

Creating a Safe and Secure Society

Policy

Basic Policy on Safety and Security

KDDI strives to create a social environment for information and telecommunications that allows children to communicate safely and securely. To that end, we have created the KDDI Basic Guidelines Concerning Safe and Secure Communication for Young People.

KDDI's Basic Guidelines Concerning Safe and Secure Communication for Young People

At KDDI we are working to safeguard young people from trouble arising from communication services such as mobile phones and the internet. We will continue to work to create a truly safe and secure society while building smooth communication services for young people.

Activity and Policy

Results of Safety and Security Education Activities

■ Safety and Security Lectures for Juniors in KDDI Smartphone and Mobile Phone Safety Classes

In FY2005, KDDI, Okinawa Cellular Telephone Company and KDDI Group Welfare Association* began conducting the KDDI Smartphone and Mobile Phone Safety Classes - Safety and Security Seminars throughout Japan as a way to educate children on the safe and secure use of smartphones, mobile phones, and the internet. The class provides the necessary information on rules and etiquette and teaches them how to identify trouble and protect themselves.

Classes for elementary, junior high, and senior high school students as well as parents, guardians and teachers were held 3,834 times in FY2015, which is a 17% increase compared to the previous

year, for some 680,000 participants. This brings the total number of classes to 17,013 for 3.05 million people between FY2005 and the end of FY2015.

In FY2015, KDDI also cooperated with the Social Media Association, the Hyogo Prefectural Police Department, and the education committees of four cities in Hyogo prefecture (Aioi, Tatsuno, Miki, and Yabu) to hold industry-government-academia collaborative classes for the region. By incorporating the circumstances of the region, the classes aimed to improve the information literacy of children along with the safety and security of the region.

Questionnaires on information literacy (total of 7 questions) were conducted before and after the classes to measure their effectiveness in terms of helping participants avoid trouble. Improvements were observed in all areas. In FY2016, KDDI aims to continue holding industry-government-academia collaborative classes while further expanding the scale of the activities.

The communication methods that children use, including smartphones, mobile phones, and the Internet, grow more sophisticated and diverse with each passing year. To respond appropriately to these needs, we will continue to review our program, update our videos and topics, and introduce new teaching materials in an effort to further educate young people.

* In FY2015, KDDI and Okinawa Cellular Telephone Company in collaboration with the KDDI Group Welfare Association held classes for elementary and junior high schools.

■ Lectures for Seniors in KDDI Smartphone and Mobile Phone Safety Classes

KDDI also offers a class for seniors aged 70 and under. We offer the Smartphone Course for Seniors and the Tablet Course for Seniors, designed for people who do not have smartphones or are not sure how to use them.

These classes are offered in collaboration with local governments,

and the instructors are KDDI employees who visit the regional facilities. Each participant is provided an au smartphone or tablet to use during the class. While looking at a screen that shows actual operations, the participants can learn basic smartphone or tablet operations and gain experience in sending e-mail and using the Internet. In FY2015, the classes were held 202 times for approximately 3,200 participants. In response to requests from class participants, KDDI will begin offering classes on disaster-prevention measures in FY2016.

Going forward, while taking on board participants' views, we plan to continue this support with the aim of helping seniors enjoy using smartphones and mobile phones effectively as well as safely and securely.

■ Information Ethics Education Using Smartphones

At the 2016 INAGAWA Smartphone Summit held in March 2016, KDDI and KDDI R&D Laboratories released an app called "Benkyo Unagashi Home (Inagawa Youth Health and Education Promotion Council Collaborative Edition)", which was developed in collaboration with high school students from the town of Inagawa in Hyogo prefecture. The app is designed to help students focus on studying, by providing an option to switch to "Study Mode" on the smartphone home screen. The app addresses the problem of smartphone overuse among youth by taking a new approach that promotes autonomous behavior rather than imposing restrictions such as filtering or usage time limits. In the future, KDDI will evaluate the effectiveness of this approach.



Development of "Benkyo Unagashi Home" app

Link Page_59