



3-4-0

“Social Rules” Overview

Background to the theme

The issue of manners while using a mobile phone has been identified as a problem ever since mobile phones began to make an appearance, and mobile network operators and telecommunications carriers have tried various measures to solve this problem. With mobile phones, manufacturers swiftly offered the option of a “silent mode”, which prevents the disturbance caused by ringtones, while various campaigns have been implemented to promote consideration of others in different circumstances while conversing on a mobile phone. Alongside this, the possibility that electromagnetic waves emitting from mobile phones may affect heart pacemakers has led to certain facilities putting in place restrictions regarding the location of base station antennas (for example, Nagoya City’s subway system refused to permit base station antennas on their platforms for fear that they may have a negative effect on medical equipments such as heart pacemakers, and furthermore in 2004, since electromagnetic waves from the ticket barrier area were reaching the platforms, the subway authorities also made a request to the Japan Mobile Communications Infrastructure Association for the relocation of base station antennas for 2G mobile phones). The increase in resolution in the digital cameras featured on mobile phones, which is just one of the ways in which mobile phones have become more and more technically advanced recently, also offers increased opportunity for criminal use, for example by photographing people unseen, or digital theft (for example, the photography of books in bookshops). These problems also need to be dealt with.

In addition to this, other criminal activity facilitated by mobile phones, such as fraudulent calls asking for money and harmful information transmitted by text or on websites is considered a significant ongoing problem.

The security of information is art of the ongoing discussion about the handling of personal information, and since the recent enactment of the Personal Information Protection Law further attention has been focused on this area, since awareness of the significance of such information has heightened.

This chapter deals with manners while using a mobile phone, criminal activity, and information security, against the background outlined above, and analyzes survey data from these three perspectives, while at the same time considering future movement. First of all, we compared information from the 2005 survey of general mobile phone use to discover how attitudes to manners have changed. Secondly, we focus on the problems of

criminal activity using mobile phones, and harmful information. Thirdly, we look at the problems of information security and the implementation of countermeasures in this area.

Attributes of the theme, and specific topics

According to the 2006 survey of general mobile phone use, a greater number of people surveyed considered that the overall manners of people using mobile phones was “good” than those who gave this response in the 2005 survey. However, more than 60% of people still said that they considered people’s manners “bad”, indicating that there has been little change since the previous survey. The use of mobile phones on buses or trains was the individual area in which manners are considered worst. In terms of the places where mobile phones are used, it is anticipated that a certain number of airlines will allow the use of mobile phones on board aircraft overseas from 2007 onwards. When asked if this service was considered necessary, 30% of respondents showed an interest in being able to use it. The majority responded that the use of mobile phones in this way should be allowed providing certain rules were acknowledged.

In terms of criminal activity involving the use of mobile phones, it appears that the number of people suffering from fraudulent calls asking for money has not changed. 13.1% of respondents in the 2006 survey had experienced such a call. Since 2006, promotion of filtering services for website access from mobile phones has accelerated. The National Police Agency organized a “Workshop to consider how to protect children from the damage caused by a virtual society”, and six organizations within the communications field issued numerical targets for filtering services, while at the same time promoting such services. According to the results of the 2006 survey, relatively few users are still aware of the availability of filtering services, but a large proportion of users, particularly parents of children, feel a strong need for such a service.

From the perspective of information security, the 2006 survey found a roughly equal level of awareness of the laws protecting personal information as that found in the previous year’s survey, while the level of concern in regard to the leakage of personal information when recycling mobile phones dropped slightly. While the removal of notebook computers from a company’s offices presents an element of risk in regard to the leakage of information, many people using notebook computers at work reported that “the practice is forbidden, but if it is considered necessary I

am allowed to take it out from my office”. The reason most people want to take their notebook computer out from their offices with them is mostly because their “work is not done”, and it appears that companies need to review, from the viewpoint of operation processes, the current condition in which employees have to take company PCs out from office even though there are considerable risks.

Future predictions

The projected use of mobile phones in places where it has not been used, such as inside an aircraft, in the future will require a new set of rules. In addition, it is thought that the debate regard-

ing manners while using a mobile phone will continue to intensify as the diversity of functions increases.

The inclusion of full browser functions into mobile phones, allowing users to browse the same sites as someone using a personal computer, means an increased risk that users of mobile phones will be subject to all the same kinds of criminal activity as users of computers.

As awareness of the significance of protecting individual information increases, there have been some cases of over-reaction, and a review of the existing privacy laws may be in the pipeline, in the same way that the Ministry of Economy, Trade and Industry has revised its guidelines on the subject.

3-4-1	Mobile Phone Etiquette	Key Words
	More than 60% of people responded that people’s manners when using mobile phones, whether on buses or trains, in hospitals, movie theaters or musical concerts, while walking, etc. were “bad”. Various physical measures have been attempted (such as blocking mobile phone signals to theaters etc.) and legal restrictions are being trialed, but depending on the location in question, opinions conflict between respondents who believe that these measures are “too stringent” and those who believe that they are “inevitable”.	<ul style="list-style-type: none"> ■ Pacemaker ■ Rules ■ Silent mode ■ Unauthorized photography ■ Image copyright ■ Copyright ■ Mobile phone use in aircraft
3-4-2	Mobile Phone Crime	Key Words
	While fraudulent calls made by mobile phone asking for money are declining, the total value of such fraudulent activity has topped 20 billion yen. There is increased interest in filtering functions, which protect users from being caught up in criminal activity such as that often involved with dating sites, but almost 90% of users report that they do not believe filtering functions alone will protect them from such activity. It is thought that the additional education / sharing of information with users is extremely important.	<ul style="list-style-type: none"> ■ Fraudulent demands for money ■ Fraudulent invoicing ■ Criminal activity ■ Virtual society ■ Illegal and harmful information ■ Filtering ■ Peace of mind ■ Safety
3-4-3	Information Security	Key Words
	As people’s awareness of the importance of the security of personal information increases, many are worried about the potential for personal information to be leaked via mobile phones, and user awareness of risk is increasing. At the same time, among people who take notebook computers away from their workplaces, the majority gave the reason that they “needed to continue work”, indicating that from a security point of view, there is a further need for consideration regarding operation processes.	<ul style="list-style-type: none"> ■ Personal information protection law ■ Over-reaction ■ Information leak ■ Loss or theft