

Title	地域SNSを用いた信頼を基とする循環型社会の醸成
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Citation	
Issue Date	2023-03
Type	Thesis or Dissertation
Text version	author
URL	<a href="http://hdl.handle.net/10119/18273">http://hdl.handle.net/10119/18273</a>
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## Abstract

This paper focuses on the idea of mutual aid, in which people cooperate to confront various threats, and aims to curb the negative effects of neoliberalism, which seeks to compound growth and promote the development of values for a society in which cyclical growth and everyone's Well-Being.

The study involves case studies and interviews. In the process, it will be confirmed that the value of mutual aid was originally found in many parts of the world. However, it is a value that has been lost with the development of capitalism. The paper then describes the grassroots movement's persistence of mutual aid. In other words, explains that the source of mutual help still exists today. Furthermore, ICTs that did not exist in the past will be analyzed, focusing on examples of more localized and decentralized ICTs. It will also point out mistakes in the current Japanese Government's framework of related populations and how to make use of it. The research is then based on interviews conducted with the management and users of local SNS, which are capable of making the best use of these.

The spirit of mutual aid has existed since the prehistoric ages and has been instrumental in human prosperity. However, gradually the states placed more emphasis on money rather than mutual aid and capitalization increased. It began to try to solve various social problems with money instead of people's cooperation. People were able to make a living without the cooperation and selfish activities increased. The destination of this capitalism is the neoliberal economy. The neoliberal economy advocates that everyone can be Well-Being through the efforts of each person in the name of competition, but in this economy competition and hierarchical structures are established, and it has become normal for almost all weak people to devote all their resources to the benefit of a very few strong people.

Those who realized that this economic ideology could not achieve the Well-Being of all human beings started activities to revive the mutual aid society in the form of a social and solidarity economy, following the human history of mutual aid that existed in each period and in each region. A social economy based on cooperation between people and a solidarity economy that puts exploited local resources under their control has the potential to break down the hierarchical structures of domination and subordination that exist between people, region and region, and nation and nation, caused by neoliberalism. These initiatives are grassroots movements in many parts of the world,

moreover, the United Nations is also promoting these initiatives. These initiatives are also taking place in Japan, with some actors being among the first and some of the largest organizations in the world. This shows that this economic idea is by no means a concept imported from abroad for Japan.

We can also see glimpses of this spirit of mutual aid in regional ICTs, where the centralized internet, including GAFAM, collects the personal information of people scattered all over the place and uses it in a way that benefits its own interests. On the other hand, local ICTs, which have evolved in a way adapted to their own locality, bury networks in their own locality and can be controlled in a way that benefits their own locality. This type of ICT promotes mutual aid and trust between users. Moreover, if these notions are not nurtured, regional ICTs themselves will not stand a chance.

On the other hand, related populations are expected by the Japanese Government to be part of regional revitalization. It seeks to maintain and increase the number of people active in a region, even in a society with a declining population, by using people with an interest in a particular area. The Japanese Government has ignored the power of the related population, in which one person has the potential to be as active as several persons, and expects it to be a link to job creation in rural areas and the resulting increase in the number of people settling in the area. However, this approach goes hand in hand with ICT, enabling people to have an impact on the local area while remaining in remote locations.

Regional SNSs can then play a role in containing and strengthening the above spirit. The principles underlying the management and activities of regional SNSs have something in common with the social solidarity economy and regional ICTs that we have seen so far. Furthermore, cooperation between regional SNSs can amplify the effects on the related population. To prove this in this study, an interview was conducted with 'Hyokomu', a regional SNS in the Hyogo Prefecture area. The results showed that although there are limitations in fostering the spirit of the above with regional SNS, there are many areas of congruence.

The spirit underlying social and solidarity economy and regional ICT, which is based on mutual aid, is present in regional SNS. Therefore, through the use of local SNS services, people can experience these principles unknowingly while having fun. This makes it possible to create the soil for a transformation from neoliberal values to values centered on mutual aid. The results presented the possibility of fostering a circulating

society based on mutual aid to connect wealth and resources, as well as people, to the future within their own communities, as seen in mutual aid societies. However, the present study remains limited to recommendations on the effectiveness of this approach, where it has not been able to demonstrate it.