



**E-mobility and Sustainable Information Societies: Japan Perspectives  
( Outline )  
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# **I. e-mobility**

## **A. e-mobility and communication**

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mobility of people and mobility of information ( communication )

e-mobility increases “ efficiency of communication ”

depending on the type of communication being sought

## B. Attributes of communication being sought

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number of participants ( one-one, one-many,... )

distance between participants ( face- face, telecom,... )

speed ( instant, best effort, delayed,... )

degree of interactiveness ( one way, one way with acknowledgement, interactive,... )

type of contents ( voice, letters, images,... )

volume of contents (small, medium, large,... )

## C. The power of e-mobility:

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makes possible information exchanges among those separated by

1. physical distance
2. time difference
3. participation entropy

## II. e-mobility in Japan

### A. E-mail in Japan

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#### 1. history:

direct meeting and consultation / conversation

telephone → fax → e-mail

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## 2. business use

replacing telephone and fax rapidly

will soon become the most important means

mostly short messages for not-so-important matters

not used for important decision making

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### 3. home use, private use

increasing but still limited

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#### 4. e-mail by youngsters ( B.2 )



## B. Mobile phones ( cellphones ) in Japan

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### 1. history

penetration increased exponentially since 1994 ( liberalization of terminal sales) digitized 100% by 1999

low price and rich services

1 out of every 2 Japanese owns cellphone now in Japan

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## 2. use by youngsters

indispensable means of communication with friends

( ← importance of friend relations )

( ← group activities rather than individual independence )

price lowered as penetration increased

short messages, short mails

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### 3. the “ i-mode ” fever ( since 1999 )

easy mail handling

simplified web access

## C. Other e-mobility activities in Japan

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### 1. WWW

widely used for business, pleasure, etc.

rapid increase in use by female and youngsters

still not popular among middle-aged and elder males

steadily increasing

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2. e-commerce, e-service, e-government, e-politics, etc.

use being increased

2nd / 3rd place in Asia

## D. e-mobility and shortcomings in collective decision making in Japan

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### 1. collective decision making in Japan

relies primarily on traditional means of communication

heavy use of face-to-face communication, direct consultation, meetings, etc.

lack of transparency, insufficient disclosure of information

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## 2. consequences

those decisions beneficial to the nation as a whole often blocked by groups holding information ( and power ) on the matter in question

economic stagnation, social deadlocks

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### 3. e-mobility and e-politics in Japan

may break impediments to the disclosure of information

may work to organize the interest of the majority



### III. Proposal for worldwide e-mobility and e-democracy

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e-mobility to organize the interest of the majority of the human beings on the globe

example: to support the COP3 agreements for limiting the emission of greenhouse gasses ( Kyoto, Japan, 1997 )