

Title	SNSの共感による社会課題解決の創発促進モデルの提案 待機児童問題の事例分析を通じて
Author(s)	岩内, 輝雄
Citation	
Issue Date	2017-03
Type	Thesis or Dissertation
Text version	author
URL	<a href="http://hdl.handle.net/10119/14122">http://hdl.handle.net/10119/14122</a>
Rights	
Description	Supervisor:小坂 満隆, 知識科学研究科, 修士

# A proposal of emergence promotion model for solving social problems through sympathy in SNS.

—A case study of the waiting children problem—

Teruo Iwauchi  
School of Knowledge Science,  
Japan Advanced Institute of Science and Technology  
March 2017

**Keywords:** knowledge management, social issues, emergence, sns, sympathy, ‘Ba’

Recently, decrease in population due to declining birthrate and advancing an aging society has become a significant problem in Japan. Especially, Japanese aging society has the highest average ages in the world. On the other hand, the birth ratio of children who are responsible for opening next generation is gradually decreasing. Despite the fact that the number of children is decreasing, huge number of children who are waiting for entering nursery school has become a serious problem. Japanese government is considering that this problem should be solved as a priority policy, but the problem has not been solved fundamentally until now.

Concerning on information media in Japan, there are three major media which are TV, Internet and newspaper. Recently, SNS has become a popular medium among various social media, which everyone can easily use. In order to spread users’ message widely in SNS environment, sympathy is more important than credibility of information at any age group.

In foreign advanced countries, social media has become an important communication method for realizing open government linking governments and residents interactively.

Problems faced by modern society are increasing in complexity, and there is a view that dialogue is important rather than traditional cause investigation. Also, there is a view that policy making is knowledge management, and it is necessary to set appropriate 'Ba'. In ancient Athens, one of the origins of the current "democracy", knowledge sharing was regarded politically as important. Through technological innovation of IT, knowledge sharing by a large number of citizens that was impossible at ancient times becomes possible, and it is stated as an era where the dawn of new civil democracy can be foreseen.

So far, Japan's policy has been top-down type led by bureaucrats / parliament-led bottom-up type or official residence, and there are only a few bottom-up approaches driven by citizens. In this research, we focused on the case of ' Couldn't get my kid into nursery school. Japan can go screw itself.', analyzed data that promoted emergence for social media problems for the first time in the field of politics from a data science perspective and promoted emergence of social problem solution "Iwagiku model" as a model.

*Hoikuen ochita Nihon shine.* "Couldn't get my kid into nursery school. Japan can go screw itself." This was the title for an anonymous blog post that went viral at 17:17 on February 15, 2016, with the author blasting Japanese government and society for asking women to bear children and take part in the workforce without providing proper child-care systems to make this possible. This case refers to the series of troubles involving the waiting children problem. It was also referenced in a reply from the Diet, and encouraged policy changes in a short time. Analyzing this data reveals three key elements of information: social media, public media, and the Diet.

There are three steps from information flow view point. First, critical negative posts concerning deep-rooted social issues are spread through sympathy and reach the eyes of social entrepreneurs. Second, social entrepreneurs actively support increased trust in and spread of information to the post, after which rapid diffusion like a "cyber cascade" phenomenon occurs, and the information reaches many users. Finally, opposition

lawmakers, pushed by intern students, support discussions and reporting in the Diet, leading to activities such as demonstrations and petitions. During the above flow, players are changing like a baton relay, drawing people's attention, which is conducive to public media reports and in which press coverage is seen to have thrived. In other words, it can be said that social media has played a catalytic role and has connected people who have knowledge for resolving complex issues, as if in a baton relay.

It is conceivable that social networks have made a major contribution to resource mobilization and significant time reduction through the sharing of knowledge. Compared with past cases such as the Minamata disease that originated in ordinary mass media such as newspapers and television, then moved politics, the recent nursery case in which an anonymous blog post reaches the Diet about two weeks after posting, causes the prime minister to change policy and make a declaration of no standby children after about another two weeks, and progresses to the launch of a response team is unusual in the world of politics. In other words, the case can be seen as having created allies in a short time, and as having promoted changes in policy through collaboration.

The phenomenon that concerned Cass R. Sunstein, by which legislative Diet members are likely susceptible to group polarization due to the "small world phenomenon" using social networks, has become realistic. Research into methods of confirming the authenticity of the content of statements, into ensuring the reliability of information to prevent insufficient consideration of solutions to issues, and into mechanisms that do not turn politics toward populism, is an issue for the future. To help people resolve social issues quickly, we encourage the Diet and politicians to utilize the new information technology gained through technological innovation so that we can realize a bright and affluent society, by expectations for research on social innovation.