

Parental Involvement

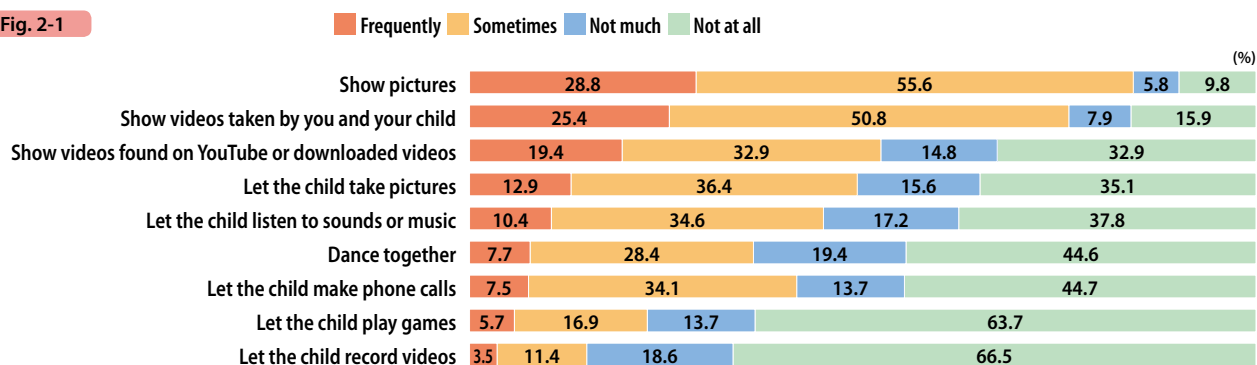
What they let them do with mobile phones, smartphones, tablet devices, and PCs

The percentage of showing pictures and videos is high, with 84.4%* of mothers saying they “Show pictures.”

* The total of “Frequently” and “Sometimes”

Q. Do you let your child do the following using mobile phones/smartphones, tablet devices, and PCs? 2017

Fig. 2-1

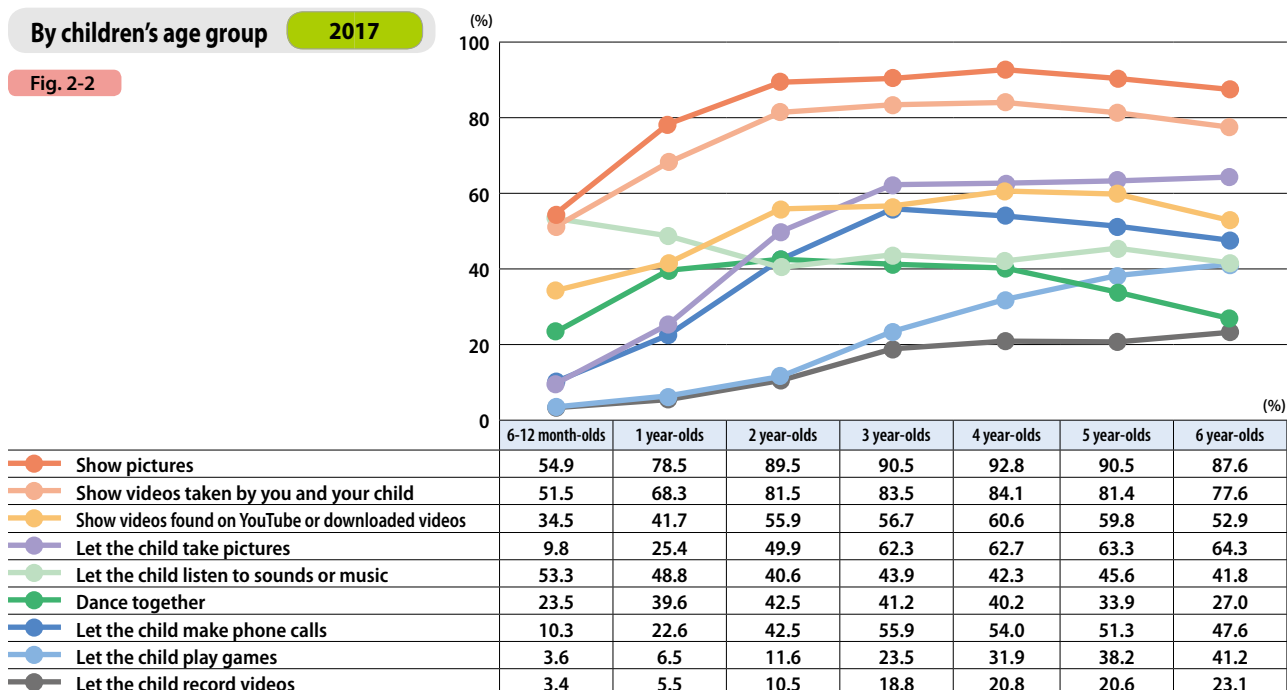


* Responses include cases where the device is “not owned in the household” or “not used” (Answered by all)

By children’s age group

2017

Fig. 2-2



* Responses include cases where the device is “not owned in the household” or “not used” (Answered by all)

* Percentage is the sum of “frequently” and “sometimes.”

What do they let children do with mobile phones/smartphones, tablet devices, and PCs? In descending order, they are “Show pictures” (The total of “Frequently” and “Sometimes” is 84.4%), “Show videos taken by you and your child” (Total of “Frequently” and “Sometimes” 76.2%), and “Show videos found on YouTube or downloaded videos” (Total of “Frequently” and “Sometimes” 52.3%). Items which increase along with children’s age are “Let the child take pictures” (1 year-olds 25.4%, 6 year-olds 64.3%), “Let the child play games” (1 year-olds 6.5%, 6 year-olds 41.2%), and so on; the older the children, the higher the percentage of children’s use.

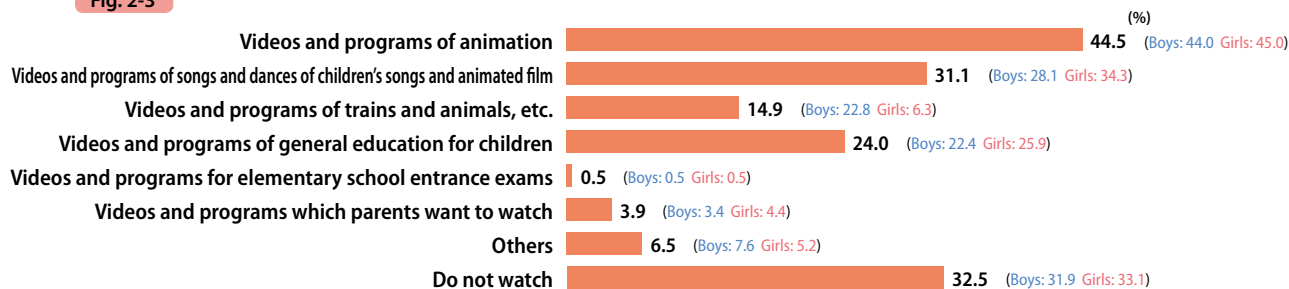
Parental Involvement

Content watched on video apps and software

“Videos and programs of animation” are watched regardless of gender and age. The percentage of those who “Do not watch” video apps and software is around 30% with the highest in 6-12 month-olds with 51.0% and the lowest in 4 year-olds with 23.9%.

Q. What kind of contents does your child watch on video apps and software? 2017

Fig. 2-3



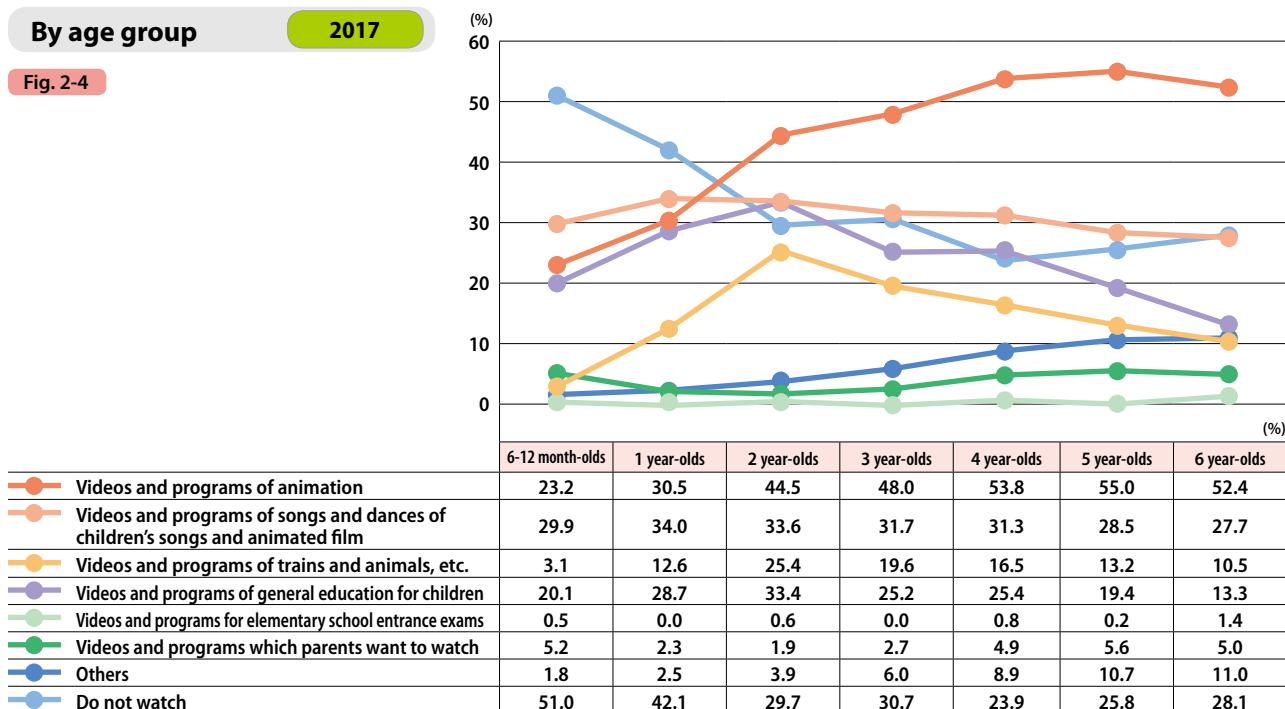
* Responses include cases where the device is “not owned in the household” or “not used” (Answered by all)

* Multiple answers

By age group

2017

Fig. 2-4



* Responses include cases where the device is “not owned in the household” or “not used” (Answered by all)

* Multiple answers

The most watched content on video apps and software is “Videos and programs of animation” with 44.5% followed by “Videos and programs of songs and dances of children’s songs and animation” with 31.1% and “Videos and programs of general education for children” with 24.0%. By gender, “Videos and programs of songs and dances of children’s songs and animation” is the highest for girls (boys 28.1%, girls 34.3%) and “Videos and programs of trains and animals etc.” is the highest for boys (boys 22.8%, girls 6.3%). By age, “Do not watch” is the highest in 6-12 month-olds and 1 year-olds (6-12 month-olds 51.0%, 1 year-olds 42.1%) and “Videos and programs of animation” is the highest in 2 to 6 year-olds dominating 40% to 50%.

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Situations of media use

The most common situation of media use is “TV programs” “When busy with housework” which is 64.0%.

Q. Does your child use digital media devices in the following situations? secular comparison

Table 2-1

2013
2017
(%)

■ Items with a disparity larger than 5 points between 2013 and 2017

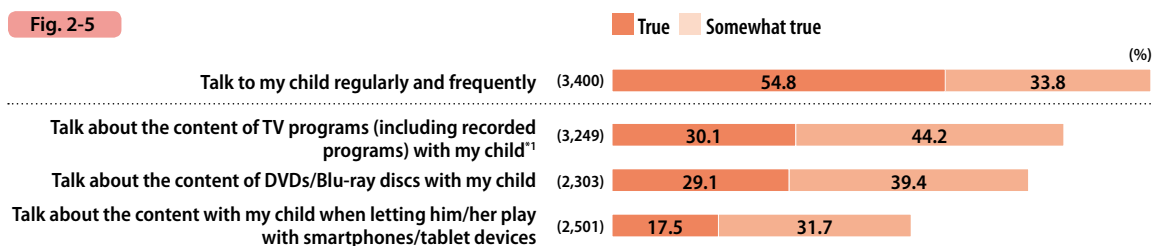
Situation	Device	2013 (%)	2017 (%)
When busy with housework	TV programs (includes recorded programs)	72.2	64.0
	Videos/DVDs	46.1	35.8
	Smartphones	7.7	15.2
	Tablet devices	16.8	23.9
When s/he is fussy	TV programs (includes recorded programs)	26.9	27.5
	Videos/DVDs	21.8	17.5
	Smartphones	17.0	23.5
	Tablet devices	15.1	16.7
When your child wants to use it	TV programs (includes recorded programs)	32.3	26.1
	Videos/DVDs	30.8	19.6
	Smartphones	28.3	29.7
	Tablet devices	28.5	28.3
While travelling in a car or on the train	TV programs (includes recorded programs)	7.3	5.5
	Videos/DVDs	17.3	13.5
	Smartphones	21.2	21.6
	Tablet devices	10.9	10.0
While waiting when you are out	TV programs (includes recorded programs)	1.0	0.9
	Videos/DVDs	1.8	1.1
	Smartphones	30.5	33.7
	Tablet devices	13.4	10.1

* Multiple answers

* Only answered when the household owns the device

Q. How do you approach childrearing? 2017

Fig. 2-5



* The parameter of responses for items regarding media are those whose children use each form of media “Almost every day,” “3-4 days per week,” “1-2 days per week,” and “Very rarely” within a week.

*1 The parameter of responses consists of those who use either “TV programs excluding recorded programs” or “Recorded TV programs,” “Almost every day,” “3-4 days per week,” “1-2 days per week,” or “Very rarely” within a week.

Regarding the situations of media use, viewing of TV programs (including recorded programs) is high when “Busy with housework” and “When s/he is fussy.” Smartphones are highest “When your child wants to use it,” “While travelling in a car or on a train,” and “While waiting when you are out.” Among parents and children using the 3 media devices: TV programs (including recorded programs), DVDs/Blu-ray discs, and smartphones/tablet devices, the percentage of those who talk about the content of each media is 74.3% for TV programs, 68.5% for DVDs/Blu-ray discs, and 49.2% for smartphones/tablet devices.

Awareness and reluctance about media use

Regarding TV programs (including recorded programs), internet videos/images, and apps/software, many parents select “Can enjoy singing and dancing” and “Can enrich their knowledge” as pros and “Damage to eyesight and health” and “Addiction” as cons.

Q. What do you think about letting children watch (use) TV programs (including recorded programs), internet videos/images (YouTube etc.), and apps/software?

2017

Table 2-2

(%)

		TV programs (including recorded programs)	Internet videos/images	Apps/software ^{*1}
Pros	1	93.1 Can enjoy singing and dancing	78.1 Can enjoy singing and dancing	66.0 Can enjoy singing and dancing
	2	79.3 Can enrich their knowledge	44.4 Can enrich their knowledge	58.3 Can enrich their knowledge
	3	63.2 Can learn social etiquette and manners	38.4 Can develop self-expression through craft and drawing	56.0 Can develop self-expression through craft and drawing
	4	59.1 Can develop self-expression through craft and drawing	29.9 Increases parent-child communication	37.6 Beneficial for school lessons
	5	56.9 Cultivates kindness and compassion	24.9 Beneficial for school lessons	37.5 Acquire concentration
	6	52.7 Increased parent-child communication	24.6 Acquire concentration	36.5 Increases parent-child communication
Cons	1	84.3 Damage to eyesight and health	84.8 Damage to eyesight and health	84.5 Damage to eyesight and health
	2	75.7 Addiction	80.7 Addiction	77.0 Addiction
	3	72.0 Continuous long term use	75.2 Continuous long term use	73.8 Continuous long term use
	4	57.9 Difficulty in shifting attention from one task to another	71.3 Access to charged websites or dangerous websites	68.1 Access to charged websites or dangerous websites
	5	54.2 Later addiction to digital media	68.3 Later addiction to digital media	64.9 Difficulty in shifting attention from one task to another
	6	52.1 Become passive	67.3 Difficulty in shifting attention from one task to another	64.7 Later addiction to digital media

* Figures are the sum of “very true” and “somewhat true”

* Sample size is 3,400 respondents

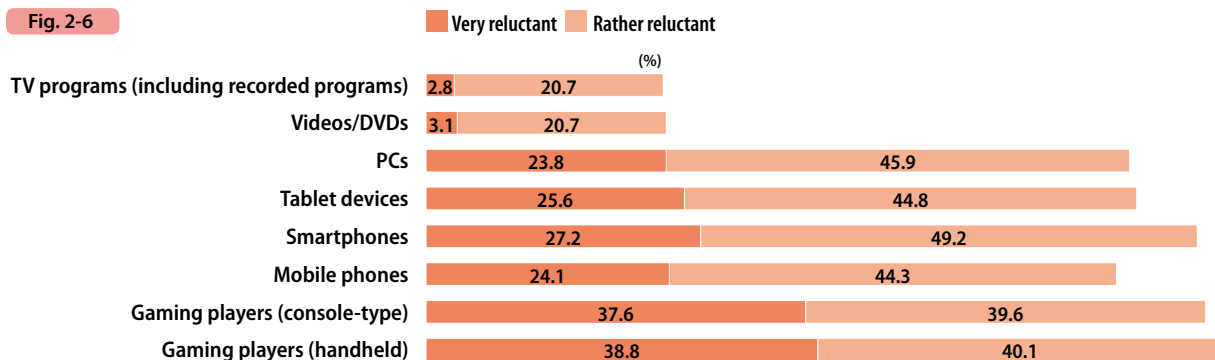
* Displaying 6 out of 10 items for each media (displaying the top 6 out of 11 items for internet videos/images and apps/software)

*1 Smartphones/tablet devices/PC apps/software (picture books/English/drawing/games etc.)

Q. How reluctant do you feel about letting your child see (use) the following items?

2017

Fig. 2-6



* Answered in cases where there is no use (Answered by all)

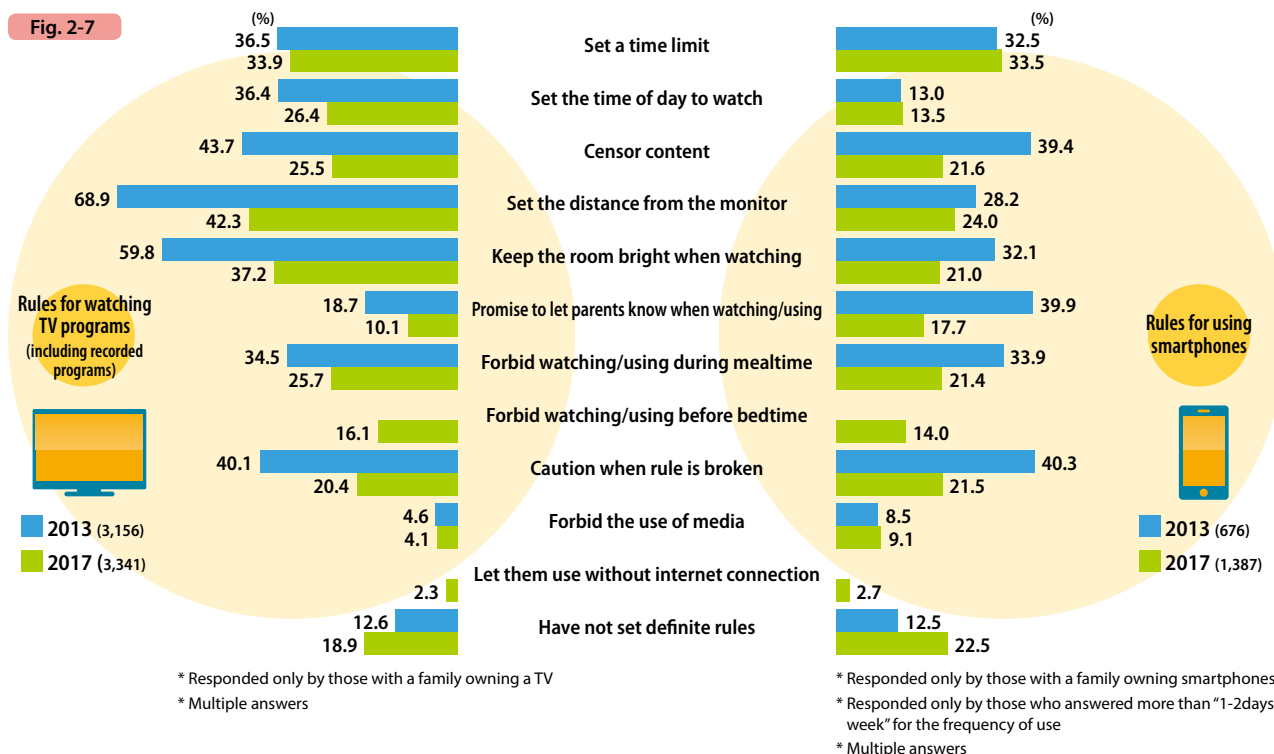
Looking at awareness regarding TV programs (including recorded programs), internet videos/images, and apps/software, “Can enjoy singing and dancing” comes 1st and “Can enrich their knowledge” comes 2nd as common choices. For TV programs (including recorded programs), “Can learn social etiquette and manners” is 3rd. For internet videos/images and apps/software, “Can develop self-expression through craft and drawing” is 3rd. On the other hand, cons are the same across all with “Damage to eyesight and health” as 1st, “Addiction” as 2nd, and “Continuous long term use” as 3rd. Parents are aware of potential advantages yet have concerns at the same time.

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Family rules of media use

Regarding rules of media use, “Do not set definite rules” has increased.

Q. Do you set rules when your child watches or uses digital media devices? secular comparison



Q. Please write down any considerations you give when your child uses smartphones. 2017

Table 2-3

Do not allow use for a long period of time	526
Create an environment which prevents use	431
Use together with parents	301
Restrict functions to be used	154
Be careful about the viewing environment such as sound and brightness	124
Restrict when to use	62
Set rules and make them morally aware	34
Make sure to avoid problems for parents' use	17
Others	27

Number of responses: 1,676

I set the time by telling them to stop when the hands of the clock reach a certain point.

I watch together during use at all times

I lock it so it cannot be used.

Regarding rules for watching (using) TV programs (including recorded programs) and smartphones, most items have decreased in percentage since 4 years ago. As for smartphones, “Have not set definite rules” has increased by 10 points. For considerations given when using smartphones (free comment), the following were common in descending order: “Do not allow use for a long period of time” (526 responses), “Create an environment which prevents use” (431 responses), “Use together with parents” (301 responses). For creating an environment which prevents use, many say they lock the device or set it to airplane mode. Although it is not indicated in the figure, the percentage of those who filter the media device is very small with only 3 to 7%. They seem to use device functionalities rather than filters.

Parental Involvement

Parent-child conversations about the content of media


Parents who talk with their child about the content of media have high involvement with them outside the use of media as well with a positive attitude towards childrearing.

Involvement with children, positive attitude towards childrearing

(divided into groups with frequent/less conversations with children about the content of media)

2017

Table 2-4



		TV programs (including recorded programs)		DVDs/Blu-ray discs		Smartphones/ Tablet devices	
		Less conversation	Frequent conversation	Less conversation	Frequent conversation	Less conversation	Frequent conversation
Involvement with children	Play word games with child (word-chain game, puns, etc.)	42.2	< 68.7	55.8	< 71.6	57.6	< 71.6
	Play with blocks and building blocks with child	59.9	< 80.8	64.8	< 82.9	68.2	< 83.3
	Draw pictures together or play with clay and origami with child	40.3	< 75.9	57.9	< 79.8	60.9	< 79.5
	Read books to child	65.5	< 78.5	67.6	< 79.7	70.0	< 79.5
Positive attitude towards childrearing	Feel your own growth through childrearing	63.5	< 74.6	67.6	< 75.6	66.8	< 76.5
	Feel that childrearing is a fun and happy thing	75.6	< 85.4	77.1	< 85.8	78.7	< 87.1
	Feel that playing with your child is very interesting	72.1	< 82.6	69.2	< 84.0	74.4	< 84.8
	Feel that your child is extremely adorable	89.3	93.5	90.9	94.1	90.2	94.3
Rules of media use	Set a time limit when your child watches (uses) the smartphone	11.6	< 26.6	21.1	< 27.5	22.4	< 34.1
	Censor content when your child watches (uses) the smartphone	9.0	< 16.4	14.6	17.7	13.1	< 23.3
	Set a distance from the screen when your child watches (uses) the smartphone	10.9	< 17.7	14.3	< 20.8	14.0	< 25.9

* Percentage of "Involvement with children" and "Positive attitude towards childrearing" are totals of "Frequently" and "Sometimes." The value of "Rules of media use" is the percentage of those who answered that they have set rules.

* Regarding "Talk about the content of TV programs (including recorded programs) with children," "Talk about the content of DVDs/Blu-ray discs with children," and "Talk about the content with children when letting them play with smartphones/tablet devices," among those who use the media more than "Very Rarely" per week, those who answered "True" and "Somewhat true" were classified as the "Frequent conversation" group, and those who answered "Cannot say yes or no," "Not so true," and "Not true" have been classified as the "Less conversation" group.

The table above shows the summary of characteristics of parents who talk with children about the contents when children watch and use TV programs (including recorded programs), DVDs/Blu-ray discs, and smartphones/tablet devices. The group which talks with children about the content of media has high parent-child involvement outside the use of media as well and this relates to having a more positive attitude towards childrearing. The percentage of those who set rules for media use tends to be higher as well. Such parents seem to utilize media devices as a new tool to communicate with children rather than an alternative means to interact with children.