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# インターネット利用におけるコミュニケーション困難度と積極性の影響

— 若者を対象にしたCMC調査から —

金 春 愛

## 〈要旨〉

メディアと社会には密接な相関関係があると常々言われてきている。1995年以降インターネット利用者の数は急激に増加しつつあり、インターネットの社会への普及と可能性はこれからも躍進すると期待されている。本稿はインターネットの利用による社会の変化を考察する際、メディアが与える人間関係の変化に注目している。さらにインターネットの利用者と彼らのコミュニケーションの質に相関関係があるという仮説を立て、インターネットを頻繁に利用するグループとそうでないグループの差を明らかにする。

主な変数はインターネット利用度、友人関係、家族コミュニケーション、パーソナリティーである。本稿は設定した各変数のそれぞれの結果をまとめているが、主にインターネット利用度と友人関係、インターネット利用度と家族コミュニケーション、インターネット利用度とパーソナリティーといったクロス分析を行っている。分析の結果、電子メールの使用目的はスムーズな友人関係を維持する為であり、友人ネットワークのサイズが大

きいほどより頻繁に電子メールを利用していた。そして、豊かなパーソナルコミュニケーションを求めるグループがインターネットをよりよく利用していた。表面的な友人関係とインターネット利用には相関が見られなかった。インターネット利用度が高ければ高いほどパーソナルコミュニケーションの困難度は低かった。この結果は、インターネット利用がパーソナルコミュニケーションを困難にするというCMCネガティブ説への反論になる。インターネットの利用、友人関係、家族関係に共通して相関が見られたのがパーソナリティーであった。特にインターネット利用度は積極的でリーダーシップがあるグループのほうがよりよく使っていた。

## キーワード

インターネット利用度、家族関係、表面的な友人関係、  
コミュニケーション困難度、パーソナリティー

## Introduction:

It is said that there is a correlation or implication between media and society. The Internet user is increasing rapidly from 1995(1), and it is forecasted that the diffusion and availability will increase in the future, and increasing of Internet user will influence drastically for the people relationship. This paper is about the recurrent relations between Internet user and their communication quality. It is clarifying what differences are between group who often accesses the Internet and group who does not. The aim of this paper is to prove the relation between the Internet use and the communication attitude like openhearted or affirmative personality. Tsuji also suggests about the importance.

“Internet use and Internet user’s characteristic need to come into view with real people relationship, and the factors influencing into the relations must be clarified. In the respect, there is no investigation, which became the sample of the research concerning a social factor, which influences the Internet use” (Tsuji, 1996).

The researches about Computer Mediated Communication

have started from 1980's. After that, the discussion assumed that a technological characteristic exerts and influences directly on actual communications. That is almost influenced by technological determinism. The studies related to technological determinism were a main tendency in the research until the first half of 90's. Then some different studies intending parting from the first half of 90's were attempted after 90's. However, most of the CMC researches are done in the United States, and it still stays in the remark theory research in Japan and South Korea, although the user increased rapidly. If anything, only the researches limited to the simple use survey for business is found. It does not say about the survey concerning the effect of a people relationship or a social relation. Therefore, a full-scale proof survey concerning the influence of Internet culture would be necessary today as like Kiesler says the importance. Researchers need to start up research connected with the people relationship. Also they need to have the refutation of the CMC negative remark theory.

“To keep relation with their children in the school and the retiring parents, people are buying a personal computer. It seems that it is necessary to connect with a social relation and a human relation through media. There is

often an investigation to search for the characteristic of CMC practically by population statistics study, the technology, the outlook on value, and the attitude, but there is few investigation connecting a human relationship” (Kiesler et al, 1998).

It is also thought that a various remark theory about the net society and finding the factor, which becomes the key to the presentation of the possibility of good relations are really significant (Baym, 1995). Therefore, this paper will be based on “user approach” concerned how to change life, how media change the community and the people relation. It also concerned with what kind of person adopted it, and the attention of how the user in what social situation used media. Considerations here are limited to the analysis concerning the questionnaire. This will limit just to the assumed variable.

## **Theoretical Framework**

### **Remark Theory of “a Surface Relationship” Related to Communication and Otaku Theory on New Media**

When you see the characteristic of a lot of communications discussions concerning the young people seen in the latter half of 80's, it is said that they at that time express their pleasure

and sadness just in limited area namely a constant area. They do not want to develop to the opened relationship with other people. They make unopened relationship composed of lightness (Takahashi, 1988). For example, the purpose of using the pocket beeper or cellular phone is to expect many of the person candidly and just maintain a wide relationship. Ohira points out that they also feel emptiness in the crowd and they just perform the upsurge of the group. It is not emotion in the bottom of their mind but just a *surface relationship* related to solitarily exclusive and distrust thing, making to narrowness relation (Ohira, 1995). Ohira also says that it is valued to make a smooth relationship when they need to make a good relationship with other people even if they do not want to enter other group. They often try to touch about just usual topics more than talk about their feelings. If anything, they prefer becoming silent and it is liked to read the cartoon comics with the friend rather than talking with person whom they met first time. It means their *indifference* and individualism toward the stranger (Ohira, 1995). However, their communication style is not only today's phenomenon (Tsuji, 1996). We should pay attention to whether the surface of young people's communication is really related to the media. The characteristics of young people has been greatly paid to attention from the end of

1950's to 1970's in aspect of the cultural, economical, and political influence power. They promptly suits a social character in the society, which makes so-called consumption and information during the beginning of 1980's, and people started to assume them as a pioneer who has possibility with new media consideration. The image of the young people was affirmative at that time. That is "Informational a New Kind" theory. It means that they have a voluntary and creative image in the approaching, developed informational zed society (2). They were expressed as the key word "new," "challenge and resistance against authority," and "individualism". They have enjoyed a lot of game soft at childhood and were reflected from the stuffs. In the latter of 1990, *Otaku theory* as the negative young people image appeared. The enthusiasm or the mental disease due to the media environment actually explain that the reality and the fiction can be confused, and only indirect communications can be taken. There is also a report of "Difficulty Syndrome of Face To Face Relationship" which shows the evidence of negative image about young people and new media.

### **Social Dismantlement of CMC Negative Theory**

The remark theory of the CMC, especially theory related to people relationship will be examined here. First of all, there is

a discussion about the loss of good communications in quality (Ohira 1995). There is also a theory pointing out that communications through the computer will mechanize people interactions to dismantlement in the society. It means that losing of a facing conversation make us be dismantle from our society (Baym, 1995). Third, the research of a negative remark theory stands out in the tendency to a recent United States CMC researches. The Internet using socially isolates people, and it is said that Internet will cut off people from a social relation. It is also said that there will be no *social participation*. People comes not to be interested in politics and so it will be more harmful for society because of rampancy and the cause as a result of a economic, social and structural change and an individual principle and then crime rates will increase. It is said that people could be scare this "Social Dismantlement" and dismantlement from the society obstructs psychological health at a personal level. The Internet will not be to the physically mental happiness or more even when people come in contact more socially, Internet will obstruct the possibility of contacting more socially (Turkle, 1996). We have to wonder how much above various discussions can be applied for this society. People are able to obtain information more easily through Internet even if they do not meet the person. However, it could be a leaping

discussion that people will be more solitary and independent. This respect is still being discussed but people use the Internet as a sociable purpose. For instance, many people communicate by e-mail with the colleague, the friend, and the family. They associate and participate in conference room, news groups, and BBS (Sproull 1995). Lea (1992) also points out that if the approval of the relation by continuous communications is also possible, the Internet culture might be able to hold a certain possibility against the social dismantlement remark theory, which says Internet is just "Virtual Reality". This text is not only clarifying of holding the doubt to the above-mentioned remark theory but what factor influence in the Internet use.

## **Experimental Design and Procedure**

### **Sample and Variable For Analysis**

Undergraduate students enrolled at two Universities in Pusan and Osaka participated in the study for this survey from March to June, in 1999(3). The sample is two hundred five people in Osaka University and two hundred fifty four people in Pusan University. The variables are degree of Internet access, friend relation, family communications, and a personality (4).

### **Primary Result of Each Variables**

In the aspect of gender, there were few male and female differences in Osaka University though male students occupied about 60% of whole number in Pusan University. Second, people from other provinces were about 67.5% and the metropolis were about 80% in Pusan University but half of the whole were from the metropolis in Osaka University. Osaka University's students from other provinces were more than one from big city. There were a lot of the sophomore in Osaka University about there were a lot of junior and senior in Pusan University. Person with an arts and liberal background was occupying about 60% in Osaka University but there were about 60% person who was majoring engineering in Pusan University. Next, as the result of degree of Internet Access and Use Purpose, Pusan University students were using Internet more frequently. Person who answered at "more than several times in a day", "once a day", and "several times in the week." was occupying about 60% of whole number. On contrary, Osaka University has concentrated on each items 23.8-%, 25.4-%, and 27.4-%. There are few differences respectively. The access time of Internet was few differences in both schools. It has concentrated on "from one hour to 30 minutes". Osaka University students concentrated on high frequency. They were using e-mail more frequently than

Pusan University students. 80% of both schools were concentrated on standards of three high-ranking. In the use frequency and the use time Pusan University students were higher than Osaka University students. It could be said that the students of Osaka University thought that the purpose of using Internet is not to work and to study nor another usage. Next, as the result of Friend Relationship, interestingly, unopened relationship related to friends does not appear so much in Pusan University. The variable of "the personal distrust" was also lower in Pusan University than Osaka University. The variable of "difficulty of personal relationship" depended on question items. There were more Pusan University students who answered yes about "I and my chum mutually know even a deep part." than Osaka University students. On balance, however, the difference of both schools was few. There were few differences of both schools in the aspect of own release to family. Pusan University students considerably were more affirmative in the relationship with family. Finally, as the result of personality, there are two items to ask method to think. One thing is "I do not think things deeply." and the other is "I often think more seriously than the actual meaning." Pusan University students were more abundant and answered that they often talk positively with people. Pusan University students were also more

aggressive than Osaka University students in the item of leadership among friends. They were also higher than Osaka University students in the item of asking independence degree but the difference was not large.

### **The Secondary Result, Factors, Which Influence Internet Use**

The survey at this time was about neither only a friend relation, nor the family communications. It was about to confirm the effect of Internet use. According to Kraut, income, age, gender, and the race also have affected Internet use (Kiesler, S., Kraut, et al, 1998). There were few differences between faculty and the use frequency in Osaka University. The frequency of use is not related with the society system directly in Osaka University students more than Pusan University students. For example, there were few differences between the society system and use frequency of the e-mail. It could mean that Pusan University students were using Internet more often because they sit in front of computer in the school than Osaka University students. On the other hand, the relation between the major and frequency did not appear in Osaka University students. The relation between gender and frequency also did not appear, either. In Osaka

University, male students were not using longer than female students contrary to expectation. Female students were using e-mail more frequently than male students. In Pusan University students, however, the difference owing to gender in Internet access frequency strongly appeared. Male students were using longer and more frequently than female students. To sum up, there were few differences owing to gender related to Internet use in Osaka University students but there was a big difference in Pusan University students. Gender differences in media use appeared at Pusan University students strongly. It could mean that there are more strong characteristics in gender difference in Pusan University students. On the other hand, there were few difference of Internet use between people who come from a big city and people who do not. Next, there was a strong correlation between the keyboard operation ability and the Internet use. Most of Pusan University students did not have a difference of the keyboard operation ability, but the group, which can hardly do keyboard was low Internet use degree. In the both of school, however, the higher in the keyboard operation abilities are the higher in the Internet use degree. It could be said that computer operation ability would be important factor in Internet use. Besides main variable, I questioned pocket money of one month in a question item. There was not

correlation related to Internet use at all with economic status.

### **Influence of Difficulty in Communication and Aggressive Characteristic**

The personal characteristics of the user to the Internet use are clarified here for the refutation to the negative CMC theory. First, to examine the relation between the friend relationship and the Internet use I conducted an analysis of crossing. The correlation with the degree of Internet access was not found. Therefore, people who have a kind of light relation with their friends were not people who often use the Internet. Next paragraph will describe what the keyword of difficulty of friend relationships is and what facts are related to the degree of Internet use.

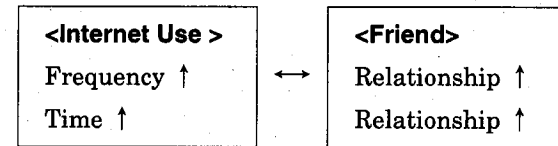
An interesting result was found from two items, "I can say about bad parts each other with new friend group", and "I mutually know a deep part of my chum." The relation between these items and the Internet use frequency was examined by the crossing. As a result, people who have a tendency of openhearted communication with their chum showed a tendency of higher Internet use frequency and higher Internet use degree. In a word, people who use Internet more frequently are more abundant in the friend relationship. At the other items related to friendship, there were not specific



and large difference between the difficulty degree of personal communication and Internet use degree. In other word, it is not absolute true that people who have a difficulty in personal communication use Internet more frequently. There were not relations between group, which uses Internet more frequently and group, which feels the difficulty in being with personal relation with their friends. In the Pusan University, however, group, which does not use the Internet, was feeling difficulty in personal communication. In a word, group, which has positive and openhearted characteristic in the communication, was more often positively uses the Internet. On balance, it was found that there is not strong implication between Internet use and difficulty of communication in Osaka University students but there is a sort of implication between Internet use if they have a positive and open-mind characteristic. Surprisingly, this phenomenon, however, was changed in the item of use time. The group, which uses Internet even longer than other groups, was high in the difficulty of communication. The group, which does not use Internet so long, was more abundant in the communication. The group of *high frequency and low use time* are more positive in the personal relation when it is needed. The result will be simplified at figure1. The implication between Internet use and the difficulty of personal communication with friends

was found. High Internet user, however, was an affirmative to the personal relation, especially in Pusan University students. On the contrary, there was not relation between Internet access frequency and personal communication in Osaka University. Why there was not a big difference between users in Osaka University? First of all, it is thought that difficulty of personal communication in Pusan University was lower than Osaka University. There is a remark theory about that the person who feels the difficulty in the personal relation uses the Internet more, but there was not the phenomenon in both schools. It can be said that people who have abundant friend relationship use the Internet more. Next paragraph will describe what factor affects on friend relationship. The point was confirmed by *personality*.

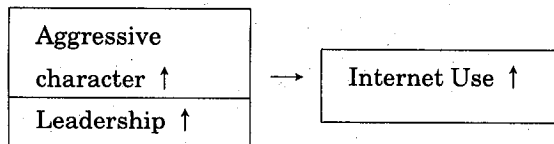
**Figure1**



At a result of examining, the variable related personality, i.e., "aggressive character" and "leadership" were related to Internet use strongly. The group, which has aggressive character and leadership, was using Internet more often. In a word, the group, which answered, "I often talk positively and

am leader's post among friends" was using the Internet more often (see figure2).

Figure2



### Using Internet, Family Relationship and Communications

It is said that people who are sitting in front of the personal computer alone, using the Internet do not try to do communications with their family. As mentioned introduction, it is said that an unopened relationship related to young people exists in the family communications. There could be an effect with the Internet use in the quality of the family communications. As a result of crossing, there was not any correlation between the Internet use and family communication. There was also the effect of *personality* at the family communication. The group, which has good attitude toward the family communication and aggressive character, was using the Internet more frequently. They also had high quality of the relation to the member in the family communications. After all, it can be said that using the

Internet makes people communicate with family more often. To know the effect of personality in the Internet use, correlation with the family communications was examined. As a result, a strong correlation was seen between Internet use and personality. Also, the group, which is positive and has leadership, was high in the quality of the family communications. It can be explained that the higher they use the Internet, the higher the quality of the family communications is. At an item (5), it was examined whether the Internet use influenced the family communications directly. As the result of the family communications change owing to the Internet in the house, "Communications with the family was not changed though sitting on the personal computer" and "Any change does not exist" occupied 90% of overall in both schools. The influence of Internet to family communications was an affirmative answer. The question item, "Influence on the family communications" also asked whether there was a change in the family communications, asking only the person who used the Internet in the house (6). It was designed in order to know whether a large change appeared to the communications in the family owe to the personal computer and the Internet. The question, "Influence on the family communication" has four items, adding if there is a minus influence and affirmative effect. The former is

"Time to do communications with family decreases after doing the Internet in the room". The later is "Communications with the family did not change though time to sit on the personal computer increased" and "The relation to the family improved after using the Internet, and the communications increased" were added. Interestingly, a phenomenon, which shows communication with family decreased due to using the Internet, appeared in both schools. In fact, it could be thought that the Internet influenced the family communications immediately. What is the reason of answering that communication was shorten by increasing of the Internet use? There was an item, which asks about the person who has a lot of communications before Internet using. As the result, people who answered that communicated with parents, especially with the mother were a lot. It was not changed after doing the Internet. Communication with *male brother*, however, increased more than parents. The answer, "I do not speak with anyone in my family", increased after using Internet in both schools. It can be guessed that the amount of communications with the family has decreased in some reasons when the Internet is used at home.

## **Integrative Discussion and Conclusion**

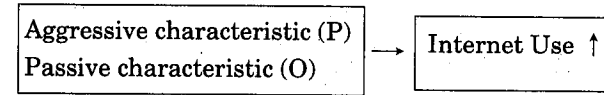
As described in introduction, there were a lot of negative CMC theories in the United States. However, this survey showed several refutations against the negative theories. First, purpose of using e-mail was strongly to keep an expansion related to the friends and a smooth relationship in the result of Osaka University. The bigger size of the friend network they have, the more often they use e-mail. It might expect that users who have abundant relationships related to personal communication are using Internet. Next, friend relation, especially surface distrusts did not related with the Internet. On the contrary, the higher the Internet use was, the lower difficulty of personal communication was. It is likely to refute the negative theory, which explains that Internet use causes difficulty in personal communication.

At the Internet use and the family communications, however, the high Internet use influenced in the quality of the family communications. Because the amount of the communications in the family after using the Internet decreased, the Internet use in the home will be understood that it gives a certain influence in the decrease of the amount of the communications. Finally, it is thought that the

personality of the user effects on the Internet use. It is really necessary to understand the element, which becomes keys to the Internet use. There will be not only one or two factors that destroy the abundance related to personal communication. The possession of light relationship with friends was not related to the degree of Internet use at all. Therefore, it was clarified that personality would be the keyword to the Internet use by the survey at this time. In a word, it cannot say that using the Internet controls the personal relationship and communication directly. It could mean that the person who had an aggressive character was openhearted and positive also in the Internet use and the personal relation.

It was a quite different result in Pusan University and Osaka University, however (see figure3). A passive group was using the Internet more often in Osaka University though a positive group was using the Internet more in Pusan University. Group, which has a leadership, was positively using the Internet in Pusan University. This needs to reconsider more but we can think about the opinion leader remark theory (7). The group, which intends to follow other people among friends, used the Internet a lot in Osaka University. It will be a problem again in the future because it cannot assert that the person who uses the Internet more often is passive to the friend relation.

Figure3



Although it is understood that the personality influences the personal relation and the Internet use, it cannot be explained what factor divides the consideration of the attitude toward CMC. In a word, there are a lot of *user's purposes and variety* on the cause of using Internet. Internet is essentially thought as media which people enjoy communication. It socially approves aimless communications and is called as the pretext of making to the own purpose and playing of communications. Actually, a lot of people were answering at the free description column of this survey, "It was interesting", "It is happy", and "Playing in the word is exciting." Especially, "The purpose of making home page" and "The purpose of using the Internet" was for entertainment. The use purpose was various and positive. It was also affirmative in outlook on Internet communications. This phenomenon comes to be openhearted and more affirmative in the Internet use again. As the result, the Internet use would increase. The user is requesting something in the Internet. There is a purpose. Inoue says the remark theory concerning "own story" paradigm and "self-fiction" People could feel as if

they in a ball, using Internet. The ball could make a story in various relations, which come round in the relation of the self and others. The Internet space can edit the own image and own story. Internet is a place where a story concerned own and others is constructed (Inoue 1993).

### **Limitations and Future Studies Directions**

After an analysis, there were several limitations. First of all, it is necessary to examine the theoretical proof of personality which influences the media use as a problem in the future. Moreover, the relation between personality and Internet use was a quite different result in Pusan University and Osaka University. The passive group was using the Internet more often in Osaka University though the positive group was using the Internet more in Pusan University. It is demanded to examine the reason of the result more. Next, it is necessary to examine the difference between other media and Internet. Third, because only the University students cannot explain the characteristic of all Internet users, it is necessary to examine the trait of not only the young people but also the middle age and compare it. Forth, it is also demanded to examine the difference of the family culture of both country. This paper does not show how to connect the media use to the

society. For that and hereafter, another study needs to concentrate on the purpose of users. A free answer and interview investigation also needs to analyze the Internet users qualitatively.

### **Note**

- (1) The number in Japan has increased from 6,300,000 people for 1996 years for 1997 years by 9,760,000 people. It has increased about 57% from before. It has increased rapidly from 1,380,000 people for 1994 years for 1999 years with 5,900,000 people also in South Korea.
- (2) This young people phenomenon was talked in shape, which looked like in South Korea as well as Japan. The popular word of X generation was often used in South Korea because of the commodity advertisement at about the beginning of 1990's.
- (3) The reason of selecting this subject for the survey is that college student characteristic is strong in people relationship and also they have accustomed to the computer use and the computer culture. Their ability of collection, processing, and the using information are high level.

(4)

#### **Degree of Internet Access**

Degree of Internet Access was set by hit average of use time, use frequency, and once e-mail transmission frequency. The hit average of use time has five items, which are over two hours, from one to two hours, from thirty minutes to one hour, from fifteen minute to thirty minutes, and less than fifteen minutes. I itemized these five items to three items again to simplify. The use frequency has seven items, which are more than several times in a day, once a day, several times a week, once a week, several times in a month, once a month, and less than once a month. These were also adjusted to three items after survey. The e-mail transmission frequency has six items, which are more than several times in a day, once a day, several times a week, several times in a month, once a month, and never use. These were adjusted to three items to make easy.

#### **Friend Relationship**

To understand the quality related to the friend, ten question items were made. The items of the superficial relationship related to the friend came from Ohira (1995). The standard has four stages from "think so" to "do not think so." I also made two items to measure the personal distrust, referring to Ohira (1995). The standard has four stages, too.

#### **Family Communications**

There are five items related to the quality in the family communications, asking the communications between the young people and their family, especially with parents with regardless of the Internet use.

#### **Personality**

This variable was set to examine whether there was a difference in the form of use owing to user's personality when young people use the Internet. The personality is a dynamic power system among individuals who have the soul and body organization, and the one to decide an original adjustment to the environment. It is the one, which can contact to all the actions between the organics and the environment. There are three items, which question about leadership, degree of independence, and method of think.

- (5) The item is "After using Internet in the house, were there certain changes in your family communications?"
- (6) This was from remarkable change of the furniture arrangement and how to sit and the communications form because of the rapid increase of the television in 1980's.
- (7) When opinion leaders adopt the media, they care about taking more fast information around a social relation.

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# **Influence of Difficulty in Communication and Aggressive Character in The Internet Use - From The CMC Survey of The Young People -**

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It is said that there is a correlation or implication between media and society. The Internet user is increasing rapidly from 1995, it is forecasted that the diffusion and availability will increase in the future, and increasing of Internet user will influence drastically for the people relationship. This paper is about the recurrent relations between Internet user and their communication quality. It is clarifying what differences are between group who often accesses the Internet and group who does not. The aim of this paper is to prove the relation between the Internet use and the communication attitude like openhearted or affirmative personality.

First, purpose of using e-mail was to keep an expansion related to the friends and a smooth relationship in the result of Osaka University. The bigger size of the friend network they have, the more often they use e-mail. It might expect that users who have abundant relationships related to personal communication are using Internet. Next, friend relation, especially surface distrusts did not related with the Internet. On the contrary, the higher the Internet use was, the lower difficulty of personal communication was. It is likely to refute the negative theory, which explains that Internet use causes difficulty in personal communication. At the Internet use and the family communications, however, the high Internet use influenced in the quality of the family communications. Because the amount of the communications in the family after using the Internet decreased, the Internet use in the home will be understood that it gives a certain influence in the decrease of the amount of the communications. Finally, it is thought that the personality of the user effects on the Internet use. It is really necessary to understand the element, which becomes keys to the Internet use. There will be not only one or two factors that destroy the abundance related to personal communication. The possession of light relationship with friends was not related to the degree of Internet use at all. Therefore, it was clarified that personality would be the keyword to the Internet use by the survey at this time. In a word, it cannot say that using the Internet controls the personal relationship and communication directly. It could mean that the person who had an aggressive character was openhearted and positive also in the Internet use and the personal relationship.

## **Key Words**

Degree of Internet Access, Surface of Friend relationship, Family communication, Difficulty of Communication, Personality