With the support of the New Zealand Society of Asian Studies (NZASIA), the Asia New Zealand Foundation, the New Zealand and India Research Institute (NZIRI), the International Research Center for Japanese Studies (Nichibunken), and the University of Otago.
Welcome
NZASIA 2017 International Conference
27 – 29 November, 2017
Bringing together scholars working in the broader, open, and contested site of Asian studies
Tēnā koutou, tēnā koutou, tēnā tatou katoa!

Welcome to our 22nd NZASIA Biennial International Conference.

In line with NZASIA’s key objectives, our biennial conference is multidisciplinary and aims at bringing together scholars working in the broader, open, and contested site of Asian studies. As this year’s hosts, the University of Otago would like to thank all delegates for their participation. We are looking forward to learning about everybody’s research from a broad range of disciplines across the diverse regions of Asia. We have particularly sought contributions from emerging scholars and postgraduate students and a number of events are specifically targeted to support the new generation of researchers.

The organisers would like to recognise the support of:

the New Zealand Society of Asian Studies (NZASIA)
the Asia New Zealand Foundation, the New Zealand India Research Institute (NZIRI)
the International Research Center for Japanese Studies (Nichibunken)
the University of Otago

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“I relied on my intuition, not the media, to protect my family”

A sense of personal responsibility emerged during the triple disasters in Japan, 2011

Satomi Mizutani & Tomoko Koda-Dallow
Unitec Institute of Technology
Outline

• Research context

• Rationale

• Our Research (Study 1 & Study 2)
  • Method
  • Participants
  • Results
  • Discussion
  • Conclusion
Three Disasters in Japan (2011)

- Claimed about 18,500 lives
- Misplaced hundreds of thousands
Rationale

• Few studies have looked at the emotional responses of the people who were caught up in the triple disasters

• Few studies have looked at the influence of Japanese society on the way such people felt
Method

Research design: Convergent parallel design

Data collection

Study 1 (Quantitative)
Study 2 (Qualitative)

Analysis

SPSS
NVivo

Interpretation

Compare & Contrast
Participants (n=322)

- Male: 90 (28%)
- Female: 232 (72%)

n size
Participants (Age)

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20s</td>
<td>22</td>
<td>6.8%</td>
</tr>
<tr>
<td>30s</td>
<td>63</td>
<td>19.6%</td>
</tr>
<tr>
<td>40s</td>
<td>136</td>
<td>42.2%</td>
</tr>
<tr>
<td>50s</td>
<td>72</td>
<td>22.4%</td>
</tr>
<tr>
<td>60s</td>
<td>25</td>
<td>7.8%</td>
</tr>
<tr>
<td>70s and over</td>
<td>4</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
Our Previous Study
(Study 1)
Reliability (Items for emotions)

- Positive emotions ($\alpha = .916$)
- Negative emotions ($\alpha = .877$)
Validity (Items for emotions)

<table>
<thead>
<tr>
<th>Factor Correlation Matrix</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Positive emotions</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Distrust of authorities</td>
<td>-.52</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. A sense of crisis</td>
<td>-.36</td>
<td>.37</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>4. Anxiety</td>
<td>-.24</td>
<td>.11</td>
<td>.17</td>
<td>1.00</td>
</tr>
</tbody>
</table>
Emotions identified (Study 1)

- Positive
- Negative
  - Sense of Crisis
  - Anxiety
  - Distrust of Authorities
Our Current Study
(Study 2)
RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

RQ2: Were any aspects of Japanese society reflected in factors identified?
Emotions identified (Study 2)

Positive

Negative

- Sense of Crisis
- Anxiety
- Distrust of Authorities

Sense of personal responsibility
Emotions identified (Study 2)

Positive

Negative

Sense of Crisis

Anxiety

Distrust of Authorities

Sense of personal responsibility
Where interaction existed

- Awareness after disasters: 104 (72.7%)
- Original beliefs: 13 (9.1%)
- Parental responsibility: 11 (7.7%)
- Media literacy: 8 (5.6%)
- Intuition: 7 (4.9%)
## Awareness after disasters

### Strong disappointment

<table>
<thead>
<tr>
<th>Age</th>
<th>Testimonial</th>
</tr>
</thead>
<tbody>
<tr>
<td>40s</td>
<td>I’ve realized I must protect myself by getting info from various sources without swallowing info from the media and ‘experts’. Our very own country won’t protect us even where we were born, brought up, and have paid taxes out of hard-earned money.</td>
</tr>
<tr>
<td>50s</td>
<td>I’m disappointed by the government and TEPCO that didn’t reveal accurate data in public... I take the information from the media with a pinch of salt.</td>
</tr>
<tr>
<td>50s</td>
<td>I was really disappointed as I became aware that the truth is not reported. I’ve realised how mind-controlled I had been.</td>
</tr>
</tbody>
</table>
### Awareness after disasters

#### A sense of betrayal

<table>
<thead>
<tr>
<th>Age</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>40s</td>
<td>I’ve realised the Fukushima nuclear accident was a human-caused disaster... Nuclear energy is for military and vested interests. The Citizens are not included in what the government calls the ‘country’... I’ve realised politics for money rather than for lives is prevalent. I’ve learnt no human rights in Japan.</td>
</tr>
<tr>
<td>20s</td>
<td>I can’t trust the media. The nuclear power industry involves various interests, and I felt that the country considers money more important than people’s lives.</td>
</tr>
<tr>
<td>50s</td>
<td>The government and media tell lies. We must get information and think for ourselves. We must not fall for optimism (in emergencies).</td>
</tr>
</tbody>
</table>
Strong surprise

No. 5

60s

I was surprised by the difference in info between experts with common sense and the media. I’ve become acutely aware we can’t get the truth from the major media.

A sense of horror

No. 84

40s

A chill ran down my spine as I found a huge difference in info between my British friend and the Japanese media. I’ve come to the conclusion that I’ve got to protect myself, and started getting info from Twitter.

Ability to get overseas news

No. 257

50s

The internet came in handy. I can’t trust the media or government. The news from overseas was useful.
Emotions identified (Study 2)

Positive

Negative
- Sense of Crisis
- Anxiety
- Distrust of Authorities
- Sense of personal responsibility
Sense of Personal Responsibility (Study 2)

Where interaction did NOT exist

Original beliefs: 13 (9.1%)

Awareness after disasters: 104 (72.7%)
### Original beliefs

#### Knowledge of corruption / the Chernobyl case

<table>
<thead>
<tr>
<th>Age</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>50s</td>
<td>Only info that suits the government will be reported in Japan where the top of the major media and government officials have business dinners together.</td>
</tr>
<tr>
<td>40s</td>
<td>The government says there is nothing to worry about, but I know very well how the Chernobyl case was reported and what was really going on. I don’t trust the government no matter what it tells us. Once it started to report lies about the nuclear accident, I have relied on the information found on the internet.</td>
</tr>
</tbody>
</table>

### Upbringing

<table>
<thead>
<tr>
<th>Age</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>40s</td>
<td>My personality worked out OK as I was brought up being told not to completely trust authorities, and was encouraged to interpret critically.</td>
</tr>
</tbody>
</table>
Where interaction did NOT exist

- Parental responsibility: 11 (7.7%)
- Original beliefs: 13 (9.1%)
- Awareness after disasters: 104 (72.7%)
## Parental responsibility

### Children as a factor

<table>
<thead>
<tr>
<th>40s</th>
<th>I moved my family out because I couldn’t be sure of safety, based on the information I had collected. I believe it’s my responsibility to protect my children. I would not have moved out if I had no child.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 88</td>
<td></td>
</tr>
</tbody>
</table>

### Social norm of male/female role

<table>
<thead>
<tr>
<th>40s</th>
<th>My husband had to go to work (even in an emergency). I strongly sensed that I’m the only person who can protect my children. I strive for the best as much as I can.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 130</td>
<td></td>
</tr>
</tbody>
</table>
Where interaction did NOT exist

- Media literacy: 8 (5.6%)
- Parental responsibility: 11 (7.7%)
- Original beliefs: 13 (9.1%)

Awareness after disasters: 104 (72.7%)
<table>
<thead>
<tr>
<th>No. 203</th>
<th>It’s so important to have a high level of media literacy that allows you to judge the quality of information shown on the internet. It’s my judgement and action that can help me protect my family and myself.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 141</td>
<td>It can be political when serious disasters happen. The credibility of information from the media and the internet is almost the same, and it’s a mixture of wheat and chaff. You would be left ignorant if you passively receive information, and you can be deceived if you actively seek information.</td>
</tr>
</tbody>
</table>
Sense of Personal Responsibility (Study 2)

- Intuition: 7 (4.9%)
- Media literacy: 8 (5.6%)
- Parental responsibility: 11 (7.7%)
- Original beliefs: 13 (9.1%)
- Awareness after disasters: 104 (72.7%)
Intuition

Importance of intuition

**It’s better to rely on your senses and intuition to protect yourself and your family. Such senses are much more useful than unreliable news/information.**

**A lot of knowledge is required to escape a crisis, but I believe that intuition determines the outcomes when surviving natural disasters.**

**Look for the truth yourselves. Intuition is most important.**
RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?
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**Where interaction existed**

- **Sense of personal responsibility**
  - Getting info themselves

- **Negative emotions**
  - Disappointment
  - Betrayal
  - Surprise
  - Horror

(Ash, 2013; Tabuchi, 2013)

- **Distrust of authorities**
  - Withheld / hid info
  - Told incorrect info
  - Avoided getting data
  - Emphasised safety to avoid panic

(e.g., Aldrich, 2017; Hirose, 2011; Pratt & Yanada)
Discussion

RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

- Getting info themselves
- Sense of personal responsibility
- SNSs – a vital role in the absence of the major media in national crises (Mäkinen & Kuira, 2008)

- Distrust of authorities
- After the disasters, only 16% of Japanese respondents expressed trust in governmental institutions (Hommerich 2012, p. 52)

Trust & credibility - the most necessary factors for effective risk communication (Covello, McCallum & Pavlova, 2012)
Emotions identified (Study 2)

RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?
RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

Where interaction did NOT exist

Sense of personal responsibility

Original beliefs
- Previous knowledge
- Upbringing

Parental responsibility
- Children as a factor
- Social norm

Media literacy
- Importance of ability to judge the quality of info

Intuition
- Importance of intuition
Discussion

RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

Where interaction did NOT exist

Sense of personal responsibility

- Original beliefs
  - Previous knowledge
  - Upbringing
- Parental responsibility
- Media literacy
  - Children as a factor
  - Social norm
  - Importance of ability to judge the quality of info
- Intuition
  - Importance of intuition

Only 1/4 of Japanese respondents trusted their government in the early 2000s (Aldrich, 2017)
RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

Where interaction did NOT exist

Sense of personal responsibility

- Original beliefs
  - Previous knowledge
  - Upbringing
- Parental responsibility
  - Children as a factor
  - Social norm
- Media literacy
  - Importance of ability to judge the quality of info

Intuition
  - Importance of intuition

Intuition - a neglected research area [decision making] (Böhm & Brun, 2008)
RQ1: To what extent did the findings in Study 2 support those in Study 1 in terms of the types of emotions experienced?

**Where interaction did NOT exist**

- Sense of personal responsibility
  - Original beliefs
    - Previous knowledge
    - Upbringing
  - Parental responsibility
    - Children as a factor
    - Social norm
  - Media literacy
    - Importance of ability to judge the quality of info

- Intuition
Discussion

RQ2: Were any aspects of Japanese society reflected in factors identified?

1. Social norms in Japanese society

2. Division between information literate/illiterate
RQ2: Were any aspects of Japanese society reflected in factors identified?

1. Social norms in Japanese society

- Sense of personal responsibility
  - Parental responsibility
    - Children as a factor
    - Social norm
  - Original beliefs (Previous knowledge, Upbringing)
  - Media literacy (Importance of ability to judge the quality of info)
  - Intuition (Importance of intuition)
RQ2: Were any aspects of Japanese society reflected in factors identified?

1. Social norms in Japanese society

**Male**
- obligation to work (with sense of corporate loyalty)
- long working hours (unavailable at home)

**Female**
- obligation to look after home and children on their own
- accepting husband's absence from home

- Fathers prioritised work over private life even in the triple disasters
- Too tired to doubt info from authorities (Morioka, 2014)

Sense of personal responsibility
RQ2: Were any aspects of Japanese society reflected in factors identified?

2. Division between info literate/illiterate

- Sense of personal responsibility
  - Media literacy
    - Importance of ability to judge the quality of info
  - Original beliefs
    - Previous knowledge
    - Upbringing
  - Parental responsibility
    - Children as a factor
    - Social norm
  - Intuition
    - Importance of intuition
RQ2: Were any aspects of Japanese society reflected in factors identified?

2. Division between info literate/illiterate

**Information literate**
- Japanese people with:
  - another language
  - skills to use SNSs
  - personal overseas contacts
  - close people who are information literate

**Information illiterate**
- Japanese people with:
  - **no** other language but Japanese
  - **no** skills / **no** need to use SNSs
  - **no** personal overseas contact
  - **no** close people who are information literate

Sense of personal responsibility
Conclusion

• A mixed method helped get a more complete picture

• Trust - vital to achieve effective risk communication

• Authorities should develop better strategies to handle risk communication

• Language & IT skills - a great help to maximise the amount and quality of information

• Cultural and contextual factors should be taken into account to achieve effective risk communication
References


