

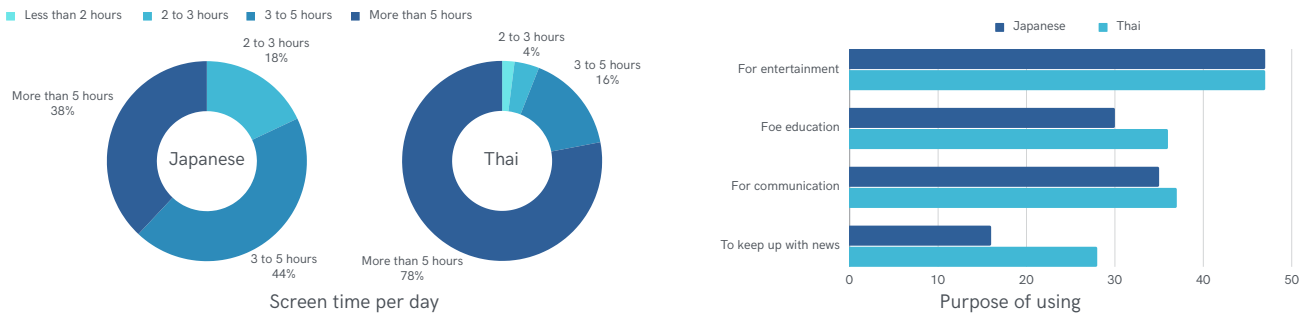


Smartphone usage and online media consumption of Thai and Japanese high school students

Keyword: Smartphone, Online media, High school student, Addiction

INTRODUCTION

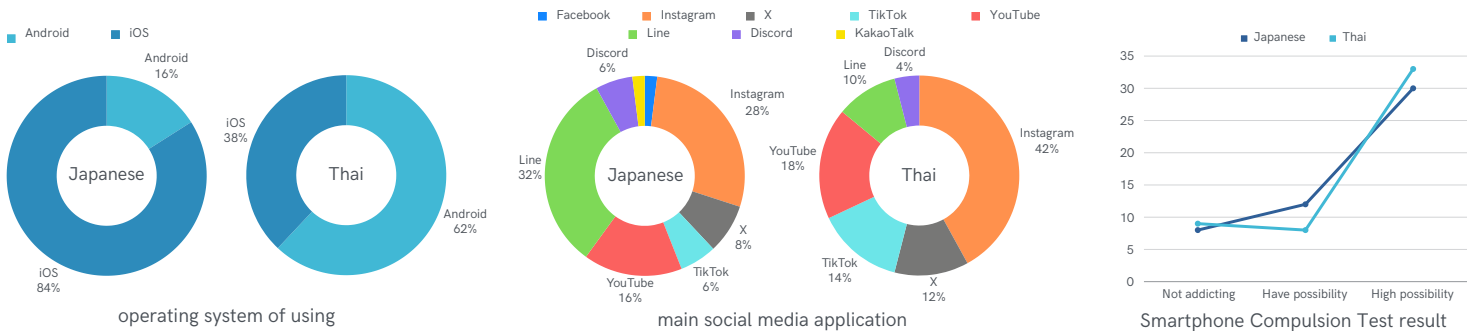
Nowadays smartphones become necessities for everyone in the society. As the growing of smartphone usages, the number of smartphone addicts are also increasing. We did the research with 50 high school students from Thailand and 50 from Japan to find the differences between Thai and Japanese high school student smartphone using behavior and to study whether the environment effect student online media consumption.



METHODS AND RESULT

The result turned out that Thai high school student used their smartphone more than 5 hours a day which was as twice as Japanese high school student did. They both use their smartphone for entertainment, education and communication, yet twice of Thai high school student use it to keep up with news.

As expectation, the main operating system of Japanese high school student is iOS but Thai high school student prefer Android more. Whereas, the using of social media application is similar, Line is mostly using by Japanese high school student and Instagram is mostly using by Thai.



Giving high school student the Smartphone Compulsion Test, by Dr. David Greenfield, Center for Internet and Technology Addiction, is 66% of Thai high school student and 60% of Japanese high school student have high possibility to be addicting to smartphone.

CONCLUSION

To summarize, Thai and Japanese high school student smartphone using behavior have similarities. Even though, the environment could affect their online media consumption. There are four clear differences between Thai and Japanese high school student.

Firstly Japanese high school student have less screen time than Thai high school student, which may conclude that they have better ability of time management.

Secondly, Thai high school student use their smartphones to keep up with news more than Japanese, to sum it up that they have more interest in social event.

Thirdly, the differences of main social media application which could depends on environment. And **lastly**, the using of operating system which is completely unexpected.

Based on the result of Smartphone Compulsion Test, more than 50% of highschooler have high possibility to be addicting to smartphone, which could affect their social life.