

# **The social implication of limiting Smartphone use for children in Japan**

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## **1. Background/ Objectives and Goals**

The advent of the smartphone has great impact on parenting. And Japan is not exception. The research attempt to explore how Japanese parents could manage their childrens' immersion of smarphone, how they negotiate the various situations regarding childrens' smartphone use and how Smarphone is embedded and interwoven in Japanese patriarchal society.

## **2. Methods**

The intensive interview in qualitative way was conducted from Feb to Mar.2018 toward 20 parents who have kid(s) from 3 to 6years old residing in Japan. The interview took around 1 hour or more and preliminary questionnaire was also done before the interview asking basic information and media usage such as number of family member, time length of various kinds of media, educational background and annual income. For the research, the dialogue with interviewee was firmly recorded under the interviewees' permission.

## **3. Expected Results/ Conclusion/ Contribution**

We found that there was a significant gap between smartphone users and none users and it depends on parents' social context. Both parents working need to put their kids in front of YouTube for more than 30 minutes while they do the dishes or house chores. Parents with both lowest and highest socioeconomic background consider that digital media is not educational or harmful so that they avoid a lot of exposure of them from different reason respectively.

The lowest socioeconomic parents are too precautious to adapt the new media because of several reasons. For example, they have a vague vicious image constructed by mass media especially TV, low information seeking motivation or low media literacy meaning do not have enough ability to deal with the new media. On the other hand, the highest socioeconomic parents are Net savvy more likely to clearly define rules for using the internet at home, kids with phones also kept those rules or urge to keep analogue style of information media use(eg. paper dictionary). Intensive interview has completed just a few

days ago. Qualitative Data will be analyzed in more elaborate way from now on.

**Keywords:** Japanese patriarchal society, parenting style, socioeconomic background