# Information Attracting: A New Behavior among Smartphone Natives

### Smartphone User Behavior Survey 2018 completed

The Institute of Media Environment, Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima), the Hakuhodo Institute of Shopper Insight, Hakuhodo Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Masayuki Mizushima), and AD-Technology Laboratories, D.A.Consortium Holdings Inc. (Headquarters: Shibuya-ku, Tokyo; President: Masaya Shimada) conducted Smartphone User Behavior Survey 2018. The survey is an extension of the organizations' joint research, which uses three viewpoints—the media environment x shopping x technology—to examine use of smartphones, whose role has spread remarkably in recent years, from just communications to videos and entertainment and even to shopping platforms.

Key takeaways from the Smartphone User Behavior Survey

*Background*

**10 years have passed since the first smartphone went on sale in Japan in 2008 and the ownership rate has reached 79.4 percent**

• The iPhone landed in Japan in 2008 with the concept of combining "smart" with "easy to use."

• Since then, many companies have sold smartphones, and the current ownership rate has climbed to 79.4 percent.
(According to Fixed-Point Media Survey 2018, Institute of Media Environment)

• The smartphone has become a platform for all kinds of life functions: *communications*—phone calls and email, etc.; *information collection*—such as Web searches; *entertainment*—in the form of videos, comics, etc.; and even *shopping*.
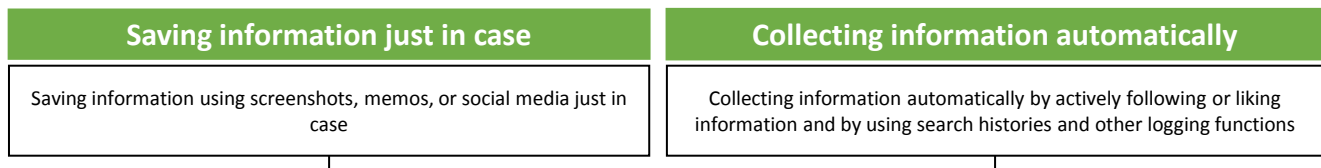
*Survey findings*

1. New information behavior

**From a new search every time to attracting information. Users are collecting and saving information *before* they need it.**

• Young people in their teens and twenties—the so-called *smartphone natives*—make deft use of smartphone functions to attract information of interest so they can have it at their fingertips.

• Saving information of interest and using screenshots or social media, just in case, is taken for granted. Furthermore, following or actively liking information of interest to automatically collect information that may be beneficial is a behavior that has emerged among the young, especially among young women.

What is *information attracting*?

| **Saving information just in case** | **Collecting information automatically** |
|---|---|
| Saving information using screenshots, memos, or social media just in case | Collecting information automatically by actively following or liking information and by using search histories and other logging functions |

## Information Attracting

Breakdown of respondents aged 15 to 29 by number of information-attracting behaviors from the 12 surveyed behaviors



0
18.7%

6 or more:
High information-attracting segment
26.7%

Information attracters
**81.3%**

1–2
26.1%

3–5
28.5%
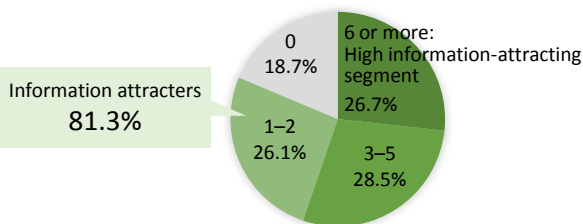
Changes in decision-making speed in the high information-attracting segment of 15 to 29 year olds

• "Speed at which I select programs or content to watch has increased" "Increased" total: 55.0 percent in this segment (versus 32.3 percent for all 15 to 29 respondents)

• "Speed at which I select products when shopping has increased" "Increased" total: 44.2 percent in this segment (versus 27.7 percent for all 15 to 29 respondents)

2. Changes in decision making

**The more information-attracting behaviors exhibited, the more likely decisions are made faster.**

• Respondents in the high information-attracting segment, having six or more of the 12 surveyed behaviors, were much more likely to say the speed at which they make decisions has increased when choosing a program or content to watch and when picking a product to buy.

## Scores on the 12 surveyed information-attracting behaviors—details

The table below provides the scores for the 12 questions about information-attracting behavior, divided into (1) save information just in case and (2) collect information automatically. Smartphone natives—those aged 15 to 29—and especially female smartphone natives scored the highest.
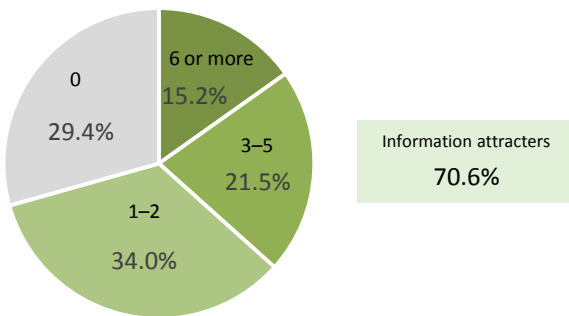
[%]

| | | | Total | 15–29 | Men | Women |
|---|---|---|---|---|---|---|
| | | Listed in descending order under the total column for each section (1) and (2) | n = 3412 | n = 932 | n = 466 | n = 466 |
| **(1) Save information just in case** | 1 | When I find something appealing I want or a place I want to go, I have saved it, either with a screenshot or memo, just in case | 40.1 | 54.8 | 42.3 | 67.4 |
| | 2 | I more frequently select TV programs I previously recorded or content from flat-rate video streaming services | 27.6 | 27.0 | 26.6 | 27.5 |
| | 3 | When I see something interesting such as a newspaper or magazine article or a poster, I have photographed and saved it on my smartphone just in case | 25.1 | 29.6 | 24.7 | 34.5 |
| | 4 | When I find some information or an image I like on social media, I have saved the post just in case | 22.0 | 41.8 | 35.0 | 48.7 |
| | 5 | When I find a tweet I like on Twitter, I have liked it so I could look at it later | 15.5 | 31.7 | 27.7 | 35.6 |
| **(2) Collect information automatically** | 6 | When there is a social media account with lots of information I'm not interested in, I hide it, turn off notifications, or select not interested so I don't see the account | 23.2 | 37.4 | 30.9 | 44.0 |
| | 7 | I have learned information that seemed beneficial for me from social media groups where people with a shared interest exchange information | 20.0 | 29.8 | 27.7 | 32.0 |
| | 8 | When I find an interesting video on a video site, I have subscribed to the channel right away | 19.4 | 24.9 | 25.8 | 24.0 |
| | 9 | I soon follow corporate or official social media accounts that I think are somewhat appealing | 18.0 | 31.4 | 27.3 | 35.6 |
| | 10 | I have enabled location information in an app to get recommendations for the area I am in | 16.3 | 18.2 | 23.0 | 13.5 |
| | 11 | I have set auto record for TV shows using a celebrity's name or a specific category as the keyword | 14.8 | 18.9 | 18.9 | 18.9 |
| | 12 | I have collected related images automatically by liking many images I fancy on Instagram | 8.8 | 16.3 | 12.9 | 19.7 |

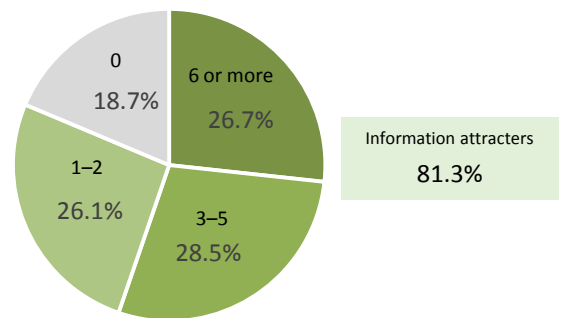## Groupings based on scores on the 12 surveyed information-attracting behaviors—details

Respondents were categorized into four groups according to their scores on the 12 surveyed information-attracting behaviors.
Six or more (i.e., the high information-attracting segment); 3–5; 1–2; and 0 (no information-attracting at all)

The pie charts below give the percentages for the four categories for all respondents and for those aged between 15 and 29. Also given is the percentage of *information-attracters*—respondents who exhibited at least one of the information-attracting behaviors.
Close to 90 percent (88.6 percent) of women aged between 15 and 29 (lower right chart in gray box) exhibit at least one information-attracting behavior.
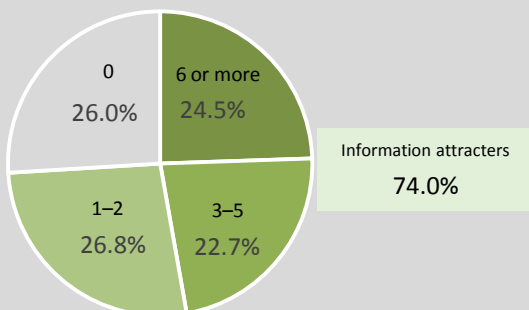
### All respondents

6 or more 15.2%
3–5 21.5%
1–2 34.0%
0 29.4%

Information attracters
70.6%

### Respondents aged 15–29

0 18.7%
6 or more 26.7%
3–5 28.5%
1–2 26.1%

Information attracters
81.3%

### Men

0 26.0%
6 or more 24.5%
3–5 22.7%
1–2 26.8%

Information attracters
74.0%

### Women

0 11.4%
6 or more 29.0%
3–5 34.3%
1–2 25.3%

Information attracters
88.6%

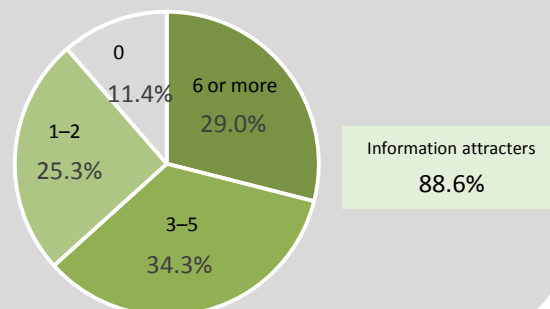## Changes in decision-making speed by information-attracting degree—details

Our findings show that the higher the segment scored on the 12 information-attracting behavior questions, the more likely that their content and shopping decision-making speed had increased.

### *Change in speed of selecting programs or content to watch*

Q. Has the speed at which you select programs or content to watch changed in the last two to three years?

[%]

| | | | n samples | Increased | Increased a little | No change | Decreased a little | Decreased | Increased total |
|---|---|---|---|---|---|---|---|---|---|
| 15–29 | | | 932 | 9.0 | 23.3 | 61.8 | 4.6 | 1.3 | 32.3 |
| Respondents aged 15–29 by information-attracting behavior score | 6–12 | High information-attracting segment | 249 | 17.7 | 37.3 | 42.6 | 2.4 | 0.0 | 55.0 |
| | 3–5 | | 266 | 7.9 | 24.4 | 60.9 | 5.3 | 1.5 | 32.3 |
| | 1–2 | | 243 | 5.3 | 16.0 | 72.0 | 5.3 | 1.2 | 21.4 |
| | 0 | | 174 | 3.4 | 11.5 | 76.4 | 5.7 | 2.9 | 14.9 |
| Reference: All ages | | | 3412 | 5.9 | 19.1 | 67.9 | 5.4 | 1.8 | 25.0 |
| Respondents aged 15–69 by information-attracting behavior score | 6–12 | High information-attracting segment | 518 | 15.4 | 36.7 | 45.2 | 1.9 | 0.8 | 52.1 |
| | 3–5 | | 732 | 6.7 | 22.5 | 64.9 | 4.6 | 1.2 | 29.2 |
| | 1–2 | | 1160 | 4.1 | 16.4 | 71.7 | 5.9 | 1.9 | 20.5 |
| | 0 | | 1002 | 2.3 | 10.8 | 77.3 | 7.1 | 2.5 | 13.1 |

### *Change in speed of selecting products when shopping*

Q. Has the speed at which you select products when shopping changed in the last two to three years?

[%]

| | | | n samples | Increased | Increased a little | No change | Decreased a little | Decreased | Increased total |
|---|---|---|---|---|---|---|---|---|---|
| 15–29 | | | 932 | 6.3 | 21.4 | 60.7 | 9.5 | 2.0 | 27.7 |
| Respondents aged 15–29 by information-attracting behavior score | 6–12 | High information-attracting segment | 249 | 12.0 | 32.1 | 45.0 | 9.2 | 1.6 | 44.2 |
| | 3–5 | | 266 | 5.6 | 20.7 | 59.8 | 12.0 | 1.9 | 26.3 |
| | 1–2 | | 243 | 4.1 | 18.9 | 65.8 | 8.6 | 2.5 | 23.0 |
| | 0 | | 174 | 2.3 | 10.3 | 77.6 | 7.5 | 2.3 | 12.6 |
| Reference: All ages | | | 3412 | 5.1 | 17.8 | 66.5 | 8.5 | 2.1 | 22.9 |
| Respondents aged 15–69 by information-attracting behavior score | 6–12 | High information-attracting segment | 518 | 12.7 | 30.1 | 47.7 | 7.7 | 1.7 | 42.9 |
| | 3–5 | | 732 | 5.7 | 20.9 | 62.2 | 9.6 | 1.6 | 26.6 |
| | 1–2 | | 1160 | 3.7 | 16.2 | 69.4 | 8.5 | 2.2 | 19.9 |
| | 0 | | 1002 | 2.3 | 11.0 | 76.0 | 8.0 | 2.7 | 13.3 |

### Survey outline

The survey asked 3,300 smartphone owners aged between 15 and 69 about their regular media contact, information-collecting behavior, and shopping behavior. Behavior changes among smartphone natives—defined as respondents in their teens to 20s—were analyzed based on comparisons with other age groups.

Locations:    Tokyo and three neighboring prefectures (Kanagawa, Saitama, and Chiba)
                  Osaka, Kyoto, and two neighboring prefectures (Hyogo, Nara)
Duration:     March 9 to 19, 2018
Method:      Online survey
Respondents:  Men and women between 15 and 69 who own a smartphone
Samples:     3,412 (312 males and females aged between 15 and 19, and 310 people in each age group between 20s and 60s)
Survey firm:  Macromill, Inc.

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