

# The Paradox of the “*Keitai*” Internet Diffusion in Society: An Analysis of the Survey Data in Japan

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<http://www.newmedia.jp>



## The Japan World Internet Project (JWIP)

<http://media.asaka.toyo.ac.jp/wip/>

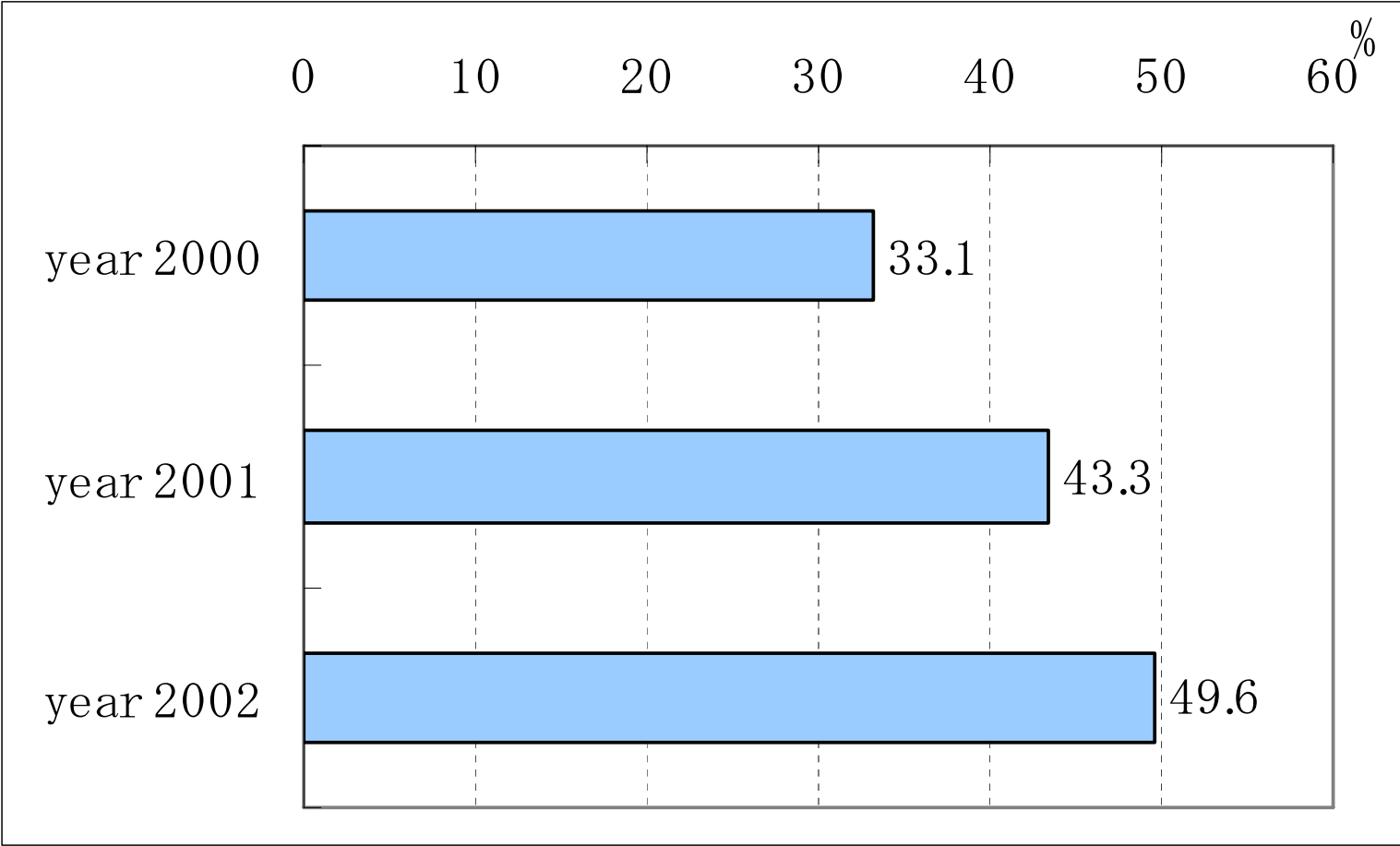
- 1999 The World Internet Project (WIP) initiated in the USA and Singapore
- 2000 – JWIP joined the project
  - Mikami, Shunji (Head, Toyo University)
  - Kubotra, Mumito (Communications Research Laboratory)
  - Hashimoto, Yoshiaki (University of Tokyo)
  - Yoshii, Hiroaki (Tokyo Keizai University)
  - Endo, Kaoru (Gakusyuin University)
  - Ishii, Kenichi (Tsukuba University)
  - Ogawawara, Morihiro (University of Tokyo)



# JWIP Annual National Surveys

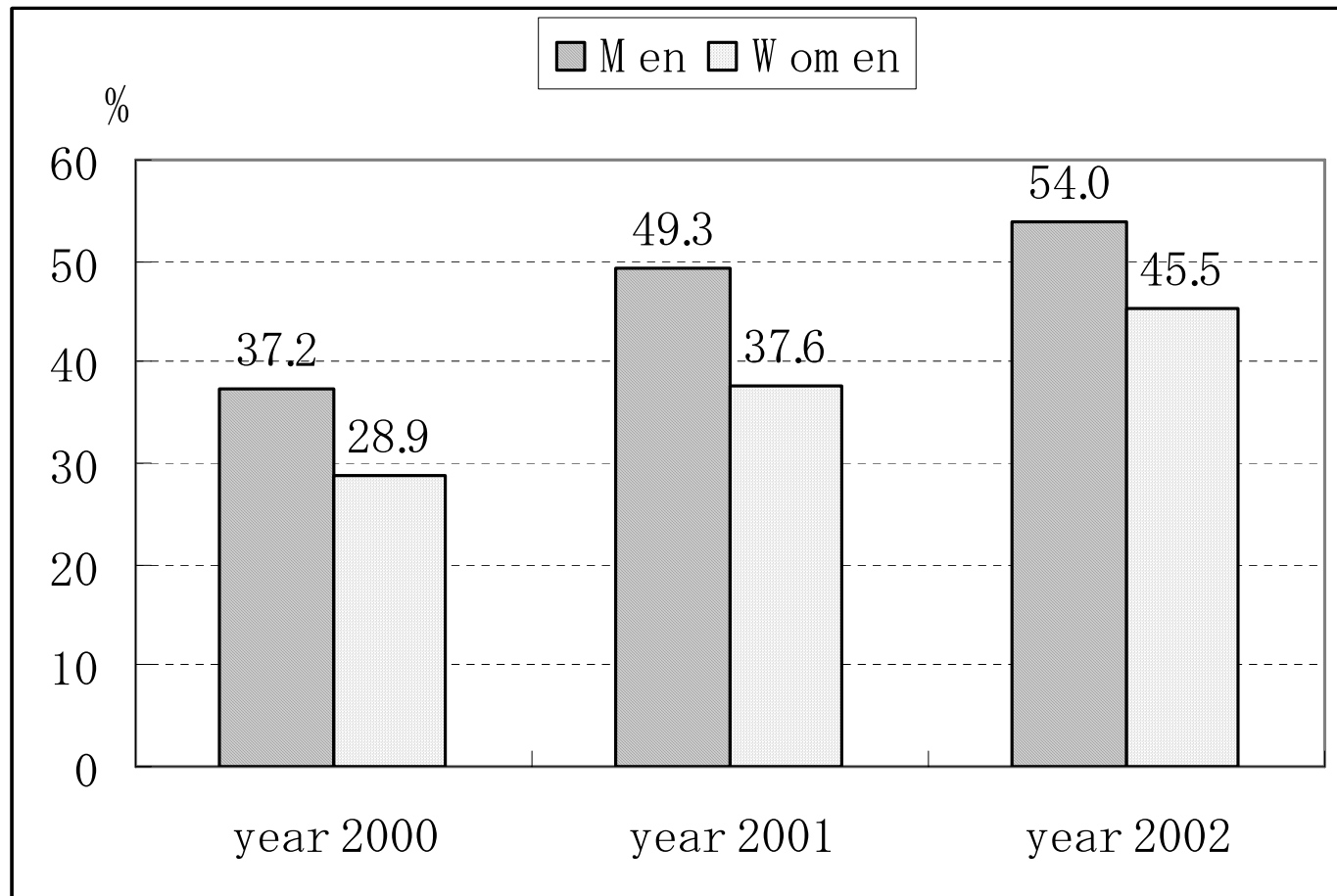
- Year 2000, 2001, 2002
- Outline of the year 2002 Survey
  - Survey period: October 17 – November 4, 2002
  - Survey method: Door-to-door visit and pickup recovery by trained research staffs
  - Sampling method : Two-step stratified random sampling from the population of Japan aged 12 – 74.
  - Number (percentage) of effective samples: 2,333 samples (66.7%)

# Internet Usage Rate 2000-2002

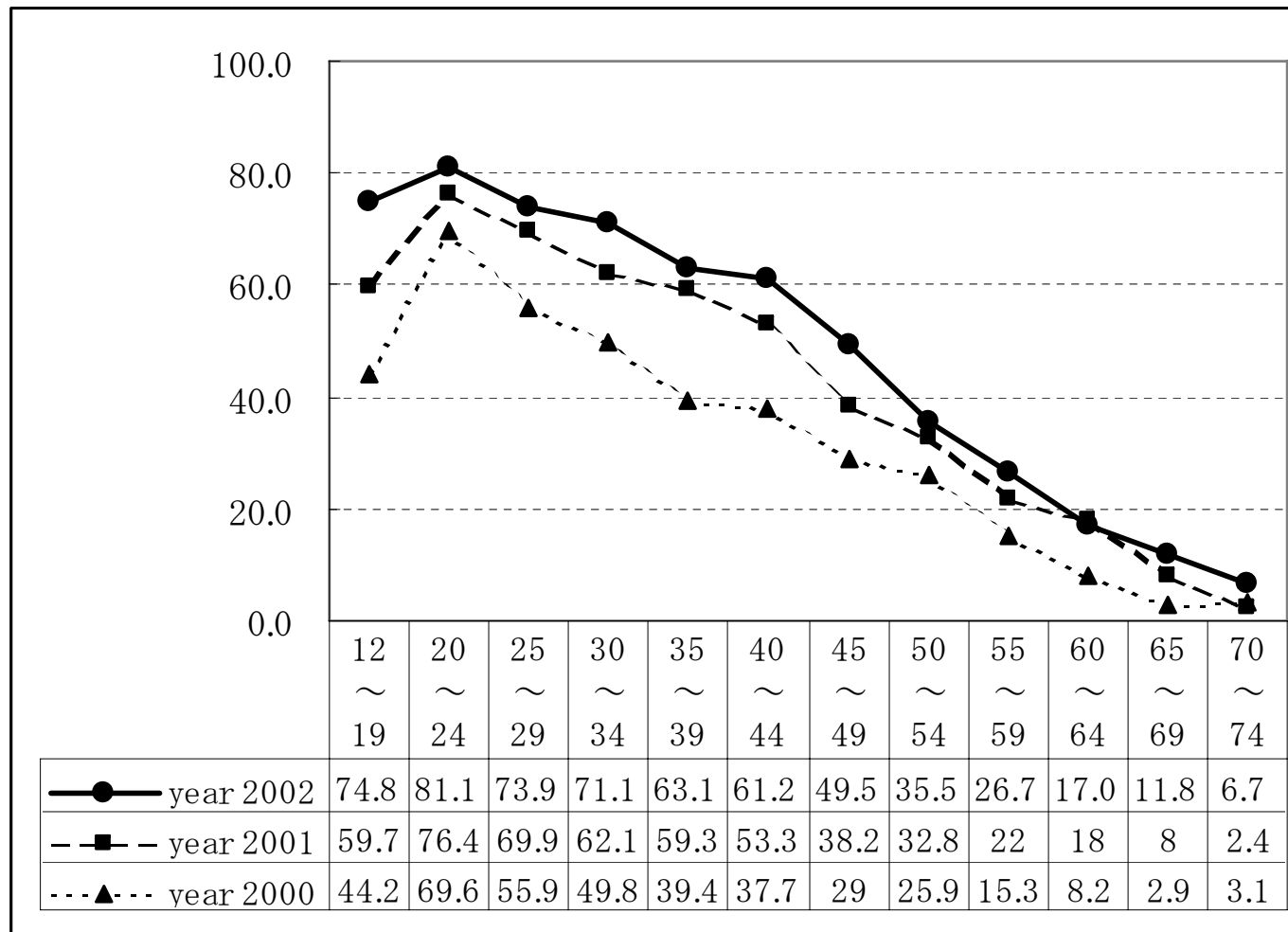


(The Japan World Internet Project National Survey)

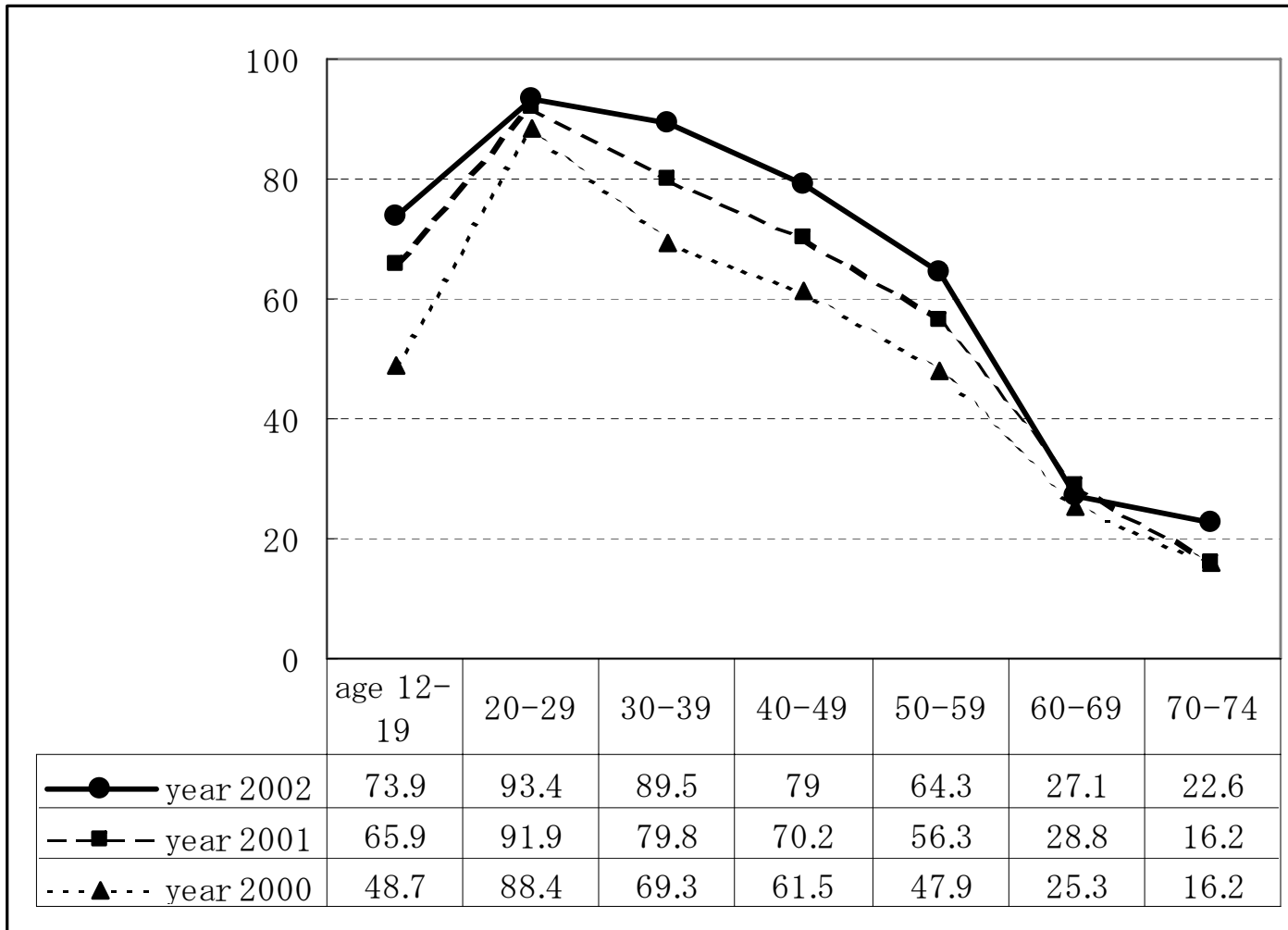
# Gender difference in the Internet usage rate



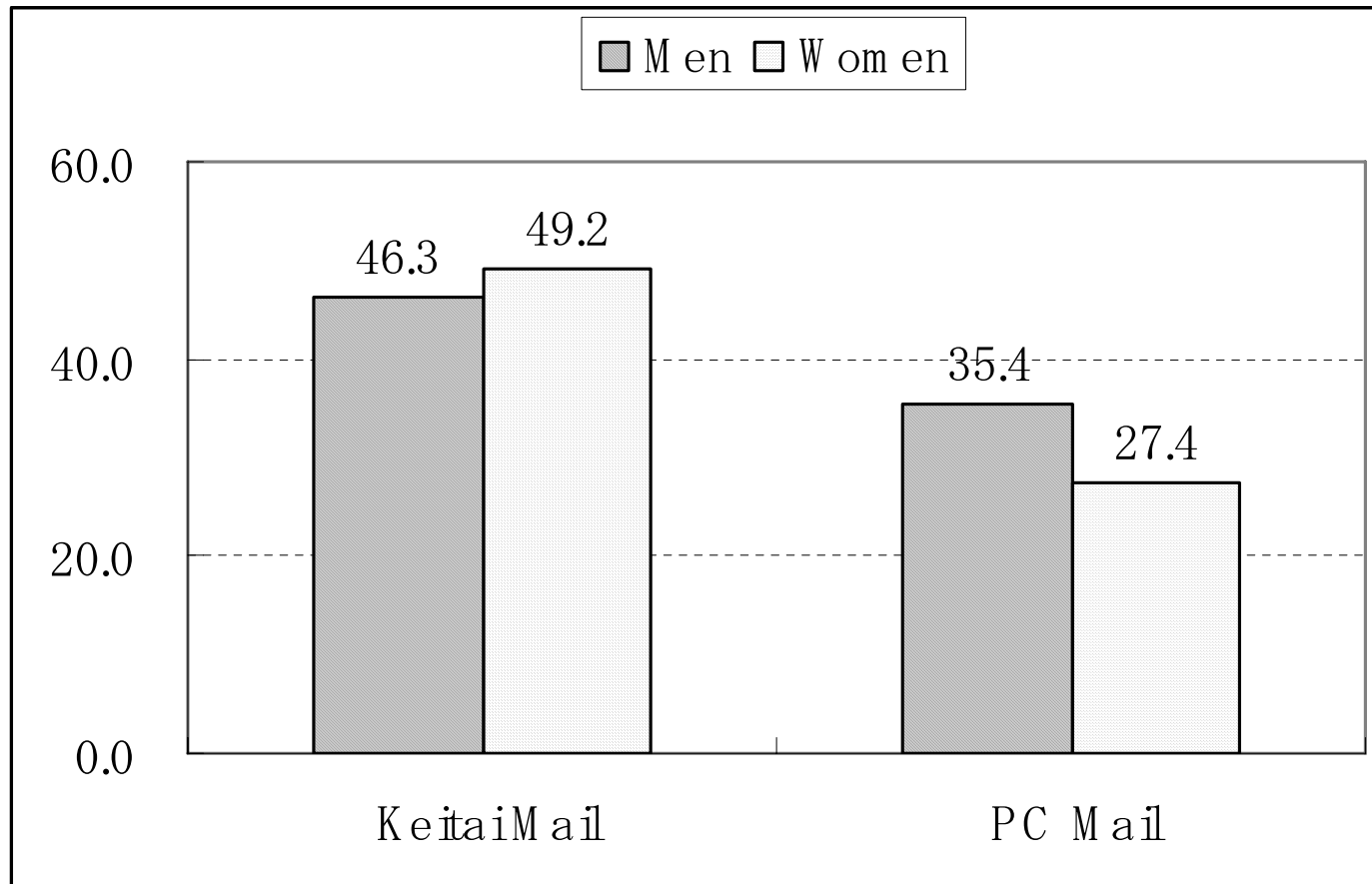
# Internet usage rate by age (%)



# Mobile phone usage rate by age categories (%)

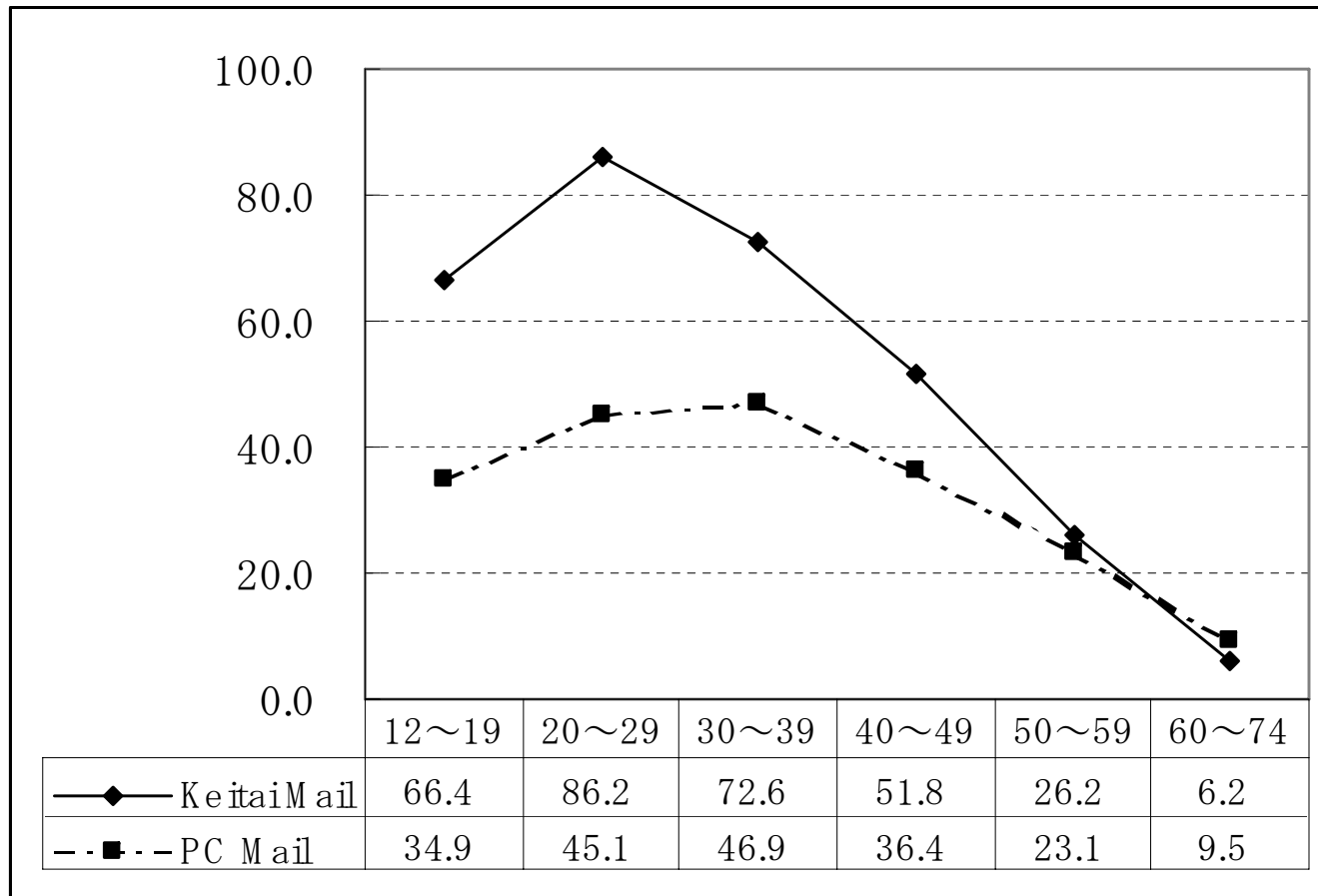


# Gender difference in Keitai mail PC mail

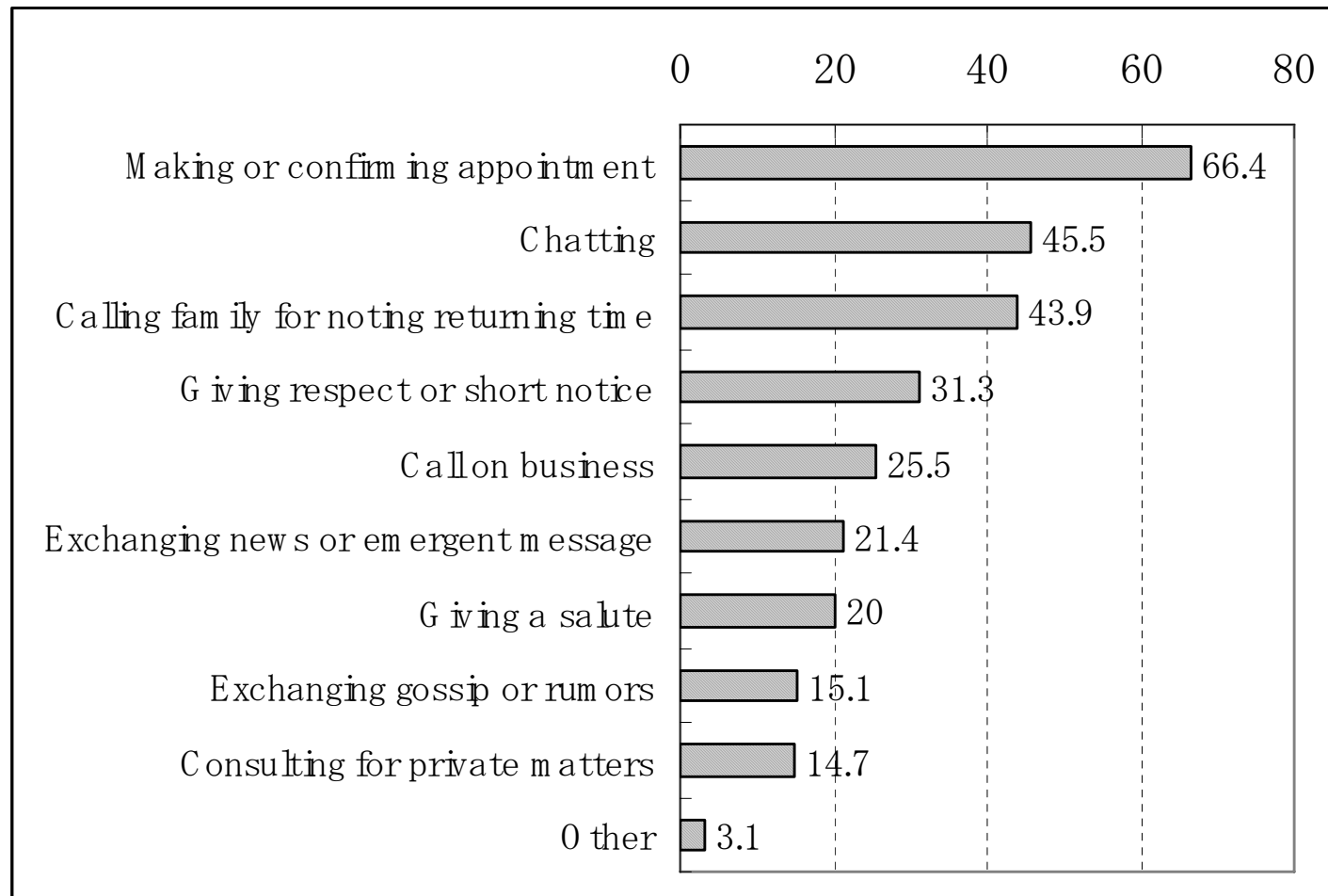




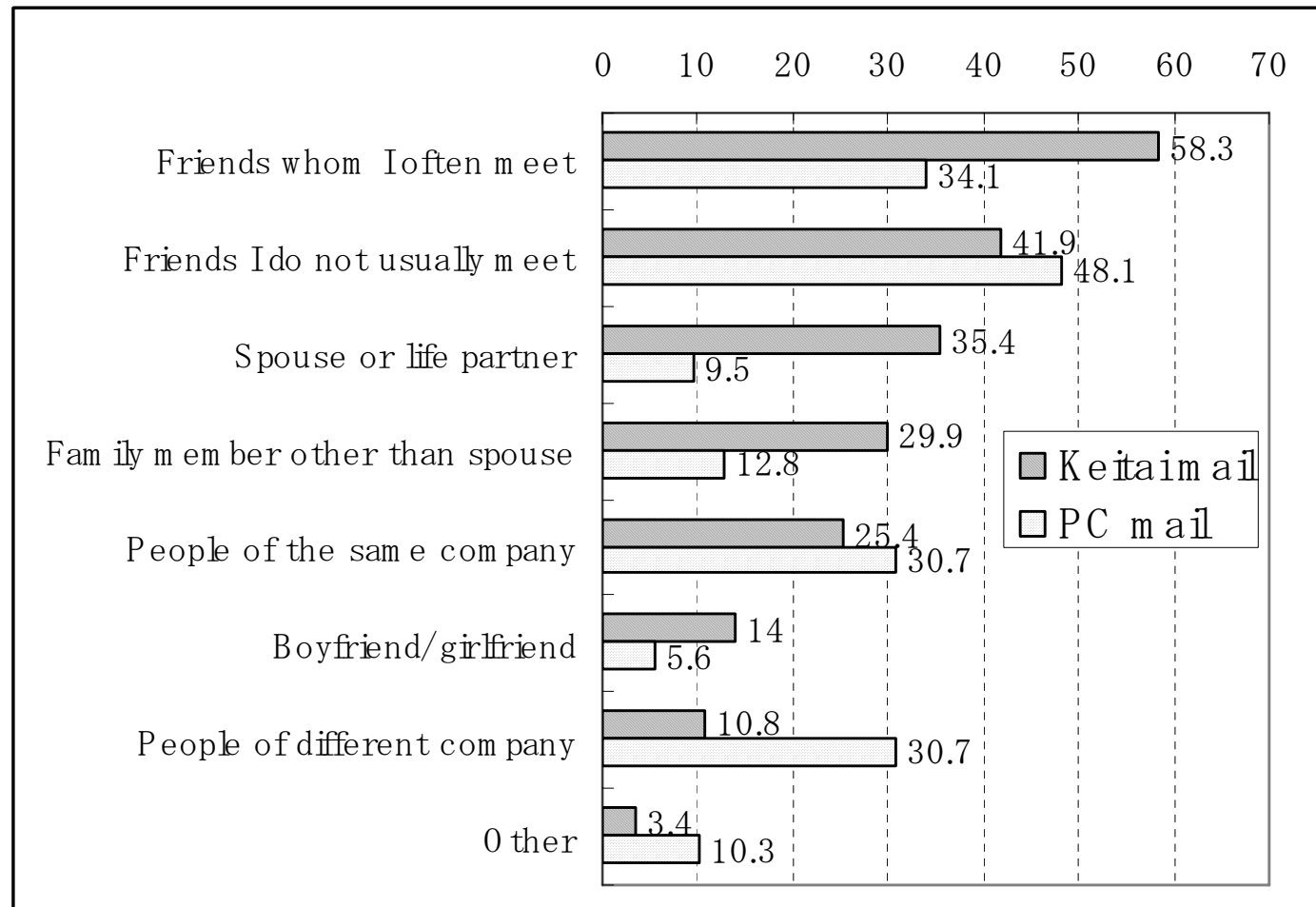
# Usage rate of Keitai mail and PC mail by age



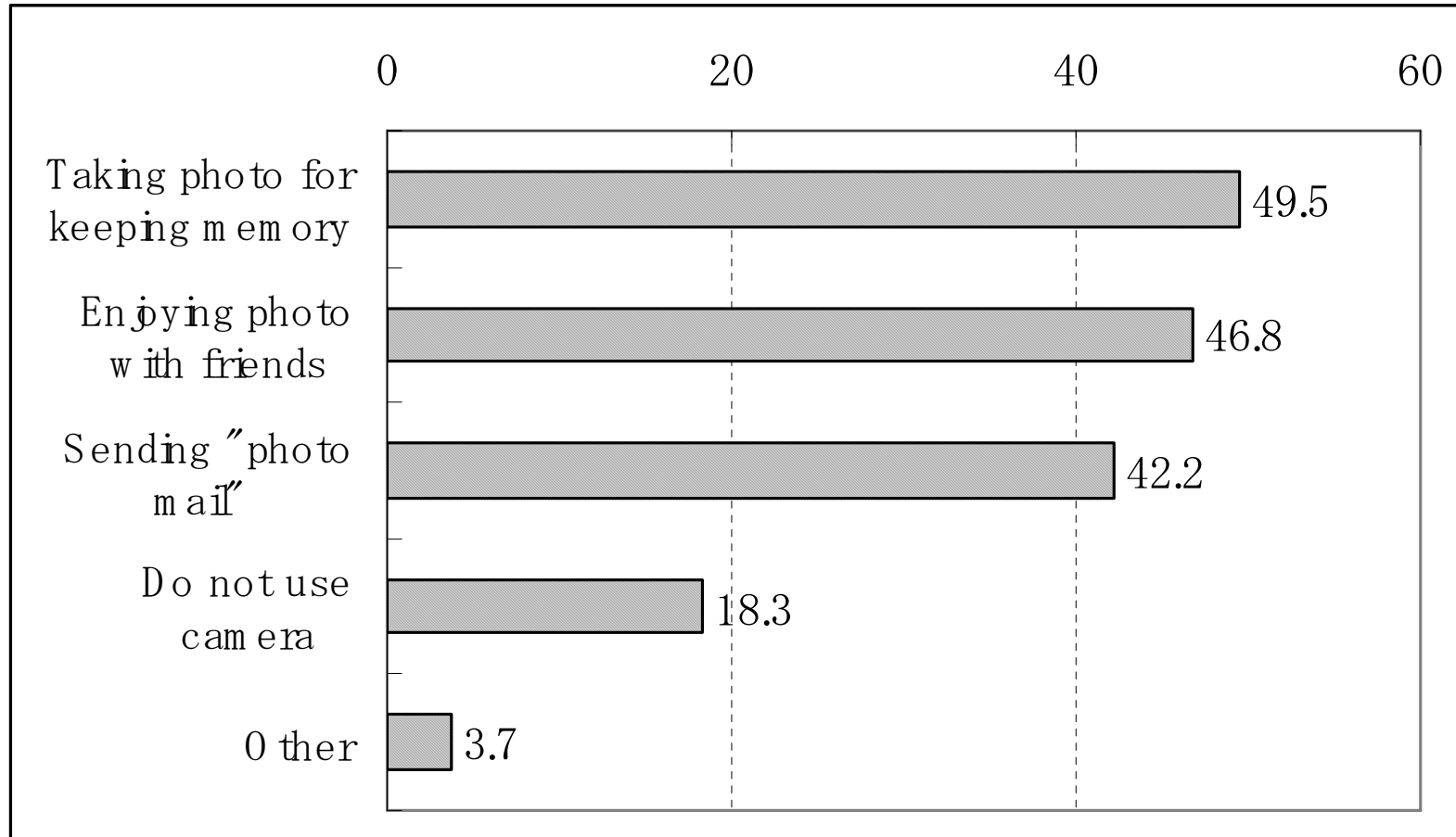
# Purposes for using Keitai mail



# Frequently exchanging correspondents of Keitai mail



# Purpose of using mobile phone with camera



# Usage of Keitai website

