

## **Survey Report on the Effects of IT to the “Living”** **~IT Usage and Awareness of Digital Native Generation~**

International Foundation for Information Technology (Executive Director: Junichi Sawada) conducted a survey on the usage and the awareness of social media targeting 10-69 year-old smartphone users (Number of respondents: 1,067), and carried out an analysis mainly on the 10-19 year-old users (those who were born in or after 1995) who are called “digital native generation”.

### **[Major points of survey results]**

#### **1. 70% of 10-19 year-old users are immersed in smartphones, while they are aware of using them for too many hours. (Figures 1-4)**

- Smartphones have been entrenched in daily life as a “normal thing” and an indispensable tool.
- 40% of 10-19 year-old users “find a fun” in the very act of using their smartphones. When compared with other generations, they use smartphones for the longest hours. On the other hand, they cut out their “time for sleep” and “time for study” to secure their time for using smartphones, and 70% of them feel guilty to use the smartphone for too long hours.

#### **2. They have a sense of caution over “being connected” with a stranger through the social media. (Figures 5-6)**

- Young people of the digital native generation understand the characteristics of social media and largely use it carefully.
- As a characteristic tendency, the segment of 10-14 year-old users has a stronger sense of disadvantage over using the smartphone or social media than other generations. The ratio of those who answered that “to be connected with a stranger through social media is a disadvantage” reached 50% in the segment of 10-14 year-old users.

#### **3. 20% of the “users in their 30s” retweet without confirming the reliability of the information. (Figures 7-9)**

- 30% of the all respondents answered that they “have never been conscious of the origin of information” in terms of the reliability of information on the site. The ratio of those who answered like this reached 40% of the 10-19 year-old users.
- When retweeting on the Twitter, 20% of the users in their 30s answered that they “retweet without speculating on the information”, or they “retweet even when believing the information only half”. A large number of users in their 30s or 40s answered that they “do not know” cautions or manners for using social media, for example, that one should not

post other person's information without approval.

**4. More than 50% of respondents, mainly in their 10s or 20s, agree with the idea of introducing a “programming education” in the compulsory education at elementary schools. (Figure 10)**

- 50% of respondents agree with the introduction of programming education in the compulsory education at elementary schools. Especially, a large number of those in their 10s and 20s agree the idea.

**[Outline of survey]**

- (1) Survey method: Questionnaires on the Web
- (2) Period of survey: Thursday, September 4 to Tuesday, September 9, 2014
- (3) Subject of survey: Smartphone users in all over Japan (those in their 10s answered with their parents)
- (4) Cooperator of survey: KADOKAWA ASCII Research Laboratories, Inc.
- (5) Number of effective responses: 1,067

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**⇒For details, please refer to the report posted on the above URL.**