



Recording on Nov 13, 2012



On site event at a high school on Dec 1



Summary

- EE as a strategic methodology that applies the power of stories
- The essence is the use of models that present possibilities
- Participatory approaches enhances the effectiveness and impacts in the social environment --- collaborative relationship for health promotion
- Details on "Bay for Seventeens" on Kawamura, Y & Kohler, C, Applying Sabido's entertainment-education serial drama strategy to serve local radio audiences in the US and Japan, Critical Arts, 27(1), pp93-113.

SKK20 – Shikyu-Keigan-Kenshin wa 20 sai kara in Japanese meaning Let's get cervical cancer screening from 20 years-old!

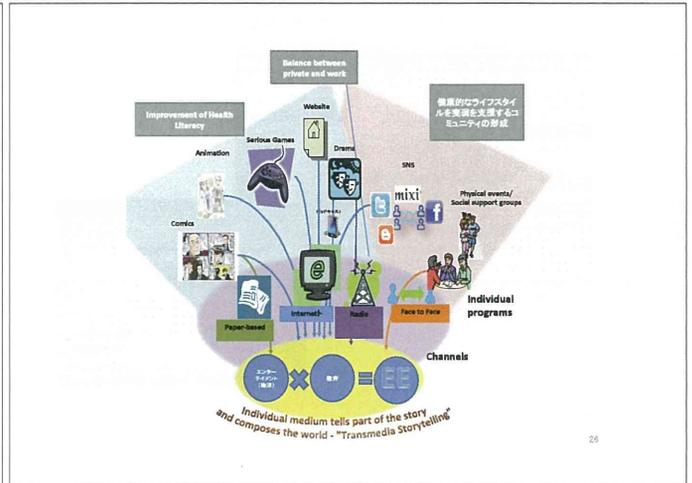
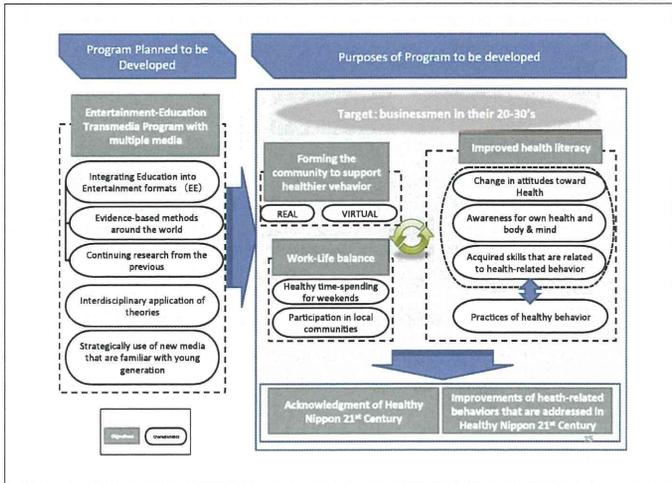


Year 1

- Focus group interviews to understand the target audience (early 20s) whose screening rate is less than 10%
- Prototype examination
 - Development of a radio drama to be broadcast in Feb, 2014
 - Plan of an escaping game event
 - A song of SKK20

Strategic development of an EE Transmedia program to promote healthier lifestyles among Japanese young businessmen

FROM HERE..



Year 1

- Formative research
 - By quantitative methods
 - To understand the target audience
 - To identify a few good segments to target
 - And further by qualitative methods
 - To get insights of the identified target audience
- Summary to creators
 - →Creative concepts /prototypes??

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Thank you!

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How much information created and used in Japan and the U.S. ?

Background

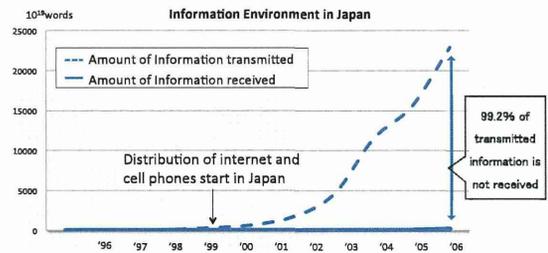
- Japan has done research on information distribution over 40 years since 1971 by Ministry of Internal Affairs and Communication.
- U.S. recently started similar research, such as “How much information?” research by UC San Diego.

Information created and used in Japan: 2001-2007

- In 2009, 20 media in 6 areas (Telephone, Internet, TV, Mail, Print, Software) were analyzed.
- Formula to calculate information created and used is described below.
 - Information Created = Amount of info. Received × Amount of info. Per unit(bit)
 - Information Used = Duration of Media Use × Amount of information used per unit(Recognized amount of info.)

Source: Ministry of Internal Affairs and Communications, (2006). Census of information distribution.

We live in an age where it is hard for campaign messages to reach the citizens.



Source: Ministry of Internal Affairs and Communications, (2006). Census of information distribution.

Comparison of major media use/day between Japan and U.S.

Media	Duration (min./day)	
	'07 Japan ¹⁾	'09 USA ²⁾
Phone	12	43.8
Internet	46	100.1
TV	280	294.6
Radio	113	133.2
Newspaper	20	4.8
Magazine	5	16.2
Book	9	15.0
Music	12	27.0
VTR/DVD	3	15.6
TV game	4	55.8

Source:

1) Ministry of Internal Affairs and Communications, (2006). Census of information distribution.

2) Roger E. Rein and James E. Short, (2010). How Much Information? 2009 report on American Consumers.

Recent Phenomenon in Japan: What we've seen and learned through 2 popular TV programs

Nov. 21, 2013
 Yoko Kawamura
 Kumamoto University,
 Center for Policy Studies

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Background on Japanese TV industry

- A public broadcasting cooperation (Nippon Hosou Kyokai – Japan Broadcasting Cooperation)
- Private TV networks
 - 5 Key stations in Tokyo
 - Each key station has a sub-key station in Osaka, and a major station in Nagoya
 - At least a few stations that subscribe the network benefits
- Not many cable TV subscribers
- Switching to the Digital Terrestrial Television Broadcasting completed in March 2012

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ホームページより引用

3



An example of transmedia storytelling
“AMA-CHAN”

画像は番組ホームページより引用

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“jjj”-Je
 Je Je

Story of Aki who wanted to be a female professional diver.. But she became.. She was not in Iwate when the tsunami disaster happened, which moved her further.

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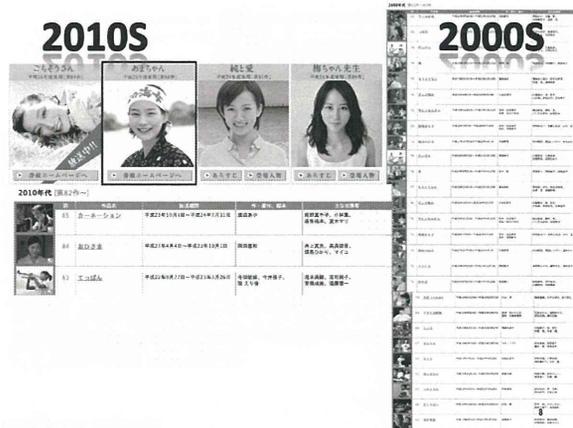
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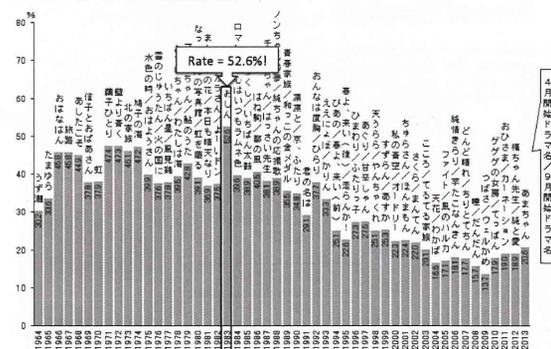
NHK's morning TV drama programs "Asa-dra"

- Since 1961
- More than 80 programs
- Most are the stories of women

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NHK朝の連続テレビ小説平均視聴率の年度別推移



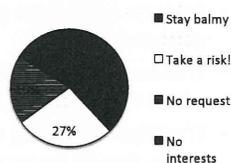
(注) 関東地区の期間平均。2話の場合、2話の単純平均。2013年はあまちゃんのみ。
(資料) 堀井憲一郎(2006)「若者観の時代」講談社現代新書ほか

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Feedback from the general public (April, 2013; N=6,137, M=3,743, F=2,394)

- Reasons for the favorites
 1. Stories
 2. Main characters
 3. Actors who played main characters
 4. Compassion for the settings in particular times
 5. Compassion for the story settings

Requests for Asa-dra



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What are different from ones until 90s?

- We have technology that allows
 - the program to much more easily communicate with viewers, and
 - the viewers to have conversations with others on the programs and to form communities to go on the conversation
- Leading to the world-creation with participation --- "Ama-chan" is the pioneer

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The power of SNS

HANZAWA NAOKI

I'm gonna
make a double
revenge.



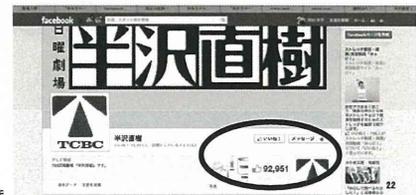
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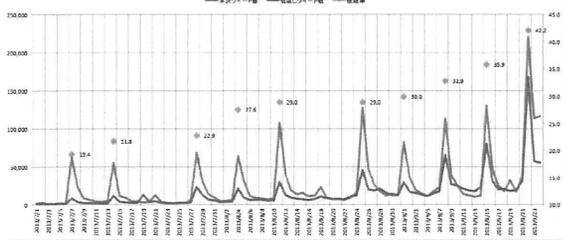
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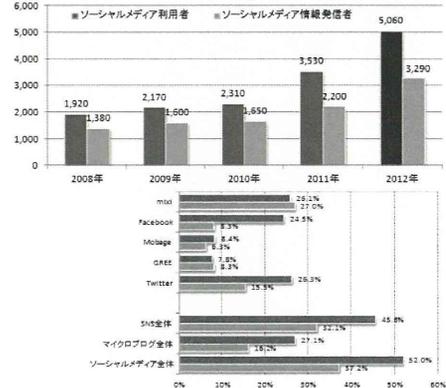


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画像はインターネット上で入手

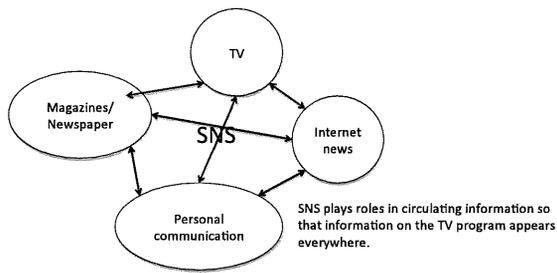


リサーチ協力: NED ソーシャルメディア分析サービス「Net」(http://kanban.jp/)
URL: http://g.co/social/#!/hansawa-naoki

Status of SNS usage among Japanese in 2012

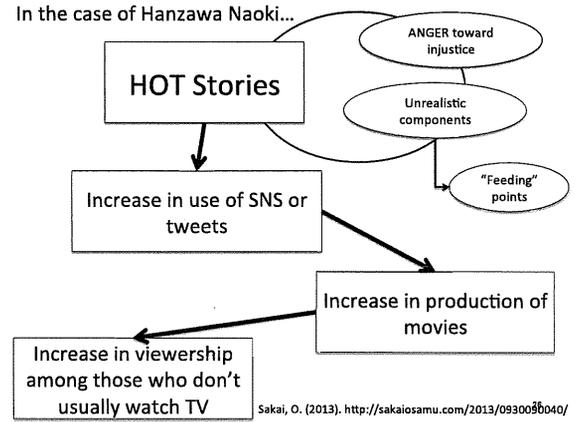


Mechanisms



Sakai, O. (2013). <http://sakaioamu.com/2013/0930090040/>

In the case of Hanzawa Naoki...



Sakai, O. (2013). <http://sakaioamu.com/2013/0930090040/>

Small summary for "Hanzawa Naoki"

- Stories that people want to discuss or buzz on may be important for being "spreadability."
 - Put a little bit the unrealistic in a positive way might be good??
- SNS plays a critical role in this high-tech society...

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To be spreadable.. in Japanese society

- Needs the story that people buzz on
- Can use the transmedia approach to increase the room for buzzes
- Realizes the roles of SNS and/or strategically uses it to be successful

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研究成果の刊行に関する一覧表

書籍

著者氏名	論文タイトル名	書籍全体の 編集者名	書 籍 名	出版社名	出版地	出版年	ページ
なし							

雑誌

発表者氏名	論文タイトル名	発表誌名	巻号	ページ	出版年
なし					

