

Growing Internet Use and TV Viewing Patterns: From “The Japanese and Television, 2005” Survey

HARA Miwako and TERUI Daisuke

In recent years, the number of Internet users has sharply increased, with some blogs attracting over 150,000 visitors per day. *Densha otoko* [Train Man], a best-selling book and television drama, was based on messages posted on an online bulletin board. More than a few recent popular trends have had some connection to the Internet, and the World Wide Web has become a part of our daily lives in a variety of ways.

How will the Internet develop as a medium, and how will it affect other forms of media, such as television? Results of surveys conducted by the NHK Broadcasting Culture Research Institute in the early 2000s suggested that the Internet was still no match for television, but that there was also the possibility that the Internet would develop into a medium used on a daily basis.¹ Still, since the number of Internet users then was not what it is today, it was difficult to obtain a comprehensive picture of the Internet user or to conduct an in-depth investigation. Analysis subjects were limited to young people and trendsetters who actively sought out new information.

“The Japanese and Television” survey has been conducted by the NHK Broadcasting Culture Research Institute every five years since 1985 using almost exactly the same questions. In the year 2000, we added the Internet as a medium to adapt our survey to the changing circumstances of society. The 2005 survey, the second since this change was made, makes possible a chronological comparison. In addition, the increase in the number of Internet users allows us to track the state of Internet use not just among trendsetters,

¹ “Intanetto yuza wa do terebi o miru no ka: ‘Nihonjin to terebi, 2000,’ yori” [How Internet Users Watch Television: From “The Japanese and Television, 2000”], *Hoso kenkyu to chosa* [NHK Monthly Report on Broadcast Research], November 2000, pp. 26–35; “Intanetto wa terebi to okikawaru ka: ‘Media to seikatsu’ chosa kara” [Can the Internet Replace Television?: From the “Media and Daily Life Survey”], *Hoso kenkyu to chosa*, December 2001, pp. 48–61; “Intanetto riyo to terebi shicho no kongo: Atarashii media tojoki no hikaku” [The Future of Internet Use and Television Viewing: A Comparison with the Era When the New Media Were Appearing], *Hoso kenkyu to chosa*, July 2002, pp. 22–35 (English version published in *NHK Broadcasting Studies* No. 2 (2003), pp. 21–44).

but also among the general public. What are the differences between the general public who now use the Internet and the trendsetters who began earlier?

In this report, we will examine the increase in Internet users and come up with a picture of the common user, while also investigating whether the spread of Internet use has affected the use and assessment of television and other media, based primarily on the results of “The Japanese and Television, 2005” survey. In addition, we will examine how the Internet is establishing itself as a medium in everyday life,² as well as its possibilities.

Spreading Internet Use

First, let us take a look at how Internet use has spread thus far, up to 2005. In “The Japanese and Television, 2005” survey, respondents were asked how frequently they accessed the Internet and used other media.³ Seventeen percent said they use the Internet everyday (8 percent in 2000), and 30 percent said at least once a week (15 percent in 2000; referred to here as “daily” users). Both numbers almost doubled since 2000.

Figure 1 shows “daily” users (those who use the Internet at least once a week) by sex and age, making a comparison with 2000 survey results. More than half of the men and women in the age 16–49 bracket and age 16–29 bracket, respectively, were using the Internet at least once a week in 2005, and the figure among men in the age 16–39 bracket was over 60 percent.

The situation in which men and women aged 40 and under accounted for the largest number of “daily” users has not changed much since 2000, but there has been a sharp rise in Internet use in other age brackets, such as men in their 60s (rising from 6 to 23 percent) and women in their 50s (from 4 to 18 percent). The Internet is no longer a medium just for young people.

In Figure 2, we take a look at Internet use by occupation. Over 60 percent of those who have “clerical/technical” jobs or are “students,” and over half of those in “executive, managerial, specialized, or freelance” positions use the Internet daily. We see no change in the trend of those who work and study

² “The Japanese and Television, 2005” survey was conducted by face-to-face interview on March 5 and 6, 2005, targeting 3,600 individuals of both sexes, aged 16 and older throughout Japan. The rate of response was 53.3 percent, or 1,920 people. Comprehensive results are available (in Japanese) in “Nihonjin to terebi, 2005: Terebi shicho no genzai” [The Japanese and Television, 2005: The Current State of TV Viewing], *Hoso kenkyu to chosa*, August 2005, pp. 2–35.

³ The frequency with which respondents stated their use of each media were categorized into “everyday,” “three or four times a week,” “once or twice a week,” “once or twice a month,” and “hardly or never.” In the 2005 survey, Internet use was defined as “searches or viewing of websites using computers or cell phones,” that “do not include e-mail exchanges” (while in the 2000 survey, e-mail exchanges were included in Internet use).

Figure 1. Frequency of Internet Use (“daily” users who use the Internet at least once a week by gender and age)

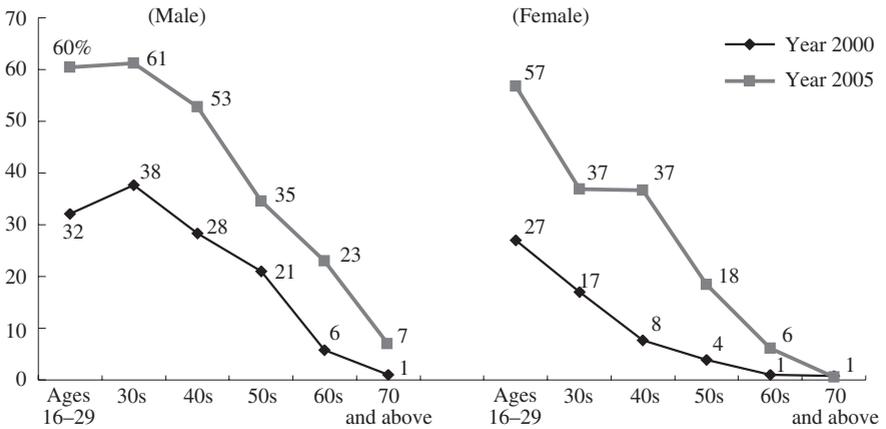


Figure 2. Frequency of Internet Use (“daily” users by occupation)



*Figures for those in agriculture, forestry, and fishery (64 persons) in 2005 are for reference only, as sample was small.

having the tendency to use the Internet since 2000, and thus we can infer that the Internet is used often in work and study.

The figures have risen even among other categories, such as the rise from 2 to 16 percent among the “unemployed,” and 5 to 16 percent among “homemakers,” indicating that Internet usage is becoming more common for purposes other than work. In the previous survey taken in 2000, Internet users

were described as those with “a relatively high media literacy among people in their 20s to 50s who comprise the core of social activity,”⁴ and it was believed that this group was the force behind the expansion of the Internet. In 2005, five years after the last study, however, older people and homemakers have joined the group, resulting in a broader range of Internet users.

The definition of “Internet” in the Ministry of Internal Affairs and Communications “2005 White Paper on Information and Communication in Japan,” differs from that of this study as the former includes e-mail. Still, the white paper concurs with our study that Internet use by those aged 60 and over has been on the rise.

“Daily Users” of the Internet Today

What are the characteristics of Internet users? Based on the equipment they own and the ways they use it, as well as their attitudes about information gathering, we tried to construct a picture of the “daily user” of the Internet. However, as mentioned in the previous section of this paper, a large proportion of daily users are young, and there is a possibility that this uneven distribution of daily users among age groups may be creating a bias in our survey results. Therefore, in examining user characteristics, we have divided Internet users into two groups by age: ages 16–49, and age 50 and over.⁵

Rich Media Environment

One characteristic of daily users is their ownership of a wide variety of media-related equipment.

Figure 3 indicates how many of the 12 relatively new media equipment⁶ including HDDs (hard disk drives) and digital cameras people in the “daily” user group and “non-daily” user group (defined as those who use the Internet less than once or twice a month, or hardly use the Internet, or do not use the Internet at all) have in their household. Those who own many (seven or more) media equipment are mostly in the “daily” user group regardless of age, and the same goes for ownership of almost each media equipment.

⁴ “How Internet Users Watch Television: From ‘The Japanese and Television, 2000,’” *Hoso kenkyu to chosa*, November 2000, pp. 26–35. Here, people who use the Internet at least once or twice a month are considered “users” (19 percent of respondents), and since most of the users were in their 20s to 50s, the analysis is based only on results from this age group.

⁵ The aged 49 and under bracket has a large proportion of “daily users” (over 50 percent among men).

⁶ The 12 media equipment are as follows: satellite TV, HDTV (high-definition TV), MD (mini-disk players) and DVD (digital versatile disk) players, HDD (hard disk drives), cellular and PHS mobile phones, personal data assistant devices, CS digital TV, flat-screen TV, digital cameras, video cameras, and car-mounted TV.

Figure 3. Ownership of Media Equipment

(%)

	Age 49 and under		Age 50 and over		(Total)
	Daily	Non-daily	Daily	Non-daily	
Few (0–1 items)	3	< 10	9	< 41	25
Average (2–3 items)	20	< 33	26	27	26
Above average (4–6 items)	48	42	40	> 24	34
Many (7–12 items)	30	> 16	26	> 9	16
	(418 people) (393 people)		(167 people) (872 people)		

In this and following figures, greater-than and less-than signs indicate significant differences between “daily” and “non-daily” users among those aged 49 and under and those aged 50 and over.

Figure 4. Contact Frequency for Media Equipment (at least once or twice a week)

(%)

	Age 49 and under		Age 50 and over		(Total)
	Daily	Non-daily	Daily	Non-daily	
TV	98	99	98	98	96
Videos/DVDs	53	51	33	> 18	33
HDD	18	> 4	11	> 1	6
Radio	43	> 34	68	> 50	46
CDs/MDs/audio cassettes	73	> 58	47	> 22	42
Newspapers	90	> 85	98	> 94	90
Weekly magazines	31	> 24	22	> 12	19
Books	38	> 30	55	> 26	31
<i>Manga</i>	29	26	5	4	14
	(418 people) (393 people)		(167 people) (872 people)		

Daily Internet Users are Multimedia Users

Daily users are familiar with a broad range of media when it comes to actual media use. Figure 4 compares the proportion of daily users and non-daily Internet users of nine types of image/print media equipment at least once or twice a week. Regardless of age, daily users come into more contact with HDDs (18 percent of daily users and 4 percent of non-daily users aged 49 and under vs. 11 percent of daily users and 1 percent of non-daily users aged 50 and over), (figures indicated in the same order below), radio (43%, 34%: 68%, 50%), CDs/MDs/audio cassettes (73%, 58%: 47%, 22%), newspapers (90%, 85%: 98%, 94%), weekly magazines (31%, 24%: 22%, 12%), and books (38%, 30%: 55%, 26%).

As for *manga*, there was little difference between daily and non-daily Internet users. Rather, we observed a discrepancy by age, with almost 30 per-

Figure 5. Awareness Towards Information and Media

	Age 49 and under		Age 50 and over		(Total)
	Daily	Non-daily	Daily	Non-daily	
There is too much information that is not useful	23	19	23	> 16	19
There is an array of information helpful in making decisions	48	46	64	56	52
I am willing to spend considerable amount of money to obtain useful information	18	14	34	> 16	17
I search for things until satisfied	65	> 48	47	> 32	43
I want to obtain things that I am interested in as quickly as possible	25	20	19	> 12	17
I do not believe that most of what the media says is true	66	> 54	52	> 41	50
I believe that people's opinions are often affected by the media	85	82	87	> 69	75
I do not believe that viewing something on TV is the same as seeing or hearing something first-hand	47	> 38	38	32	36

(418 people) (393 people) (167 people) (872 people)

cent of those aged 49 and under reading *manga* once or twice a week, while this was true of only 5 percent of those aged 50 and over. With television, there was no significant difference between daily and non-daily Internet users. This could be due in part to the fact that nearly 100 percent of respondents come in contact with television once or twice a week. But even when limiting the criteria to those who watch television every day, the results are the same.

We can gather from Internet users' media ownership and use that daily Internet users are those who use not only the Internet, but a wide variety of media; they are multiple media users.

Daily Users Active in Information Gathering

What kinds of attitudes do daily Internet users who make use of a variety of media hold towards information and media? The answers to questions related to this topic are compiled in Figure 5.

A higher proportion of daily users answered that they "search until satisfied when looking for something (not limited to information)." Among those aged 49 and under, 65 percent of daily users answered in the affirmative, while the figure was 48 percent for non-daily Internet users. Among those aged 50 and over, the figure was 47 percent for daily users and 32 percent for non-daily

Figure 6. TV-viewing Habits and Awareness

(%)

	Age 49 and under		Age 50 and over		(Total)
	Daily	Non-daily	Daily	Non-daily	
TV-viewing/short (2 hours or less)	55	> 39	59	> 28	40
TV-viewing/average (3 hours)	22	< 31	19	23	24
TV-viewing/long (4 hours or more)	24	29	22	< 48	36
Generally watch TV at specific times	72	73	72	< 80	76
Do not go out of my way to find time for TV	71	65	74	> 66	67
Satisfied with TV ("very" and "more so than not")	80	82	62	< 77	76
Dissatisfied with TV ("more so than not" and "very")	18	14	35	> 20	20
TV is indispensable	32	38	35	< 48	41
TV is a convenient thing to have	62	58	60	> 47	53

(418 people) (393 people) (167 people) (872 people)

users. Furthermore, there was a difference by frequency in Internet use in the proportion of those who said they disagreed with the statement, "Most of what the media says is true." Sixty-six percent of daily users and 54 percent of non-daily users aged 49 and under, and 52 percent of daily users and 41 percent of non-daily users aged 50 and over expressed such skepticism toward the media. Of course, we cannot prove cause and effect between this tendency among daily users and Internet use merely from these results. Yet, we observe a sort of critical capacity among daily users who, instead of taking all information at face value, select the information they need.

There is a stronger tendency for daily and non-daily users in the group aged 50 and over to answer differently to the survey than those aged 49 and under. Is age a factor in the varying characteristics of Internet users? We cannot draw any conclusions based on our survey, but as we have seen, the percentage of Internet users among older people is on the rise but is still very low compared to that of the younger generation. The proportion of daily users aged 50 and over (167) is about one-fifth of non-daily users (872), and the daily users in the 50 and over group tend to have a great interest in media, setting them apart from non-daily users in their own age group more so than is the case among their younger counterparts.

Differences in Attitudes towards Television

As shown in Figure 6, time spent watching television is short among more

Figure 7. Indispensable Media

(%)

	49 and under		50 and over		(Total)
	Daily	Non-daily	Daily	Non-daily	
Radio	2	3	8	8	5
CDs/MDs/audio cassettes	4	5	1	1	2
TV	22	< 30	28	< 41	33
film/video software	0	1	0	0	0
newspapers	5	5	20	15	11
weekly magazines	0	0	0	0	0
town magazines	1	0	0	0	0
books	4	2	4	2	3
Internet	11	> 0	8	> 0	3
talking with family	40	43	29	27	33
talking with friends	11	9	1	3	6

(418 people) (393 people) (167 people) (872 people)

than half of daily Internet users, at two hours or less. This is possibly related to their lack of free time, and cannot be explained merely by the time they spend using the Internet.

However, when asked to choose “indispensable” media, the only notable difference between daily and non-daily Internet users was—aside from the Internet—television (Figure 7). Television still ranks among the top media, cited by over 20 percent of daily users as “indispensable.” However, attitudes towards television differ significantly between daily and non-daily Internet users.

Limiting our comparison to those aged 50 and over, we see a difference in how much value is placed on TV in everyday life. Seventy-four percent of daily users say they “hardly ever go out of my way to find time to watch television” (66 percent of non-daily users), while 35 percent of daily users say television is “indispensable” (48 percent of non-daily users) (Figure 6). As such, while the degree of difference varies by age, there are differences in how much importance is placed on television in daily life between daily users and non-daily users.

Daily Internet users utilize a wide variety of media without depending on any single type, and are selective about the information they access to avoid being at the mercy of information flooding in. This can be seen as the appropriate way of using media and information effectively in a multimedia society.

Internet Users' Assessment of Media

Based on Internet users' ownership of media equipment and their use, and user attitudes towards information and media, we see an approach of using a variety of media in a multimedia environment and their selective relationship to information.

Now, we would like to take a look at how Internet users assess the various media they use in their daily lives. From there, we will explore where each media stands with Internet users, and the relationship between the Internet and television.

The "Information" Strength of the Internet

In "The Japanese and Television, 2005," we established seven categories of media functions centering around TV, including "news" and "entertainment." We asked our respondents to choose the most useful medium out of eleven forms of media for each of these seven categories:⁷

News	Learning about world events or movements
Entertainment	Emotion and enjoyment
Culture	Acquiring culture
Information	Obtaining information concerning life or leisure activities
Commentary	Thinking over political or social problems
Comfort	Physical and mental relaxation
Socialization	Deeper or broader relationship with others

According to the survey results, TV gained the highest assessment for many functions including "news" and "entertainment," highlighting its stable, leading position among media, again in the 2005 results.⁸

Let us first compare "daily" users' assessment of each media using the seven functions as criteria. Figure 8 shows the three top "useful" media in fulfilling the seven functions, divided by daily and non-daily users.

Notably, 31 percent of daily users chose the Internet as the most useful for "information." The Internet also ranks among the top three for "news" at 12 percent and "commentary" at 5 percent. However, TV and newspapers combined comprise nearly 90 percent for "commentary." Both "culture" and "socialization" got 8 percent of daily users' votes, but "entertainment" (1 percent) and "healing" (3 percent) did not rank very high.

⁷ The eleven media are as follows: radio, CD/MD/audio cassette, TV, film/video software, newspaper, weekly magazine, "town magazines"/information magazines, books, Internet (not including e-mail), talking with family, talking with friends.

⁸ "Nihonjin to terebi: Terebi shicho no genzai" [The Japanese and Television, 2005: The Current State of TV Viewing], *Hoso kenkyu to chosa*, August 2005, pp. 2–35.

Figure 8. Usefulness of Various Media (useful media, by daily and non-daily users)

	Daily User		Non-daily User		(Total)	
News	TV	61	TV	70	TV	66
	newspapers	19	newspapers	18	newspapers	18
	Internet	12	radio	9	radio	8
Entertainment	TV	45	TV	63	TV	57
	films/video software	26	films/video software	11	films/video software	15
	books	13	books	7	books	9
Culture	books	41	TV	32	books	29
	TV	21	books	25	TV	29
	newspapers	18	newspapers	21	newspapers	20
Information	Internet	31	TV	41	TV	35
	TV	23	newspapers	14	newspapers	12
	town magazines	13	town magazines	10	town magazines	11
Commentary	TV	44	TV	55	TV	51
	newspapers	43	newspapers	33	newspapers	35
	Internet	5	radio	3	radio	2
Comfort	TV	29	TV	42	TV	37
	CDs, etc.	22	talking with family	15	talking with family	17
	talking with family	20	CDs, etc.	10	CDs, etc.	13
Socialization	talking with friends	45	talking with friends	45	talking with friends	44
	TV	19	TV	26	TV	23
	talking with family	9	talking with family	8	talking with family	8

(585 people)

(1,265 people)

On the other hand, TV ranks in the top three for all seven functions among daily users, and compared to other media, this ranking order does not differ much among non-daily users. Daily users, in other words, maintain a high regard for television for various functions, as well.

However, when we compare figures for television among daily and non-daily users, the figures for daily users are lower than that of non-daily users for all seven functions. Furthermore, figures for film/video software for “entertainment” and books for “culture” are higher among daily users. From this, we can gather that daily users actively select different media for different purposes, utilizing media with an edge in certain areas over others to serve their own purposes.

To examine differences in user characteristics by age, we divided the respondents into those aged 49 and under and those aged 50 and over. As a result, we found that many in the group aged 49 and under favor film/video software for “entertainment,” while for many aged 50 and over, newspapers ranked high for “commentary.” In terms of media ranking order, however, we found little difference between the age groups. In the 2005 survey, we can say that age has very little effect on the relative assessment of various media by daily users.

Figure 9. Usefulness of Various Media (useful media among daily users)
(%)

	Daily Users (everyday)		Daily Users (1–4 times a week)	
News	TV	56	TV	68
	Internet	20	newspapers	21
	newspapers	18	radio	7
Entertainment	TV	47	TV	44
	films/video software	26	films/video software	25
	books	13	books	13
Culture	books	42	books	39
	TV	20	TV	23
	newspapers	17	newspapers	19
Information	Internet	39	TV	24
	TV	23	Internet	21
	town magazines	10	town magazines	17
Commentary	newspapers	42	TV	47
	TV	42	newspapers	44
	Internet	9	talking with family	2
Comfort	TV	28	TV	30
	CDs, etc.	23	CDs, etc.	21
	talking with family	21	talking with family	18
Socialization	talking with friends	41	talking with friends	49
	TV	17	TV	20
	Internet	11	talking with family	8
	(317 people)		(268 people)	

To examine whether media assessment differs by frequency of Internet use, we divided daily users into those who use the Internet everyday and those who use the Internet one to four times a week, and compared their “useful media” rankings (Figure 9). Those who use the Internet everyday rank the Internet in the top three for four of the functions including “news” and “information,” but those who use the Internet one to four times a week ranked the Internet in the top three only for “information.” “Entertainment,” “culture,” and “comfort” did not make it for either group.

It is clear that Internet users are more aware of the functions of various media, and select the most appropriate media for their purposes. The approach daily users take in using various media, which we saw in the section on “Daily Users’ of the Internet Today,” is also reflected in their assessment of media.

Among the various media, television is one that is used across the board for different purposes, and is different from other media in users’ recognition of TV as fulfilling numerous functions. On the other hand, the Internet is seen as a far more superior media than any other in obtaining information. If we consider the functions of “news” and “socialization”—in which the Internet ranked relatively high—as types of information, the Internet is presently a media that is often used specifically for collecting information.

Figure 10. Media Evaluation in Obtaining News by Function

(%)

		Daily Users	(Everyday)	(1–4 times a week)
Speed	TV	69	64	75
	newspapers	1	1	1
	Internet	16	22	9
Understandability	TV	63	60	67
	newspapers	23	25	21
	Internet	7	11	3
Detail	TV	26	24	29
	newspapers	47	44	51
	Internet	21	27	13
Selectability	TV	15	12	18
	newspapers	21	17	25
	Internet	57	66	46

(585 people) (317 people) (268 people)

Selective Use of the Internet

Respondents were asked to choose the most useful medium out of the six “media” (radio, TV, newspapers, magazines, talking with family or friends, and the Internet) in four functions regarding “learning news and information.” The four functions are:

- Speed Which medium do you think conveys information most promptly?
- Understandability Through which medium do you understand information most easily?
- Detail Which medium provides the most detailed information?
- Selectability Which medium makes it easiest to pick up only necessary information?

Figure 10 shows how daily users evaluated TV, newspapers, and the Internet regarding these four functions. With “speed” and “understandability,” TV gathered 69 percent and 63 percent of the votes respectively, while newspapers collected 47 percent for “detail.” “Selectability” went to the Internet at 57 percent, a figure much higher than the other two media.

From these results, we can see that for “learning news and information,” the types of functions television and the Internet have and user assessments of them differ between the two media. Television is acknowledged for speed and ease of understanding in the information provided, while the Internet is highly regarded for the user’s selectivity in choosing what is necessary. Among “daily” users, many of those who use the Internet everyday have an even high-

er regard for the Internet in all four functions. It is possible that those who frequently use the Internet are able to use the Internet with speed, understandability, and detail, while only selecting news and information they find necessary.

Differing Functions of Television and the Internet: Media Niches

From the time it arrived on the scene, the Internet was seen as a medium that would greatly influence conventional media, and as such, its use and expansion have received intense public attention.

From the data we have heretofore covered in “The Japanese and Television, 2005,” we can say that the Internet is a medium that is “utilized to obtain necessary information in a selective manner.” The Internet has developed into a medium that has surpassed other media for the purpose of obtaining information, and to this end is a tool that we cannot go without.

However, this does not mean that the Internet has overtaken TV with regard to other functions. At present, we cannot conclude that the Internet has changed or affected the role of TV in our daily lives. What we see from Internet users’ attitudes towards media is that they are compartmentalizing their use of media for different purposes, and because of this, the Internet and television are not in direct competition with each other. In other words, TV is a medium that has been most widely accepted among people and is well-established in our lives, while the Internet realizes its true potential by supplying what is individually needed when users take the initiative.

How Will the Internet Relate to Television?

As we have seen, use of the Internet has spread rapidly and has become an increasingly bigger presence in people’s lives. However, people assess its functions differently from those of TV, and we can gather that its uses are limited to certain aspects of daily life. But the functions of the Internet have yet to stop evolving. We will explore the possibilities of Internet use in relation to television viewing and the services provided by television.

Simultaneous TV and Internet Use

According to the National Individual Audience Rating Surveys conducted by NHK, there is a long-term tendency for TV-viewing hours to increase in Japan. Under these circumstances, daily Internet users, as we saw earlier, spend fewer hours watching TV than non-daily users, regardless of age. Does an increase in Internet use lead to a decrease in the number of hours spent watching television?

Figure 11. TV-viewing (including “often” and “sometimes”)

(%)

	Age 49 and under		Age 50 and over		(Total)
	Daily users	Non-daily users	Daily users	Non-daily users	
I automatically turn TV on when I get home	69	71	61	57	62
I leave TV on and view it only when interested	73	74	61	60	65

(418 people) (393 people) (167 people) (872 people)

First, let us examine its relationship with “leaving the TV on,” which is said to provide the backdrop for the long hours of TV-viewing. In “The Japanese and Television, 2005,” we asked respondents how often they “automatically turn the TV on when I get home” and “leave the TV on and view it only when interested.”⁹ We found that regardless of Internet use, there is a tendency to “leave the TV on” (Figure 11). We could not find a relationship between Internet use and the trend of “leaving the TV on.”

A possible explanation is the simultaneous use of TV and the Internet. As for the use of TV and IT equipment, NHK found in the “Time Use in the IT Age” survey in 2001 that the use of mobile phones among young people (ages 16–29) overlap with their use of TV, especially in the evening hours.¹⁰ According to group interviews NHK conducted the following year among people in their 20s and 30s, many indicated that they watch television and use the Internet simultaneously, suggesting the possibility that this type of usage would become common in the future.¹¹ Moreover, the 2005 60th FNS (Fuji Network System) joint survey¹² reported that the number of people who used the Internet while watching TV was on the rise.

If the simultaneous use of television and the Internet is going to continue, then Internet use will not necessarily lead to fewer hours of television view-

⁹ Respondents were asked to choose from “often,” “sometimes,” “almost never,” or “neither” for the statements “I automatically turn the TV on when I get home” and “I leave the TV on and view it only when interested.”

¹⁰ From the “Intanetto riyo to terebi shicho no kongo: Keitai denwa ni yoru wakamono no komyunikeshon kakumei—‘IT jidai no seikatsu jikan’ chosa kara (3)” [The Future of Internet Use and Television Viewing: The Mobile Phone Revolution in Communication among Young People: “Time Use in the IT Age” Survey (3)], *Hoso kenkyu to chosa*, August 2002, pp. 126–37.

¹¹ “Intanetto yuza no terebi-kan: Shicho kodo henka no kizashi o saguru” [Internet Users and Views of Television: Studying the Signs of Changes in Viewer Behavior Patterns], *Hoso kenkyu to chosa*, June 2002, pp. 14–27.

¹² “Terebi ni taisuru ishiki no henka” [Changing Attitudes Toward Television], *Aura* 174 (2005).

ing. However, in this case, people will spend less time devoting their full attention to television, instead glancing over only when they are interested.

“Entertainment” Services Different from TV

For the Internet user, will the function of the Internet remain limited merely to “obtaining information concerning life or leisure activities?” As seen in Figure 8, the most highly ranked media for “entertainment” among daily users is TV at 45 percent of the vote, or almost half of these users. Meanwhile, the Internet ranks low in “entertainment,” at 1 percent among daily users.

This is likely caused in part by the fact that there is not the same abundance of “entertainment” content on the Internet as there is on television. However, there is a great possibility that the Internet will gain recognition in this area in the future. The Internet is already being used to download games, to chat with friends, and to read celebrity blogs, which can be considered forms of “entertainment” that take advantage of the Internet’s characteristics, at least in a broad sense of the word. Also, with broadband connections solving problems of image quality, in addition to further development of image content and video-on-demand (VOD) services, utilizing the Internet whenever one chooses to will become a more established way of enjoying image-based web content.

However, while television provides the same content to all its viewers, the Internet has a much smaller audience and its content themes are more specific. Television and the Internet are not likely to play the same role in “entertainment” since they are very different in nature—TV is easily enjoyed with the flick of a button though one may not necessarily find a program they like, while the Internet is more troublesome to use, but allows users to access content that interests them. In comparison to television, the Internet’s strengths lie in content geared to specific audiences, offering a form of entertainment different from television.

Conclusion

The ways people use the Internet are various and many: for work, for study, to read websites and blogs, and to shop. The use of the Internet in the field of education has become widespread, and an environment conducive to Internet use is becoming increasingly well-established. The number of Internet users will undoubtedly increase in the years to come.

With advances in digital broadcasting and technology, television is likely to overlap with the Internet in the services it will be able to provide. Television programs are already available on demand on the Internet. And it may only be a matter of time before a single “receiver” for both television and the Internet

become available. If, in fact, television and the Internet become more and more intertwined in this way, we will not be able to decide what we can and should offer through television without taking a look at Internet users' TV-viewing habits and attitudes.

To illuminate the role of television expected by viewers and the placement of television in everyday life in light of the Internet's permeation in society, it will be necessary to continue research not only on the situation of TV-viewing, but also on the relationships between television and other media.

(Translated by Chikako Kobayashi)