

The Relationship Between Changes in Smartphone Usage Time and Characteristics of Smartphone Users

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INTRO

- Smartphone usage in Japan has increased over time but has recently plateaued.
- While studies link smartphone usage to personality, few examine how changes in usage related to user traits.
- This study explores whether smartphone usage changes over 1–2 years correlate with personality and happiness.

METHODS

**Research Method:** Web-based survey  
**Target Population:** Japan; men and women aged 20–39; N = 1658  
**Sampling Method:** Quota sampling based on Japan's population distribution (gender, age, area). Samples are reallocated by smartphone ownership rates from survey results.  
**Survey Period:** February 2024  
**Big Five Scale:** TIPI-J\*

\*Oshio,A., Abe,S. and Cutrone, P. (2012) Development, Reliability, and Validity of the Japanese Version of Ten Item Personality Inventory (TIPI-J). The Japanese Journal of Personality, 21, 40-52.

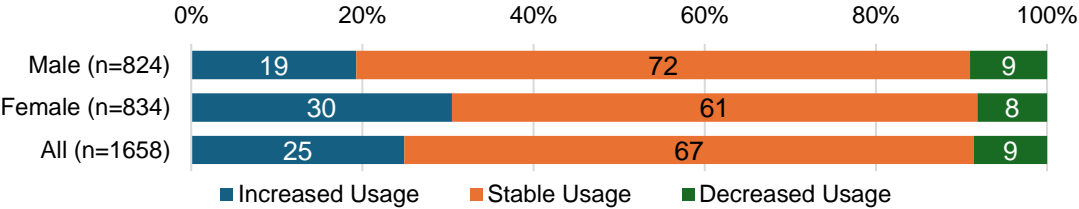


Figure 1. Smartphone Usage Time Variation Over the Last 1–2 Years

A noteworthy 10% has decreased their screen time.

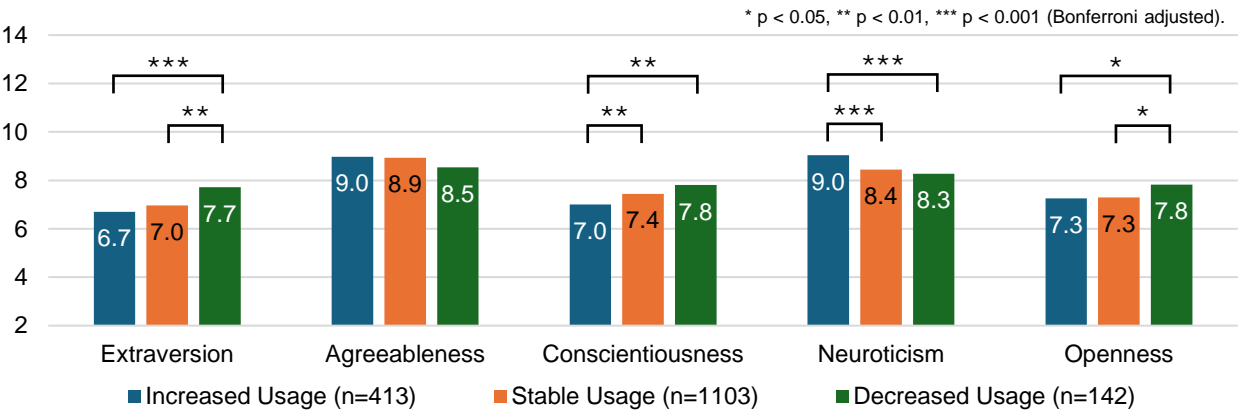


Figure 2. Big Five Personality Scores (2-14) by Changes in Smartphone Usage Time

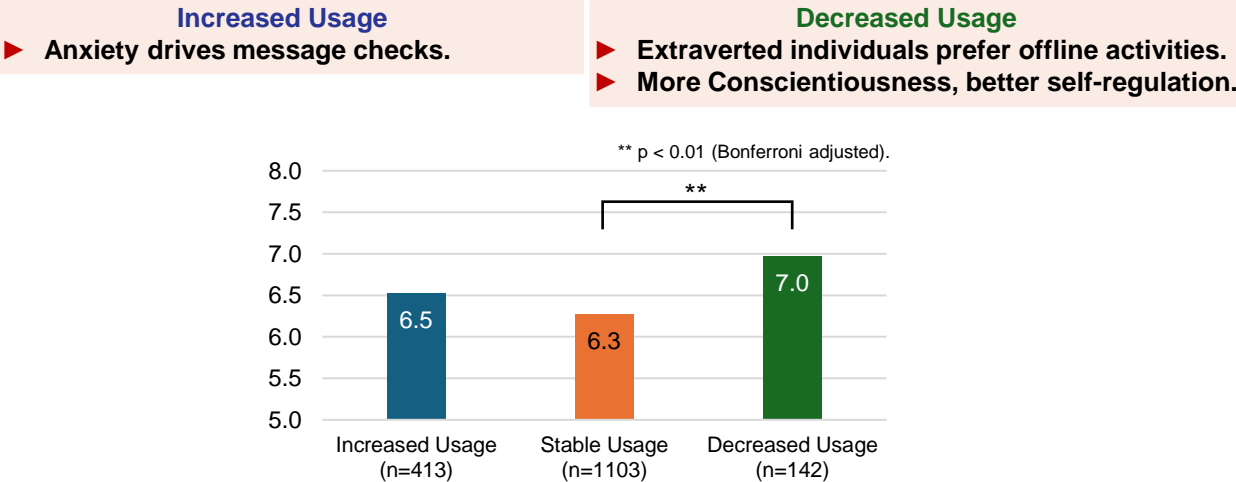


Figure 3. Happiness Scores(0-10) by Changes in Smartphone Usage Time

Decreased Usage, more happiness; Stable Usage, least happiness.

DISCUSSION

- Figure 2: People with high Openness might have been aware of information overload and reduced their smartphone usage.
- Figure 3: Stable usage may be the most concerning factor that warrants further attention.

Is Increased Usage associated with lower happiness than Decreased Usage?

- Figure 4: Increased usage does not independently lead to a decline in happiness.

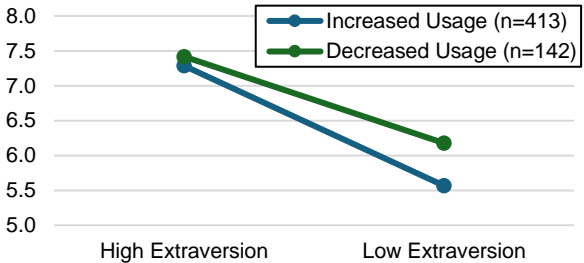


Figure 4. Happiness Scores (0-10) by Smartphone Usage Changes and Extraversion (High vs. Low)

High extraversion equals higher happiness, regardless of smartphone usage.