

(For JSPS Fellow)

Form B-5

Date (日付)

28/12/2016 (Date/Month/Year: 日/月/年)

**Activity Report -Science Dialogue Program-**

(サイエンス・ダイアログ事業 実施報告書)

- Fellow's name (講師氏名): THOMSON Robert John (ID No. P16016)

- Participating school (学校名): Tokyo Metropolitan High School of Science and Technology

- Date (実施日時): 14/12/2016 (Date/Month/Year: 日/月/年)

- Lecture title (講演題目): (in English) Cultural differences in behavior on social network sites

(in Japanese) SNS における行動傾向の文化差

- Lecture summary (講演概要): Please summary your lecture 200-500 words.

I research about social network sites (SNS) like Facebook, Twitter, and Line. In particular, I investigate how people from different countries behave on SNS. Did you know that Japanese people are more concerned about privacy on SNS than people from the United States? Also, people in the United States show off on SNS more than Japanese. Why is this the case? In my research I try to 1) find differences in behavior on SNS and 2) explain why those differences exist. In my talk on the 14th of December, I will talk about differences in privacy concern and self-promoting behavior on Facebook, between the US and Japan. For example, according to my research, Japanese Facebook users are generally more concerned about privacy than American Facebook users. That is, compared with American Facebook users, Japanese Facebook users are more concerned about their personal information being shown to strangers. Also, American Facebook users tend to show off more on Facebook than Japanese users. That is, if an American person wins an award, for example, that person will post about this on Facebook. On the 14th of December, together we will think about why these differences exist: Why are Japanese more concerned about privacy on SNS? Why do Americans show off more on SNS? Let's think about that together!

- Language used (使用言語): English and Japanese

- Lecture format (講演形式):

◆Lecture time (講演時間) 60 min (分), Q&A time (質疑応答時間) 30 min (分)

◆Lecture style (ex.: used projector, conducted experiments)

(講演方法 (例: プロジェクター使用による講演、実験・実習の有無など))

プロジェクター使用による講演

- ◆ Interpretation (ex.: assistance by accompanied person, provided Japanese explanation by yourself) (通訳 (例: 同行者によるサポート、講師本人による日本語説明))

講師本人による日本語説明

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- ◆ Name and title of accompanied person (同行者 職・氏名)

同行者なし

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- ◆ Other note worthy information (その他特筆すべき事項):

なし

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- Impressions and opinions from accompanied person (同行者の方から、本事業に対する意見・感想等がありましたら、お願いいたします。):

なし