

◀◀A Survey on Actual Usage of Mobile Phones/Smartphones for Minors▶▶

~Survey on actual use of applications and internets by mobile phone/smartphone users~

Smartphone users are 60.2% Elementary Students and 82.0% Junior High School Students

One in four Female High School Students were not feeling well due to overuse

One in five were warned for getting lowered grades

~39% believe that the most reliable information source is "TV station", One in four people answered "Doesn't trust Anything"

TOKYO, Japan – Digital Arts Inc. (headquartered in Chiyoda-ku, Tokyo, Japan; CEO: Toshio Dogu; "Digital Arts"; Code 2326), a provider of information security software, conducted a survey on the latest usage for minors' mobile phone/smartphones for 618 nationwide children (elementary, junior high, and high school) of both genders, 579 parents of children aged 0 to 9 years old, and total of 1197 targeted people.

Actual usage of mobile phones/smartphones from 10 to 18 years old ※The figure in the parentheses are numbers of the previous survey in January 2016.

- User of smartphones for minors (10 to 18 years old) with some type of mobile phone is 80.3% (70.6%). 60.2% (37.9%) is upper Elementary School (10-12 years old), 82.0% (76.2%) is Junior High School Students, and 98.5% (97.6%) is High School Students. The user for elementary students has risen.
- The overall filtering usage was 53.9% (52.3%). The highest was 59.6% (54.1%) for Female High School Students.
- The average usage time per day was 3.2 hours (3.0 hours) for overall children. Female High School Students are 6.1 hours (5.9 hours), and "less than 3-6 hours" was 42.7%.
- The most frequent used apps are "LINE" 73.9% (66.3%), "YouTube" 58.6% (53.4%), "Twitter" 35.8% (40.9%) for overall children. Other high popularity among female high school students are "SNOW" 58.3%, "Instagram" 50.5%, and "Mercari" 49.5%.

Changes since beginning to use mobile phones/smartphones

- The overall trend increased: "warned for overuse throughout the day" was 36.2% (30.1%), "used even during meal time" was 23.0% (18.8%), "used until fallen asleep" was 23.0% (17.8%), and "due to lack of sleep, attention became distracted" was 16.3% (13.4%),
- One in four Female High School Students felt "the number of sick conditions such as headache has increased" - 26.2% (14.6%)
- Male High School Students were 21.4% (19.4%) and Female High School Students were 20.4% (9.7%), 1 in 5 people answered "was told their grades has gone down".

Allowance earned on the Internet

- The experience of earning allowance on the Internet was 34.5% (30.7%) for overall children, 73.8% (79.6%) for Male High School students and 81.6% (68.9%) for Female High School students.
- The reason to start earning allowance for overall children were "choosing from free time or at your own pace" was 46.5% (33.2%), "additional personal earnings" was 45.5% (47.4%), and "unoccupied time was a waste" was 29.6% (22.1%). Ways to earn allowance was "point exchange"- 78.4% (76.8%), "selling used goods" - 18.8% (12.6%), and "creating LINE stamp" - 16.4% (1.6%). The average monthly income was "less than 10,000 yen" for 86.4% (86.8%).
- Female High School students: 54.8% preferred to earn allowance by 'choosing from their free time or at their own pace', 75.0% for 'point exchange', and 32.1% by 'selling used goods'.

Concept of Risk and Consciousness in Information Reliability

- Wanting the realization of friendship on the internet for overall children was 47.4% (49.4%), and for Female High Schoolers was 53.3% (68.5%), which was less than last time.
- The recent incidents on the internet that overall children felt they can relate to were "leaked personal information" -25.6%, "hijacked accounts" - 17.8%, "Friends/acquaintances post photos /videos without permission" - 15.9%, and "Nothing" was the highest at 61.5%.
- Overall children are cautious about illegal acts such as: "Not to complain about or insult others" - 52.8%, "Do not disclose personal information / photos of others without permission" - 36.6%, "Do not threaten others" - 24.8%, "do not pressure others to consider commit suicide" - 23.3%, and "do not publish without permission of what others made, without quoting secondarily" - 22.2%. Overall risk awareness was low.

PRESS RELEASE

- The most reliable resource to attain information was the "TV station": children - 39.3% and parents - 28.8%. Next reliable resource was the "Newspaper Company": children - 21.8% and parents - 23.3%. On the other hand, "Doesn't Trust anything" for children was 23.6% and parents were 25.6%; percentage of one in four people.

With or without Experience and interest in tablet study/programming

- Elementary School students have many experiences using tablets. Male Elementary School students (10 to 12 years old) was 27.2%, Female Elementary School students (10 to 12 years old) was 33.0%. Overall, "interested" in programming was 47.0%, "with experience" was 14.5%.

Internet device user for 0 to 9 years old and used without permission

- Private device holder of 0 to 9 years old: owns some kind of device was 56.8% (55.5%), classified to "Mobile game" was 25.0% (27.6%), "Exclusive Child mobile phone" was 15.7 % (15.3%), "tablet devices" was 12.6% (11.9%), and "Non-Contracted used smartphone" was 10.4% (8.9%).
- Surprised children were using without permission was 54.1% (52.6%), classified to "watching movies" was 67.7% (62.7%), "using the camera app" was 28.8% (32.6%), and "calling someone" was 23.3% (25.2%).

【Investigation Summary】

Subject of the Survey: Parents with children (both male/female) for 10 to 18 years old and nationwide 0 to 9 years old with some type of mobile phone/smartphones.

Investigation Period: 1/10/2017 – 1/16/2017

Investigation Method: Internet Survey

Number of Valid Responses: 1197 samples (Minors: 618 samples, parents: 579 samples)

Executing Agency: MacroMill Co. Ltd.

This survey is regularly conducted from December 2011, and is the 10th time for "Survey on actual Usage of Mobile Phones and Smartphones for Minors". According to the survey results, the rate of smartphone users among minors from 10 to 18 years old increased by 9.7 points from 70.6% (previous survey conducted in January 2016) to 80.6%. Elementary schooler user was 60.2% (37.9%), an increase of 22.3 points from the previous survey. We believe that due to lowered price for smartphones in the past year, children to own smartphones resulted at an earlier age

Ever since the investigation started, female High School students became 100% for the first time as the smartphones users. They are frequently using specialized apps such as editing photos and videos. However, the average usage time per day was as long as 6.1 hours (last time 5.9 hours) and because it tends to be used all the time, it resulted in concern about daily life and adverse effects on health.

The reason why earning allowance on the Internet also increased to 81.6% (68.9%) for female high school students from the past year (12.7 points higher than last time) was for reasons like point exchange, flee market app that allows to sell things easily, and the production condition of the LINE stamp was changed from October 2016. Due to these influences, it seems that earning allowance at your own pace at any time than before.

With the spread of smartphones and tablets, not only the security aspects such as information leakage, but also the risk of committing a casualties and illegal acts are increasing regardless of age, but overall there is a low awareness of risk measures. Despite the fact that opportunities to connect to the Internet are increasing even in preschool children and lower elementary school grades, the usage of smartphone filtering has not changed substantially even compared with the previous time, and among them, who increased this time at 51%, it will be a challenge to create explanatory opportunities for parents of lower age group and promote understanding of filtering.

It became a topic from late last year, how to distinguish fake news spreading on the internet, but the most reliable source of information in this survey was "tv station" for children at 39.3% and parents at 28.8%. One in four people answered "I do not trust anything", and the ability to judge calmly will be necessary.

In response, Digital Arts would like to promote awareness to parents to protect their children from illegal acts and danger when using smartphone/internet devices. Also, while utilizing function restrictions and filtering software on the Internet, schools/institutions and families can cooperate, so children can eventually be able to judge correctly on their own.

We will continue to appeal the importance of internet literacy and filtering through these surveys; so that many people will be able to spend a safe Internet life.

■ **About Digital Arts Inc.** <http://www.daj.jp/en/>

Digital Arts, Inc. is a provider of information security products with a unique patented web filtering technology at its core. It plan, develops, sells and supports internet security products on its own, while also delivering added value as the first Japanese manufacturer to launch a web filtering software in the industry. Digital Arts is highly recognized for its most comprehensive domestic web filtering database and its unique filtering technology patented in 27 countries and regions around the world. Digital Arts has become the top domestic supplier of web filter software i-FILTER (corporate and public-sectors), i-FILTER for Consumer, and i-FILTER Browser & Cloud. Other product lineup includes m-FILTER, a gateway email security software for corporations, m-FILTER MailAdviser, a client email anti-misdelivery software, D-SPA, a secure proxy appliance solution, and FinalCode, the ultimate password-less file encryption and tracking solution.

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