

How Japanese people Enjoy“Kei-tai”Life : From Time Use Survey Results

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Abstracts

- The tendency to use mobile phones to exchange E-mail rather than to access websites
- The close link between use of mobile phones and all aspects of their lives among young people
- The possibility for the communication on mobile phones to impact on the use of mass media

Outline of the IT Media Time Use Survey

- Survey Days : October 21(Sunday) and 22(Monday) in 2001
- People covered : A nationwide total of 3,600 people(aged 10-69)
- Survey Method : The questionnaire distribution-collection method
- Number of Effective samples (Response rate) : 2,649 people (73.6%)

Activities covered in the survey

- Sleep, Personal Chores, Meals
- Commuting, Work-related, Schoolwork, Housework, Social Obligations
- Conversing with family, Conversing with friends, Leisure Activities
- Television, Radio, Newspapers/Magazines/Books, CDs/Tapes, Video, Video Games
- Rest

Use of PC and mobile phone

- ① Websites (PC)
- ② E-mail (PC)
- ③ Other (PC)
- ④ Websites (Mobile Phone)
- ⑤ E-mail (Mobile Phone)
- ⑥ Calls (Mobile Phone)

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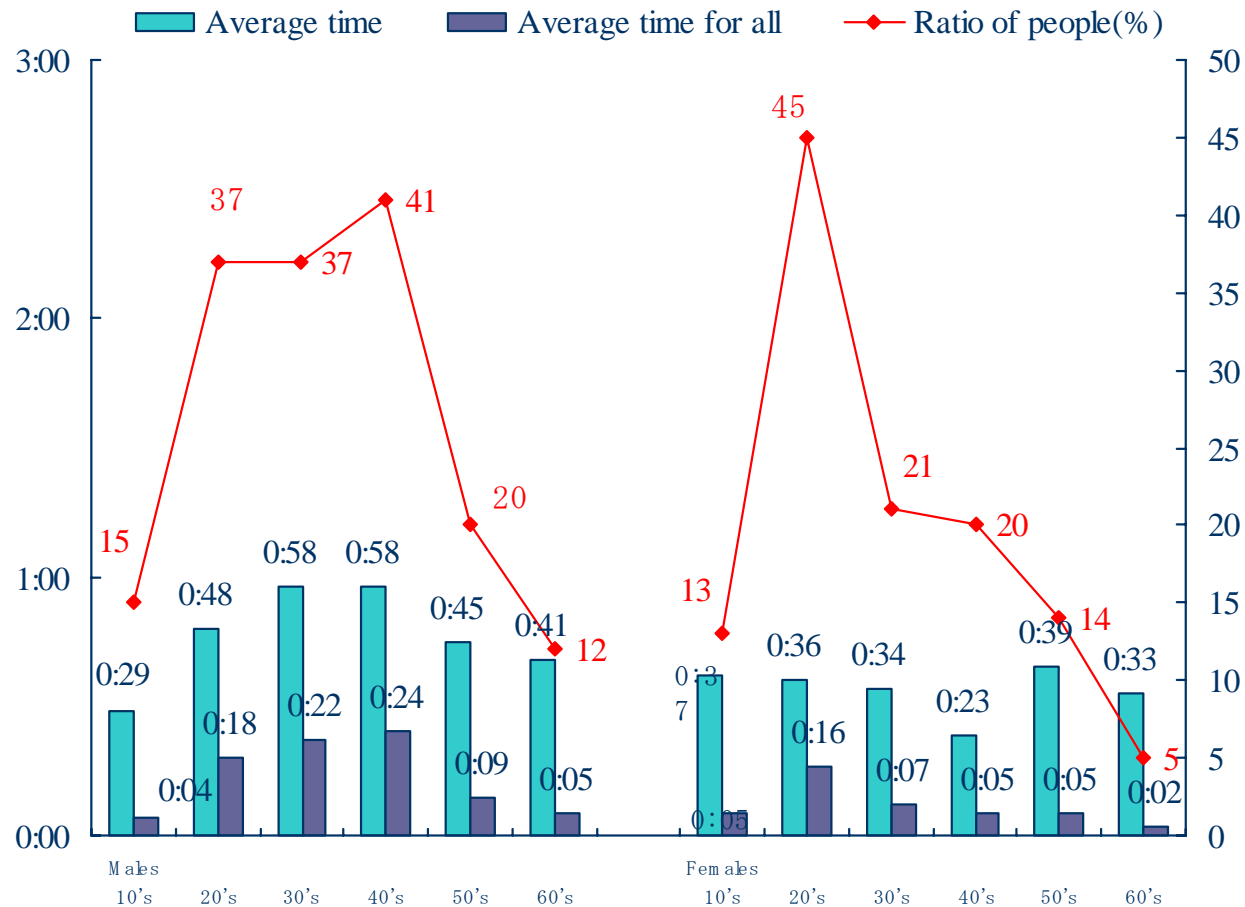
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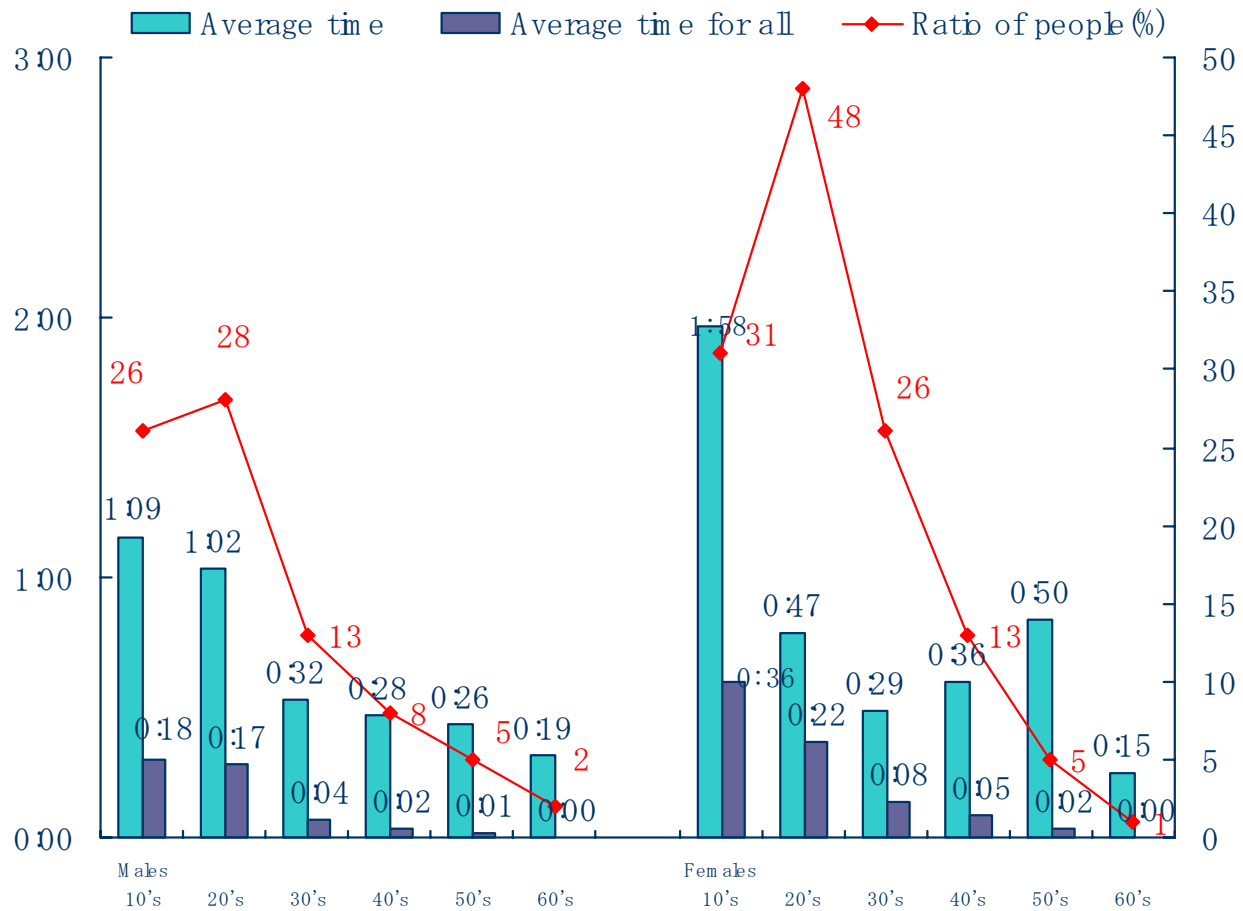
Ratio of people using mobile phone / Time spent using mobile phone

		Monday			Sunday		
		Ratio of people	Average time	Average time for total population	Ratio of people	Average time	Average time for total population
		%	hours/min.	hours/min.			
Mobile Phone		33	1:00	0:20	34	0:59	0:20
	Websites	3	0:28	0:01	3	0:37	0:01
Activity	E-mail	16	0:54	0:09	17	0:58	0:10
	Calls	23	0:44	0:10	25	0:37	0:09

Ratio of people and Time for using mobile phone for calls



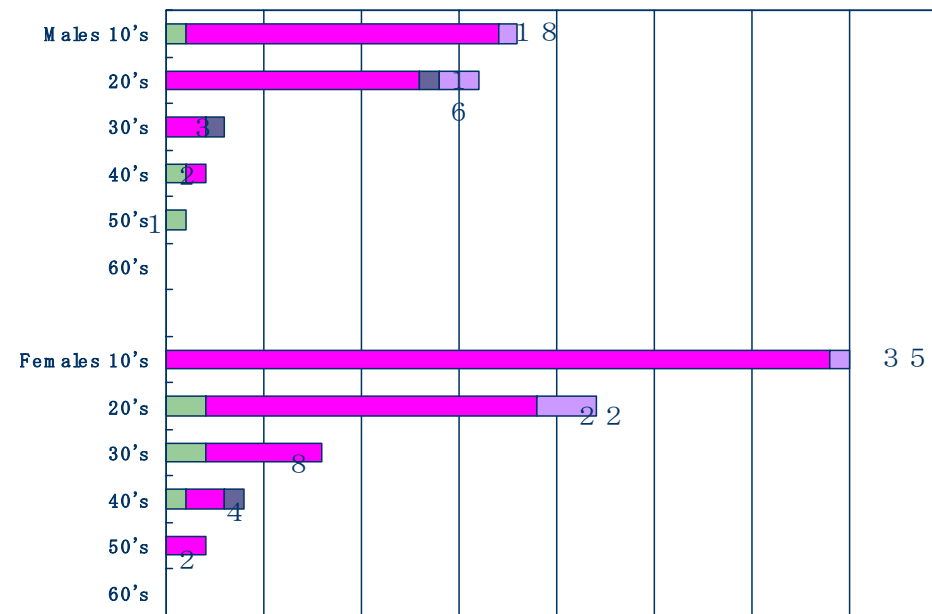
Ratio of people and Time for using mobile phone for E-mail



Individuals to whom E-mail were exchanged (the amount of time)

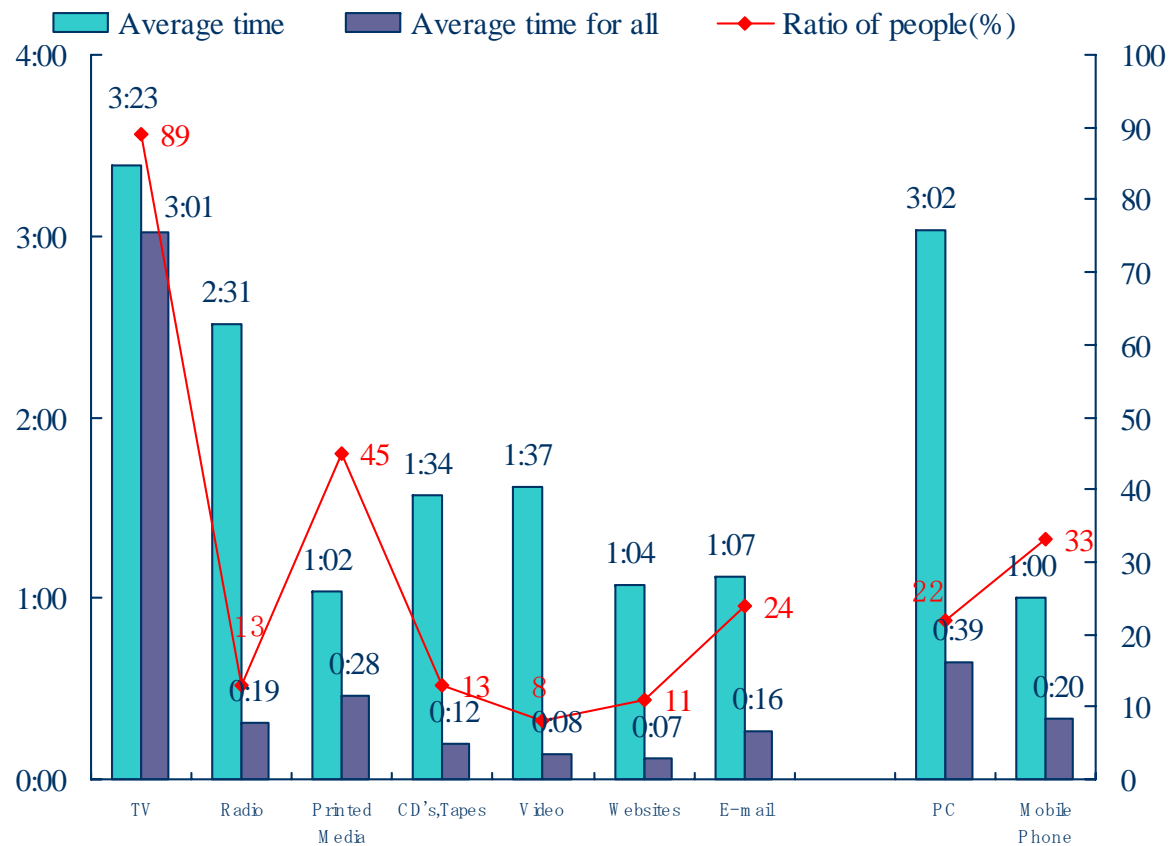


<On PC>

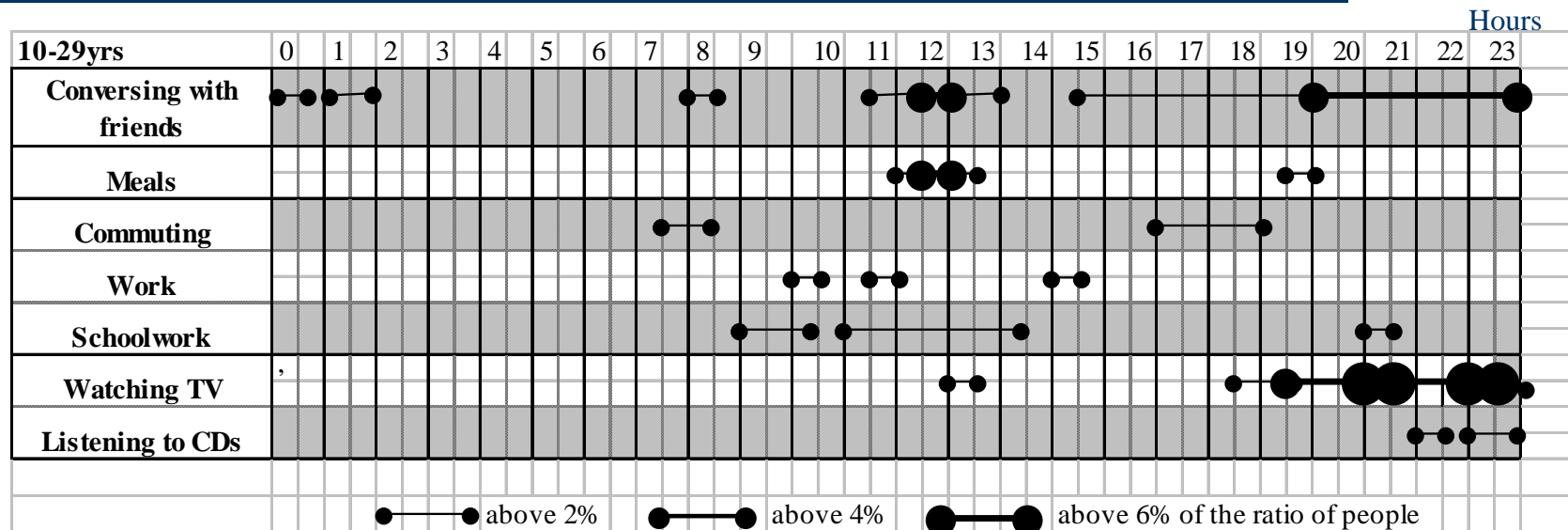


<On Mobile Phone>

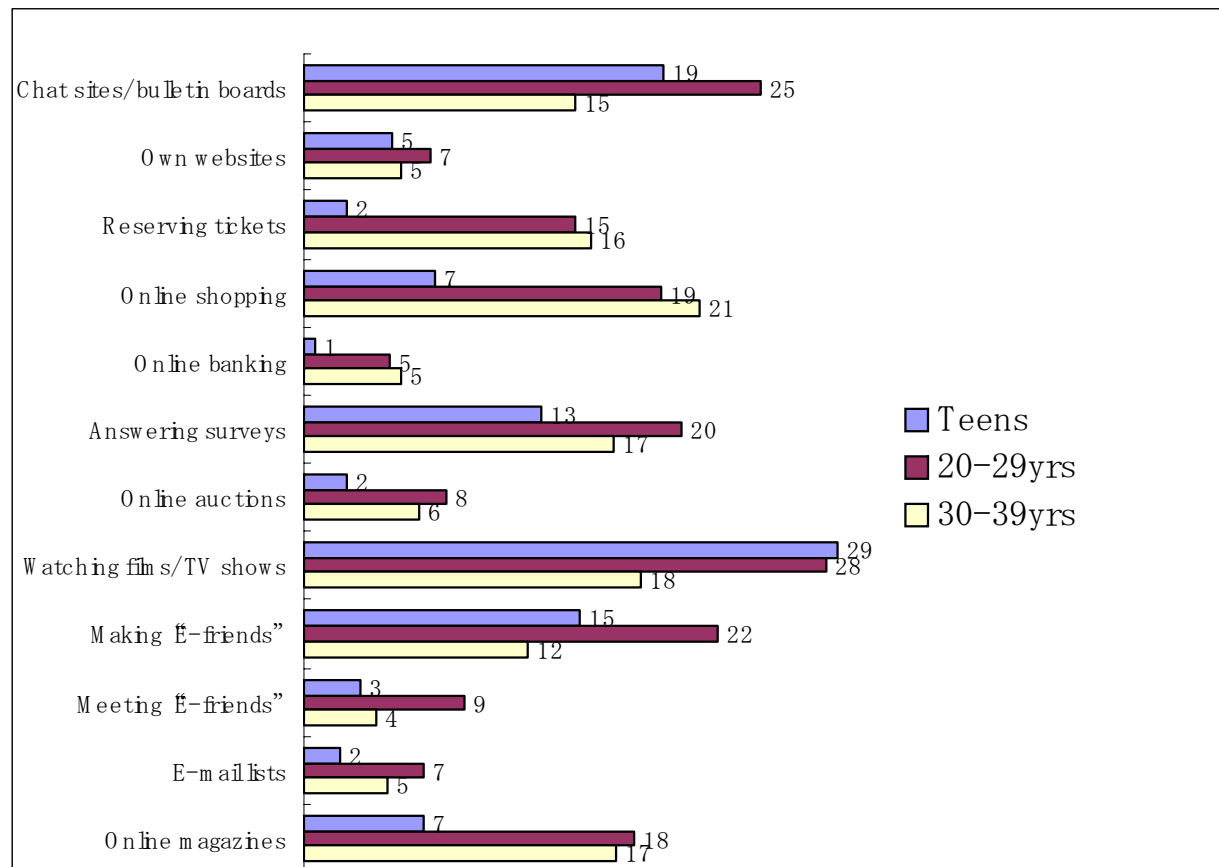
Media Use (National Total on Monday)



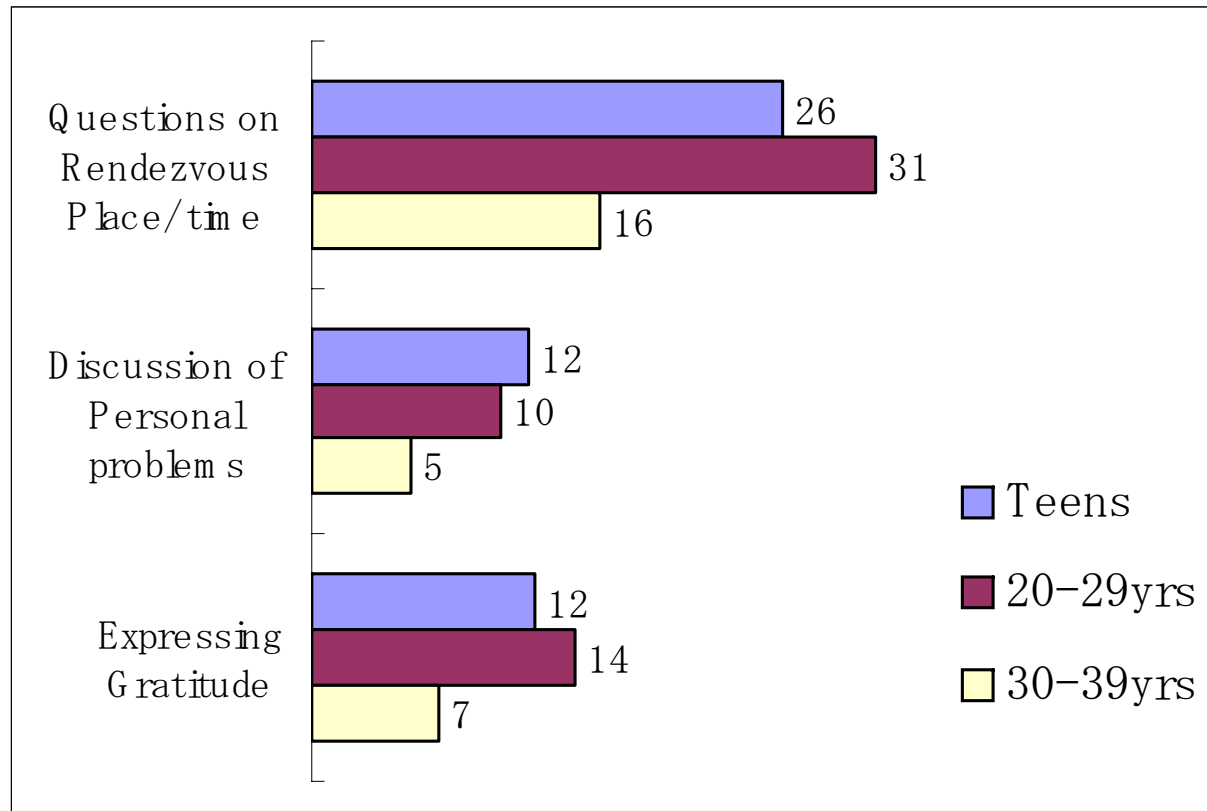
Use of mobile phones in conjunction with other activities amongst people aged 10-29 (on Monday)



Uses of the Internet by people aged 10-39 (Multiple answers)



Ratio of people aged 10-39 who used E-mail for the following Activities



Conclusion

- Using mobile phones to exchange E-mail is a very popular activity amongst Japanese youngsters.
- And they use mobile phones throughout the day in all situations.

Conclusion

- So, we can consider the personal communication space built by the mobile phone to occupy part of the young person's predominant media channel.
- This viewpoint suggests considerable changes in the structures of media use.