

Muneo Kaigo
Editor

Social Media and Civil Society in Japan

palgrave
macmillan

CONTENTS

1	The Japanese Internet Environment	1
	Muneo Kaigo	
	<i>Nigate-Ishiki: Avoiding Computers and the Internet in Japan</i>	2
	<i>Media Access: Digital Skills and Smartphones in Japan</i>	9
	<i>Infection: Viral Contagion Through Sharing Files over the Internet</i>	15
	<i>Offensive and Harmful Content, Regulation in Japan and the Internet</i>	18
	<i>Early Social Media in Japan and Aggregators</i>	24
	<i>References</i>	32
2	Social Media in Japan and the Great Eastern Japan Earthquake	37
	Muneo Kaigo	
	<i>Web 2.0 and Social Media in Japan</i>	37
	<i>The Great East Japan Earthquake: A Recount of Events in Tsukuba, Ibaraki</i>	40
	<i>Twitter in Japan, Social Capital and the Great East Japan Earthquake</i>	44
	<i>Social Support: Information Through Twitter During Emergency Situations</i>	51
	<i>Interview with Tsukuba City Twitter Manager</i>	54
	<i>Twitter and Rumors During Disasters</i>	56

	<i>Social Media and Information of the Fukushima Daiichi Nuclear Accident</i>	58
	<i>Crisis Communication, Social Media and Trust in Government and Mass Media</i>	65
	<i>References</i>	68
3	Japanese Local Government Facebook Profiles	73
	Sae Okura and Muneo Kaigo	
	<i>Political Participation Through Social Media</i>	73
	<i>Political and Civic Participation, Civic Engagement and the Internet, and Social Networking Services (SNS)</i>	75
	<i>Political Participation and Civic Participation Through SNS in Japan</i>	79
	<i>Objective of the Study in This Chapter</i>	84
	<i>Methodology</i>	85
	<i>Data Analysis Method</i>	85
	<i>Results: Text Frequency and Co-occurrence Network</i>	86
	<i>Analytical Results of Policy Area</i>	87
	<i>Discussion</i>	90
	<i>References</i>	93
4	Civil Society, Social Media and Facebook Usage by Local Governments: Birth of the Tsukuba Study and the Tsukuba Civic Activities Cyber-Square	97
	Muneo Kaigo and Leslie Tkach-Kawasaki	
	<i>The Need for Connecting Citizens and Local Governments in Japan</i>	97
	<i>Social Capital, Media, Design, Community and Civic Participation</i>	100
	<i>The Tsukuba Civic Activities Cyber-Square Experiment</i>	102
	<i>Comparison with Other Social Networking Services in Ibaraki</i>	103
	<i>Analysis of Posts on the “Tsukuba Civic Activities Cyber-Square”</i>	107
	<i>Social Capital Through Updates</i>	108
	<i>The May 6, 2012, Tsukuba Tornado (Tsukuba, Ibaraki)</i>	109
	<i>Tsukuba Civic Activities Cyber-Square and the Tornado</i>	110
	<i>Tsukuba Civic Activities Cyber-Square Experimental Period</i>	113
	<i>References</i>	117

5	Promotion and Care of Online Communities: Necessary Elements for a Self-Sustainable Online Facebook Community	121
	Muneo Kaigo and Sae Okura	
	<i>Challenges in SNS Usage by Japanese Local Governments</i>	121
	<i>Resources and Skills for Operation</i>	123
	<i>Red Tape</i>	124
	<i>The Organization and Management of the Tsukuba Civic Activities Cyber-Square</i>	125
	<i>Interviews</i>	126
	<i>Do Advertisements Actually Decrease Online Activity?</i>	135
	<i>Time Series Analysis: The Relationship Between Ads on Facebook and Engagement</i>	136
	<i>Social Network Analysis: The Relationship Between Ads and the Network</i>	137
	<i>Relationship Between Ads on Facebook and Engagement</i>	138
	<i>The Relationship Between Ads and the Network</i>	140
	<i>Summary of Results</i>	145
	<i>Discussion</i>	147
	<i>References</i>	149
6	Who Leads Advocacy Through Social Media in Japan?	153
	Sae Okura and Muneo Kaigo	
	<i>What Is Advocacy and Why Is It Important?</i>	153
	<i>Advocacy Activities by Civil Society Organizations in Japan</i>	155
	<i>Who Advocates? Japan's "CSOs" Through a Comparative Perspective</i>	156
	<i>Advocacy and Media in Japan</i>	158
	<i>Methodology</i>	160
	<i>Users of the Tsukuba Civic Activities Cyber-Square</i>	160
	<i>Results</i>	162
	<i>Neighborhood Association (NHA) Networks</i>	162
	<i>Educational Networks</i>	164
	<i>Disaster Networks</i>	164
	<i>Social Welfare Networks</i>	164
	<i>Volunteer Networks</i>	165
	<i>Analysis Results and Comparison</i>	166
	<i>Better Advocacy Through Social Media</i>	168
	<i>References</i>	170

7 Conclusion	175
Muneo Kaigo and Sae Okura	
<i>Shaken into the Age of Social Media?</i>	175
<i>The Struggles and Successes with Social Media and Civil Society in Japan</i>	182
<i>Regeneration and Cytokinesis of Civil Society Organizations in Tsukuba</i>	184
<i>References</i>	188
Appendix A: Number of Fans by Policy Areas (%)	191
Appendix B: Number of Engagement by Policy Areas (%)	195
Appendix C: Overview of History of the “Tsukuba Civic Activities Cyber-Square” Facebook Page	197
Appendix D: TMin., Max., Avg. and Median Betweenness Centrality and Closeness Centrality	199
Index	201