

Tokushima International Consumer's Forum 2023

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Influences of Digitalization on Children and Students in Japan

Naruto University of Education



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消費者教育推進プロジェクト

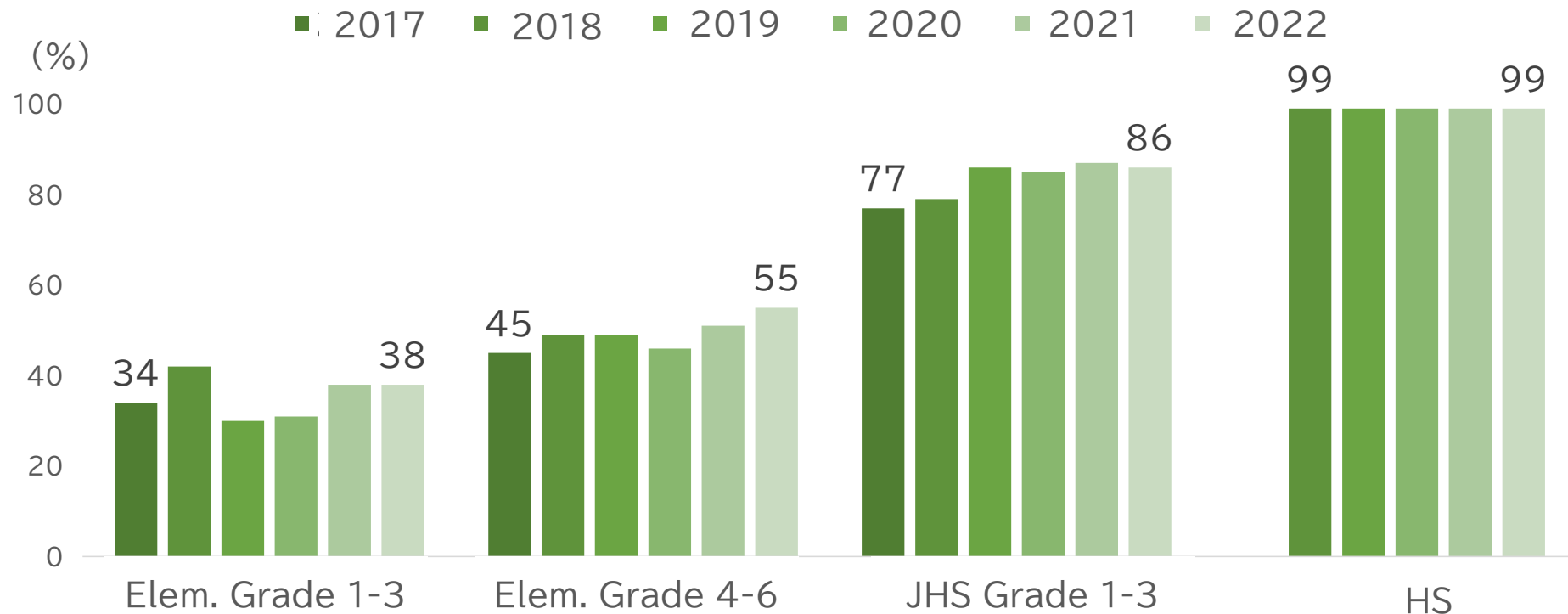
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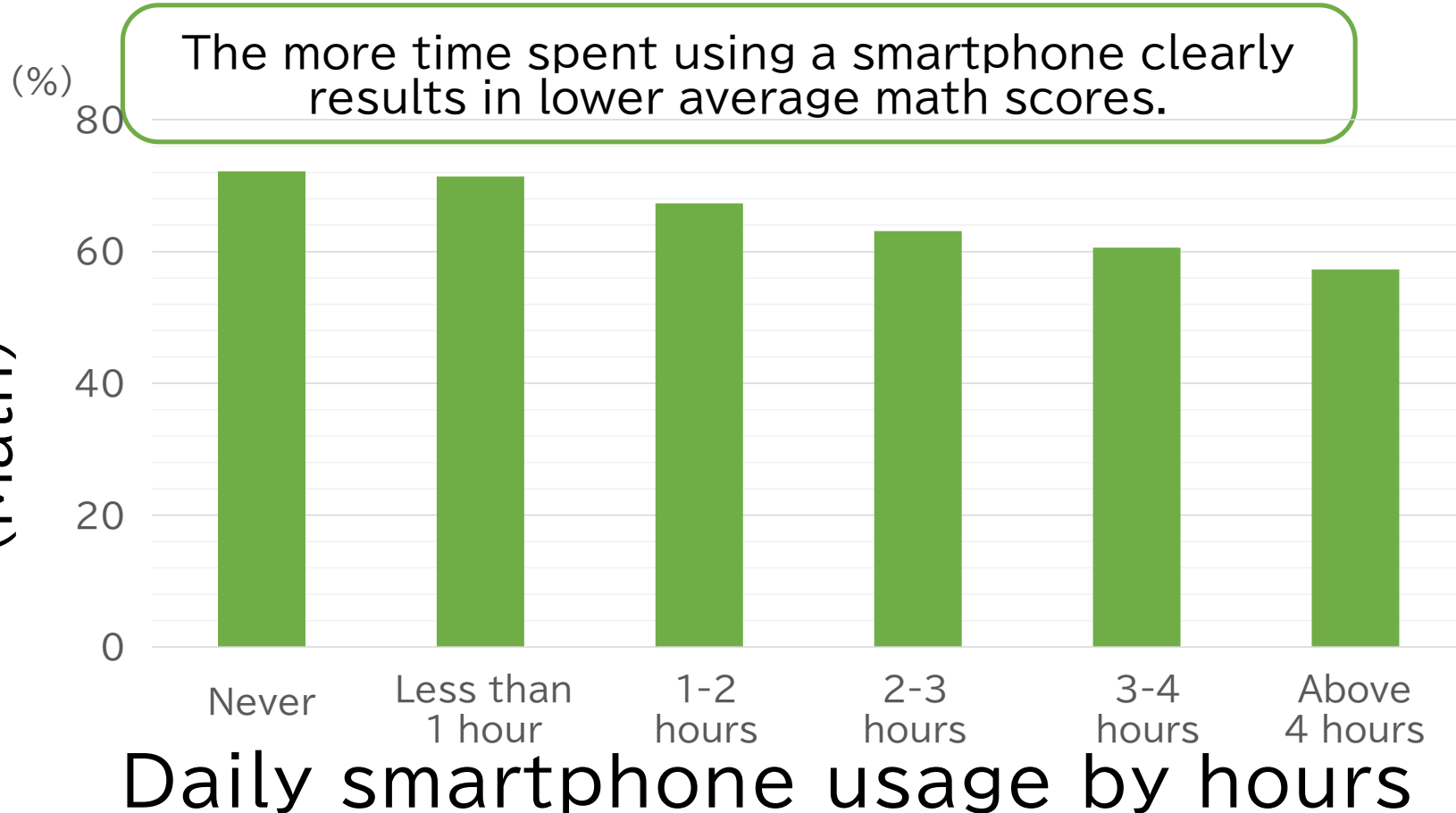
Smartphone Ownership by School Age

More than 50% of 4th-6th elem. students and nearly 90% of JHS students now own smartphones.



Source: Information and Communications in Japan, WHITE PAPER 2022, Ministry of Internal Affairs and Communications

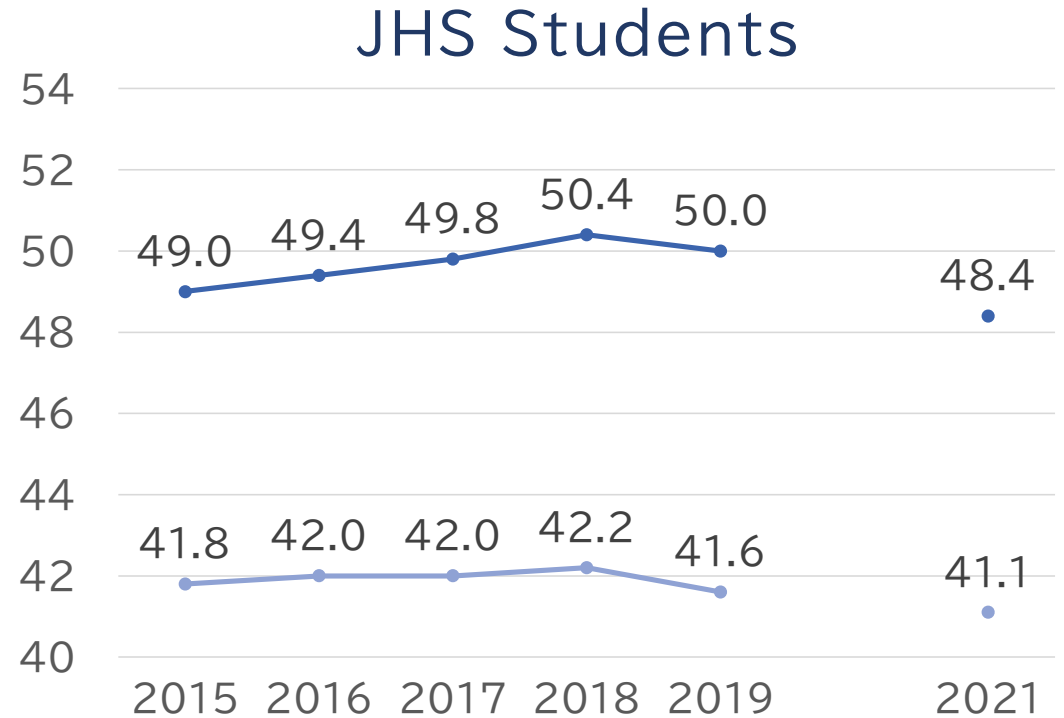
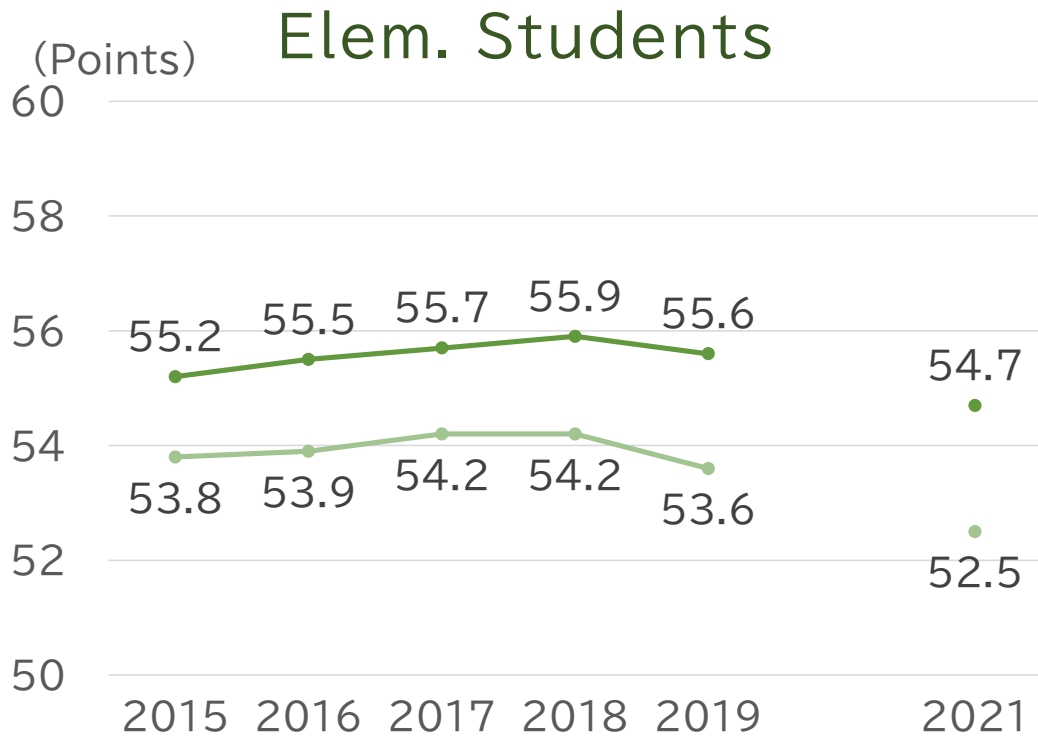
Relationship Between “Academic Performance” and “Time Spent Using Smartphones”



Source:
2013 Sendai City Standard Academic Achievement Test, Sendai City Living and Learning Conditions Survey

Total Physical Fitness Test Scores Through the Years

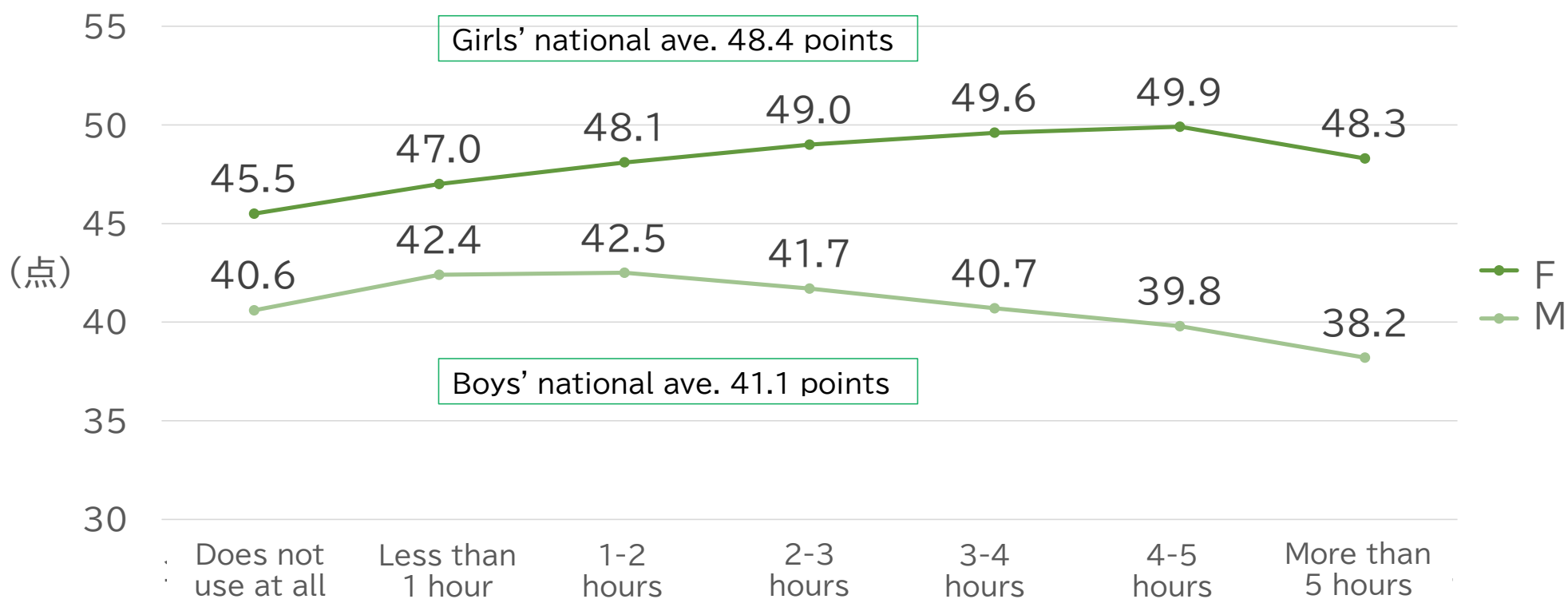
Total physical fitness test scores have declined since 2018.



Source: National Survey of Physical Fitness, Athletic Performance and Exercise Habits 2022, MEXT

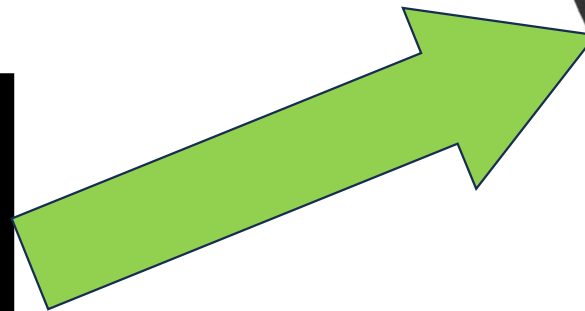
Relationship Between Screen Time and Total Physical Fitness Test Scores

Boys have lower physical fitness test scores with longer screen time (smartphone usage).

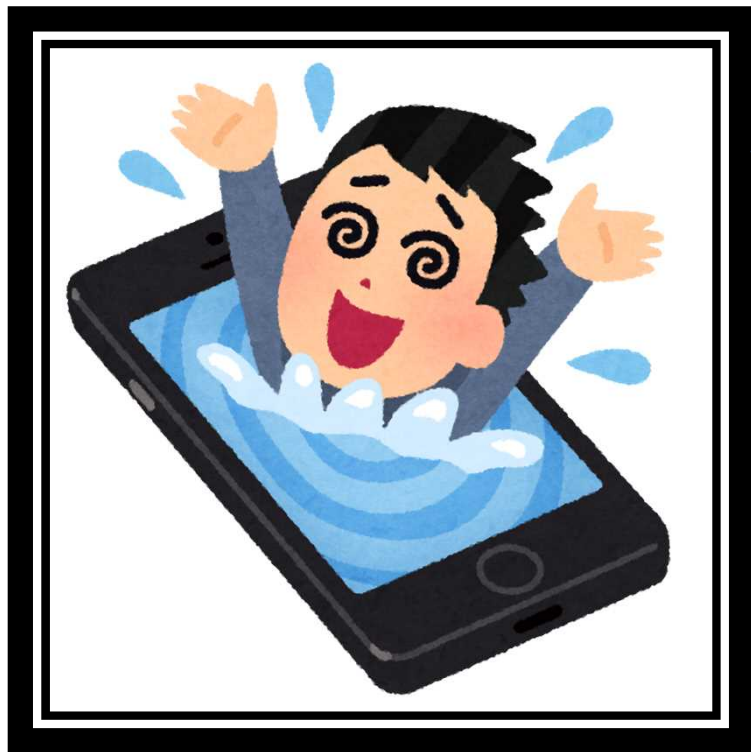


Source: National Survey of Physical Fitness, Athletic Performance and Exercise Habits 2022, MEXT

Decline in
academic performance

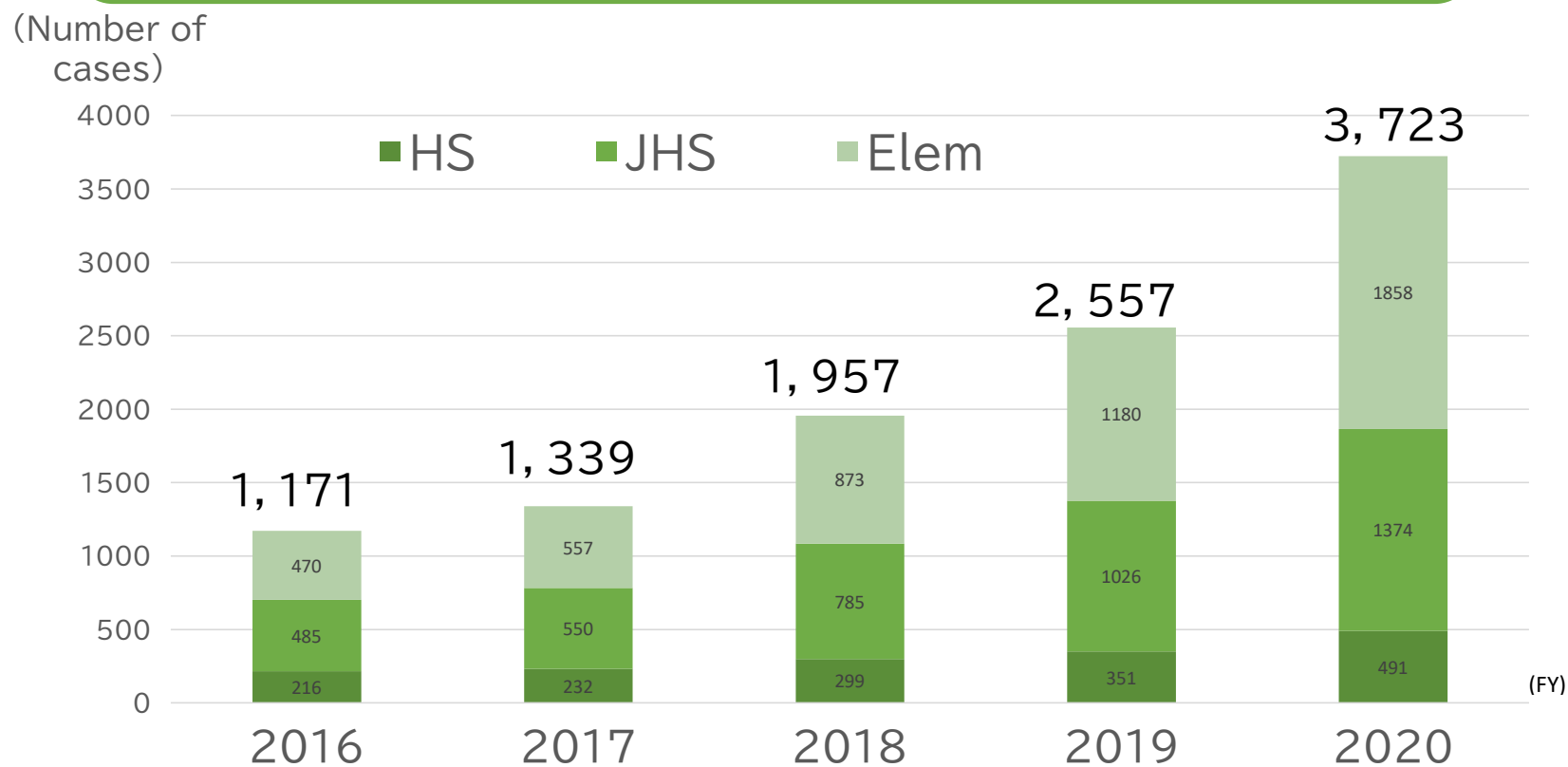


Decline in
physical fitness



Increase in Consumer Affairs Consultations Related to Online Games

Contract problems related to online games are increasing, especially among elementary and junior high school students.



Source: National Consumer Affairs Center of JAPAN (2021)

Examples of Consumer Affairs Consultations Related to Online Games

【Case 1】 An elementary school child was charged over 1.5 million yen for online games, but the parents were unaware of it because the e-mail receipts were deleted by the child.



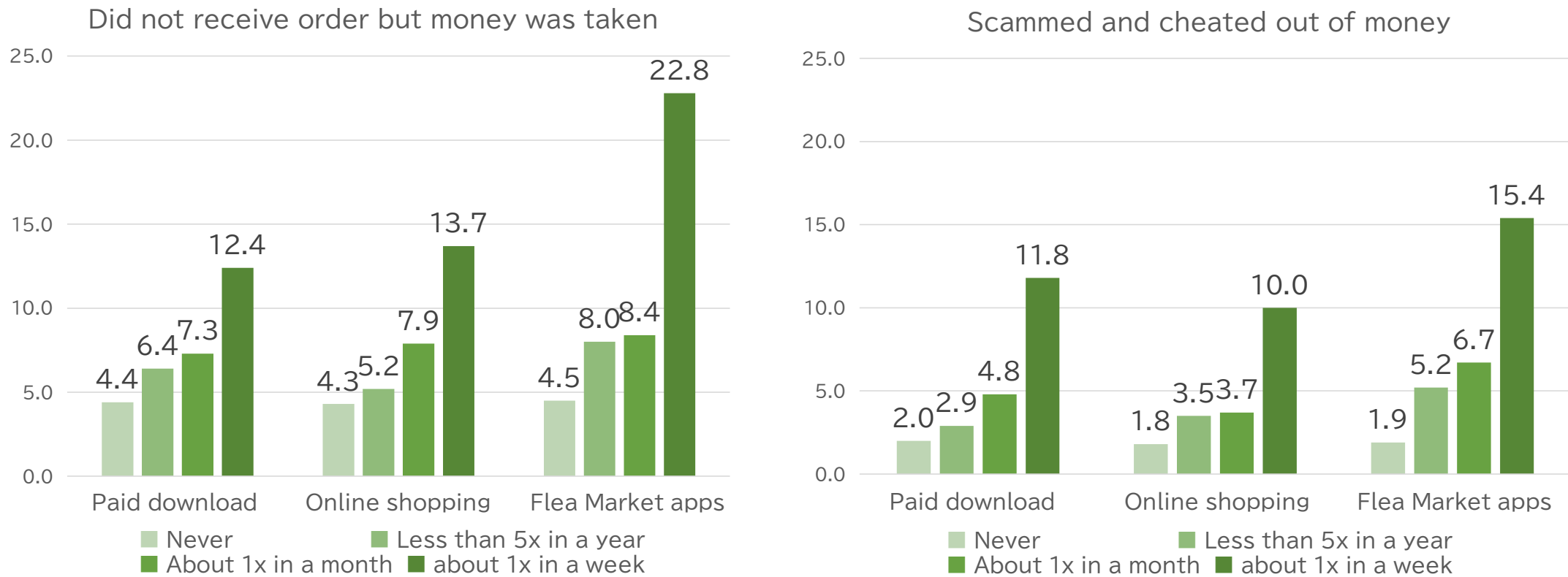
Examples of Consumer Affairs Consultations Related to Online Games

【Case 2】 After registering a credit card on his phone to pay a one-time charge, an elementary school child was charged more than 300,000 yen. It appears that he selected “over 20 years old” on the age verification screen.



High School Students' Consumer Problem Experiences by Frequency of Digital Transactions

High school students have experienced money fraud, and the more frequently they transact digitally, the more problems they encounter.



Source: Survey on Actual Consumer Damage to Students and the Effectiveness of Consumer Education in High Schools in Tokushima Prefecture (2023), Consumer Affairs Agency

Conclusion: The Importance of Digital Education

- Digital tools have become part of children's lives at an early age.
- There are concerns that excessive use of these tools may lead to a decline in academic performance and physical fitness.
- Children also face consumer problems such as unauthorized charges, excessive charges, and fraud.



- It is important to take measures to ensure that digital tools are used only in moderation.
- Consumer education also needs to be provided from an early age, with content that corresponds to the progress of digitalization.

Thank you for your attention!

