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Master's Thesis  
Academic Year 2018

A Discovery into Countering Negative Sentiment  
towards Foreign Workers in Japan: The Impact of  
Photography Portraits

Graduate School of Media Design,  
Keio University

Kazuma Fushimi

A Master's Thesis  
submitted to Graduate School of Media Design, Keio University  
in partial fulfillment of the requirements for the degree of  
MASTER of Media Design

Kazuma Fushimi

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Abstract of Master's Thesis of Academic Year 2018

A Discovery into Countering Negative Sentiment towards  
Foreign Workers in Japan: The Impact of Photography  
Portraits

Category: Design

Summary

This paper endeavours to discover whether deep rooted negative sentiment towards foreign workers in Japan can be changed through emotional triggers rather than through providing information or statistics in the hope that Japan can become a dynamic country in the near future.

Japan is currently facing a major task in combating the rapidly declining workforce. The Japanese government has identified a potential solution to this by loosening immigration policies in order to expand the pool of workers that can be permitted into the country.

However, this solution presents itself with substantial obstacles such as the prevalence of negative sentiment that Japanese nationals have towards foreigners.

What is demonstrated as part of this thesis is the effectiveness of photographic portraits have in order to reduce prejudicial and discriminatory attitudes the Japanese have against international migrants.

The highlights of the findings include the pervasiveness of xenophobic opinion even amongst the highly educated population, the effectiveness of emotional intervention against information campaigns and the complexity of an opinion.

Keywords:

Attitude Change, Foreign Workers, Prejudice Reduction, Negative Sentiment, Positive Sentiment, Photographic Portraits, Societal Issues

Graduate School of Media Design, Keio University

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# Chapter 1

## Introduction

### 1.1. Statement of Problem

Japan is entering a new dawn when it comes to the number of foreign workers that are entering the country, as the government moves forward to loosen immigration controls, we may soon see what many would have thought as an unlikely scenario of a multicultural society evolving in Japan.

There are obviously numerous reasons as to why the Japanese government is aggressively loosening the immigration policy in order to bring more foreign workers, with recent public figures stating the aim at 350,000<sup>1</sup> new foreign workers by 2025. The biggest factor for this need is the rapidly increasing shortage in the workforce, with a troubling age dependency ration. For example, in 2000, Japan had 3.9 working-age persons for each person 65 years of age and older. However, today the percentage of those over the age of 65 is now 43.9%, meaning that there are only 2.28 working age persons for each person 65 years of age or older [29].

This is a major problem not only in terms of the effect it has on corporations, especially small and medium sized businesses in areas outside of the big cities but also in terms of pensions and the decrease in financial clout the Japanese government can gain from taxes.

The main solution the Japanese government has promoted in order to combat

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<sup>1</sup>Japan expects up to 340,000 foreign workers after bill passes, <https://asia.nikkei.com/Spotlight/Japan-Immigration/Japan-expects-up-to-340-000-foreign-workers-after-bill-passes>

Age	2000	2010	2020	2030
0-14	14.6	13.2	12	11.1
15-64	68.1	63.8	59.1	57.7
65+	17.4	23	28.9	31.2
<b>Ratio</b>	<b>3.92</b>	<b>2.77</b>	<b>2.04</b>	<b>1.85</b>

Table 1.1: Distribution of Age Groups and Age Dependency Ratio, Japan

the declining workforce is to allow more workers from abroad. With Japan as a nation in short supply of labour and the demand of workers abroad seeking economic opportunity in countries like Japan. It makes sense in terms of fulfilling a supply and demand situation to benefit both parties. However, it is not surprising that in reality this will not work as smoothly. With more foreigners entering Japan there is a possibility that social, political and geopolitical conflict could follow as we have seen in other regions of the world such as the United States and the United Kingdom. When we look back to recent major political and social incidents of recent years, immigration has played a pivotal role. Immigration played was the centrepiece in the Brexit movement with Anti-immigration policies supported by anti-globalists, Euro-skeptics and nationalists.

And through Trump's election process we have seen the rise of a true nationalist mentality and other supremacist movements though not necessary provoked by immigration but nevertheless through prejudice towards minority groups.

Therefore, is it so radical to think Japan could face similar social, political and geopolitical conflict in the future?

There are potentially other solutions that the government and Japan as a whole can consider when trying to tackle the decreasing population issue. Such as, promoting more women into the workforce, providing solutions to enable elderly people to work past the retirement age and implementing infrastructure and technological solutions that can replace humans or vastly increase efficiency.

Country	Number of International Migrants (thousands)	International Migrant Population as Percentage of Populations
India	5,189	0.4
Brazil	736	0.4
Japan	2,321	1.8
Republic of Korea	1,152	2.3
Italy	5,907	10
France	7,903	12.2
United Kingdom	8,842	13.4
Germany	12,165	14.8
United States of America	49,777	15.3
Sweden	1,748	17.6
Canada	7,861	21.5
Australia	7,037	28.8
Singapore	2,623	46

Table 1.2: Number and Percentage of International Migrants per Country

However, these require time and are long term solutions, but when we look at the time-line over the next five, ten and fifteen years these aforementioned possibilities are not going to cut it as Japan requires a quick fix. Therefore, Japan is left with practically no other solution then to welcome a new wave of foreign workers.

This is where the problem begins. Japan as a nation is not used to having a lot of foreigners by default. The table below shows the number of international migrants as the total of the population [29]. We can immediately see that the number of international migrants in Japan is extremely low even in comparison to other countries. Of the top ten leading economies by Gross Domestic Product (GDP) Japan has the third lowest percentage of migrants. To this day, there is a (whether unwelcome or not) sense of Japaneseness or *Nihonjinron* (日本人論) that resonates amongst the population of Japan. John Lie talks about this in depth in his “Discourse of Japaneseness” [17] paper. Lie talks of how “the new foreign workers are considered diametrically opposed to the Japanese; they are the class, cultural and ethnic other.” [4]

Furthermore, there is a notable notion of national cultures being unequal to the Japanese mind meaning that there is a deeply entrenched idea of cultures and civilizations having a hierarchy [4]. Examples being European countries and the United States of America categorised as civilized *bunmeikoku* (文明国) and African countries as savage *yabankuni* (野蛮国) [6]. An extensive survey conducted by the Pew Research Center asked surveyors what they thought of certain countries on a scale from very favourable to very unfavourable [23]. Amongst the 100 respondents 62 responded by saying that they held unfavourable views towards South Korea.

On the other side of the spectrum there is an increasing sentiment of distrust amongst the foreign workers that make their way to Japan. As recent news articles published stating that over the course of a eight-year period between 2010 and 2017, 174 technical interns have died [21]. Though it has not been revealed how many of those were killed at work, it is bound to be a majority as 125 are suggested to have died from accidents caused at work between 2007 and 2017 according to the Ministry of Justice as stated in the article. The issue is that these foreign workers are looked at and treated more as just labour rather than as human beings. Some of this may be down to the conveyor belt system of these workers coming and going in three to five year cycles as the current VISA requirements permit. Another number that should be noted is the number of technical interns that have disappeared or have been reported as missing. Most of them leave their work due to the harsh working conditions or the low wage. Anyhow, the 2017 statistics released by the Ministry of Justice states that 7,089 have gone missing [20]. With the number accumulating to 26,363 over the last five years. What should be noted here is that at a day an age where information is passed on so easily, Japan is becoming an unattractive destination to seek work. As the government decides to prioritise loosening border controls as a solution to combat severe depopulation and the wavering workforce it does not mean that just because it becomes easier for workers to get visas, Japan will remain or will be a more attractive destination to pursue work.

There are studies that suggest that hostility towards immigrants becomes stronger in accordance to the increase in the migrant demographic. Known as ‘power threat’ or ‘group conflict’ [10], this model proposes that the larger the

size of the minority population, the more threatened the majority group becomes leading to a more conflicting environment. Due to competition for economic and political power. With an aggregate relationship between the size of international migrants and sentiment towards them [14] [3], Japan may face further issues if negative attitudes surges from the point that it already is at.

## 1.2. Purpose of Study

In a recent survey that was conducted through this research paper, 59% of people believed that the drastic increase in foreign workers in Japan would lead to some form of societal uproar in the future . As mentioned earlier there is an increase in negative sentiment from both parties; those that come to Japan to find new labour and those that receive them. Currently, there is a lot being done to tackle problems that foreign workers are experiencing from NGOs to local governments, that work to promote *kyousei* (共生) , a harmonious living, between the Japanese and those from abroad.

However, most of the work we currently see is a reactive measure through providing guides or workshops to foreigners about what rubbish to throw out on what day or what to do in the case of an earthquake. These are only basic needs and understandings that one should accumulate to live in Japan. It does not break down barriers.

Furthermore, there are no solutions that have been implemented well that have targeted Japanese people. Across two surveys that were conducted through this research paper there was a conscious understanding that there needed to be a general change in the Japanese mindset towards foreign workers in Japan.

What this paper proposes to design through this research is an environment that will enable Japanese citizens to engage in more dialogue about the current immigration issues facing Japan, and hopefully persuade Japanese nationals to change their attitudes towards foreign labourers. This will be done by triggering empathetic or emotional levers rather than through informational campaigns or prompts.

The extensibility of this research paper is not only subject to NGOs and NPOs or other organisations that engage in work related to providing a better living for

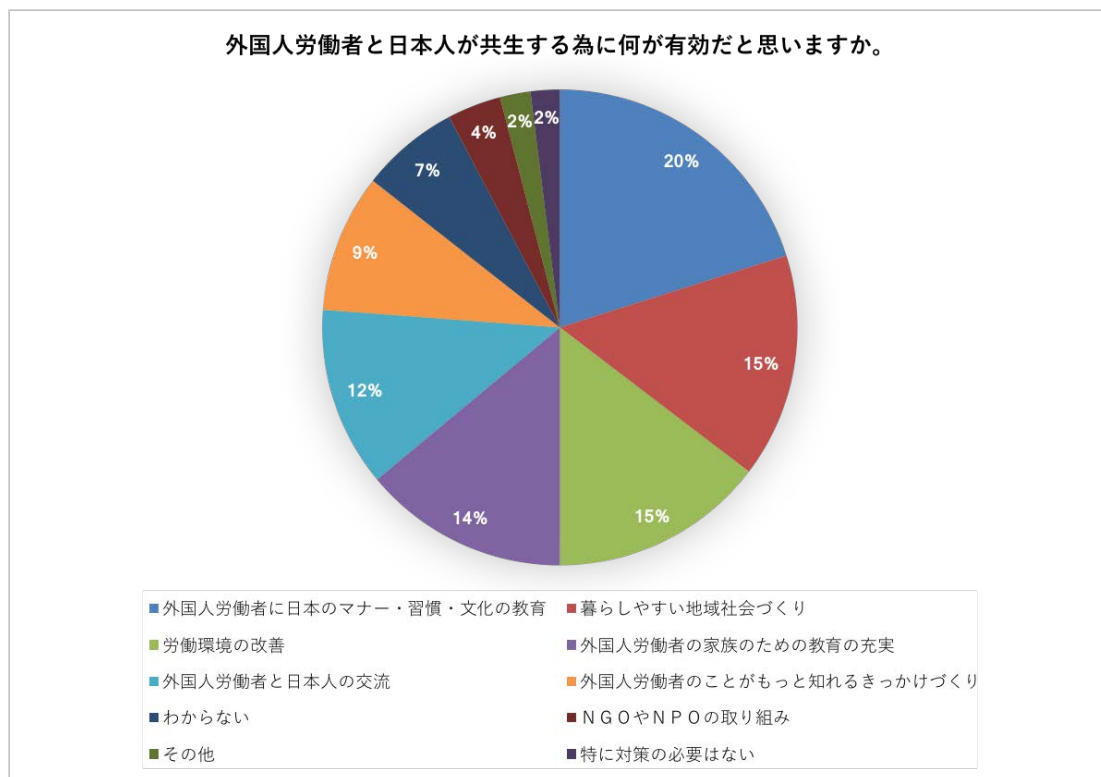


Figure 1.1: "What do you think is necessary for Japanese people and foreign workers to live harmoniously?" n = 2060

foreign workers in Japan but to organisations that are pushing to solve a wider range of social issues. For example there are a fistful of collective concerns such as: gender equality, LGBT rights, environmental matters, disability and mental health as big topics that have high attitudinal barriers that may be able to be suppressed through processes suggested through this paper.

### **1.3. Motivation**

The motivation behind embarking on this research paper is to discover if there are any better methods to enable an environment where foreigners and Japanese people can live together harmoniously. When we look at other countries such as the United States of America, the United Kingdom and Germany there are issues that have originated because of conflict or dislike towards international migrants. I predict Japan will face a similar future unless there are measures that can dissolve the wall between the two parties that both call Japan home.

Furthermore, I have a number of close friends that live in Japan who are from abroad and it often comes up in conversation about the difficulties they face and the discrimination that they receive. As someone who has experienced living aboard and been on the receiving end of prejudice and discrimination there is a lot that can be related.

The ambition through this research is to be able to make a discovery or finding that can be a step into making the issue better however small.

### **1.4. Structure and Research Method**

The diagram (Figure1.2) gives an overall picture of the flow of research and the dimension behind how the study was implemented.

To begin with in Chapter 1 the background to the topic is described with given insight into the problems that Japan's society may face in the future. Chapter 2 covers related literature and theoretical concepts that have influenced as well as provided the foundational understanding of the issues at hand when it comes to immigrational sentiment not only in Japan but around the world. Chapter 3 starts by proving the problem exists through primary and secondary data sources, then



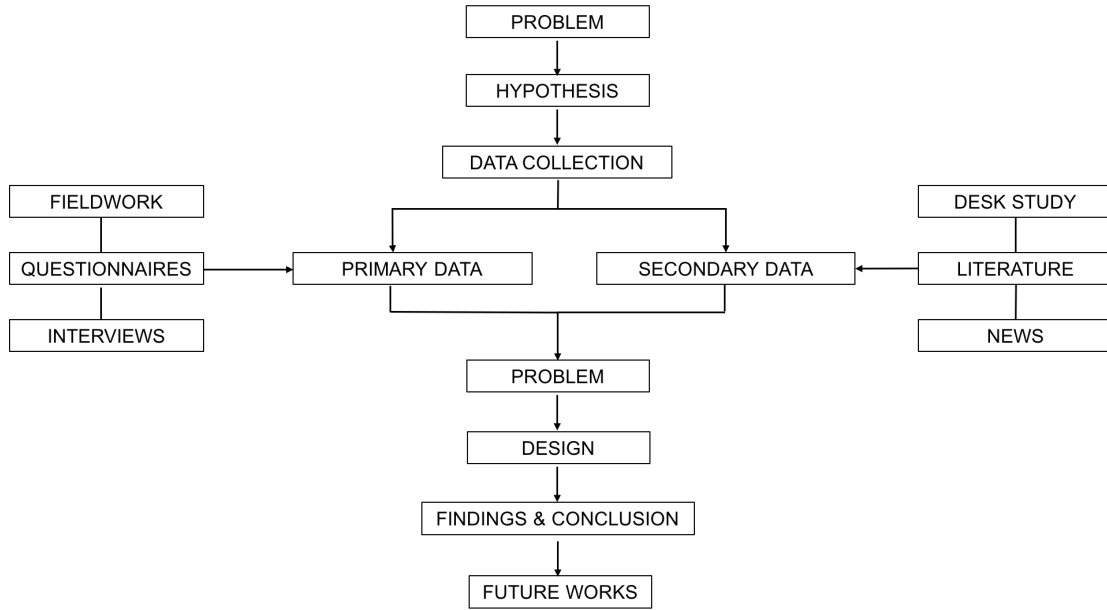


Figure 1.2: Diagram of Displaying the Flow of the Thesis

moves onto elaborate on the design process of the artefact, the gallery. Chapter 4 evaluates and analyses the outcome of the gallery and observes how attendants reacted. The final chapter concludes and suggests future works that may extend the viability of the research in the future.

## 1.5. Definitions of Language

Throughout this thesis the word ‘foreign worker’, ‘international migrant’ and ‘foreigner’ are used to mean the same thing. For the purpose of this paper there is no explicit difference that has been made between what the Japanese government would define as ‘high-skilled workers’ and ‘low-skilled workers’. However, a general presumption that has been made is that the participants who have contributed to this paper are more disposed to assume that *gaikokujin roudousha* (外国人労働者) means *tanjunroudousha* (単純労働者), which a direction translation would be unskilled worker. This is because of the widespread news coverage of the revised Immigration Control Act that is currently being put through the Diet.

# Chapter 2

## Related Research

### 2.1. Introduction to the Literature Review

There has been numerous researches in the past that have tried to change attitudes and decrease prejudice towards certain groups of people or subject matters. Alternatively, there are projects that have engaged in missions to encourage more dialogue on the issue so that awareness may increase and attitudes may change. As the purpose of the research paper is to discover possible solutions to decrease negative sentiment towards foreign workers in Japan the literature listed is about past research works and environments that have embarked to solve similar goals.

### 2.2. Durably Reducing Transphobia

A research conducted by Brookman and Kalla concluded that by having a ten-minute conversation that encouraged active participation and taking the perspective of others it could reduce prejudice for at least three months [1]. They did this by door-to-door canvassing in South Florida. The goal was to target anti-transgender prejudice. 56 canvassers went door-to-door encouraging active perspective-taking with 501 voters on their doorstep. A later trial found that these conversations substantially reduced transphobia in comparison with the decrease in American sentiment towards homophobia between 1998 and 2012.

The first important point to pick up from this research is that there were able

to conduct it out in the real world outside laboratory setting. Where they were able to find that brief personal encounters with strangers could have an effect on prejudicial attitudes that were regarded as highly resistant to change. Therefore, we are able to learn that it is possible to reduce negative thoughts by simple and relatively short measures.

However, the researchers do note that they are unsure whether the methods stated in the paper can be converted to other controversial issues like racial minorities, gays and lesbians or other out-groups. As the suggestion is that even though they do concur that transgender people are widely stigmatized the negative sentiment and prejudicial thoughts may or may not be as deeply entrenched as other issues, a question they were not able to cover in the scope of the research.

## 2.3. Women's Active Museum

This museum has been picked as part of the related research because it has a similar mission, though the topic may be different. The Women's Active Museum of War and Peace (WAM)<sup>1</sup> is a miniscule space that is located in Waseda covering the topic of comfort women during the Second World War. The museum takes up a small office space in the Audio Visual Activities Commission (AVACO)<sup>2</sup> building funded by a Christian foundation.

With other World War museums such as the Yushukan (遊就館)<sup>3</sup> next to Yasukuni Shrine and the Hiroshima Peace Memorial Museum<sup>4</sup> depicting two narratives that are on either end of the spectrum the former as Japan as the protectorate of the East and the latter as the victim of the tragic atomic bombs. WAM offers to place emphasis on the civilians that were effected during the war, specifically the comfort women, and approaches the issue from a human right's perspective. This is because the comfort women issue is often used as a pawn in political dispute between Japan and Korea. With leaders from both countries employing the issue to garner public backing.

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<sup>1</sup>Women's Active Museum, <https://wam-peace.org/en/>

<sup>2</sup>AVACO Building, <https://www.gotokyo.org/en/spot/961/index.html>

<sup>3</sup>Yushukan Museum, <http://www.yasukuni.or.jp/english/yushukan/>

<sup>4</sup>Hiroshia Peace Memorial Museum, <http://hpmmuseum.jp/?lang=eng>



Figure 2.1: Entrance to The Women's Active Museum of War and Peace

### Floor Map

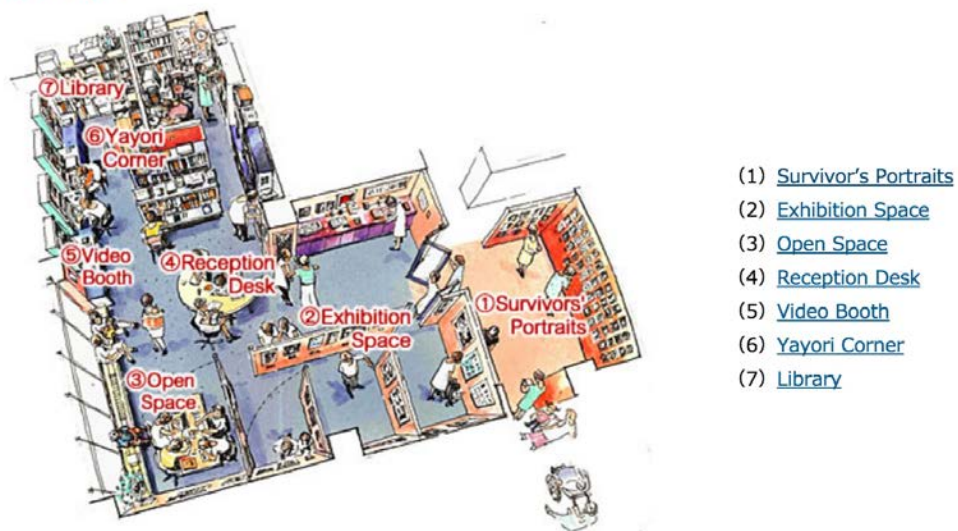


Figure 2.2: An Illustration of the Layout of the Museum

On the WAM website [28]<sup>5</sup> you can find the five principles the museum was founded on, which include principles such as: “Focus on wartime violence with the objective of upholding that justice free from any gender bias shall be universally applied” and “Gather and exhibit data on individual victims, clarifying who is to take responsibility for such victimization.” The museum also considers itself the world’s first museum to focus on violence against women and Japan’s first museum to record the facts of the suffering of Japan’s military sexual slaves. To this extent it also does not consider itself merely as a museum, “WAM is not only an exhibition space and archive, but an agent engaging in education, research and action”. WAM is a center for education through a display of documents, newspapers, first hand interviews, documentaries etc. and considers exhibitions and artworks to be of less importance.

This museum has conveyed the importance of not ignoring the human right’s issue involved with employing foreign workers, especially when so many seem to be suffering from dangerous working conditions, extensive hours and decreased pay.

## **2.4. Attitudes Towards Immigrants**

This section of the literature addresses studies that have been conducted which dissects the types of discrimination immigrants face in the United Kingdom, the United States and Japan. Literature has examined whether immigrants are more likely to receive hostility depending on the country of their origin and has identified factors that shapes that attitude.

All of the literature that has been selected in this section interprets findings from various population surveys.

### **2.4.1 Immigration and the Imagined Community in Europe and the United States**

”Many European countries are confronting the challenges of ethnic relations and social cohesion associated with the arrival and settlement of large numbers of

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<sup>5</sup>Women’s Active Museum, <https://wam-peace.org/en/>

culturally, religiously and racially different people.” [2]

This paper analyses the difference in attitude towards immigrants in Europe and the United States, based on the fact that both regions have historically faced a distinctly contrasting nationalist narrative concerning the foreign-born population.

Citrin and Sides reviewed responses in both the European Social Survey<sup>6</sup> and United States Citizenship, Involvement, Democracy (CID) surveys that were conducted in 2002, order to compare Europe and the United States.

What they were able to conclude is that both the population of Europe and the United States generally possess negative sentiment towards immigrants. The two had similarities in that both populations held enormous importance on immigrants being able to speak the language, leading Citrin and Sides to believe that citizens of the home country were worried about immigrant’s ability to integrate.

Furthermore, they are able to deduce that the public overestimates the number of immigrants in the nation, prefers lower number of immigrants and perceives the effect immigrants will have on public finance as well as safety as negative.

Citrin and Sides concluded in the paper that the main determinants of anti-immigrant attitudes being that of social distrust, education levels, economic security and cultural and religious homogeneity.

## **2.4.2 Resources, Group Conflict and Symbols: Explaining Anti-Immigration Hostility in Britain**

This paper utilises the British Social Attitudes Survey (BSAS)<sup>7</sup> that was conducted in 2003 with 5235 respondents to analyse the importance British inhabitants place out of self-interest, group conflict over resources and threat to Britishness when concerned with perceptions of immigration. As well as the link between immigration and crime discernment.

The findings produced by Hellwig and Sinno [9] indicate that self-interest has very little bearing on opposition to immigration. However, what does have a

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<sup>6</sup>European Social Survey, <https://www.europeansocialsurvey.org/>

<sup>7</sup>British Social Attitudes Survey, <http://natcen.ac.uk/our-research/research/british-social-attitudes/>

bearing on disposition amongst British citizens is the foreboding pressure to ingroup resources and fulmination of shared customs and traditions of British society which resulted in a magnification of prejudice toward Muslims.

### **2.4.3 Different Groups, Different Threats: Public Attitudes Towards Immigrants**

This paper places its focus on three main theoretical proposal which are: the role of self-interest, group conflict over resources and the importance of Britishness. The paper analyses the British Social Attitudes Survey (BSAS)<sup>8</sup> that was conducted in 2003. What McClaren and Johnson [18] deduce is that self-interest only has a minor bearing on anti-immigration thoughts. What British nationals are more concerned is the threat immigrants poses to ingroup values such as the vulnerability of shared customs and the traditions and history of British society.

### **2.4.4 Public Attitudes toward Immigration**

This paper by Jens Hainmueller and Daniel J. Hopkins is an extensive review on attitudes of Americans as well as Europeans and Canadians.

It splits the paper into two parts by comparing sentiments from a "political economy" stand point and a "socio-psychological" [8] stand point. The former attempts to determine the effect individual self interest has on perspective toward immigration. The latter delves into the impact of immigrational threat toward societal elements such as race, religion and culture natives may consider when forming their views. Often times addressing the issue of national identity and cultural assimilation in the host country.

Overall the paper turns out to be a sweeping literature review that sizes up past theories and research to yield intriguing conclusions.

- The labour market hypothesis that argues mass attitude is swayed by the financial self interest, was not supported.

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<sup>8</sup>British Social Attitudes Survey, <http://natcen.ac.uk/our-research/research/british-social-attitudes/>

- Education which is often cited as the most powerful predictor of attitude towards pro-immigration policies may act in variety of ways, therefore it is important not to assume causation. "...even though average education levels have risen substantially in developed democracies in recent decades, anti-immigration sentiments remain high." [8] There is substantial value in uncovering the seminal instrument that construct the education effect.
- Whereas labour market theories present a clear causality between attitude and immigrants, it is much harder to do so with sociotropic concerns. This is due to the broader scope sociotropic elements include such as culture and language. Haimueller and Hopkins asks if immigrants who speak the native language are preferred for admission, is that because of their perceived economic contribution or the reduction in the cultural threat they pose? Conversely, are immigrants with low occupational status a concern because of their possible need for public support or because of cultural conceptions about the centrality of work to American identity?
- Though past literature has not covered the dynamics of how information environments and elite rhetoric play a role in immigration attitudes, it is nevertheless a realm that should be further indulged as it could give light to valuable theoretical explanations.
- As currently research that has been considered does not take into account political partisanship and ideologies, it would be a greatly beneficial endeavour to discover the relationship between immigration attitude and political opinion.

#### **2.4.5 Specific Xenophobia? Japanese Acceptance Attitudes toward Chinese Immigrants**

This paper compares Japanese sentiment towards Chinese people against, South Korea, Southeast Asia, Europe and North America through Japanese General Social Surveys (JGGS)<sup>9</sup> that were conducted in 2008. With the goals of

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<sup>9</sup>Japanese General Social Surveys, <http://jgss.daishodai.ac.jp/english/>



identifying and informing relevant organizations of the findings to develop programs that can aid immigrants with assimilation in Japan and by researching about the issue provide a catalyst for better communication and understanding between immigrants and the host country to improve mechanisms for social adaptation, reduce barriers for social integration and cultivate positive acceptance of immigrants from China and other countries [30].

The paper suggests that even though 56.3% of the 4220 respondents from the JGGS disapproved the number of foreigners increasing in the community, depending on the nationality that sentiment would vary. Zhang analyses this by diving regions into China, South Korea, Taiwan, Southeast Asia, Europe and North American. She is able to deduce from the quantitative data that Japanese people are more motivated to accept immigrants from Europe and North America in comparison with those from Asia. In addition, immigrants from Southeast Asia and Korea are regarded with a more positive outlook than those from China.

Interestingly Zhang mentions the fact that Japanese citizens with a higher level of education are more likely to be accpeting of Chinese immigrants. As a study by Nukaga found that schooling significantly reduced xenophobia amongst Japanese citizens.

Zhang proposes that this is a widening problem as Chinese nationals make up the biggest proportion of foreigners coming into Japan not just as foreign workers but also as: tourists, students and family members of migrants.

Finally, Zhang explains the possibility as to where this negative sentiment towards the Chinese originates. She states the volatile political relationship between China and Japan which has continues for decades as a starting point such as the issue over the disputed Isalnds.

## **2.5. Countering Public Opposition to Immigration: The Impact of Information Campaigns**

This paper by Facchini et al [7] explores the possibility of reducing antagonistic sentiment about immigration through information campaigns in Japan. They were able to expose citizens to sample of information that were associated with potential social and economic benefits from immigration. They findings concluded that

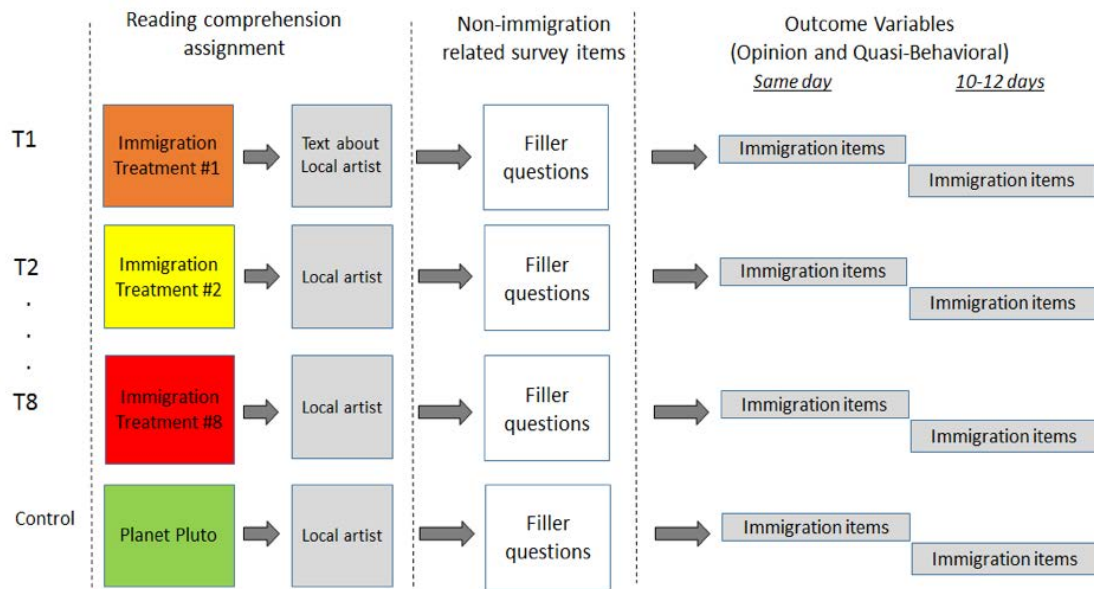


Figure 2.3: Flow of the Experimental Design Using Information Campaigns

Note: The figure represents the flow of the experimental design. Note that it shows only three treatments, however the actual experiment included eight treatments (as well as a control group). Outcome variables were measured in two waves: either as part of the same study in which the interventions were administered, or in a 10-12 day delay.

depending on the content of the information or treatment the support for allowing more immigrants into the country increased by a maximum of 21 percentage points from a baseline of 29 percent of untreated subjects.

Facchini et al sets to discover whether public view towards immigration stem from instinctive deep lying factors towards the presence of foreigners or whether it is a conscious assessment of the advantages and disadvantages that they may bring to Japan and their lives. The authors study whether providing people with positive effects that immigration can bring will have an effect on their attitudes. They do this by informing the participants about impacts of immigration by asking them to assess the suitability of texts to be implemented as part of a high school curriculum.

- Demographic treatment; showcase the fact that Japan was facing a major

issue with its shrinking population and therefore needed immigration as a potential solution to mitigate it.

- Labour market shortages treatment; the fact that the declining population is a massive problem because of the fact that it leads to decline in the labour force and that migration could be possible solution.
- Comparison treatment; pointed to the statistical data that revealed that Japan has a very low rate of international migration compared to other OECD nations.
- Population ageing treatment; this treatment was further divided into categories that were related to pensions, age dependency ratio and allowing more healthcare providers to look after the elderly.

Key takeaways from this research paper that are relevant to this paper are:

- The treatments can increase sentiment by 12.5% to 21% depending on which. With the pension treatment having the biggest effect.
- By comparing results between sets the authors were able to discover that whether the opinion change was brought about by either making the issues more salient or because people were exposed to new information that they did not know before. Their results suggested it was provoked by assessing new information. Therefore, useful in lower-information environments.
- Portraying the information through a personal story or through more statistical and evidence driven treatment did not matter in terms of the magnitude of the effect.

# Chapter 3

## Concept Design

In order to establish if the assumption – that foreign workers in Japan do face prejudice and have negative stereotypes associated with them – an extensive analysis was carried out. It was important to determine whether those working in Japan as foreigners felt this prejudice or not, as it was a thoughtful assumption made by the researcher, a Japanese citizen who did not necessarily view society from their perspective. Therefore, for the purpose of this paper a number of interviews, fieldwork and surveys were conducted to assess the overall picture of where Japan and immigration of foreign workers stand. To begin with fieldwork into areas in Tokyo where there is a larger foreign population were observed.

Here is a brief explanation of the extent of the preliminary research that was conducted.

### 3.1. Data for Design

#### 3.1.1 Fieldwork

These location were visited in order to conduct research into foreign communities in Tokyo, to establish the sense of *kyousei* (共生). The five locations that are listed above were picked out as they are famous for being areas in Tokyo with large foreign communities.

**Shin-Okubo / Okubo**

PRIMARY DATA	SECONDARY DATA
FIEDLWORK	DESK STUDY
QUESTIONNAIRES / SURVEYS	LITERATURE
INTERVIEWS	NEWS
	QUESTIONNAIRES / SURVEYS

Table 3.1: Table Showing Data Types



Figure 3.1: Map Displaying Fieldwork Locations

Note: The stars pinpoint in clockwise direction, Shin-Okubo, Takadanobaba, Kita-Ikebukuro, Katsushika and Nishi-Kasai

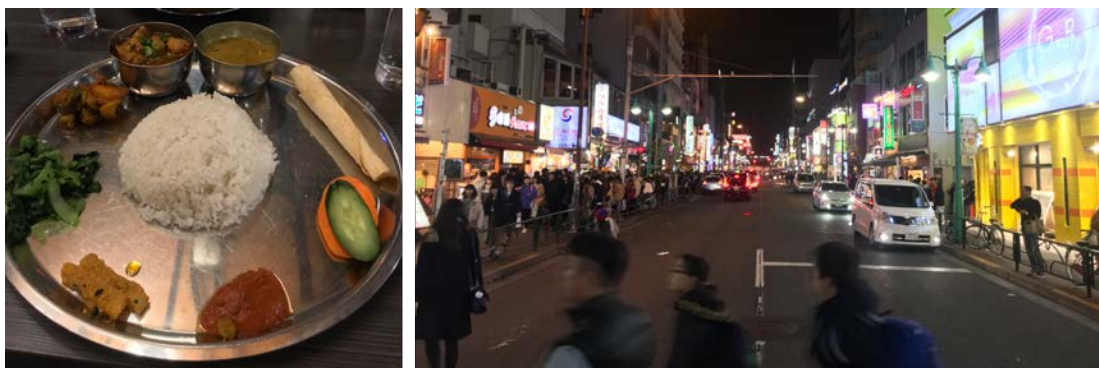


Figure 3.2: Nepalese Food and The Streets of Okubo

Okubo, is an area that has become tremendously popular with the advent of K-Pop and its soft power landing on the shores of Japan. As you step onto Okubo JR station you are greeted with a hoard of tourists making their way on and off the trains. The station is surrounded by neon lights and cheese dog stands command queues of Japanese high schoolers taking photos of their purchase to post on social media. At first glance you only recognise Korean restaurants, cosmetic stores and idol stores but as you explore one comes to terms with the cultural diversity. There are Nepalese restaurants, Indian spice shops and phone stores catering to Arabic speakers. The area definitely seems to be home to a much higher density of foreign nationals but does not necessarily mean that the Japanese and the foreigners live in cohesion. The first words that I heard when leaving the station were ”凄く治安が悪そう” which translates to “It doesn’t look like a safe area.” Which made me think of how the Japanese who come to the Shin-okubo / Okubo area are rather here to experience something different, almost like a tourist attraction. Furthermore, these kind of comments may not seem that relevant or that much of a big deal however, they add up and these kind of sentiments are what lead to racism and prejudice.

### **Takadanobaba**

Takadanobaba, also known as Little Yangon was not as cosmopolitan as Okubo. You could recognise that there was a foreign community present as like Okubo you could see a lot of restaurants that served food from Myanmar and real estate agencies and phone shops providing their services in multiple foreign languages.

Another interesting place was the Japan Myanmar Culture Center, although I did not get a chance to interview them at their office I was able to reach out to them to ask them what they did. They are a NPO that provides an environment that Japanese people can learn more about Myanmar through language lessons and workshops. They also provide events where Japanese people and those from Myanmar can interact with each other.

You see the different languages the mobile shop provides it's services to meet the demands of the diverse neighbourhood.

### **Kita-Ikebukuro**

If you have ever been to Ikebukuro, you will know how busy it can get. It feels like a mix between a student's town as well as a commuter's. To be honest it does not feel too much different compared to when walking out the station in Shibuya or Harajuku in terms of the demographic. It seems younger with a lot of tourists, therefore, it is hard to assume that there are generally a lot of foreign migrants living or working in the area.

### **Nishi-Kasai**

Nishi-kasai feels like an average commuter's town, located at a very reasonable train ride into the centre of Tokyo with cheaper land prices. However, as you observe the comers and goers at the station you will notice the high number of Indians that are dressed in suits. Katsushika is home to around 15% of the Indian population in Japan. Nishi-kasai is also where the Global Indian International School is situated. Opposite the school there is a small park where you will find kids from the local Shinden Kindergarten and children from Indian school playing. Nearby the international school there is a Japanese language school, implying there are more foreign communities. Another interesting building in the area is the Sri Sri Radha Govind Temple also known as the New Gaya Japan Krishna Temple, where the local Indians gather for prayer and mingling.

## **3.1.2 Interviews**

The first stage involved interviewing three foreign workers in Japan.





Figure 3.3: A Mobile Store in Takadanobaba





Figure 3.4: Sri Sri Radha Govind Temple



Figure 3.5: Indian Children Playing in the Playground Opposite the International School

TYPE OF FOREIGN WORKERS
LEGAL SKILLED WOKERS
TECHNICAL TRAINEES / INTERNS
WORKING STUDENTS
ETHNIC JAPANESE FROM SOUTH AMERICA
ILLEGAL WORKERS

Table 3.2: Types of Foreign Workers

The above table shows the current types of foreign workers that are currently able to work in Japan whether legally or illegally. The recent motion passed in the parliament permits a new status of workers to come into Japan called *tanjunroudousha* (単純労働者) which direct translation would be simple worker or unskilled worker.

### **Interviewee 1**

Occupation: Legal skilled worker

Age: 26

Nationality: South Korean

Location: Tokyo

The first person that was interviewed was an advertising consultant from South Korea, who has been in Japan for fourteen years. We talked about her experience growing, studying and working as a foreign national in Japan. She explained to me that she definitely felt the need for change in Japanese attitude towards foreign workers and people in general. She told me of a recent incident at a coffee shop where whilst she was talking to her sister in Korean an elderly woman confronted them by telling them to leave and go back to their country.

### **Interviewee 2**

Occupation: Legal skilled worker

Age: 40's

Nationality: Sri Lankan

Location: Tokyo

The second interviewee was a Sri Lankan female who had been in Japan for sixteen years. She had initially come over as a maid for an expatriate family and since worked from embassy to embassy (amongst other things) even after the expatriate family she had made her way to Japan with had left. She also explained to me how she was living away from her daughter at the moment because of the fact that Japanese law does not permit her daughter from coming back to Japan until she is eighteen years old even if she was born here. Furthermore, I asked her why she has decided to stay in Japan even though her daughter is in Sri Lanka and she told me that she was staying in Japan because of her daughter. As her daughter was born and grew up in Japan, Japan is where she considers home. When she had to go back to Sri Lanka she did not speak the language, she only spoke Japanese. In the future the daughter wants to return to Japan to study and reunite with her mother and friends. She was working part-time as a housemaid besides which her current visa did not permit her to do. I asked her what she thought Japan needed to improve living standards for foreign workers and she told me that it needed to improve the whole immigration system from how to obtain visas and allowing international migrant's children to stay instead of banishing them.

### **Interviewee 3**

Occupation: Technical trainees

Age: 20's - 30's

Nationality: Vietnamese

Location: Gifu

The opportunity was presented to visit a steel factory in Gifu prefecture where they were hiring six technical interns for periods of three to five years. I was able to interview all of them in a group session for about thirty minutes. The six of them all had varying levels of Japanese however none of them had passed any level of the Japanese language proficiency test (JLPT). Two of the six were more



Figure 3.6: Factory Where Technical Interns Work

proactive in participating in the conversation. I was able to ask them questions varying from why they came to Japan to what they have found hard about Japan since their arrival. Three of the trainees' contracts were coming up soon and they all told me that they wish to come back or wanted to stay for longer. The impression that I got from all of them was that they were extremely hard working, only taking a day off every month and that they had sacrificed a lot to come to Japan leaving behind friends and families (often their wives and children) and even procured debt in order to pay for their expenses to relocate such as going to language school and paying for flights.

### 3.1.3 Survey

A survey was outsourced to Cross Marketing Inc.<sup>1</sup>, (one of the leading marketing research companies in Japan) to examine the Japanese attitude towards foreign workers. The survey consisted of three questions and the target respondents were limited to 2060 university students or university graduates between the ages of 18 to 70 from all over Japan.

The first question asked “What solutions do you think the government should implement in order to combat the declining workforce?”

The possible answers were:

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<sup>1</sup>Cross Marketing, <http://global.cross-m.co.jp/>

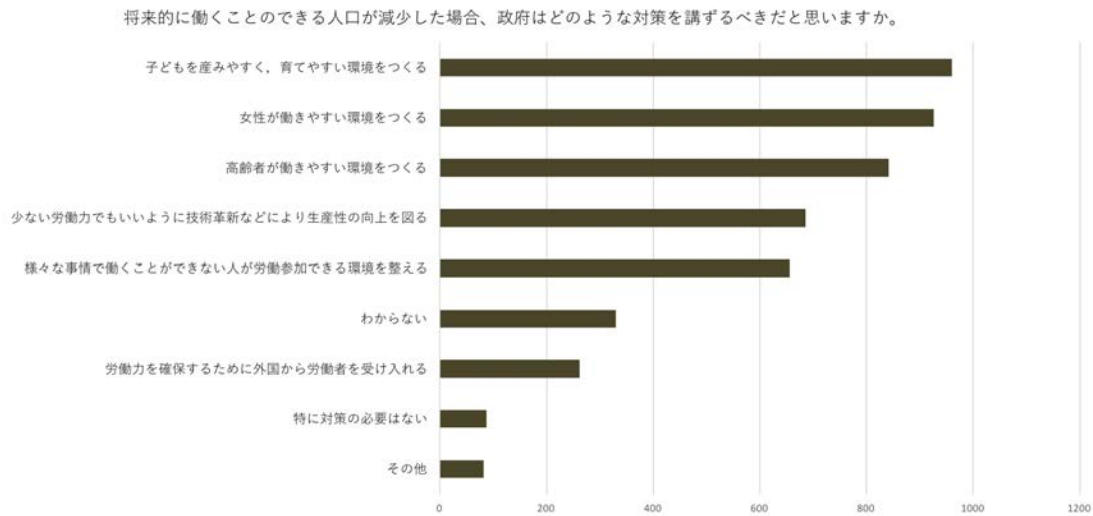


Figure 3.7: “What solutions do you think the government should implement in order to combat the declining workforce?” n= 2060

1. Provide a better environment for women in the workplace.
2. Provide a better environment for the elderly in the workplace.
3. Enable those with disabilities or other reasons that keeps them from the workplace to be able to participate.
4. In order to increase the workforce, allow more foreign workers into the country.
5. Increase efficiency by investing in infrastructure and new technology.
6. Provide a better environment that allows for increase in fertility rates and for easier childbearing.
7. There is no need for solutions.
8. I do not know.
9. Others

The answer most chosen with 46.6% was “provide a better environment that makes it easier for childbearing and raising them,” followed closely by “provide

n	女性 が働 きや すい 環 境を つ	高 齢 者 が働 きや すい 環 境を つ くる	様 々 な 人 環 境 が 働 き や す い 環 境 を つ くる	労 働 力 を 確 保 す る た け に 外	少 な い 労 働 力 で も い い よ う	に 技 術 革 新 な ど に よ り 生 産 性 の 向 上 を 図 る	子 ど も を 産 み や す く 、 育 て	そ の 他	特 に 対 策 の 必 要 は な い	わ か ら な い
2060	926	842	656	262	686	960	82	87	330	
100.0	45.0	40.9	31.8	12.7	33.3	46.6	4.0	4.2	16.0	

Figure 3.8: “What solutions do you think the government should implement in order to combat the declining workforce?” n= 2060

a better environment for women in the workplace” with 45%. The answer “in order to increase the workforce, allow more foreign workers into the country” only received 12% support which staunchly suggests that Japanese citizens would rather solve the issue of the drastically reducing number of those participating in the workforce domestically. This preference was backed by the answers to the second question.

The second question asked “What do you think about the increasing number of foreign workers in Japan?” To which respondents could answer from “strongly agree” to “strongly disagree” on a five point Likert scale. The question revealed that negative sentiment facing foreign workers outweighs the positive by 9.9 points. Another interesting revelation is the fact that 34.9% of those who responded to the survey said that they did not know whether they saw more foreign workers coming into the country as a positive or negative. The results derived through this survey propound the initial rationale that there is room for improvement in terms of how those in Japan view and feel about the upsurge in the number of workers.

The final question in the survey asked what the respondents thought were possible solutions to promote *kyousei* (共生) or coexistence between the Japanese and foreign workers. The possible answers were:

The most popular answer with 45.6% choosing it as one of their possible solu-

	<i><b>Satisfaction</b></i>
“What do you think about the increasing number of foreign workers in Japan?”	2.28

Table 3.3: Average Support for the Question “What do you think about the increasing number of foreign workers in Japan” (1= strongly disagree; 4= strongly agree) n= 2060

Positive	Negative	Do not know
28.1%	37%	34.9%

Table 3.4: Sentiment Towards the Increasing Number of Foreign Workers in Japan in Percentages

tions was “educate foreigners regarding Japanese manners, customs and culture.” I was glad to find out that 21.3% of people thought that opportunities to uncover more about foreign workers in Japan could be implemented to increase harmony.

Key points:

- Only 12.6% people thought that bringing in more foreign workers from abroad was a good solution to combat the declining workforce.
- Even those who are highly educated (as this survey was targeted to university students or those who had graduated only) do not see the raising number in foreign workers as a positive with only 28.1% of people for it with 37% against.
- There are a wide ranging of possible policies and endeavors that the Japanese population sees as having a chance for better coexistence such as “providing more opportunities to get to know foreign workers.”

To further assess the situation in Japan in regards to foreign workers an extensive research into the secondary data available was carried out.

### 3.1.4 Desk Study

As the new simple workers law is being debated in parliament there has been a lot of media coverage on this matter over the past three months, giving more

	2012	2013	2014	2015	2016	2017
Vietnam	496	828	1,022	1,705	2,025	3,751
China	1,177	2,313	3,065	3,116	1,987	1,594
Cambodia	NA	NA	NA	58	284	656
Myanmar	7	7	107	336	216	446
Indonesia	124	114	276	252	200	242
Others	201	304	377	336	346	400
Total	2,005	3,566	4,847	5,803	5,058	7,089

Table 3.5: Number of Technical Interns that have been Reported Missing

light to the horrific working conditions, low wages, suicides and other inhumane treatment of foreign workers.

A recent news article by Manichi Shinbun<sup>2</sup> stated that 69 technical interns had died in the past three years through accidental deaths, suicide, murder as well as illness. Another staggering figure presented in the article was that in 2017, 7000 workers had been reported as missing as they have fled their jobs without advanced notice.

Another article presented by Asahi Shinbun<sup>3</sup> states that some companies require these interns to sign contracts that do not allow them to be in relationships. Furthermore, in the case they become pregnant they are required to either have an abortion or return to their home country. Which is described as a basic violation of human rights by experts within the article.

Through the initial research, the discovery was that there is problem in Japanese attitudes towards foreigners, which will become an increasing problem in the near future as the gates open to let more and more in.

Summar of key findings through the primary and secondary data:

- Only 12.6% people thought that bringing in more foreign workers from abroad was a good solution to combat the declining workforce.
- Even those who are highly educated and of all ages do not see the raising number in foreign workers as a positive with only 28.1% of people for it.

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<sup>2</sup>174 foreign technical interns died in Japan in 2010-2017, <https://mainichi.jp/english/articles/20181213/p2g/00m/0dm/060000c>

<sup>3</sup>Asahi Digital, <https://www.asahi.com/articles/ASLCZ7220LCZUTIL05X.html>



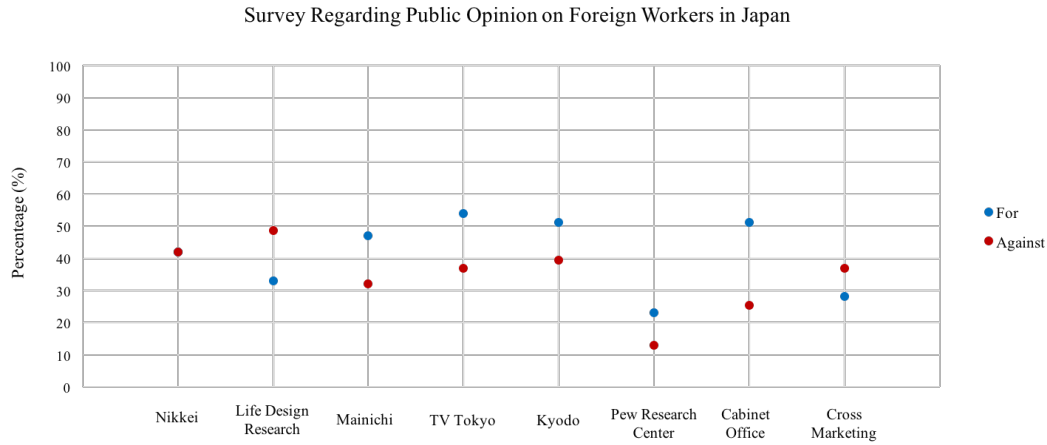


Figure 3.9: Scatter Graph Showing the Survey Results Conducted by Various Outlets about Public Opinion towards Foreign Workers

- There are a wide ranging of possible policies and endeavors that the Japanese population sees as having a chance for better coexistence such as “providing more opportunities to get to know foreign workers.”
- Potential users are unaware of the need for intervention.
- A lot of the time participants acknowledge the need for foreign workers but do not want them living in their neighbourhood.
- Three different types of prejudice economic, sociotropic and threat to Japaneseness.
- Prevalence of discrete prejudice.

## 3.2. Concept

There are current organisations that are tackling the issue of the clash between Japanese people and foreign workers. However, most of these are reactive measures. Once there is a problem, people come into the furore to help sort out the issue. For example, one of the biggest issues is rubbish within the community.

Japan has strict rules of when and when not to take out the trash and how to separate it depending on whether it is non-burnable, burnable, cans, bottles etc. There are programs that help teach foreigners that come into a new community about when to take out their rubbish. However, these groups are only there to implement a better living relationship with those in the vicinity.

There are also multiple NGO's such as EDAS that have undergone hearing sessions with a group of foreign workers to discuss what is necessary to make their life in Japan better. These types of NGOs have produced pamphlets and presentations giving suggestions as to how companies and the government can better their relationship with workers coming in from abroad.

Furthermore, from the survey results, we have been able to discover that education is not a factor when it comes to being for or against an influx in more foreign workers. Therefore, the concept and in turn the design that has been decided on is not intellectual but rather that of an photographic portrait that will be displayed in a gallery format.

One of the main aims of the experiment will to design the gallery so that the researcher can test whether stereotypes or prejudice can be reduced, whilst keep these points in mind:

- Change negative sentiment towards foreign workers in Japan.
- Curate something that is not controlled in a laboratory or classroom but rather out in the real world.
- Demonstrate a prejudice reduction method that is relatively brief in duration yet has the power to change attitude.
- Provide an environment that can stimulate conversation about divisive issues such as immigration and foreign workers.

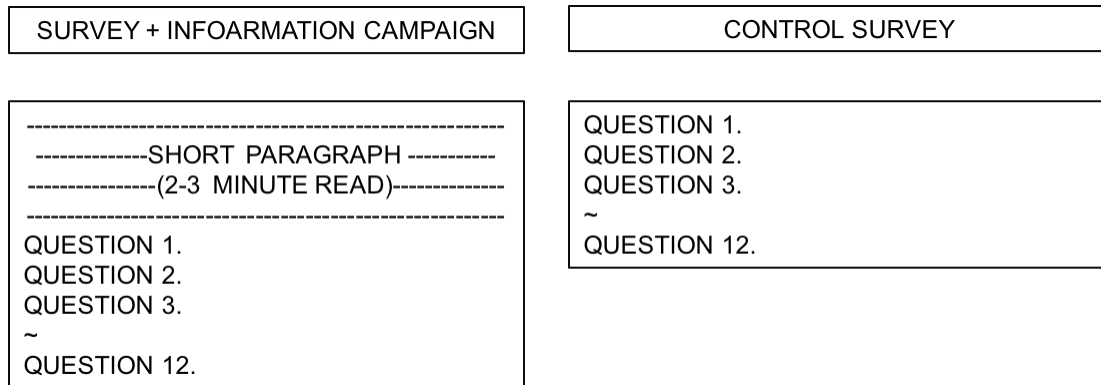


Figure 3.10: Diagram of the Information Campaign

### 3.2.1 Pre Test 1

Information Campaign The first pre-test that has conducted was to experiment whether a information campaign would work similar to the one that was conducted by Facchini et al [7]. This was because if it indeed worked it would firstly disprove the hypothesis and secondly it would mean that a solution would be to improve it and make it better.

The information that was included as part of the campaign included

- Crime rate
- Statistics of current foreigner population.
- What job function and sector the government is seeking to allow more foreign workers into and the benefits those could potentially bring in the future.

The reason why crime rate was included is that not only Japanese people but a population such as that of Britain [18] is suspect to have anti-immigration stereotypical thoughts about a particular group of people.

The second point about including statistics was decided because a study this time that was conducted on the population of the United States showed that people systematically overestimate the number of immigrants that are in the country [2]

The final point was with the new immigration law potentially coming into place participants could be likely exposed to those foreign workers. The industries

“What do you think about the increasing number of foreign workers in Japan?”	<i>Satisfaction</i>
Control	2.85
Information Campaign	3.09

Table 3.6: Result of Average Support for the Question ”What do you think about the increasing number of foreign workers in Japan?” for Pre Test 1 (1= strongly disagree; 4= strongly agree)

that hope to be welcoming more workers from abroad being: nursing, hotel, ship-building, farming and construction.

What was done was two separate 12 question surveys (Appendix: Questions for Pre Test 1) were answered. One was the control and one included a brief paragraph that was a two-three minute read at the very beginning of the survey. The survey received 53 responses for the control and 42 for the survey with the information campaign.

The result does show that there is a slight increase in positive sentiment between the control and information campaign, however, not the point increases between of 12.5 to 21 that were seen in the paper by Facchini et al [7]

There are a number of reasons why the information campaign did not work as convincingly.

- Information saturation; the test was conducted in late October to early November, when there was a lot of news coverage about the topic. To add to this, Facchini et al [7] does conclude that their campaigns are only likely to work when new information is provided and therefore, is only really useful in lower-information environments.
- Deeper underlying issues, as we know that prejudices and stereotypes are phenomena that have been deeply ingrained it is not something that can be easily inveigled merely through providing basic statistics and knowledge
- Not enough respondents, though 53 and 42 respondents respectively for the control survey and information campaign survey may be a reasonable start. It could be argued that it is not enough to conjure a decent trend.

### Control

Positive	Negative	Do not know
65%	24%	11%

### Information Campaign

Positive	Negative	Do not know
61%	18%	21%

Table 3.7: Sentiment Towards the Increasing Number of Foreign Workers in Japan in Percentages for Pre Test 1

### 3.2.2 Pre Test 2

#### From Abstract to Substance

The second pre-test borrowed elements from a hypothetical scenario and cognitive tool in order to try get participants to think about the word ‘society’ more deeply.

The hypothetical scenario [5] was created by a Harvard professor named Roger Fisher to demonstrate a imaginative situation in order to prevent the nuclear codes being inserted by a President. What Fisher suggested was if the President ever needed to fire nuclear weapons instead of simply be given the codes he should have to rip the codes out of a volunteer’s heart. This would enable the President to realise what death is and picture the consequences of what a atomic war could entail. What otherwise would have been an abstract action in pressing the button for nuclear weapons to be launched at a faraway location suddenly becomes a reality through the fact you have to kill someone with your own hands.

The cognitive tool may seem a philosophical methodology but how it may be useful in this instance is that it may be able to help to develop a mindset where foreign workers are de facto part of the word ‘society’. To construct a new

## Fisher Protocol

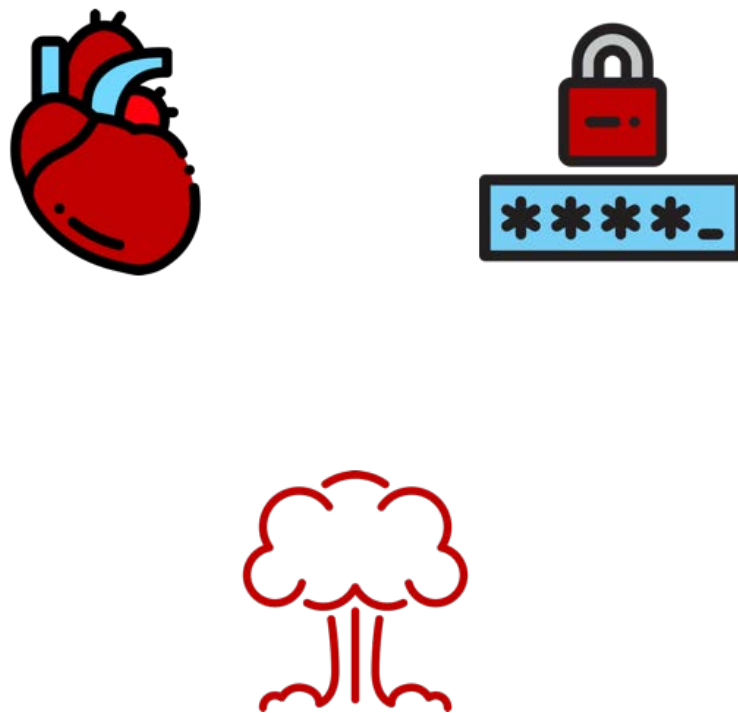
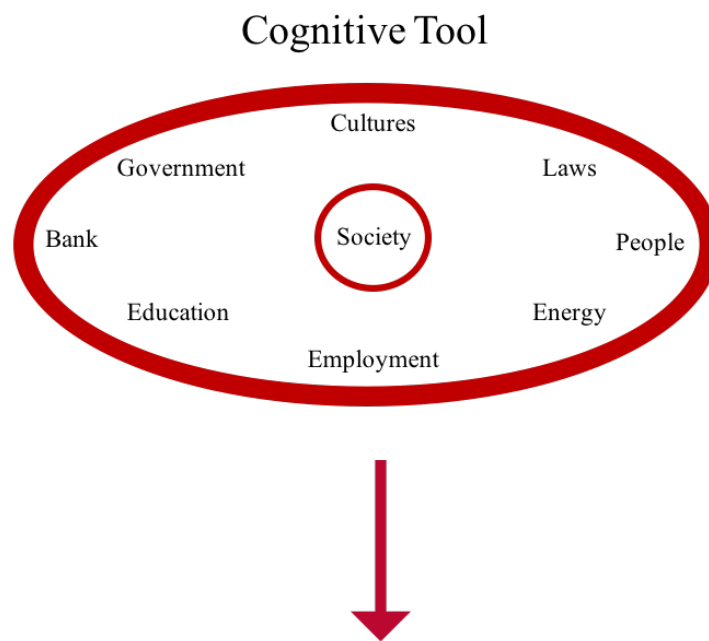


Figure 3.11: Fisher Protocol



- Which can lead to stratospheric generalizations such as: “post-industrial,” “narcissistic,” “alienating,” “multi-communitied,” “cyberspacial,” “divided,” “consumerist”

Figure 3.12: Cognitive Tool

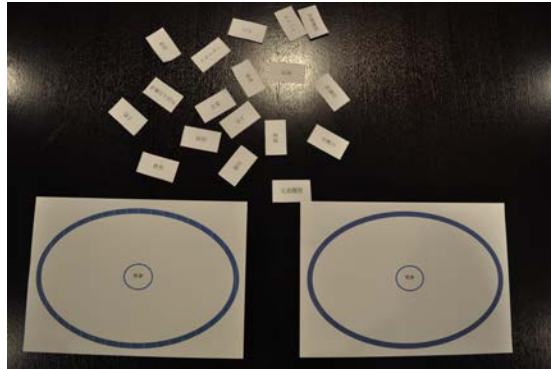


Figure 3.13: Cognitive Tool Example (Before)



Figure 3.14: Cognitive Tool Example (After)

meaning of ‘society’ where foreign workers are automatically considered part of it and not a separate entity that needs to be slowly cultivated.

A paper by Sniderman et al [22] and Kinder and Kam [11] asked the question “Does the very act of categorizing immigrants as an out-group produce more negative attitudes?” Therefore, this pre-test is a good opportunity to test if the concept of society can be manipulated to counter restrictive immigration attitudes.

What participants were required to do was to select 9 words each from a possible 18 to place into a circular image with the word *shakai* (社会) placed in the middle.

This pre-test was tried on 12 participants.

After the test was completed I asked individuals whether they agreed with the two constructs of society they were able to create with the separate words and whether they were uncomfortable with any of the words that they had to select.





Figure 3.15: Why Photography as an Emotional Tool

In hindsight, due to the brevity of the test itself none of the users raised any issues leading me to think that they were either uninteresting in the topic at hand or were selecting the easier process of selective avoidance.

Furthermore, the test was not intellectually stimulating or challenging enough to leave an impression that enabled a deep reflection on the construct of society.

Though a similar more elaborate test based on this hypothetical scenario approach could be a effective form of intervention it was not pursued for the purpose of this paper, because of the difficulties it presented in measurement of the outcome and developing the intricacy of the test itself.

### 3.2.3 Artefact: The Gallery

Through the previous two pre-tests what was conducted was the need to design and implement something that was outside of the realm of knowledge or intellect but rather something that triggered emotion and empathy.

The reason why portraits were picked as the method of output rather than videography or other output methods to provoke emotion was because portraiture has the ability to “conceptualise the depictions of individuals and event.” [15] With portraits highlighting positive perspectives of a person or phenomenon, which

enables it to evoke a framework of strengths [16] it is a fitting output to design and test whether it has the potential to effuse empathy that will lead to Japanese subjects to garner a more positive outlook towards foreign workers in Japan.

Secondly, through the prospective user research the breadth in the audience was massive. This was a further reason why photography was chosen as a method. Though the subject matter in itself may filter the audience, however, within that the aim was to achieve maximum scope. To add to this photography is a medium that anyone can understand and navigate. You do not need to know how to use technology or need prior knowledge to master.

The physical location was decided to display the photos for a multitude of reasons as well. A gallery enables for a more practical means to observe and request for interviews and surveys. Whereas, it would have been harder to do so if it were to be displayed online.

Lastly, photography is a tool that can be easily replicated and has the potential to be used by anyone in terms of extensibility. When thinking about extensibility it is also sensible to think about the cost efficiency in comparison with other methods such as videos and events.

**Step 1** The first step involved discovering how and where to find or take the portraits whilst simultaneously looking for a space where this gallery could be hosted.

Through the initial fieldwork research I was able to meet a number of foreign workers as well as get a basic understanding of where one could meet and interact with them.

Therefore, I set out to go and take portraits of foreign workers in Japan, with the goal of taking ten. This was a much harder process than initially anticipated. As it is actually a very personal encounter to have a portrait of yourself taken. For instance, it took me three visits to a certain Nepalese restaurant in Shin-Okubo in order to be able to establish a rapport by explaining to them the purpose of the thesis I was writing until they their barrier to take their photographs.

By the end of a month long period of taking photos between the end of October 2018 to end of November 2018 I was able to capture fourteen different portraits which were later narrowed down to ten.

In terms of the space to invite people and hold a gallery, it was intensely

troublesome to find due to budget constraints. So in order to keep cost as low as possible I decided it was probably a better idea to do it outside of Tokyo. The reason Gifu was chosen was because I had close family living in the area that I could use as a base as well as the fact that I had visited a factory to conduct fieldwork and take photographs nearby. The final location that was decided on was a vacant office space of the eight floor of a building approximately two to three minute walk from Gifu Station. The reason why a physical space was chosen rather than for example posting the photographs online is because it is easier to observe and collect data when there is a physical location.

It should be noted that there are a few negatives with picking photography as a tool. Though it is easy to take photographs of anyone and anything, it is still a field where one needs tremendous skill and experience to become a professional. The quality of the content may differ greatly depending on who takes the photographs. The difference in standard between amateur versus professional is humongous. Not to mention the fact that in this day and age, photography has become over-saturated mainly due to Social Media meaning that people may have lost the appreciation for photographs.

**Step 2** What was important was to try and achieve photographs of diverse groups of people. Referring back to Table 3.2 that shows the types of foreign workers that are currently in Japan, the initial goal was to capture at least two people from each category. However, that was not achieved. The most difficult category of foreign workers to capture was illegal workers. I was able to interview one but they were reluctant to have a photo of themselves taken due to their unlawful activity.

During this stage existing exhibitions were visited to garner feeling of how photographs are displayed in certain spaces.

**Step 3** The target audience or target persona that was decided on for this artefact was challenging as who this artefact should cater towards does not necessarily seek it. For example if it were a product or service there is a proposed value for the user. However, in this case it is hard to distinguish what it is, but that does not mean that there is no value it just means there is a greater, though more difficult outcome of co-created value which is the possibility of a brighter society.



Figure 3.16: Example of a Photography Exhibition at The Tokyo Photographic Art Museum

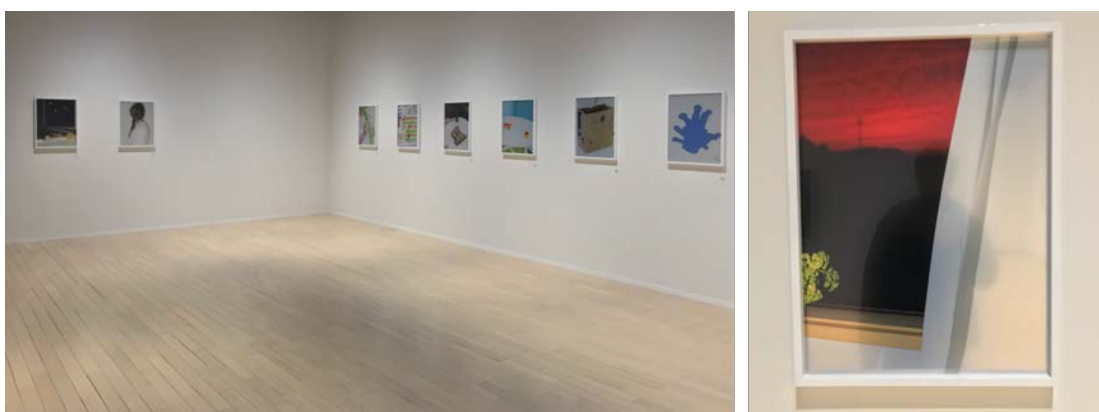


Figure 3.17: Example of a Photography Exhibition at The Tokyo Photographic Art Museum

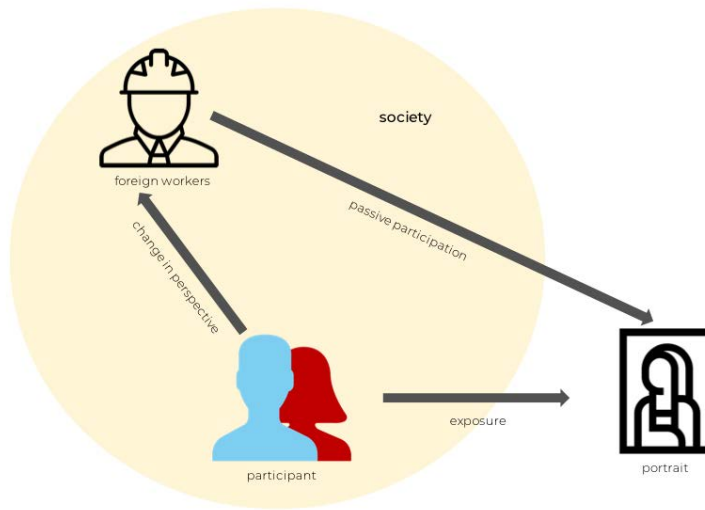


Figure 3.18: Value Creation

Unlike an orthodox product, the user does not directly receive value through the product or artefact, in this case the portrait or gallery. However, value is received in turn if their own perspective towards foreign workers is effected in a positive manner. Indirect value is created by making society a more harmonious construct.

However, if one was to have a more conservative political view, such as anti-globalists or nationalists. That are against the influx of immigrants and foreign workers in the first place it will not create value to be more positive, however, but to be more negative. Therefore, it must acknowledged that this artefact itself is embodies a certain societal and political doctrine.

The Space and Flow figure is a bird's eye view diagram of the gallery space and the flow of how the audience should proceed through the pictures. Which is followed by the Wall and Orientation Planning figure. This figure which is a part of the design process, may seem rather simple it, it is critical to know what size pictures in order to be correctly printed.

The story that was set out to be told through the photographs was involved depicting the foreign workers as those who are extremely hard working often times only taking a day off every month. Those who come to Japan have to sacrifice

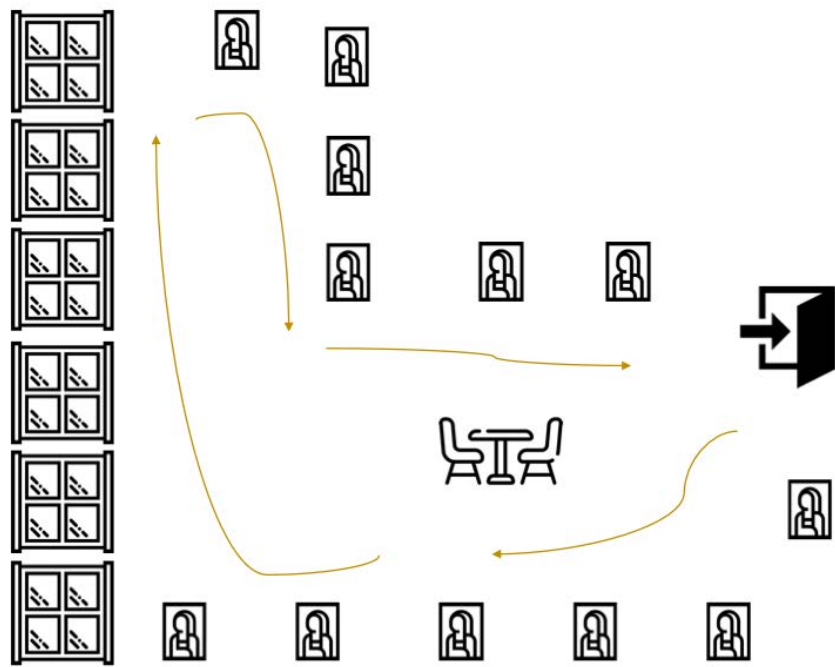


Figure 3.19: The Space and Flow



Figure 3.20: Wall and Orientation Planning

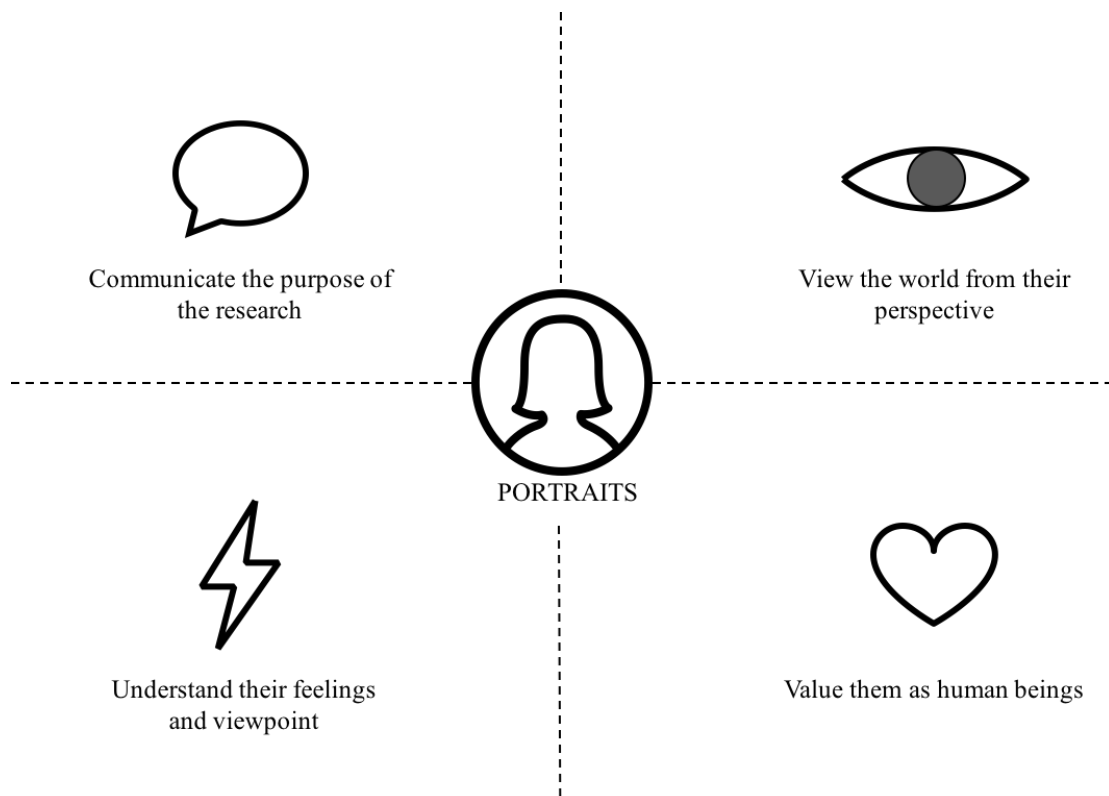


Figure 3.21: Design Process of Taking the Portraits



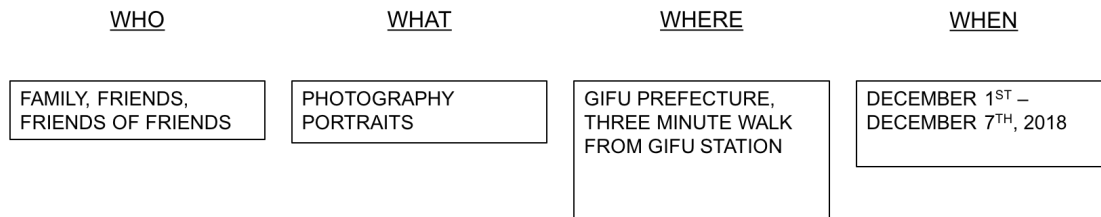


Figure 3.22: Details of Implementation



Figure 3.23: Pictures of the Experiment

a lot in terms leaving their family behind as well as borrow money to pay for flights, visa procedures and language school. In contrast to many would suspect foreign workers who come to Japan, even though they may be working at jobs that could be considered as low skilled labour are extremely well educated. All of those that were interviewed had university degrees back home often in science degrees. Lastly, Japan is their new home and a place they value greatly. Not only has Japan provided them with great opportunity they have given back to Japan supporting businesses with their commitment.

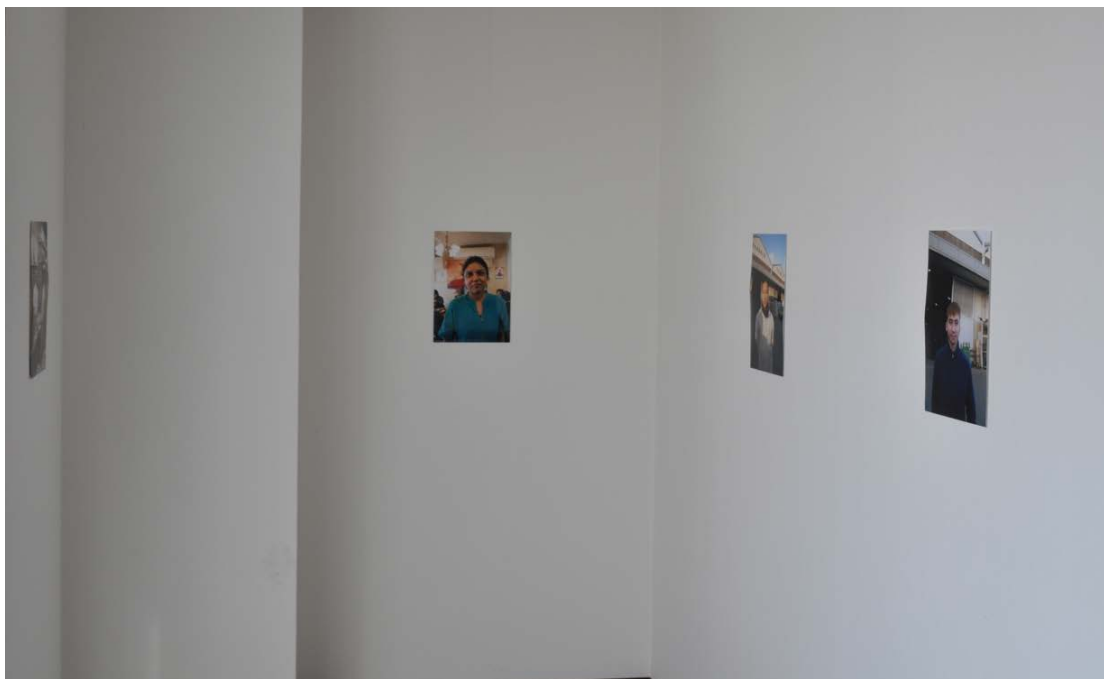


Figure 3.24: Pictures of the Experiment

# Chapter 4

## Evaluation

The gallery design and the effects of the portraits were evaluated through both quantitative and qualitative means.

### 4.1. Methodology

For the quantitative methodology, the process was improved compared to that of the pre-test stage. In order to remove cognitive bias and to understand true sentiment a questionnaire comprising of 61 questions that was cut down from an initial 100 was produced.

The average time taken to answer this survey took thirty-one minutes, which reveals the depth this survey went into. This survey was given to and answered by as many of those who attending the gallery and had the time to do so. The data was collected through SurveyMonkey and manually. In the end I was able to receive 32 responses for the control to obtain a baseline and 12 for those who were exposed to the portraits at the gallery.

### 4.2. Audience

The audience that attended the gallery consisted of friends, friends of friends as well as family members. Though limitations exist in relation to the number of attendees and the issue of self selection there were a wide age range with the youngest person being eighteen and the oldest person being eighty-five.

N	28
Male	12
Female	16
Age	
~ 19	2
18 ~ 29	7
30 ~ 49	3
50 ~ 65	5
65 ~	11

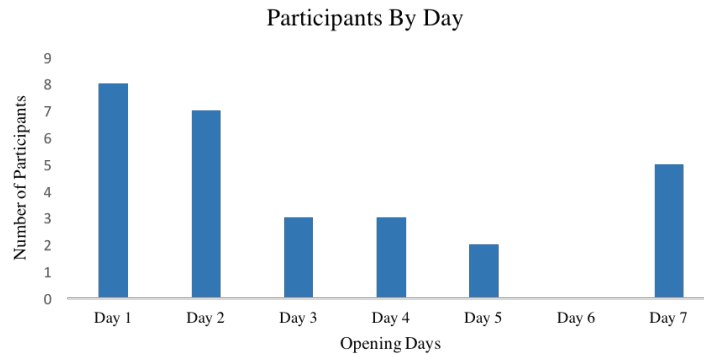


Figure 4.1: Demographic Caption of Gallery Participants and Number of Participants by Day

There were 28 attendees over a course of a week, with myself staying on site between 11:00 to 17:00 during that week to communicate with the guests and take interviews and surveys.

### 4.3. Qualitative

Out of the 61 questions five were chosen to produce a comparison in sentiment of those who did not see the portraits and those who had.

The first question was “What do you think about the increasing number of foreign workers in Japan?” To which respondents could answer from “strongly agree” to “strongly disagree” on a four point Likert scale, the same as the question that was asked by Cross Marketing in Chapter 2.

We are able to see a drastic increase in satisfaction in comparison between those who did not see the portraits and those who did. As the sample size is small, the numbers must be regarded with caution it can still be stated that when comparing the control and experiment group the photographs produced a positive impact.

The next question looked at the question which asked respondents “What do you think about the number of foreign people increasing in your neighbourhood?” Again we are able to see a substantial difference in the degree of satisfaction or sentiment value. In terms of the difference between the first and second question that was analysed.

“What do you think about the increasing number of foreign workers in Japan?”					<i>Satisfaction</i>
		Control			2.63
		After exposure to portraits			3.45

Table 4.1: Result of Average Support for the Question ”What do you think about the increasing number of foreign workers in Japan?” (1= strongly disagree; 4= strongly agree)

“What would you think about the number of foreign people increasing in your neighbourhood?”					<i>Satisfaction</i>
		Control			1.87
		After exposure to portraits			3.10

Table 4.2: Result of Average Support for the Question ”What do you think about the number of foreign people increasing in your neighbourhood?”

In terms of the difference between the first and secon questions that was analysed. We can see a substantial difference in sentiment between the control group to begin with at 2.63 against 1.87. This is interesting to note in terms of the reaction the respondents had, with difference in outlook in foreign workers increasing in Japan as a whole versus foreign workers increasing in their neighbourhood.

From the small amount of survey respondents it is, therefore, possible to deduce that those who answered the survey have varying constructs of ‘Japan‘ and ‘neighbourhood‘. This finding is in agreement with Jie Zhang’s paper that was covered in the Related Works section.

The third question we analyse asked which statement the respondent regarded as closer to their opinion “The increase in foreign workers will result in an increase in the crime rate” or “The increase in foreign workers will not affect the crime rate”

The the two results differ greatly with a difference of 26 percentage points between the control survey group and those who were exposed to the survey. The issue of crime rate is massive for Japanese citizens who immensely value the fact that Japan is a very safe country and a lot of people see the increase in foreigners coming into the country as a threat to this status. Even though statistical data shows evidence that the crime rate has not changed even with an increase in foreign migrants coming into Japan there is a very strong perception that it will

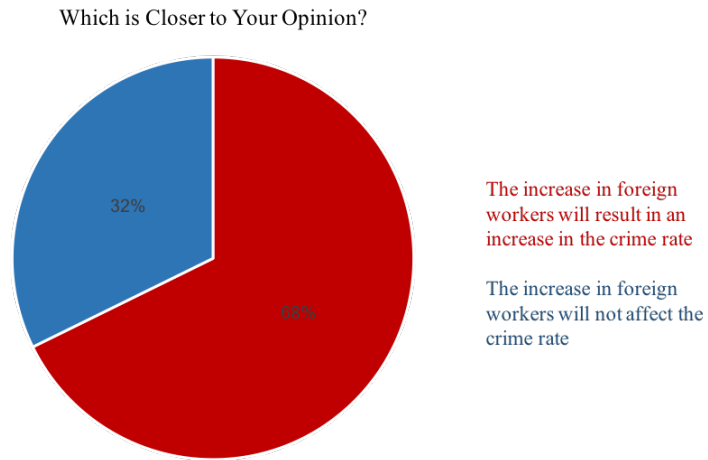


Figure 4.2: Pie Chart of which Respondents Regarded as Closer to Their Opinion “The increase in foreign workers will result in an increase in the crime rate” or “The increase in foreign workers will not affect the crime rate” (Control)

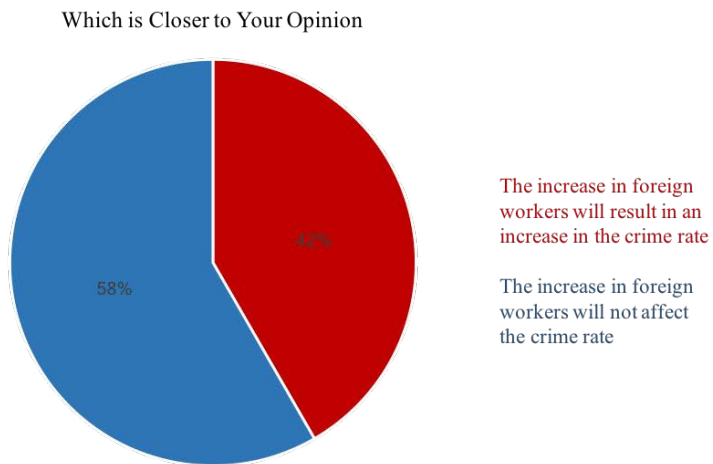


Figure 4.3: Pie Chart of which Respondents Regarded as Closer to Their Opinion “The increase in foreign workers will result in an increase in the crime rate” or “The increase in foreign workers will not affect the crime rate” (Exposure to Portraits)

have a negative effect.

Through the Related Works we were able to learn that attitudes towards immigrants can be broadly divided into three forms; self-interest, societal and threat to homogeneity. Past research has suggested that societal concerns that are brought about by influx of international migrants has a greater consequence than self-interested worries. The answer to this question can give us insight into how the respondents placed a great deal of importance on the question of public safety. What we can also ratiocinate is the prevalence of the perception that foreigners negatively influence crime rate amongst the control group respondents.

The fourth question picked up was “Do you think that the increase in foreign workers in Japan will lead to social conflict in the future?” What we see from the results here is that there is not as big a difference in sentiment compared to the previous questions with 3.69 and 3.00. However, proportionally, there is a big enough difference to be able to state that on average, between the two survey groups, the possibility that one would give a more positive answer to the question amongst the group that attended the gallery is greater than the control pool.

This question was chosen as a specific one to analyse because of the timely issue of the new anticipated Immigration Act coming into action in April of 2019. When we look back at recent major political and societal incidents of recent years, immigration has played a divisive role. Immigration played a central role in the Brexit movement with anti-immigration policies supported by anti-globalists, Euro-skeptics and nationalists. Through Donald Trump’s election process we have seen the rise of a true nationalists mentality and supremacist movements aggravated by prejudice towards minority groups. Therefore, it was interesting to see if respondents thought that there was a possibility of a similar situation arising in Japan.

The final question that of the analysis that was picked up was whether the survey respondents thought there should be a hard limit on the number of foreign workers that are allowed into Japan. The new Immigration Act that was proposed aims to inject 350,000 new foreign workers by 2023. This may not seem like a big number considering the current Japanese foreign migrants levels at less than 2% of the overall population and the huge employment shortages it is facing. However, as the more detailed content of the Immigration Act is yet to come to light, the

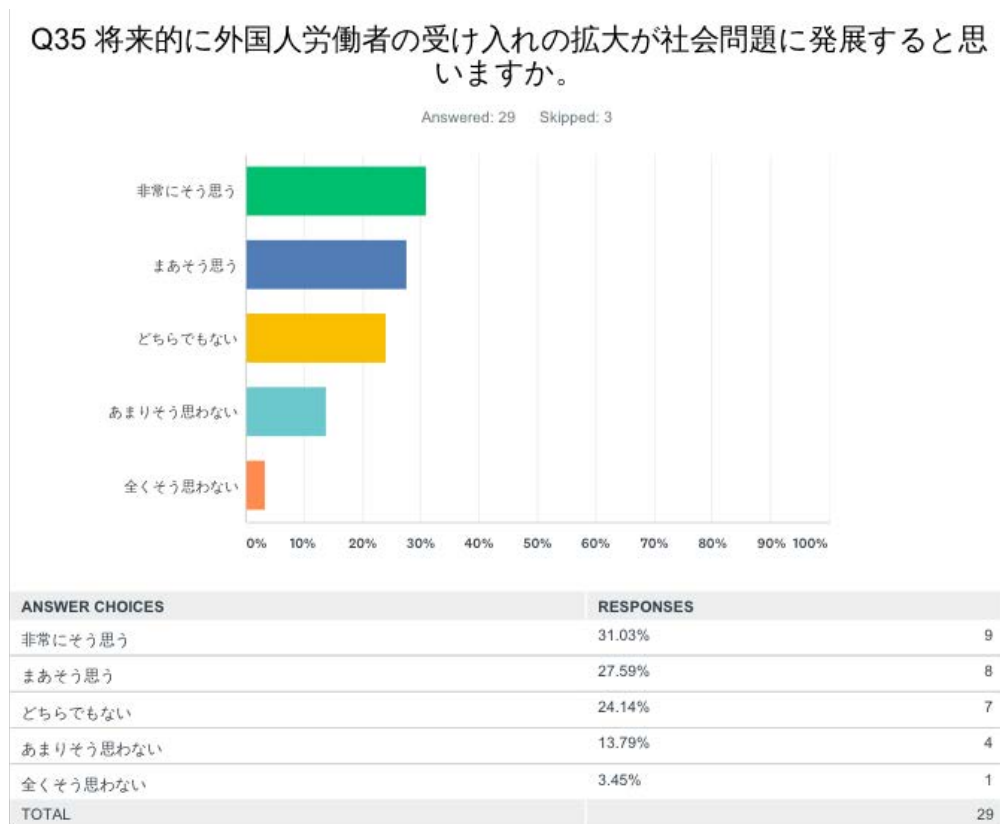


Figure 4.4: Survey Result of “Do you think that the increase in foreign workers in Japan will lead to social conflict in the future?” (Control)



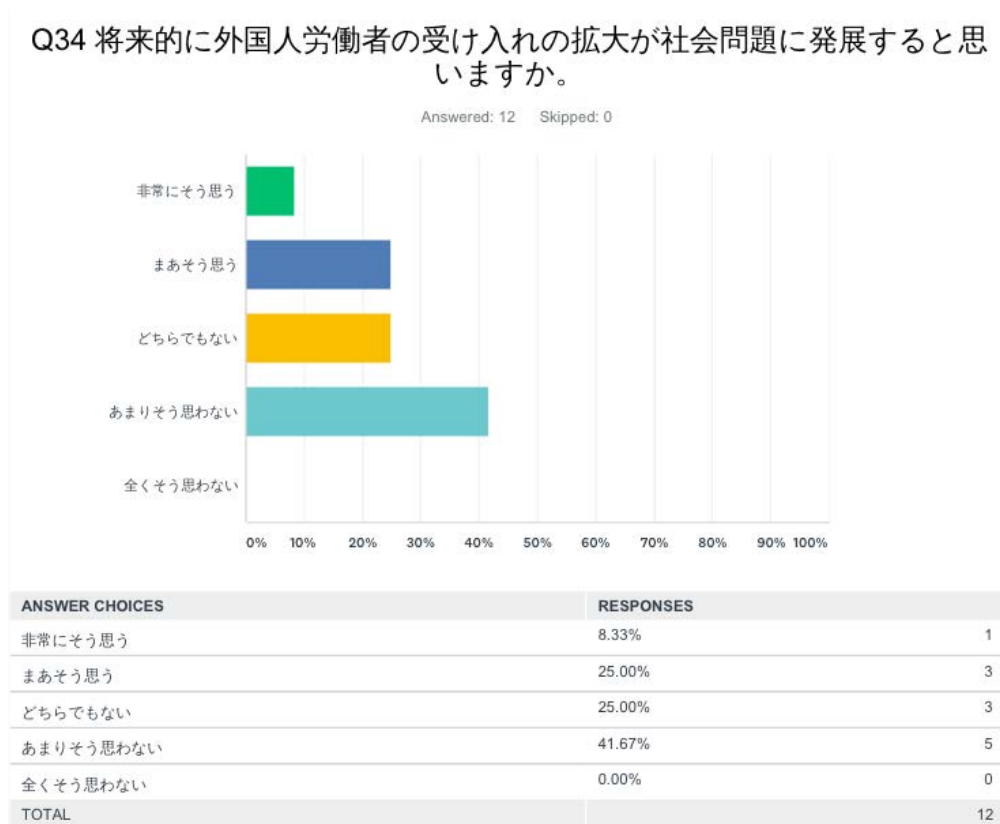


Figure 4.5: Survey Result of “Do you think that the increase in foreign workers in Japan will lead to social conflict in the future?” (Exposure to Portraits)

Control Respondents		
Not necessary	Necessary	Do not know
31.03	62.07	6.9
Gallery Respondents		
Not necessary	Necessary	Do not know
58.33	41.67	0

Table 4.3: Result of ”Do you think there should be a limit to the number of foreign workers that are admitted into Japan?” in Percentages

new law may also make it easier for workers to invite families. Therefore, it is not far fetched to predict that there could potentially be an influx of 1,050,000 to 1,400,000 new foreign migrants by 2023, in turn basically doubling the current number in 2018.

The question asked respondents ”Do you think there should be a limit to the number of foreign workers that are admitted into Japan?”. The result shows a difference of 27.3 percentage points in terms of the proportion of those who answered with a more positive answer, meaning that 58.33% of respondents thought that it was ‘not necessary’ to have a limit for the number of foreign workers compared to 31/03% we saw from the control group. There was also a convincing response to the number of respondents who thought that it ‘necessary’ to restrict the number of workers coming from abroad.

## 4.4. Quantitative

### 4.4.1 Interview

I was able to ask three people throughout the course of the gallery opening what they thought about the exhibit and if the portraits had any effect on what they thought about foreign workers in Japan or not.

This process was important in terms of the sample size of the survey that was gathered and in order to go in depth about the topic. Whereas, the survey were

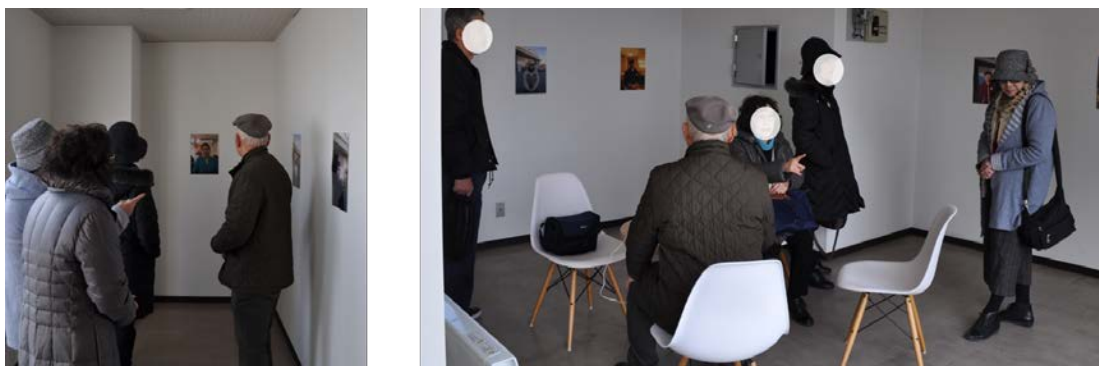


Figure 4.6: Participants Viewing the Portraits



Figure 4.7: Participants Viewing the Portraits

multiple choice the interviews were open ended which should have allowed for a deeper analysis.

However, the interviews were an extremely difficult method to be able to deduce their sentiment in regards to how one felt about foreign workers. This is most likely due to the fact that humans are not inclined to share true underlying feelings about topics that can be regarded as controversial or divisive.

### **Interviewee 1**

Gender: Female

Age: 80s

Occupation: Pensioner

Firstly, I asked her about her experience with foreigners. She told me that she did not have the chance to meet many in Gifu these days, though she did used to welcome a lot of exchange students who would come stay for periods of more than six months at a time at her house. She had fond memories of those who had come and home-stayed at her house though she is no longer in contact with them. All of the students who she welcomed were Caucasian coming from Australia or the United States.

After building a slight rapport with Interviewee 1, she went onto tell me that it was interesting to be able to see foreigners in their working environment. How they look and dress, and that they are hard at work with smiles on their faces. What she told me was that she felt that the facial expressions on the portraits gave off a sense that the workers enjoyed what they were doing or were happy.

From this interview it made me realise the importance of the exposure one has to different cultures and people in defining their attitudes towards a certain group of people. One's perception can be shaped by their experience. It is often assumed that the older generation are more likely to have a negative feelings towards foreigners especially that of South Korean and Chinese ethnicity in Japan, due to the aftermath of the Second World War. Tools such as this gallery can work to provide exposure to the ambiguous and act like a catalyst for breaking down barriers.

### **Interviewee 2**

Gender: Male

Age: 18

Occupation: Student

He explained to me that he was interested in going abroad to study, which had lead him to be interested in the immigration issue in Japan. We engaged in conversation about where the people from the portraits came from and how I was able to take the photos. I was also able to explain to him what I was able to gather from the interviews with a diverse range of workers in Japan.

We talked about Japanese student sentiment and whether friends around him wanted to go study abroad as well. As I recalled a conversation I had had with a French professor from the Institut Francais<sup>1</sup> who explained to me how the percentage of Japanese students how wanted to study abroad was far lower than that compared to other Asian countries. This point was backed up by the decreasing number of Japanese student studying abroad according to a Ministry of Education, Culture, Sports, Science and Technology (MEXT)<sup>2</sup> publication from 2015 stating the number decreased from 82,945 in 2004 to 60,138 in 2012 [19]. He told me that broadly speaking he guessed around a third of those that he knew wanted to study abroad during their time at university.

This lead us onto a discussion about whether controversial topics came up as part of a conversation in dialogue between friends. I told him about my experience studying abroad in the United Kingdom where topics of politics, gender equality, social justice, wealth distribution and many more would be brought up during meals, in classrooms and casual talks. In comparison when I returned to Japan for university I noticed that contentious topics were often overlooked and never really alluded to amongst friends. Interviewee 2 agreed with me in that the conversation he had with his friends and acquaintances would usually be about the trend in popular games, YouTube, clothes, homework or sports and very rarely ever about "difficult issues".

This interview reinforced the need for one of my goals which was to provide an space or environment that could stimulate conversation about topics that may be regarded as controversial, in this case that of immigration.

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<sup>1</sup>Institut Francais, <https://www.institutfrancais.jp/tokyo/fr/>

<sup>2</sup>Ministry of Education, Culture, Sports, Science and Technology, <http://www.mext.go.jp/en/>

### **Interviewee 3**

Gender: Female

Age: 40s

Occupation: Housewife

This interviewer shed some light on the adverse effects of how exposure to other nations and cultures could have on one. I asked her directly why she thought, if she did, have negative sentiment towards foreigners in Japan and why she thought that was the case.

She kindly responded by telling me about her experience traveling in Barcelona. Where she was pick-pocketed and witnessed other Japanese tourists targeted as prey for street criminals. This highlighted experience as well as others through the years from traveling overseas has left her to always be aware and on her toes in the vicinity of foreign people, which has carried on even when she returned to Japan.

Furthermore, she explained to me that she has heard from her friends who live in the same apartment building as foreigners that they are often loud in the communal spaces and ignore rules regarding rubbish.

As I had presumed that those who had had interactions with different nations or people from varying cultures were more likely to have an positive it was interesting to learn that, that was not always the case.

At the end of the interview, she told me that it was great to be able to associate faces to the types of people that were being talked about in newspapers and in the news and how this gallery provided the opportunity to be able to get a glimpse of these foreign worker's actual lives in Japan.

### **4.4.2 Observation**

This observational section will construe what I witnessed during the period of experimentation.

To begin with I must state that I was setting the bar too high in terms of how the intervention, in this case the gallery, would change people's attitudes even though the actual output was not significantly different from a photographic exhibition you would see at museums. In my mind I was expecting behaviour change to present itself in a visual manner, in order to prove the concept of the



Figure 4.8: Participants Sitting Down Having a Conversation around the Table

paper. Obviously, in reality this was not the case.

On the first and second day that the artefact was implemented I took a camera with me to capture moments of the audience visiting. There was no difference in how people viewed the images that were displayed on the walls. They talked amongst themselves and would occasionally ask me about the photographs themselves. They asked questions such as where the photographs were taken, what country the foreign workers were from and whether I thought they enjoyed Japan or not. I would politely answer their questions to the best of my ability and engage in conversation with them about the topic of the Immigration Act, worker privileges, business opportunities related to the human resources management of foreign workers as well as how Japanese language schools are extremely popular not only in Tokyo but around Japan. One interesting knowledge that I was able to gain was how international students that attend language schools in Japan can receive the same healthcare program as native Japanese students. Which is becoming a financial burden on the Japanese healthcare system.

One of the initial goals that was to provide an environment that could stimulate conversation about the topic was met with success. As I was able to listen in to discussions attendants were having about the subject. "I wonder how much more money they can earn compared to working in their home country" and "Do you know what type of VISA those who are working at the VISA are on?" were some of the questions that I heard being talking about. Consequently, giving me encouragement in terms of how the gallery was able to play a part in that.



Figure 4.9: Young Boy and Girl View the Portraits

## 4.5. Personal Description and Reflection

This Personal Description section eludes to what I learned and felt from the overall experience of creating this gallery from the start of the process to the end.

I was able to ascertain a substantial amount of information from the fieldwork and interviews as well as be emotionally affected by the stories I encountered. However, I do feel like I was not able to do justice to the complex nature of a foreign worker's life just by presenting a photograph of them in a small space. Although, I do hold firm the positive intention behind the endeavour, which was to try and stabilise the negative perception of foreign workers in Japan. The ambition was not necessarily met with appropriate execution.

I learned that there are boundless variables in what may construct one's belief; from political ideology, exposure to cultures, historical environment, threat to social harmony, foreigner ethnicity etc. These sophisticated elements are entangled to shape a phenomena of prejudice which is impossible to solve via a single methodology. However, this does not mean to disregard all attempt, but the suggestion would be to focus on specificities that allow for a concentration in a single causal manifest. It will also be imperative to distinguish the purpose of the cause in determining whether to pursue a more practical construct of intervention or to design an experiment for research purposes.

Through the implementation I have discovered the difficulty in producing a prejudice reduction method that is relatively brief in duration yet has the power



to change perception. It seems like there will be a continual pursuit in discovering an approach that can pull on the right triggers in order to provoke attitude change whilst having the capability to induce a shift on a societal scale.

My passion has increasing in predicting and understanding how Japanese society will look like in the near future. Whilst, I am now aware of how intricacies of such an research it is a universal topic that can be give light to further findings about human migration and why issues or conflicts arise from that.

# Chapter 5

## Discussion

This research paper began with the question "Can Japanese attitude towards foreign workers be changed?" which lead to a hypothesis stating "I think that by pulling on emotional triggers rather than intellectual Japanese sentiment towards foreign workers can be improved." Specifically, this paper assessed whether negative attitudes towards foreign workers in Japan could potentially be changed by exposure to photographic portraits of workers in a gallery setting. From the analysis it is able to conclude that emotional triggers such as that of photographs is able to have a positive effect in untangling prejudicial feelings and contributing to more open mindedness.

The key findings of this paper include:

- The pervasiveness of xenophobic opinion even amongst those who are regarded as highly educated in Japan with only 28.1% of 2060 those with university degrees of more having a positive outlook on the increasing number of foreign workers in Japan.
- In comparison between the pre-test that involved a informational campaign and the gallery, the gallery had greater effectiveness in reducing negative attitudes towards foreign workers.
- The formation of attitude towards a certain group of people in extremely complex, with the Japanese those who participated in this paper having an extremely high regard for Japan being a safe country with.

## 5.1. Limitations

The two biggest limitations can be categorised into three: content, scale and type of prejudice.

Firstly, the extent of the content of the gallery. Though the goal set at the beginning was to get ten portraits, in hindsight this number was too small, due to the lack of number of artworks the space felt empty and lacked energy. With this in mind it would have been a better gallery if the space was more modern with a bigger budget for the whole event. Another factor was that the photographs were taken by a complete amateur, with hardly any experience in taking portraits. There may have been a possibility to convey a more powerful message if the pictures were taken by a professional.

Secondly, with greater scale the research could be heavily improved. Scale in terms of the number of participants for both the control survey as well as the gallery itself. It would have also been interesting to test the artefact in different locations with a more diverse range of audiences.

The third point about type of prejudice means that through the gallery it was not possible to understand whether it was more suited to certain forms of anti-sentiment. Such as self-interest, societal or threat to culture.

## 5.2. Recommendations for Future Research

I believe that there is a lot of potential in the kind of research that can be pursued in similar vain. By testing a wider range of topics that face some level of animosity and discrimination such as: gender equality, environmental concerns, LGBT rights, disabilities and mental health it can only benefit society and prove the application of possible solutions that tap into emotional triggers.

As well as other topics it would be intriguing to pursue other triggers that could be regarded as emotional and empathetic. Examples would be food, sports, travel etc., all extensions of a certain culture and national history.

Furthermore, an example of a future study that could be conducted is to assess whether a certain emotional state can affect the visual perception. Research has suggested that fear can affect low-level visual processes whilst sad moods can alter

the susceptibility of visual conception. [24] Therefore, it would be engaging to see the effect a certain emotional state has an effect on the sensitivity of immigrants in Japan and whether an intervention such as a gallery can be more effective if an attendant's emotional state is engineered before they participate in it.

As mentioned in the limitations section future research that can uncover varying forms of interventions depending on the origin of the prejudice may go a long way in providing vital information to better harmonious living.

# Acknowledgements

Throughout the pursuit to complete this thesis I have been supported by many. My greatest appreciation goes towards my parents who will finally be free from the burden of supporting me, which I hope to slowly repay in the future. My sister in giving very harsh constructive criticism. Professors Hiroyuki Kishi, Project Senior Assistant Professor Chihiro Sato and Senior Assistant Professor Marcos Sadao Maekawa for taking the time out of their busy schedules for academic supervision and advice. My close friends for moral support and constant encouragement.

I thank you all, truly.

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# Appendix

## A. Questions for Pre Test 1

### 1. 性別

女性  
男性  
その他

### 2. 年齢

-17  
18-29  
30-49  
50-65  
65+

### 3. 日本で外国人労働者が増えることについて、どのように思うか

非常によくないことだと思う  
あまりよくないことだと思う  
分からない  
まあよいことだと思う  
非常によいことだと思う

### 4. 外国人労働者が増えることを「よいこと」だと思う理由

外国人労働者、日本人労働者と区別すること自体がおかしいから  
外国人労働者が増えて多様な考えに触れると、新しいアイデアなどが生まれるから  
人手不足を補うためには必要であるから  
日本人の雇用・労働条件、働き方や意識にプラスの影響があるから  
日本人が就きたがらない仕事・業務に、外国人労働者が働いてくれるから  
国際競争力維持のためには必要だから  
よくないことだと思う  
その他

5. 外国人労働者が増えることを「よくない」ことだと思う理由

日本の文化・社会に馴染めないから  
国民の中に外国人労働者を受け入れるという意識がないから  
治安の悪化に繋がるから  
日本人の雇用・労働条件、働き方にマイナスの影響があるから  
外国人労働者の雇用より、まずは日本人の雇用を優先すべきであるから  
日本人が就きたがらない仕事に、外国人労働者を活用すればよいという考えはよくないから  
日本全体として、多言語化などの環境整備が進んでいないから  
いいことだと思う  
その他

6. 自分の職場に、外国人労働者が増えること、どのように思うか

非常によいことだと思う  
まあよいことだと思う  
分からない  
あまりよくないことだと思う  
非常によくないことだと思う

7. 自分の職場に、外国人労働者が増えることが「よいこと」だと考える理由

外国人労働者が増えて多様な考えに触れると、新しいアイデアなどが生まれるから

外国人労働者、日本人労働者と区別すること自体がおかしいから  
自分が就きたくない仕事・業務を、外国人労働者がやってくれるから  
人手不足を補うためには必要であるから

国際競争力維持のためには必要だから

自分の雇用・労働条件、働き方や意識にプラスの影響があるから  
よくないことだと思う  
その他

8. 自分の職場に、外国人労働者が増えることが「よくないこと」だと考える理由

自分の職場の中に外国人労働者を受け入れるという意識がないから  
外国人労働者を受入れるより、仕事のIT化、自動化などを進めるべきであるから

自分の雇用・労働条件、働き方にマイナスの影響があるから  
自分が就きたくない仕事に、外国人労働者を活用すればよいという考えはよくないから

自分の職場で、多言語化などの環境整備が進んでいないから  
外国人労働者の雇用より、まずは自分の雇用を優先すべきであるから  
いいことだと思う

その他

9. 自分が暮らしている地域に、外国人住民が増えることについて、どのように思うか

非常によいことだと思う

分からない

まあよいことだと思う

あまりよくないことだと思う

非常によくないことだと思う

10. 自分が暮らしている地域で、外国人住民が増えることが「よいこと」だと考える理由

地域の多様性につながるから

人口が増え、地域の活性化につながるから

外国の言葉や文化、習慣等に触れる機会が増えるから

地域で外国人と交流できる機会が増えるから

そもそも外国人と日本人で区別すべきではないから

よくないことだともう

その他

11. 自分が暮らしている地域で、外国人住民が増えることが「よくないこと」だと考える理由

公共サービスの多言語化対応など、環境整備が必要であるから

言葉の壁があるから

外国人住民を受け入れるより、まず日本人が住みやすい環境を整備する必要があるから

外国人住民が増えることに漠然とした不安を感じるから

地域の環境（治安など）にマイナスの影響があると思うから

文化・習慣の違いがあるから

いいことだともう

その他

12. 政府は、外国人労働者の受入れ拡大について、国民に対して十分に説明していると思うか

全くそう思わない

あまりそう思わない

分からない

まあそう思う

非常にそう思う

13. 外国人労働者の受入れの環境整備にあたって、何が重要だと思うか

分からない

外国人労働者に対する母国語による相談・支援体制

外国人労働者の権利を保護するための法律や制度の整備

外国人労働者も同じ職場の仲間として受け入れる日本人の意識

外国人労働者を受け入れる企業の体制整備

外国人労働者に対する日本語教育

その他

## B. 61 Question Survey

### 1. 性別

女性

男性

その他

### 2. 年齢

-17

18-29

30-49

50-65

65+

### 3. 学歴

中卒

高卒

大卒

院卒

その他

### 4. 職業

会社員  
自営業・フリーランス  
公務員  
主婦  
学生  
教職員  
無職  
その他

5. 年収

300万未満  
300万 - 500万  
500万 - 1000万  
1000万 - 3000万  
3000万以上

．日本の人口は何人ですか。

9200万人  
一億人  
一億2600万人  
1億5200万人  
一億8050万人

7. 日本の労働人口は何人ですか。

5200万人  
6500万人  
8030万人  
9000万人  
1億人

8. 日本の15歳から64歳の就業率は知っていますか。

45%

55%

65%

75%

85%

9. 行政が行う少子化対策に関して、あなたが特に期待する政策はどのようなものですか。(複数可)

若者の自立とたくましい子どもの育ちの推進

子どもの健康の支援

仕事と家庭の両立支援と働き方の見直し

地域における子育て支援

妊娠・出産の支援

子育てのための安心、安全な環境整備

子育て・教育における経済的負担の軽減

出会い、結婚の機会創出の促進

外国人労働者の受け入れ拡大

特にない

わからない

その他

10. 日本で外国人労働者が増えることについて、どのように思いますか。

非常によいことだと思う

まあよいことだと思う

わからない

あまりよくないことだと思う

非常によくないことだと思う

11. 自分が暮らしている地域に、外国人住民が増えることについて、どのように思いますか。

公共サービスの多言語化対応など、環境整備が必要であるから  
非常によいことだと思う  
まあよいことだと思う  
わからない  
あまりよくないことだと思う  
非常によくないことだと思う

12. 「外国人労働者」からイメージする地域はどれですか。(複数可)

中南米  
ヨーロッパ  
米国  
アフリカ  
アジア  
中近東  
大洋州（オーストラリア，ニュージーランド，南太平洋諸国）

13. 外国人労働者の受入れの環境整備にあたって、何が重要だと思いますか。(複数可)

外国人労働者に対する日本語教育  
外国人労働者を受け入れる企業の体制整備  
外国人労働者も同じ職場の仲間として受け入れる日本人の意識  
外国人労働者の権利を保護するための法律や制度の整備  
外国人労働者に対する母国語による相談・支援体制  
分からない  
その他

14. 日本へ来る外国人は、みんないい人だと思いますか。

みんないい人だと思う  
ほとんどがいい人だと思う  
どちらとも言えない  
ほとんどが悪い人だと思う



みんな悪い人だと思う  
分からない

15. 外国人労働者を活用してほしい業界・業種を教えてください。(複数可)

金融・保険業界  
建設業界  
飲食業界（コンビニ、スーパーなど）  
ホテル業界 業界  
農業・林業・漁業  
医療・介護・家事ヘルパー  
日本伝統技能  
工場（生産現場）

16. 政府は、外国人労働者の受入れの拡大について、国民に対して十分に説明していると思いますか。

非常にそう思う  
まあそう思う  
分からない  
あまりそう思わない  
全くそう思わない

17. 中国についてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
外国人労働者に対する母国語による相談・支援体制  
全くいい国だと思わない

18. 米国についてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

19. 韓国についてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

20. ロシアについてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

21. ドイツについてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

22. インドネシアについてどう思いますか。

非常にいい国だと思う

まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

23. イギリスについてどう思いますか。

非常にいい国だと思う  
まあいい国だと思う  
分からない  
あまりいい国だと思わない  
全くいい国だと思わない

24. どちらの方があなたの意見に近いですか？『外国人労働者は日本の文化を受け入れようとすると思う』または『外国人労働者は孤立した生活を好むと思う』

『外国人労働者は日本の文化を受け入れようとすると思う』  
『外国人労働者は孤立した生活を好むと思う』

25. どちらの方があなたの意見に近いですか？『外国人の受け入れの拡大によってテロが起きる確率が上がると思う』または『外国人の受け入れの拡大によってテロが起きる確率は変わらないと思う』

『外国人の受け入れの拡大によってテロが起きる確率が上がると思う』  
『外国人の受け入れの拡大によってテロが起きる確率は変わらないと思う』

26. どちらの方があなたの意見に近いですか？『外国人労働者の受け入れの拡大によって犯罪率が上がると思う』または『外国人労働者の受け入れの拡大によって犯罪率は変わらないと思う』

『外国人労働者の受け入れの拡大によって犯罪率が上がると思う』  
『外国人労働者の受け入れの拡大によって犯罪率は変わらないと思う』

27. 27. どちらの方があなたの意見に近いですか？『外国人労働者の受け入れによって日本の経済力が増すと思う』または『外国人労働者の受け入れによって日本の経済力は変わらないと思う』

『外国人労働者の受け入れによって日本の経済力が増すと思う』

『外国人労働者の受け入れによって日本の経済力は変わらないと思う』

28. 将来的に外国人労働者に仕事を奪われると思いますか。

非常にそう思う

まあそう思う

分からない

あまりそう思わない

全くそう思わない

29. 『外国人労働者』からイメージする人種はどれですか。(複数可)

黒人

白人

ヒスパニック

アジア人

アラブ人

30. 国内外で外国人に騙されたことはありますか。

ない

ある

31. 外国人との交流は多いですか。

非常に多い

まあ多い

分からない

あまり多くない

全くない

32. どちらの方があなたの意見に近いですか？『日本人の上司の下で働きたい』または『外国人の上司の下で働きたい』

『日本人の上司の下で働きたい』

『外国人の上司の下で働きたい』

33. 外国人労働者の受け入れの拡大によって一般的に賃金は安くなると思いますか。

非常にそう思う

まあそう思う

変わらない

あまりそう思わない

全くそう思わない

34. 日本の外国人労働者の受け入れの拡大によって政府債務が増すと思いますか。

非常にそう思う

まあそう思う

どちらでもない

あまりそう思わない

全くそう思わない

35. 将来的に外国人労働者の受け入れの拡大が社会問題に発展すると思いますか。

非常にそう思う

まあそう思う

どちらでもない

あまりそう思わない

全くそう思わない

36. どちらの方があなたの意見に近いですか？『外国人労働者の受け入れの拡大によって企業が得し民間は損をする』または『外国人労働者の受け入れの拡大によって企業が得し民間も得する』

『外国人労働者の受け入れの拡大によって企業が得し民間は損をする』  
『外国人労働者の受け入れの拡大によって企業が得し民間も得する』

37. 外国人労働者の受け入れ人数に制限をかけたほうがいいと思いますか。

制限はなくてもいいと思う  
制限はあった方がいいと思う  
分からない

38. 将来的に働くことのできる人口が減少した場合、政府はどのような対策を講ずるべきだと思いますか。(複数可)

女性が働きやすい環境をつくる  
高齢者が働きやすい環境をつくる  
様々な事情で働くことができない人が労働参加できる環境を整える  
少ない労働力でもいいように技術革新などにより生産性の向上を図る  
労働力を確保するために外国から労働者を受け入れる  
特に対策の必要はない  
わからない  
その他

39. 外国人労働者の受け入れを認める場合、どのような条件や制限が必要だと思いますか。(複数可)

期間に制限をつけ、それ以上の滞在は認めない  
本人に限って滞在を認め、家族の呼び寄せは認めない  
国籍別に受入れ数を制限する  
国や地方自治体など責任ある機関のみが雇うことができるようにする  
職業分野別に受入れ数を制限し、他分野への移動は認めない

わからない  
その他

40. 外国人を受け入れる期間はどのくらいが適当だと思いますか。

6 か月以内  
6 か月を超えて1 年以内  
1 年を超えて2 年以内  
2 年を超えて3 年以内  
3 年を超える期間  
一概に言えない  
わからない  
その他

41. 日本人が就きたがらない職業に外国人が就くことについてどう思いますか。

外国人に押しつけるのはよくない  
よくないことだがやむを得ない  
本人が就きたがっている場合はどんどん就いてもらうのがよい  
わからない  
あその他

42. 仮に外国人労働者を受け入れるとした場合、その人達が家族を呼び寄せて日本に永住したいという希望を持つことも考えられます。あなたはこれについてどう考えますか。

家族を呼び寄せて日本に永住することを認めてもよい  
日本への永住は認めるべきではないが、家族と同居する形での一定期間の滞在は認めてもよい  
あくまで本人の一定期間の滞在のみを認めるべきだ  
わからない  
その他

43. 外国人労働者の苦労を理解していると思いますか。

非常に理解している  
まあそう理解している  
まあそう思う  
あまり理解していない  
全く理解していない

44. どのような苦悩を経験していると思いますか。

言葉の壁  
食  
習慣の違い  
マナー・常識の違い  
人間関係(上下関係など)  
子供の教育環境  
ビザの取得  
わからない  
その他

45. 高度人材と単純労働者の違いを理解していますか。

理解している  
理解していない

46. 日本の政府は2025年までに何人の単純労働者の受け入れを目指しているか知っていますか。

10万人  
20万人  
30万人  
40万人  
50万人



47. その人数は多いと思いますか。

多いと思う

多いと思わない

48. 現在の外国人の労働人口は127万人以上です(日本の人口のおよそ1%です)。この数字は多いと思いますか。

多いと思う

多いと思わない

49. 将来的にあなたの仕事はAIやロボットもしくは自動化によって失われと思いますか。

非常にそう思う

まあそう思う

分からない

あまりそう思わない

全くそう思わない

50. 日本のGDPを知っていますか。

2兆9070億ドル

3兆 9000億ドル

4兆8700億ドル

5兆2200億ドル

6兆3500億ドル

51. 現在の政権を支援していますか。

している

していない

52. あなたが日本の国や国民について誇りに思うことは何ですか。

治安がよいこと  
すぐれた文化・芸術  
美しい自然  
食文化  
長い歴史と伝統  
国民の勤勉さと才能  
国民の人情味  
インフラの整備  
質の高いサービス  
アニメやファッションなどの若者文化  
高い科学技術の水準  
格差がないこと  
社会的繁栄  
社会の安定  
高い教育水準

53. 一般的に他の国々より日本はいい国だと思いますか。

非常にそう思う  
まあそう思う  
分からない  
あまりそう思わない  
全くそう思わない

54. 日本から海外へ仕事のための移住(頭脳流出)は問題だと思いますか。

非常にそう思う  
まあそう思う  
分からない  
あまりそう思わない  
全くそう思わない

55. 海外旅行に行くのは好きですか。

とても好き  
まあ好き  
どちらでもない  
あまり好きではない  
非常に嫌い

56. 海外に住みたいと思いますか。

非常にそう思う  
まあそう思う  
どちらでもない  
あまりそう思わない  
全くそう思わない

57. 定年退職は何歳が妥当だと思いますか。

65歳未満  
65歳  
6669歳  
7074歳  
75歳以上  
年齢で一律に捉えるべきではない  
わからない  
その他

58. 日本人に騙された事がありますか。

あります  
ありません

59. 国内外人種差別を受けた事がありますか。

あります

ありません

60. 外国人と一緒に住んだことはありますか。

あります

ありません

61. 普段どのような媒体で情報収集をしていますか。(複数可)

インターネット

SNS

新聞

雑誌

ラジオ

テレビ

その他