

Toward a Digital Society Where No One Is Left Behind

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Background

Light and Shadows of the Digital Society

Case 1

L	The ever-changing state of affairs can be communicated in real time
D	Missing useful information due to too much information



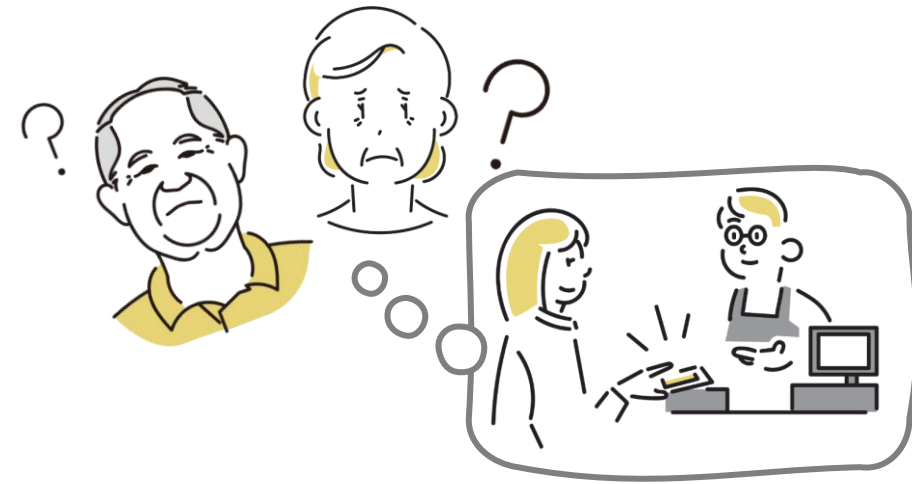
Case 2

L	Anyone can shop anywhere in the palm of their hand
D	Increase in internet troubles due to disparities in information quality



Case 3

L	More consumer transactions are conducted in new ways
D	Differences in the ability to utilize information devices create a digital divide



Case 1

With so much information, useful ones can be overlooked

The amount of information is too large, making it difficult to utilize daily life information effectively.

- **Too much information not being utilized**

- ↳ - Missing a coupon expiration date and not being able to use it
- Missing real-time discount information and only noticing it later

- **Too much unconfirmed information due to unknown sources**

- ↳ - Not knowing who wrote the information
- Limited information based on search or purchase history



Case 2

Becoming an actual university student and experiencing consumer troubles

Internet problems are on the rise due to disparities in the quality of information.

• Subscription contracts

- ↳ - Auto-renewal from the free trial period
- Not subject to cooling-off
- Long contract period

• Hype, false and deceptive advertising

- ↳ - Product photo is different from actual product
- Product received is different from order



Case 3

Some people have a hard time with new digital devices

Differences in the ability to utilize information devices create a digital divide

Not only is there a growing disparity in treatment and opportunity between those who can and cannot use computers and smart phones...

- **Popularization of self-checkout**

- ↳ - Difficult to use for the elderly and other unaccustomed people
- No human interaction

- **Over-reliance on digital devices**

- ↳ - Living without digital devices has become impossible
- Convenience appears to be becoming more inconvenient



Solution: Our Recommendation

Foster media literacy

Case 1

Missing useful information due to too much information

Encourage young people to sort and understand information

- Is the information really necessary?
- Clarification of criteria for selecting necessary information

Case 2

Increase in internet troubles due to disparities in information quality

Encourage young people to compare and select information

- Make critical thinking a habit in decision making
- Using the right information with the right knowledge

Case 3

Differences in the ability to utilize information devices create a digital divide

Encourage government and businesses to disseminate information that is easy for everyone to understand

- Inclusive design for digital devices (easy to use)