

From the Editor

We are pleased to present *NHK Broadcasting Studies* No. 6. This issue includes a selection of six articles published in *Hoso kenkyu to chosa*, NHK's monthly journal reporting on broadcast research, and *NHK Hoso Bunka Kenkyujo nempo*, the annual bulletin of the NHK Broadcasting Culture Research Institute over the past year, along with two articles by guest contributors from overseas.

This issue features three articles relating to the development of educational services by public broadcasters in the digital era. Going back to the early period of radio and television, public service broadcasters have always regarded education and learning as important parts of their mission. In recent years interest has arisen in many countries in various new types of services utilizing digital technologies and the new media environment. For this topic, in addition to an article dealing with Japanese trends, we are pleased to present contributions by members of public broadcasting organizations in the United Kingdom and the United States.

The opening article by BBC executive George Auckland, a leading figure in interactive learning in the U.K., introduces the range of educational and learning "Beyond the Broadcast" services provided by the BBC in the digital era, both for formal and informal education, for children, teachers and adult learners. These examples include pilot projects and future plans related to mobile learning and user-generated learning. The author emphasizes the importance of nurturing creative potential and using it to develop richer learning experiences.

The second article by Ronald Thorpe, Vice President of Thirteen/WNET New York, a flagship U.S. public television station, looks at one of the ways digital technologies can be used and are being used in the classroom. A large part of this article is devoted to recent examples of the ways Thirteen/WNET is taking rich video content from its award-winning broadcasts, tailoring it to specific pedagogical needs and putting it into the hands of teachers and students through its Video in Teaching and Learning (VITAL) project.

The third of the feature articles, by NHK researchers Kodaira Sachiko Imaizumi and Watanabe Seiji, describes NHK educational services for schools and their evolution to date including an introduction to the NHK Digital Curriculum website, which provides learning resources tied in with the content of NHK school broadcasts, presents the most recent nationwide

survey analyzing how NHK services for schools are utilized and evaluated, and discusses what will be expected of educational services by public broadcasting once digitization of broadcasting is fully implemented.

The social mission of public broadcasting is also taken up by Nakamura Yoshiko and Yonekura Ritsu in their analysis of an international comparative survey on attitudes toward public broadcasting conducted by the NHK Broadcasting Culture Research Institute in 2006. Their study seeks to define the presence of a public broadcaster, and assess the issues public broadcasters face due to the new multimedia, multichannel, and digital technologies currently transforming the media environment.

Two further articles are based on surveys conducted to analyze the rapid diffusion and use of new technology and its impact on Japanese communication and television viewing behavior. Suzuki Yuji, Yonekura Ritsu, Nakano Sachiko and Nishimura Noriko present the results of an Internet survey on mobile phone use conducted via the devices themselves. Their analysis focuses on trends in Internet use via mobile phone, the circumstances surrounding communication for calling and e-mail, and trends of video use including 1 seg reception. Nakano Sachiko and Watanabe Yoko present the results of the “Time Use Survey in the IT Age (2006),” which is a nationwide fact-finding survey employing the time use survey method to determine Internet use via personal computer or mobile phone in the context of daily life.

The last two articles take up other themes of special interest. Shim Sungeun examines the background of the remarkable increase in recent Korean broadcast program export, looking at the policies adopted under the South Korean government’s program since the 1990s to enhance the competitiveness of broadcasting as an industry. Nishi Kumiko reports on the results of the survey “Role of Government” conducted in Japan as a part of the International Social Survey Programme (ISSP), an international comparative study group with which our research institute collaborates.

We hope you will find this issue informative and stimulating and look forward to receiving your comments and reactions to the variety of articles contained herein.

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