

# A Framework to Capture the Cultural Characteristics of Digital Natives

Toshihiko Yamakami

*Marketing Division, ACCESS*

*Nakase 1-10-2, Mihama-ku, Chiba-shi*

*Chiba, Japan 261-0023*

*Email: [Toshihiko.Yamakami@access-company.com](mailto:Toshihiko.Yamakami@access-company.com)*

**Abstract**—Advances in computer and communication technology have brought about a so-called digital exodus and have impacts on the whole social life. The most remarkable example of the changes brought about by these advances is the birth of an entire generation of digital kids. These emerging “digital natives” are providing the impetus for profound social changes and cultural conflicts. The author presents the reasons why the significance of cultural clashes with digital natives is underestimated. From an interaction-based method, the author identifies five interaction patterns of digital natives from different applications. Next, the author discusses a three-layer view model of digital native culture from the viewpoint of the five interaction patterns. Then, the author discusses the emotion and value systems in these patterns. The proposed approach provides a stepping stone to identifying the structure of the culture of digital natives and toward understanding the cultural conflicts surrounding digital natives.

**Keywords**—Digital native; Digital immigrant; virtual world; social service; cultural conflict;



**Toshihiko Yamakami**, He joined ACM in 1982 and now a life-time member of ACM. He obtained the master degree at Information Science, Univ. of Tokyo in 1984. He obtained the doctor of Engineering at the graduate school of Engineering, Kagawa University in 2007. His major interests include social service engineering and mobile business model engineering. He is senior specialist of ACCESS, Chiba, Japan. He is also a part-time lecturer of Japan Advanced Institute of Science and Technology, Japan.