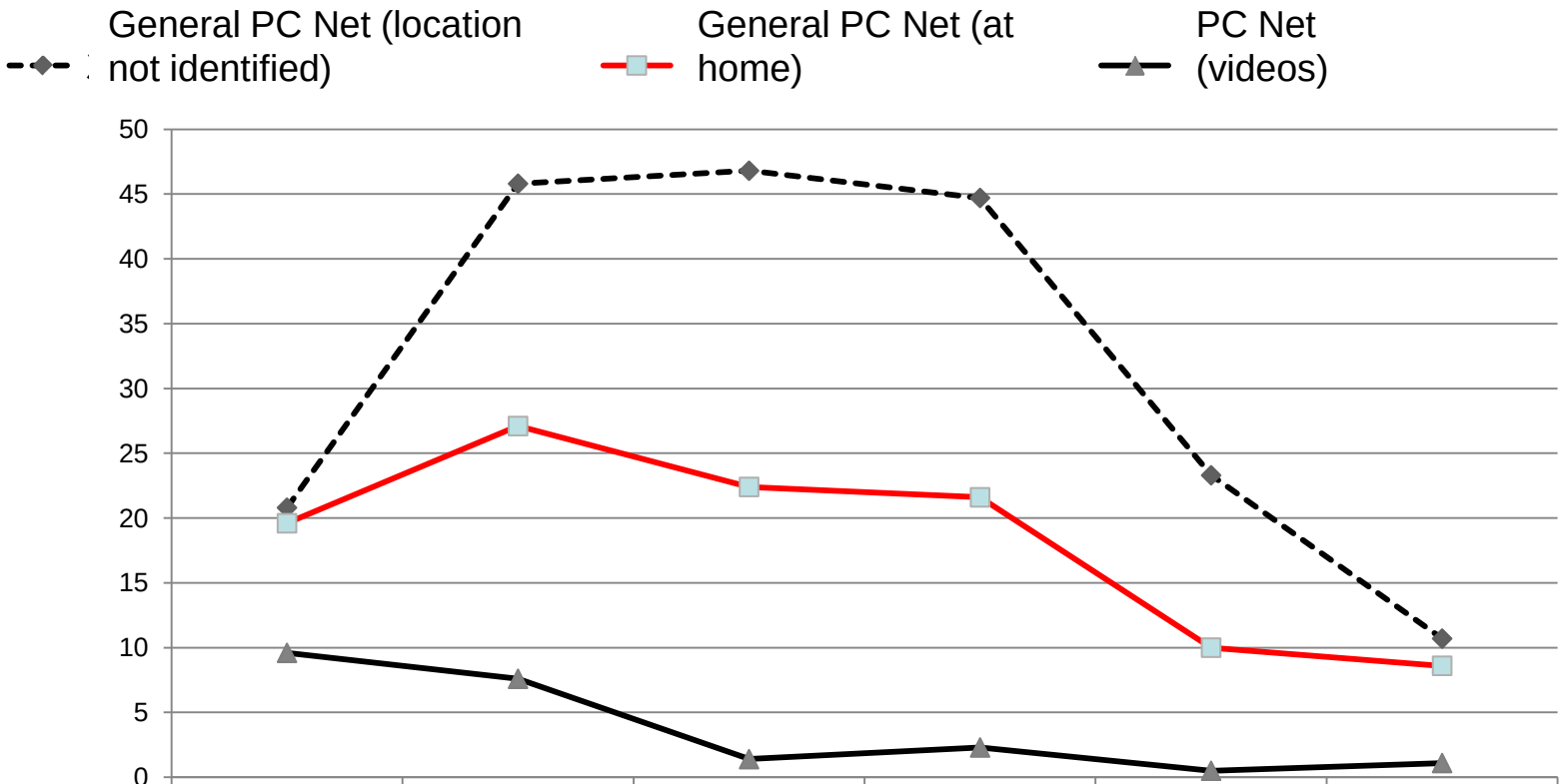


Exhibit 2 Mechanical Friendship Tendency 2

The numerical values are the totals (%) for the proportions of individuals who answered “I agree” or “I somewhat agree” to questions on our questionnaire. Same in other exhibits which follow.

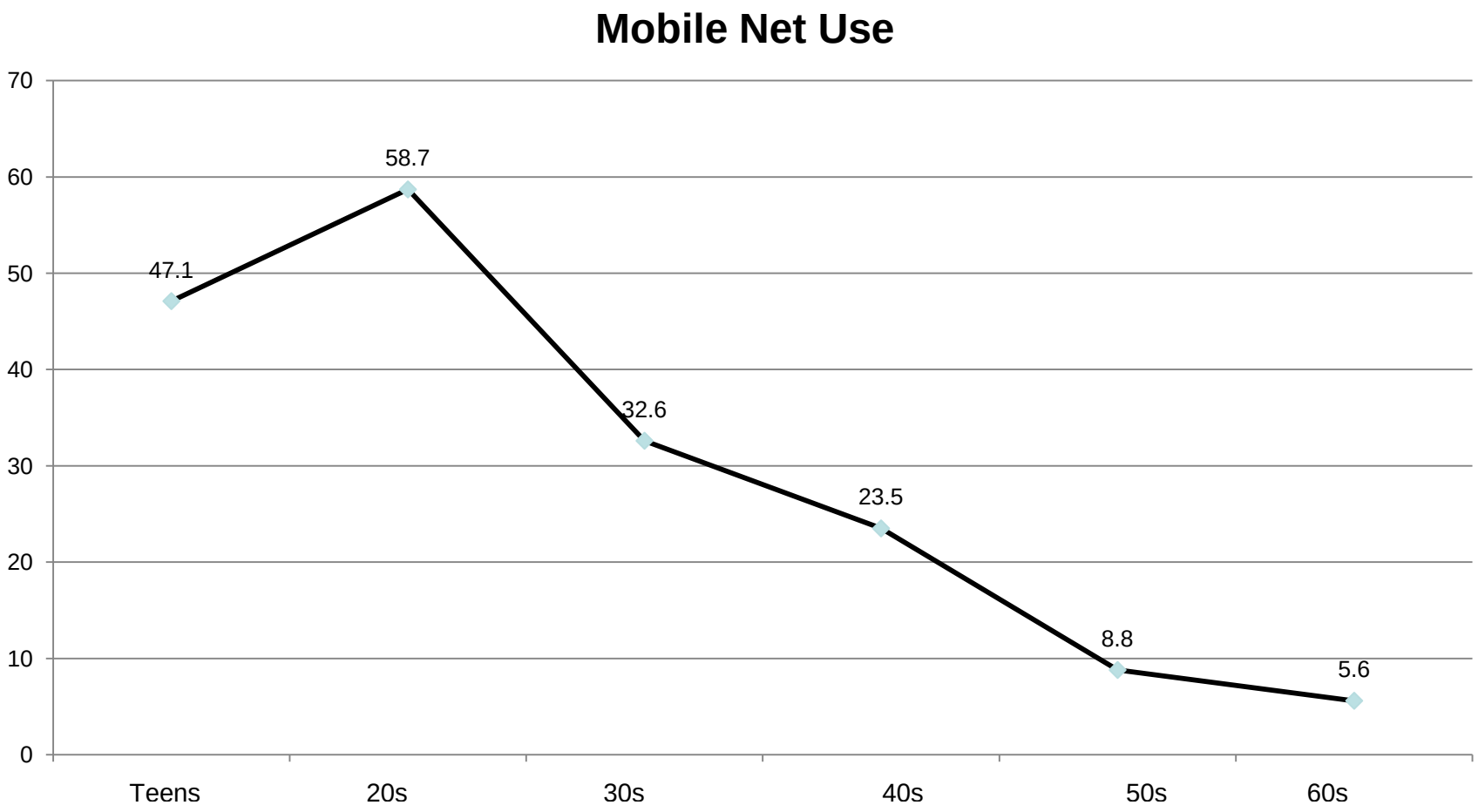
Source: “Neo-Digital Natives,” Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

We can see that individuals in their 20s are the biggest users of PC Internet use, while individuals in their teens are the biggest PC video use.



	10s	20s	30s	40s	50s	60s
General PC Net (location not identified)	20.8	45.8	46.8	44.7	23.3	10.7
General PC Net (at home)	19.6	27.1	22.4	21.6	10	8.6
PC Net (videos)	9.6	7.6	1.4	2.3	0.5	1.1

Those in their 20s are the Leaders in Mobile Net Use



- From the 86 Generation on users were used to owning their own cell phones from when they were junior high school students.

  Focused on e-mail communications
- Indirect communications with an intervening layer
- Centering on amusement and TV games

  Urbanization, fewer children
- Interaction with family relations, local communications, sibling interaction all decreasing

  “Although socialization itself is not decreasing, there is a subjective tendency to avoid direct communication with anyone other than specially chosen friends.”

Inclination in Forming Ties

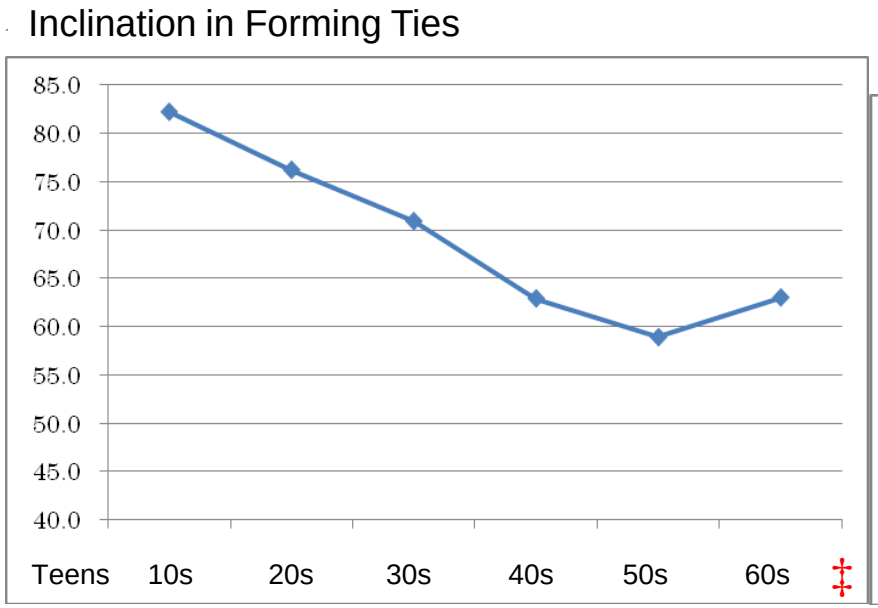


Exhibit 3 Inclination to Form Ties 1

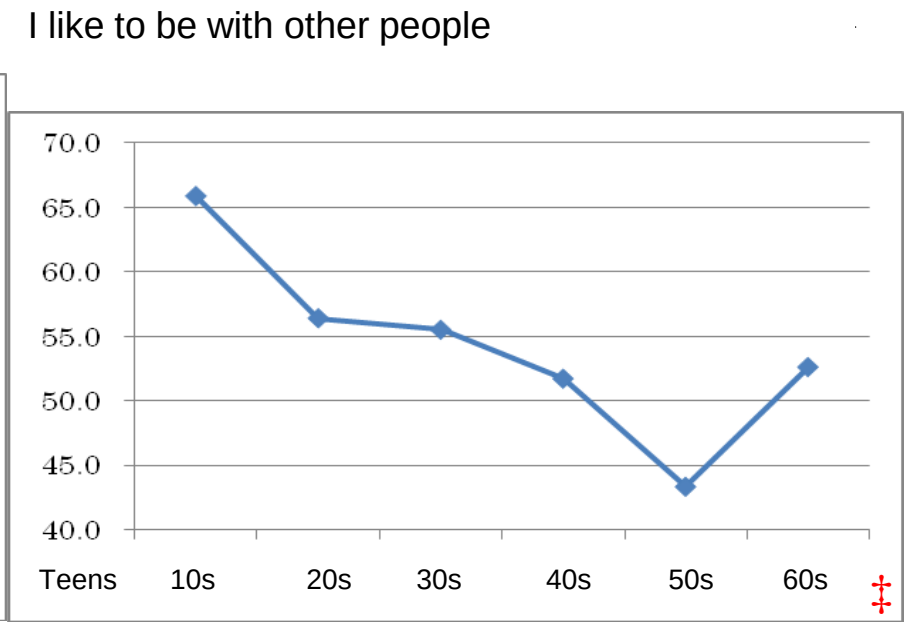


Exhibit 4 Inclination to Form Ties 2

Inclination is strong among those in their teens who are immersed in cell phone use.

Source: “Neo-Digital Natives,” by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

- People -Basically social animals

- If opportunities for direct communication decline, there will be a psychological reaction.

  → Inclination to form ties

- Rather than moving towards actual face-to-face communications, instead

  -- trending towards SNS and other forms of e-communication?

“The ‘Gaze’ of Hell” and Task Obsessions

I worry about what others think about me.

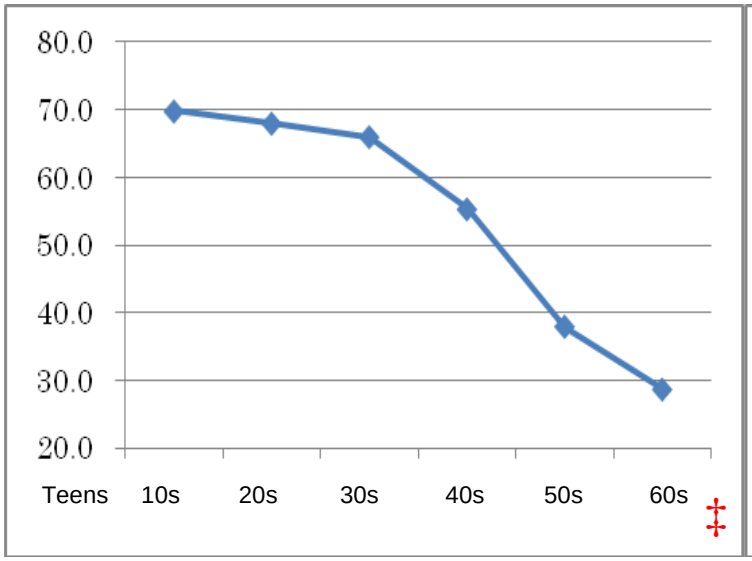


Exhibit 5 Self-Consciousness in Public

I feel that there are always things that I need to do.

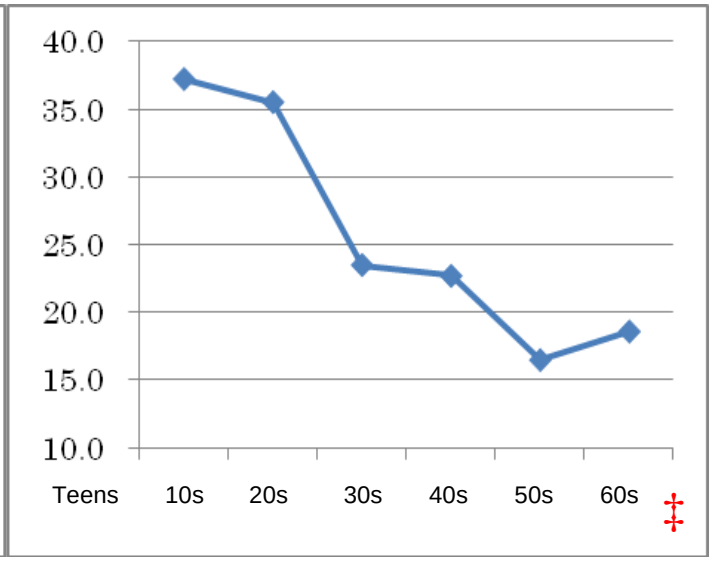


Exhibit 6 Task Obsessions

Source: “Neo-Digital Natives,” by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

Extended periods of e-mail exchanges

High school students spend about 40 min./day, female high school students about 60 min./day, frequently accessing mini-blogs such as “Real.”

They check on their friends’ doings, report on their own activities and feelings, and think that if responses are slow in coming they have been “dissed,” displaying the loneliness fear syndrome (≠sense of loneliness).

They have a consciousness that they are always being watched (particularly by online friends) – Evidencing “Excessive Public Self-Consciousness”

They habitually display an “obsession” that they will not be reacted to.

Sensualism (sense-oriented) and Principles of Comfort/Pleasure

Pictures and videos are better able to express my feelings than words.

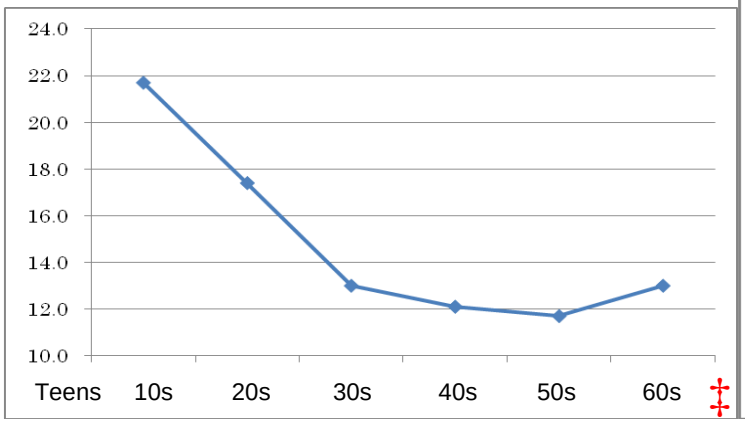


Exhibit 7 Sensuality 1

Usually when I am in a room with friends or acquaintances we have music on.

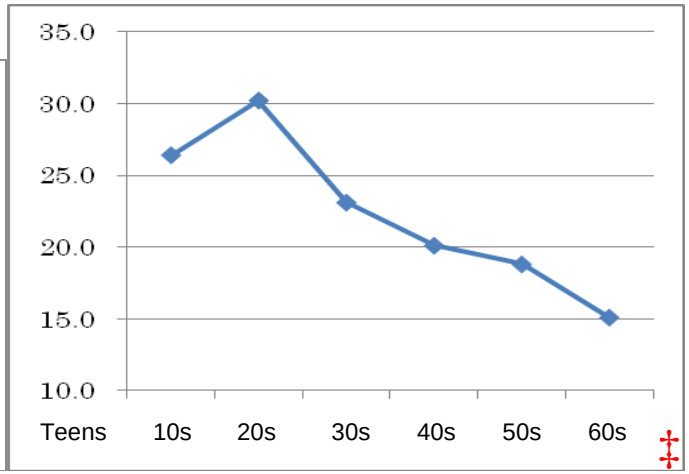


Exhibit 8 Sensuality 2

Source: “Neo-Digital Natives,” by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

- Famicon = 1983 –
- Walkman (1979) + CD (1982) + CD Walkman (1984)

→ MD Walkman → ipcd

Those born after 1980 from birth are the generation which believes that entertainment = TV games, music videos (music on the move), etc.

They have become “sensory animals” who live their lives amidst music.

Standards of good and bad – like or dislike → principles of pleasure

In the 2006 survey we posed the question “What type of student do you want to become?” There were 40.5% and 31.5% respectively who answered “I want to become a good student” or “I want to be a student who actively participates in school activities and clubs,” compared to 48.4% for the top answer “I want to be a student popular with everyone.”

← → On the other hand, 83.3% of American students answered that they wanted to become good students as compared to 51.4% who answered “I want to be a student who actively participates in school activities and clubs” and 21.6% who answered “I want to be a student popular with everyone.”

Philosophies of Focusing on One's Own Life and Instantaneous Pleasure
I'm usually interested in politics.

I'm usually interested in politics.
(Since this is an inverse category, the numeric values are the proportion for the answer "I disagree.")

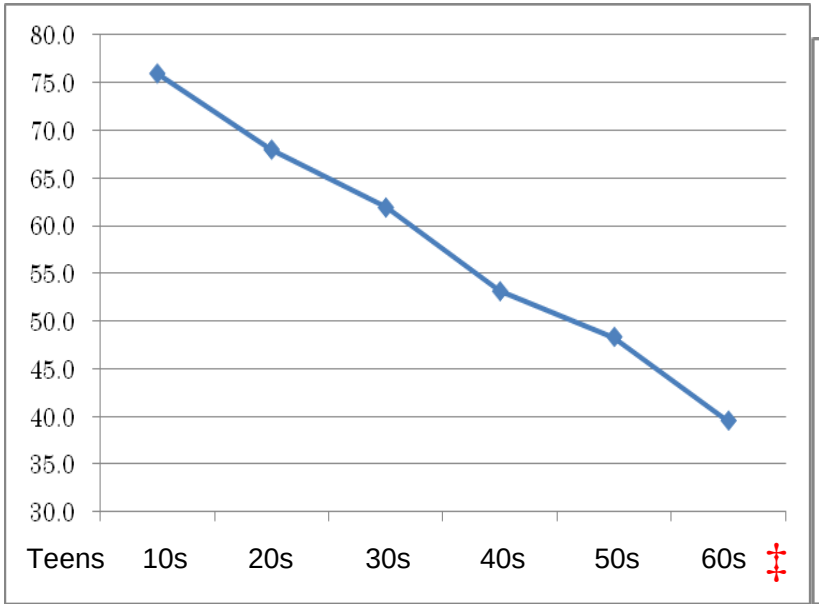


Exhibit 9 Political Disinterest

I am more interested in events happening around me than events happening in the world.

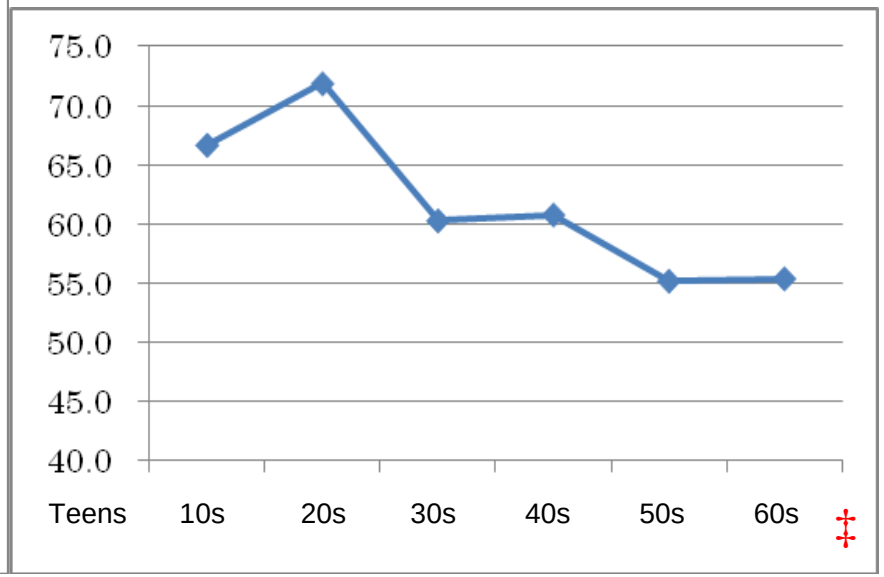


Exhibit 10 Philosophy of Concentration on One's Personal Life 1

Source: "Neo-Digital Natives," by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

News too is gotten from the Internet.

→ Direct access for predetermined genres

“Narrowing of fields of interest”

Less and less interest in politics

“Philosophy of focusing on one’s own lifestyle”

However, this is not “selfish,” but rather concentrating efforts on relationships with friends immediately around themselves.

(Philosophy of focusing on one's own lifestyle)

The most important thing is to live for things that I myself like.

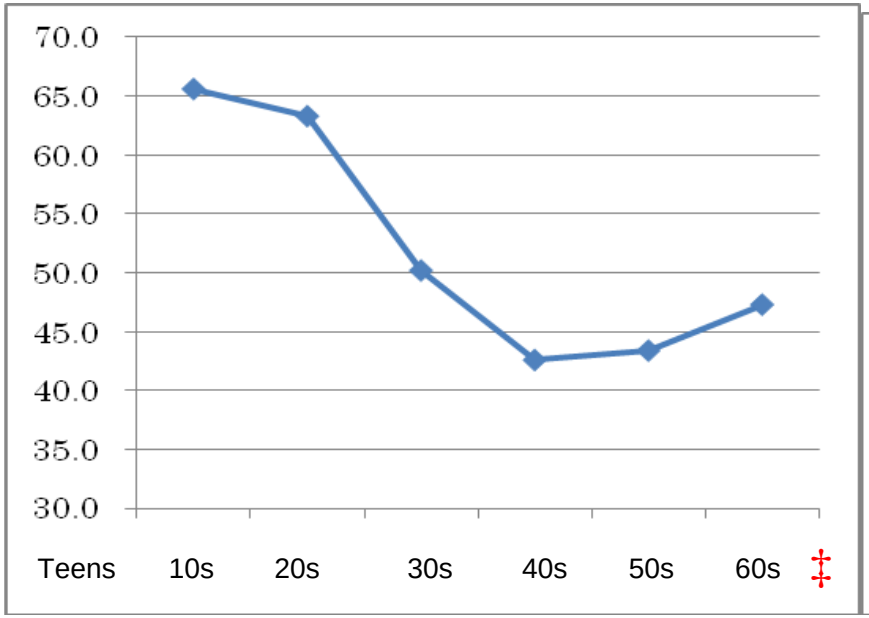


Exhibit 11Philosophy of focusing on one's own lifestyle 2

I am a person who plans my lifestyle with careful thought for the future.
(Since this is an inverse category, the numeric values are the proportion for the answer "I disagree.")

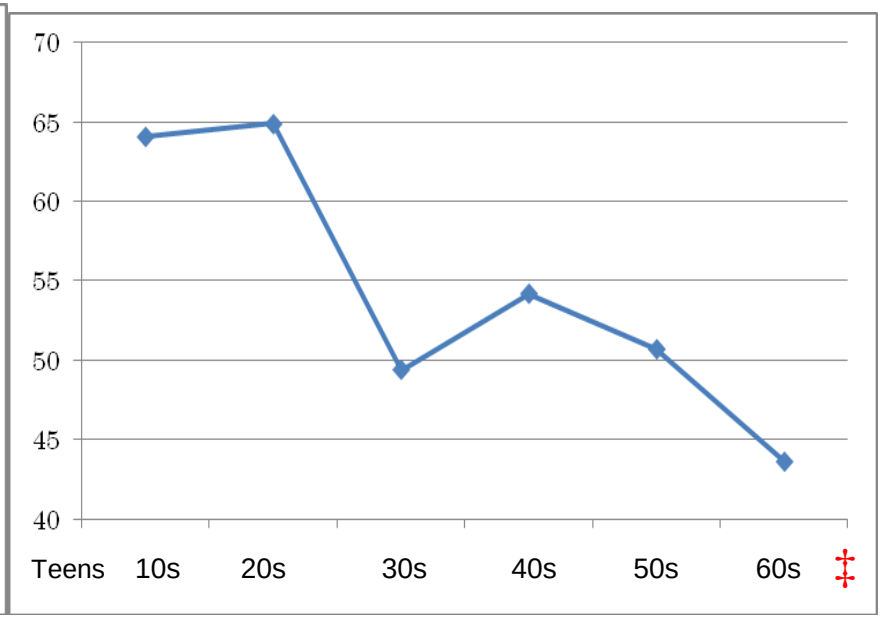


Exhibit 12 Philosophy of living for the moment

Source: "Neo-Digital Natives," by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

- The Unseen Future (for Japan and the individual)
- Belief that the values of diligence have become meaningless, and decrease in inclination to rise in the world
- → *Carpe Diem* Philosophy
- “Better to enjoy the present rather than think about the future.”
- Some are “cheerful nesters.”

High Levels of General Trust

"I can trust nearly everyone."

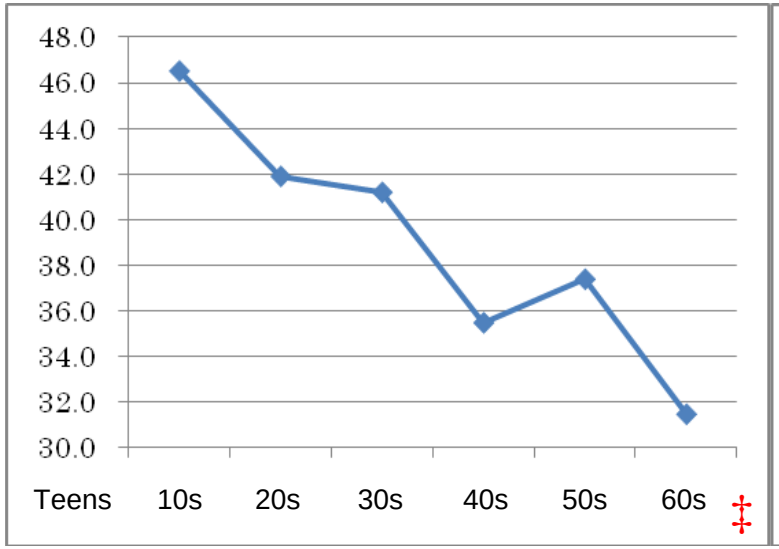


Exhibit 13 General Trust 1

"If I help somebody, then next time when I am in trouble someone will help me."

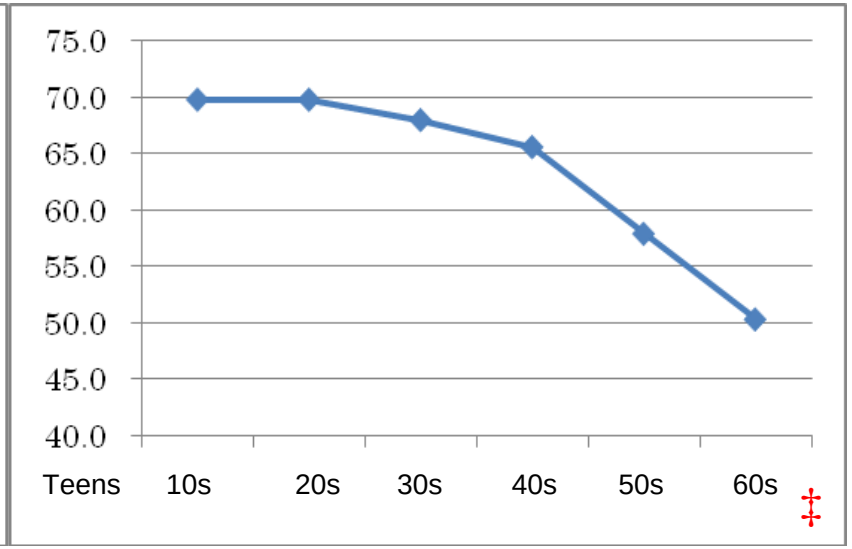


Exhibit14 General Trust 2

Those in their teens have an especially high level of general trust.

Source: "Neo-Digital Natives," by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

Toshio Yamaguchi's "Structure of Trust"

- "A communal society creates a sense of ease but destroys trust."
- Communal Society – traditional "village society" of days gone by
- In such a society there is a "sense of ease" but general trust towards the outside is usually weak.
- → In an open society there is a possibility of missing chances.
- In comparing Japan and the United States, general trust among the Japanese is low.

- For young people of the “Net Generation” (especially in their teens), there is a possibility that general trust is rising thanks to exchanges of messages with strangers through SNS, etc., or opportunities like auctions.

  → More global business chances than previous generations enjoyed.

RAM Sensibility

For young people of the “Net Generation” (especially in their teens), there is a possibility that general trust is rising thanks to exchanges of messages with strangers through SNS, etc., or opportunities like auctions.

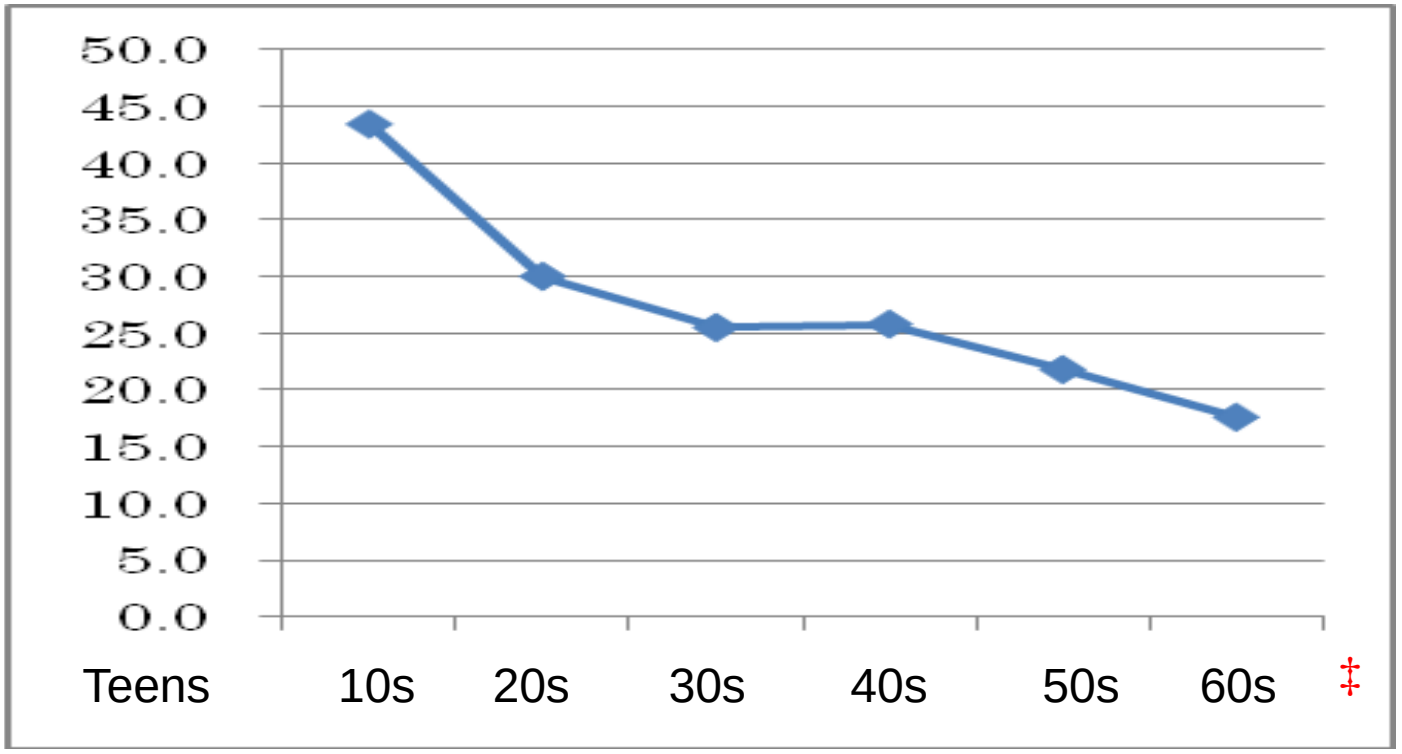


Exhibit 15 RAM Sensibility

Source: “Neo-Digital Natives,” by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

Post 80s Media

Shift to RAM (Random Access Memory)

Whenever, wherever, as you like it, your choices.

TV remote control, CD, iPod

Even video content (the YouTube phenomenon)

Shift from linear processing to “brains preferring visual processing” that excel in parallel processing/visual processing

Trends towards “Cloud Computing” of Knowledge

Various kinds of information do not have to be remembered because they are regularly accessible on the Internet.

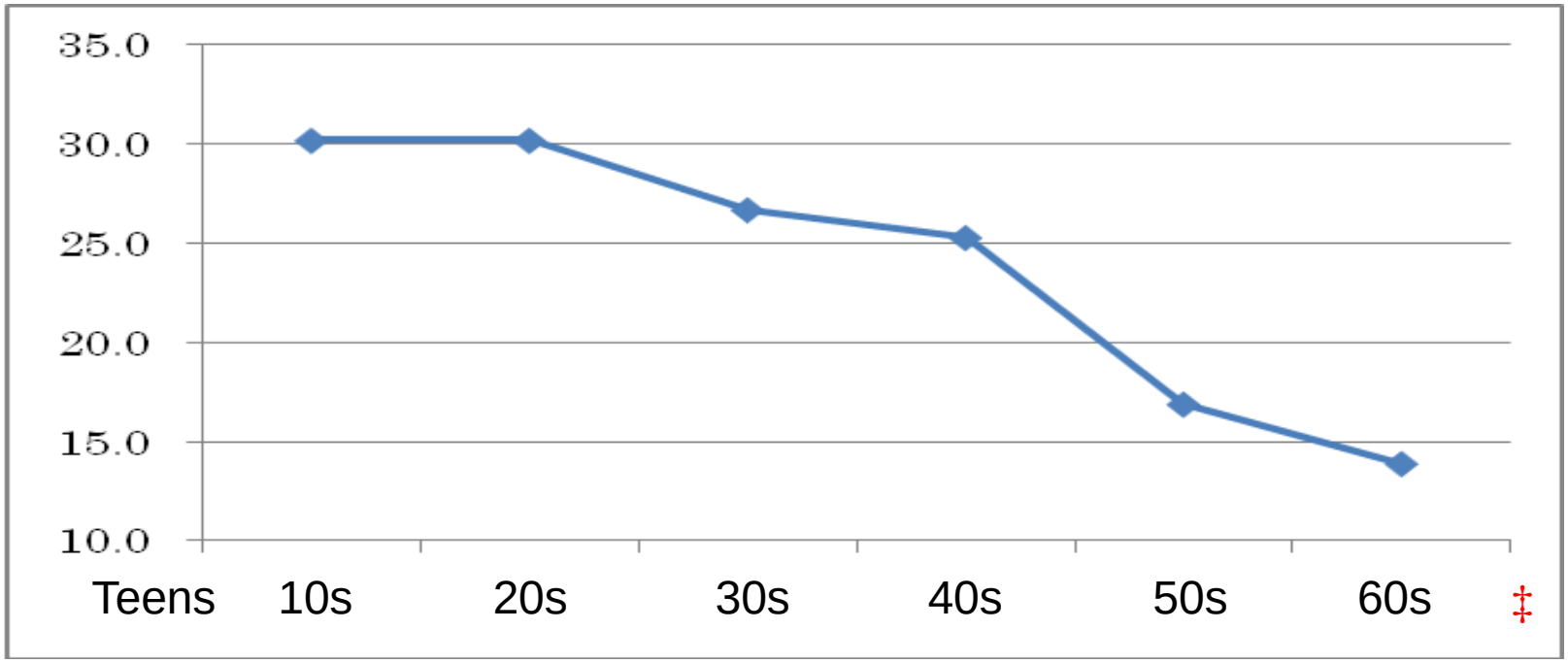


Exhibit 16 “Wisdom of Crowds” Sensibility of the Internet

Source: “Neo-Digital Natives,” by Yoshiaki Hashimoto and Dentsu, Diamond Publishing Co. (2010)

- We have entered an age in which importance is placed not on stocks of knowledge, but rather to the degree to which information can be gathered and edited most efficiently in the shortest possible amount of time.
- “Cloud Computing” sensibility towards knowledge

From “Digital Natives” to “Neo-Digital Natives”

It is not a case of “Development of Media Technologies →Social Change.”

-- Take the cell phone for example : it represented a response to background needs

Reaction to history of postwar banishment from the “public spaces” (after leaving school, went to friends homes, parks)

Demand to be released from constrictions of places controlled by parents, family.

In addition, fosters mentally laid-back communications.

Demands for accessing information anywhere.

-- Exchanges of ubiquitous visual information

← Revival of original sensory animal nature

- Differences in information environment from when individual became old enough to understand + needs (also the aspect of the existence of the media in terms of uncovering needs).
- →"These differences possibly affect not just information behavior, but also information awareness." (?)