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Improvements in ICT  
Literacy of Youth  
Generation

**Improvements in ICT Literacy of Youth Generation****1. Background**

Many young people have been using social media, such as social networking services (SNS) and online games etc, with the rapid spread of smartphones and other mobile phones/computers in recent years. This trend has also spread to early elementary school children and smaller children than them.

On the other hand, with the progress of using social media by smartphones etc, cyberbullying between young people has become a social problem. In addition, improper SNS use is causing serious cases in which young people are involved in crimes.

For these reasons, it is particularly important for youth who will bear Japan's development in the future to understand the risks of using smartphones, along with countermeasures, and to create an environment where smartphones can be used securely and safely.

**2. Spring Safety Net Campaign with Chain of Moves in New Semester**

MIC has been conducting "the Spring Safety Net Campaign with Chain of Moves in New Semester" since 2014 collaborated with relevant ministries and companies and focuses on spring season when many young people first acquire smartphones (parents purchase smartphones as a communication tool for their children when they graduate, go to the next grade or enter the school). Enlightenment activities for safe and secure use of smartphones, social media, etc. for youth, parents and schools are intensively carried out in this campaign.

MIC will also conduct the 2022 Spring Safety Net Campaign with Chain of Moves in the New Semester from February to May, 2022. MIC and the parties concerned will intensively conduct various initiatives to promote the spread of parental control and awareness-raising activities to improve young people's ability to use the Internet appropriately. Such activities include promoting parental control functions, including filtering, time management, billing restrictions, creating family rules, and improving Internet literacy for young people and parents.

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## Improvements in ICT Literacy of Youth Generation

### 3. Initiatives in 2022 Spring Safety Net Campaign with Chain of Moves in the New Semester

MIC will collaborate with information communications companies and various organizations, including mobile phone carriers, and promote various initiatives to improve young people's Internet literacy, including the safe use of SNS and filtering.

[Examples of initiatives]

- MIC's preparation and release of the 2022 Internet Trouble Casebook and activities to keep the Boards of Education informed of this casebook.
- Intensive implementation of awareness-raising activities (e-net caravan) on safe and secure Internet use under the collaboration of MIC, the Foundation for MultiMedia Communications, and private businesses.
- Enhanced awareness rising of parents by MIC and related ministries through the Japan High School PTA Federation and the Japan PTA National Council, including the issuance of documents for cooperation requests (e.g., those on (1) Promotion of parental controls, (2) Effective use of filtering, etc., (3) Promotion of family rules through discussion, and (4) Promotion of the ability to use the Internet appropriately).
- Development of awareness-raising activities related to the safe and secure use of the Internet in each region in cooperation with the PTA, the Board of Education, etc. by MIC's Regional Bureau of Telecommunications.
- Promotion of careful explanations by creating flyers and distributing them at stores, etc. to promote filtering by mobile phone carriers and sales agents.
- Storefront display of educational videos tied up with popular comics created in cooperation with mobile phone carriers and the publishing industry.
- Educational courses on safe and secure Internet use by mobile phone carriers.
- Implementation of awareness-raising activities related to the safe and secure use of the Internet by distributing flyers at new websites and events in various places by the Japan Internet Safety Promotion Association, as well as information on the Spring Safety Net Campaign with Chain of Moves through the Japan Internet Safety Promotion Association's newsletter.
- Public awareness activities under the collaboration of MIC, the Foundation for MultiMedia Communications, the Telecommunications Carriers Association, the Japan Internet Safety Promotion Association, and other organizations concerning the revised Civil Code, which will come into force in April of this year to lower the age of majority to 18.

### 4. “#NoHeartNoSNS Operation by Eagle Talon”—Content to Raise Awareness of Countermeasures against Internet Slander and Defamation

MIC has been working on countermeasures against slander on the Internet under the slogan “#NoHeartNoSNS (It's not a social networking service without a heart!)” based on the policy package of September 2020 for dealing with slander on the Internet.

As a specific initiative of awareness-raising activities in this policy package to improve information morality and ICT literacy among users, MIC has launched a special website ([https://www.soumu.go.jp/use\\_the\\_internet\\_wisely/special/noheartnosns/](https://www.soumu.go.jp/use_the_internet_wisely/special/noheartnosns/)), “#NoHeartNoSNS (It's not a social networking service without a heart!).” This unique website features the popular characters of Eagle Talon (open to the public until December 2022).

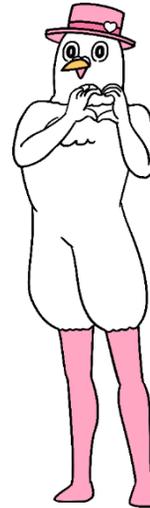
The website introduces the animation videos of four complete episodes, cartoons, brochure data, etc. The content features Eagle Talon, an evil secret society that aims to create a society where everyone can live in peace and take over the world, and Heartkyun (original character), a preacher of a safe and secure SNS life filled with love and peace.

# Improvements in ICT Literacy of Youth Generation

Heart-kyun\* (original character)



“Using SNS with heart”



\*“Heart” sounds like “Hato”(pigeon), “kyun” has a combined mean “Kun” (honorific for men) and “kyun” (heartthrob)

<<All four anime episodes (available on MIC’s YouTube channel)>>



<<Brochures>>

