

## From the Editor

We are pleased to present *NHK Broadcasting Studies* No. 8. Although the NHK Broadcasting Culture Research Institute puts out several periodicals, most of them are published in Japanese only. *NHK Broadcasting Studies* (formerly published under the title *Studies of Broadcasting*, from 1963 to 1999) is our primary regular English-language publication.

This issue includes a selection of five articles by Institute members published in *Hoso kenkyu to chosa*, NHK's monthly journal reporting on broadcast research, and *NHK Hoso Bunka Kenkyujo nenpo*, the annual bulletin of the NHK Broadcasting Culture Research Institute over the past year, along with an article by a guest contributor from overseas.

The opening article by Kono Kei, Takahashi Koichi, and Hara Miwako reports on long-term changes in Japanese attitudes and opinions regarding society, politics, the economy, and their daily lives, with the completion of the eighth Survey of Japanese Value Orientations, conducted by the NHK Broadcasting Culture Research Institute every five years since 1973. The authors focus on gender relations, images of the ideal family, husband-wife and parent-child relations, international mindedness, work and leisure, interpersonal relationships, and basic values.

The next two articles deal with Japanese television viewing. An article by Saito Kensaku focuses on television viewing behavior among older people, analyzing the factors and background of increased TV viewing among them and looking at changes accompanying increased viewing time and trends in what older people expect from TV programs, based on a survey of 60–79 year olds. An article by Nakano Sachiko, Kobayashi Toshiyuki, and Morofuji Emi discusses the findings of the survey “Television and Moods,” the first survey to investigate relationships between daily activities and moods (“relaxed,” “busy,” “excited,” etc.) using the time-use study approach. The authors analyze the survey with focus on television-time moods as characterized by conditions including time of day, gender, and age group. They present an appraisal of television in Japanese daily life today by comparing these results with data on other media such as radio, videos and DVD, newspapers, leisure-time Internet, etc.

Two further articles take up other important themes of special interest. One of the main functions of public broadcasting is to establish public forums within the broad arena of everyday communication. What are the implications

of the recent growth in the Internet use and the shift to digital, multimedia, and multichannel broadcasting for this function of creating a public communicative sphere? The article by Nakamura Yoshiko and Yonekura Ritsu discusses current conditions and issues in public service broadcasting as they relate to people's daily communication by analyzing the findings from an Internet-based international comparative survey on public broadcasting in Japan, the Republic of Korea, and the United Kingdom. An article by Fukunaga Hidehiko outlines how, since the time of the 2004 Sumatra disaster, tsunami have been forecast and relevant information transmitted among countries with coasts on the Pacific Ocean, as well as how the flow of information among them has been changing with advancements in tsunami-warning technologies. This provides the background for further discussion of priorities in making prompt and correct tsunami information available as widely as possible to local inhabitants, tourists, and others in coastal areas in order to assure timely evacuation, and how broadcasters can contribute to international cooperation in that endeavor.

The final article is presented by our guest contributor, Andrea Millwood Hargrave, an independent advisor based in the United Kingdom, on international media regulatory policy and research, working across the communications field. Hargrave discusses how media literacy in the digital age is different from that of the analogue world, by introducing a very recent European Survey. She emphasizes that industry and policy makers need to work together to ensure that people understand the point at which the conventions they might have relied on in an analogue world are no longer relevant.

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

KODAIRA Sachiko Imaizumi  
Editor  
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