

# Actual Usage of Digital Media and Changes in Awareness



## (1) Actual usage of digital media by elementary school children

The amount of time watching video games and movies increased following the outbreak of COVID-19

We asked the participants about changes in the amount of time using digital media during the period between January 2020 (before the outbreak of COVID-19) and May 2020 (when this survey was conducted). It is revealed that overall elementary school children spend an average of 53.2 minutes per day engaged with video games and an average of 63 minutes per day with movies. These two items account for 60% of digital media usage. As for the average daily usage of digital media, higher graders spend more than 50 minutes compared to lower graders. In addition, more mothers answered “increased” in the items of “Watching movies (about 70%)” and “Watching video games (50%)” following the outbreak of the COVID-19 pandemic.

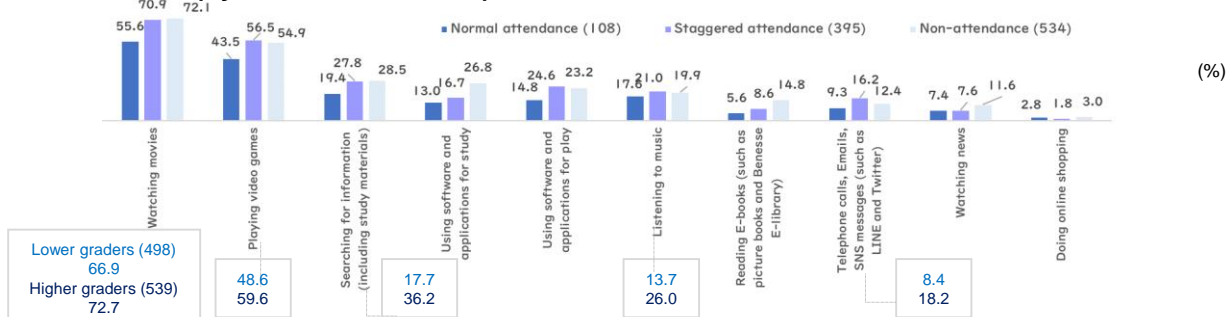
- Q: How much time per day (weekdays) does your child spend on doing the following activities using digital media (PCs, tablets (such as iPad), smartphones) at home at present (when this survey is conducted)?/  
Q: Is there any change since January 2020 (weekdays)?

■ **Table 5-1-1: Average daily usage of digital media as of May 2020 (weekdays)**  
(Overall elementary school children; by attendance status; by lower/higher grades)

	Overall (1,037)	Normal attendance (108)	Staggered attendance (395)	Non- attendance (534)	Lower graders (498)	Higher graders (539)	(Min)
Watching movies	63.0	49.3	65.9	63.7	58.5	67.1	
Playing video games	53.2	40.8	53.9	55.2	42.4	63.2	
Searching for information (including study materials)	18.0	13.9	17.5	19.1	17.2	18.7	
Using software and applications for study	12.1	9.0	11.2	13.4	8.8	15.2	
Using software and applications for play	10.1	10.6	9.5	10.3	7.4	12.5	
Listening to music	9.8	6.9	7.2	12.4	10.4	9.3	
Reading E-books (such as picture books and Benesse E-library)	8.9	8.2	9.2	8.8	5.3	12.2	
Telephone calls, Emails, SNS messages (such as LINE and Twitter)	5.7	4.9	4.1	7.2	5.0	6.4	
Watching news	5.1	4.4	3.6	6.3	4.0	6.1	
Doing online shopping	2.9	3.9	1.8	3.6	3.1	2.8	
<b>Total</b>	<b>188.8</b>	<b>151.9</b>	<b>183.9</b>	<b>200.0</b>	<b>162.1</b>	<b>213.5</b>	

- \* For the question regarding the ownership and usage of digital media (such as PCs, tablets, and smartphones) at home, the participants who answered “We don’t have at home” and “We have but don’t use at home” are outside the scope of analysis.
- \* The participants who answered “Taking online classes (including schools, enrichment lessons, private-tutoring schools)” are counted in the item of “The length of study hours at home” and, therefore, omitted from the above table.
- \* The results are displayed in descending order.

■ **Figure 5-1-2: Changes in the average daily usage of digital media since January 2020**  
(by attendance status)



- \* For the question regarding the ownership and usage of digital media (such as PCs, tablets, and smartphones) at home, the participants who answered “We don’t have at home” and “We have but don’t use at home” are outside the scope of analysis.
- \* The participants who answered “Taking online classes (including schools, enrichment lessons, private-tutoring schools)” are counted in the item of “The length of study hours at home” and, therefore, omitted from the above table.
- \* The percentage of the participants who answered “Increased” to the question regarding changes in the usage of digital media since January 2020 (weekdays).
- \* The results are displayed in descending order based on non-attendance.

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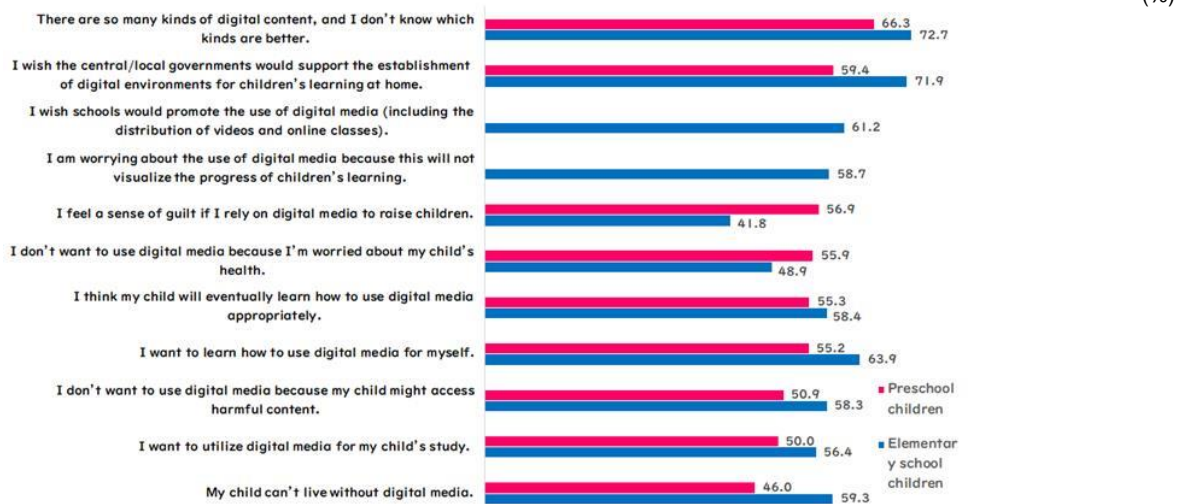
## (2) Changes in mothers' awareness and advantages in learning

About 50% of mothers wish to utilize digital media in children's learning

We asked the participants about the use of digital media by their children. For changes in their awareness of digital media following the outbreak of COVID-19, about 50% of mothers answered they did not want to use digital media because they were concerned about children's health. In contrast, about 50% of mothers answered they wanted to use digital media for children's learning. About the advantages of digital media for children's learning, more mothers consider digital media as useful tools, which can be used anywhere; attract and motivate children in learning; and foster children's independence.

Q: We want to ask you what you think of children's digital media use (such as PCs, tablets (such as iPad), and smartphones). Do you think the following items have become more applicable since the outbreak of the COVID-19 pandemic?

■ **Figure 5-2-1: Changes in mothers' awareness of children's use of digital media (preschool children/elementary school children)**

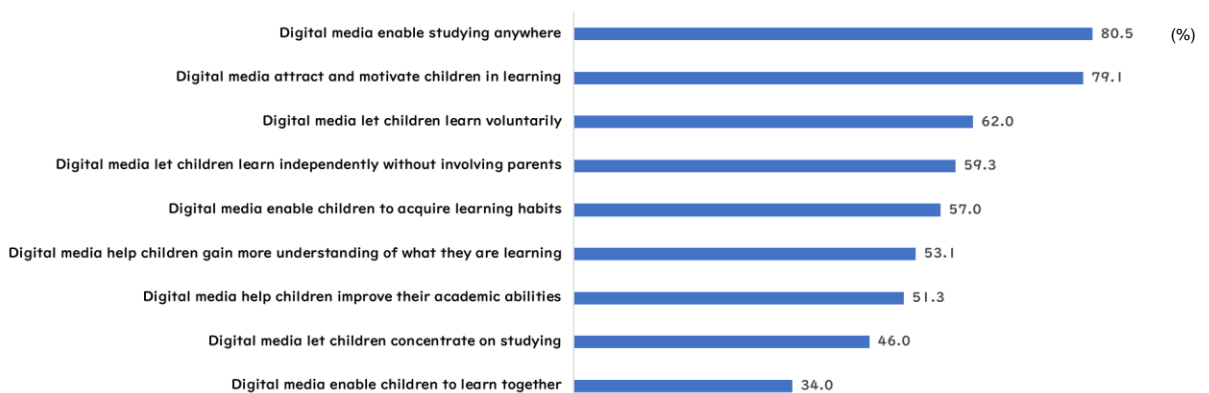


\* Percentage (%) of "Strongly agree + Somewhat agree."

\* The above figure indicates the results of 11 items out of 15 items regarding changes in mothers' awareness of digital media use, which obtained more than 50% of responses saying "Strongly agree" or "Somewhat agree" in either the categories of preschool children or elementary school children.

Q: To what extent do you think about the following items regarding digital media use for children's learning?

■ **Figure 5-2-2: Advantages of digital media use in learning (overall elementary school children)**



\* Percentage (%) of "Strongly agree + Somewhat agree."