

From the Editor

We are pleased to present *NHK Broadcasting Studies* No. 7. Although the NHK Broadcasting Culture Research Institute puts out several periodicals, most of them are published in Japanese only. The exception is *NHK Broadcasting Studies* (formerly published under the title *Studies of Broadcasting*, from 1963 to 1999), our primary regular English-language publication.

This issue includes a selection of six articles by Institute members published in *Hoso kenkyu to chosa*, NHK's monthly journal reporting on research in the field of broadcasting, and *NHK Hoso Bunka Kenkyujo nenpo*, the annual bulletin of the NHK Broadcasting Culture Research Institute over the past year, as well as a contribution by a specialist from overseas.

The first two articles deal with recent important themes shared by broadcasters in different parts of the world. The opening article by Nakamura Yoshiko on accountability in public service broadcasting presents case studies of initiatives by public service broadcasters in Sweden, Denmark, the United Kingdom, and Japan, and discusses institutional reforms. Next, Tanaka Norihiro investigates and analyzes the current state of East Asian broadcasters' English-language international television broadcasting services designed for overseas viewers and the issues they face, introducing South Korea's Arirang TV and KBS World, China's CCTV-9, and Japan's NHK World TV.

The next two articles deal with new trends in television viewing and other media consumption in Japan. An article by Tani Masana and Shigyo Ayako outlines the behavior and motivations of Japanese blog users, especially the committed group the authors call "TV bloggers," and their perceptions and television viewing habits, based on analysis of quantitative and qualitative surveys, using an Internet-administered questionnaire. Aramaki Hiroshi's study focuses on television-viewing behavior and attitudes towards television of Japanese young people in their 20s in an era of expanding Internet use, basing his analysis primarily on data from the nationwide "Public Opinion Survey on Television in the Network Society" conducted by our research institute.

Two further articles take up specialized themes. Yamada Aki reports the results of the "Survey of Attitudes Toward the Environment" conducted in Japan as a part of International Social Survey Programme (ISSP), an international comparative study group with which our research institute collaborates. Murakami Seiichi introduces the process by which the stipulations on pro-

gramming in Japan's Broadcast Law came into being and their impact, as well as recent moves to revise the law.

The final article is by guest contributor Charlotte F. Cole, Vice President for International Education, Research and Outreach at Sesame Workshop and a specialist in research on media for children. Dr. Cole describes the contributions of research to providing high-quality educational television experiences for children in various parts of the world and argues the importance of further research, calling for the development of additional measurement tools and other efforts into the future to maximize the educational potential of children's media.

We hope you will find the articles included informative and stimulating, and look forward to receiving your comments on this year's issue.

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