

Title	高齢者の活性化を促進する価値共創モデルの提案 ア マチュアオーケストラ活動の分析を通して
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A Proposal of Value Co-creation model for Promoting Activities in the Aging Society

— A Case Study of an Amateur Orchestra —

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Social aging is progressing in Japan with the highest speed in history, and “a super aging society” is becoming now. The research for aging society can be divided into two fields. One is for the senior-stage elder people who need medical care and social welfare. The other is for younger-stage elder people after 65 years old to live more actively and healthy. The former research has been done in such fields as medical care, the welfare and so on. However, there are few researches in the later field for younger-stage elder people.

“The 2025 issue” is caused by the fact that people of the post baby-boom generation become 75 years old and the ratio of aged people is becoming significantly high. In such society, it is very important for aged people to spend their lives actively and healthy. Therefore, several government ministries recognize this issue and design new tasks for solving it. Considering that the recent average life span in Japan is over 80, it is an important issue that younger-stage elder people spend their social life with something to do after retirement. However, there are few researches for such active or positive lives of such younger-stage elder people. We consider that value co-creation with others seems to be important for promoting their motivations for something to do in their active lives. So, this research focuses on value co-creation in aging societies for solving this issue.

The objective of this research is to propose “a value co-creation model” which promotes

the activities of aged people. In order to accomplish this objective, this research executes the following three steps;

Step1: A case study of the amateur “J orchestra” which is actively managed is performed and an activation model is proposed. I make questionnaires and interview members for collecting data and analyzing them. Then, I point out the close relationship between the continuous activated performance and the individual QOL improvement. This fact can derive “the activation promotion model”.

Step2: Next, I apply this model to the following three cases; A town golden age club volunteer activity, B town “day-service” that is nursing activity in the local community center, and C city singing voice salon activity. In each case, I conduct case studies by visiting there and making interviews, checking whether “the activation promotion model” of amateur orchestra activity can explain the activity model of three cases or not.

Step3: Through analyses of four cases, it is found that the important factors of continuously activated elder people are the relationship between individual/group motivation and skill, and the relation of the leader and the mediator. Also, it is shown that this activation promotion model is essentially equal to the value co-creation model.

The results of case studies are summarized as follows;

In J orchestra case, the conductor proposed a knowledge sharing session of reflecting played music, and this stimulated members’ skill improvement not only in the instruction but also after the session. The management of the captain who acts as the mediator supported the motivation of members. “The good performance” as a result of effective instruction could promote members’ motivations for improving their skills. The members could realize “individual/group technical improvement” through the periodical event, which is connected to the motivation of challenge to a new piece in the next year concert and continuous activities of the group.

In the golden age club in A town, the chairperson who is a leader of the club, contributes to the skill improvement of individual/group by “the visualization of the results” which was published in a newspaper with the members’ commendation, activity report of each club and so on. The chairperson assigned a woman leader in each club as a mediator, who co-operated with close relationship in local community.

In the community center in B town, the motivation is born in the seasonal exchange event with primary school children, which leads to the solidarity of the group. The leader/mediator

followed their roles each other to continue the lively activities for a long time.

The singing voice salon in C city was established by a mediator who had long and close relationship with the district. They had a concert in the special nursing home for aged people, then a definite change was observed, which was that they were having higher level feeling of unity and the salon changed into friendly community within a dramatically short term.

Based on the above four case studies, “a promotion model for continuous activation” is proposed, which is “the value co-creation model” consisting of the following three factors;

- (1) Value is co-created by sharing common objectives such as public performance or commendation.
- (2) Each member brushes up own skill, which is connected with group skill improvement and good co-creation.
- (3) A leader supports the skill improvement, while the mediator manages the environment of community. The combination of two roles can create “the place for something to live for” through value co-creation in the community.

The individual motivation leads to the skill improvement through the desire of self-realization, which contributes to realize common aim/results with mutual brush-ups in the group and the group skill improvement. The unification of the group in good environment conditions puts out the motivation of the group, which leads to personal QOL improvement again as “the place for something to live for”. A leader and a mediator support group members to make positive spiral of continuous activation. In activated organizations of aged people, there is established “the mutual help” service exchange within the participants, where a leader and a mediator in “Actor to Actor” relation supports the value co-creation in “the place for something to live for”.