How Is the Transmedia Concept Applied to Address Health Among Young Japanese?: Roboryman Project

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Definition of Transmedia and Transmedia Storytelling
- **Transmedia** per se as “across media”
- The applications may be superficially similar to each other, but actually are different
- **Transmedia storytelling** is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies, not to be confused with traditional cross-platform media franchises, sequels, or adaptations. (AKA “transmedia narrative” or “multimedia storytelling,” “cross-media seriality”)

Background
- Needs to increase awareness of “Kenko-Nihon 21” among unhealthy young Japanese people with new media and technology (CFP by Minister of Health, Labour and Welfare - MHLW)
- Used social marketing scheme – formative evaluation led to the core audience of young business men in their late 30s and early 40s
- Robot is familiar with the segments – mixture of Robot and “Salary-men” Roboryman
- Realization of Transmedia in the bigger frame of entertainment-education – Worldview of Roboryman that leads to young Japanese workers with low awareness of and attention to “health” to bits and piece (Chotto-dake) of health-related contents

Embodiment of Transmedia Concept in Roboryman Project

【Extra】Preliminary assessments of effectiveness Roboryman Worksite Wellness program
- Data showed that compared to the pre program point, at the post point,
  - the scores of the total, physical and mental health level increased more among younger age groups (less than 40 yrs old) than the comparison groups at the statistically significant level so did the score of physical health among men.
  - Dietary practices improved better among younger age group
  - Men’s total score of life habits increased more than women at the marginally significant level.
- Diverse opinions on using Chobitto-Techo that is a health log Mangas were well perceived and enjoyed well especially among male in 30s and 40s
- Indicated the intended audience (young men) well reacted but that the program affected “awareness” only but barely “behavior”
- Data from the qualitative approaches showed that the program made a little change in worksite’s norms; e.g. co-workers started to have more conversations related to health

Lessons learned from the project development processes using Transmedia/ Transmedia storytelling approaches
- Conceptually, need to give up control of information contents and quality (VS Spreadability)--- but can be overcome by structuring the information flows
- Challenges in evaluation; integrating various aspects and what levels (Awareness? Behaviors? For which groups? )
- collaboration among professionals necessary; it is far beyond in the public realm of Japan --- this project showed the “possibility”

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