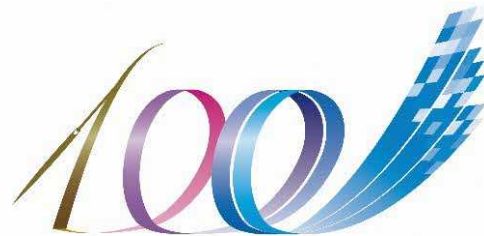


The Paradox of the Digital Consumption Era

~Convenience of Consumerism and
Sustainability of Local Communities~

Intercultural **S**tudies **T**eam

Dept. of Intercultural Studies, Faculty of Literature,
Shikoku University



SHIKOKU UNIVERSITY
1925 ▶ 2025 100th Anniversary



1. Our team that studies international culture

① Learn and respect each other's values through exchange with international students

② To become international people with a global perspective

③ Participate in activities in cooperation with local communities and companies



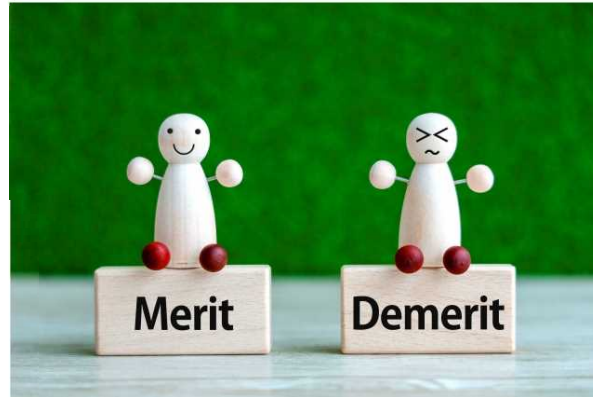
Working with international students to protect river resources



Vibrant cross-cultural communication

2. The key word we consider to be the challenge is **Paradox**

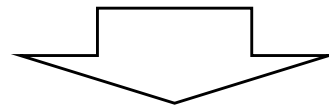
Paradox



Anytime, Anywhere
Convenient consumption
behavior that is not
limited by time or
place

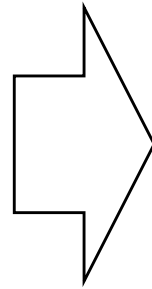
Paradoxes, dilemmas, contradictions

Apparent judgment that does not match the actual truth



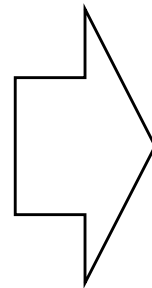
What lies beyond consumerism that has
become affluent and convenient?
Are we not sacrificing something for this
affluence?

- 「Express delivery」
- Small parcel delivery
- Re-delivery in case of absence
- Sleepless logistics



Increase in CO2 emissions
Work environment for drivers

- Low-cost and easy online shopping
- Lack of successors in primary industries
- Decline of communities



Desertion of local shopping areas
Increase in abandoned farmland and vacant houses

3. Building a Digital Society and Creating Sustainable Communities

① Costs to consumers as “beneficiaries of convenience”

② A system for sustainable circulation of resources and money in the community

③ Start with “What I can do alone now” and put it into practice immediately!

