

Title	Integrating media and local perspectives to stimulate and enhance parent-child interaction
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Author	白木, ローラ 愛子(Shiraki, Laura Aiko) 岸, 博幸(Kishi, Hiroyuki)
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Abstract	Parent-child interaction is vital to the healthy cognitive and social development of children. However, economic and social changes have created new trends that put increasing pressure on harried parents to focus more on their children's academic achievement rather than simply concentrating on spending quality time with them. A plethora of new media exacerbates the problem by providing families with too many passive, non-interactive ways to spend their free time. This project explores ways of integrating Internet platforms with locally relevant cultural values to develop a media stimulus for quality interaction, providing an alternative to other forms of non-interactive media. The rst approach utilizes the inherent qualities of computers and the Internet through online games in order to stimulate cooperative interaction. The second approach uses the Internet to meet the needs of busy parents through a cooking website, with the goal of stimulating high-quality interaction that extends beyond the medium into a realworld context. Although the survey results and three case studies do not provide a large enough sample to draw de nitive conclusions, they illuminate interesting trends and provide valuable feedback, suggesting that Internet resources can indeed be integrated with local perspectives to create an e ective media tool for stimulating and enhancing parent-child interaction.
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Master's Thesis

**Integrating Media and Local Perspectives to
Stimulate and Enhance Parent-Child Interaction**



KEIO MEDIA DESIGN

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Graduate School of Media Design
Keio University

Laura Aiko Shiraki

A Master's Thesis
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MASTER of MediaDesign

Laura Aiko Shiraki

Thesis Committee:

Professor Hiroyuki Kishi	(Supervisor)
Professor Akira Kato	(Co-supervisor)

Thesis Committee:

Professor Hiroyuki Kishi	(Supervisor)
Professor Akira Kato	(Co-supervisor)
Professor Masahiko Inami	(Member)

Integrating Media and Local Perspectives to Stimulate and Enhance Parent-Child Interaction

Abstract

Parent-child interaction is vital to the healthy cognitive and social development of children. However, economic and social changes have created new trends that put increasing pressure on harried parents to focus more on their children's academic achievement rather than simply concentrating on spending quality time with them. A plethora of new media exacerbates the problem by providing families with too many passive, non-interactive ways to spend their free time. This project explores ways of integrating Internet platforms with locally relevant cultural values to develop a media stimulus for quality interaction, providing an alternative to other forms of non-interactive media. The first approach utilizes the inherent qualities of computers and the Internet through online games in order to stimulate cooperative interaction. The second approach uses the Internet to meet the needs of busy parents through a cooking website, with the goal of stimulating high-quality interaction that extends beyond the medium into a real-world context. Although the survey results and three case studies do not provide a large enough sample to draw definitive conclusions, they illuminate interesting trends and provide valuable feedback, suggesting that Internet resources can indeed be integrated with local perspectives to create an effective media tool for stimulating and enhancing parent-child interaction.

Keywords:

Parent-Child Interaction, Internet, Localization

Graduate School of Media Design, Keio University

Laura Aiko Shiraki