

“Anime” poster to recruit Japanese youth: Unintended effects of the JSDF Anime-recruitment posters



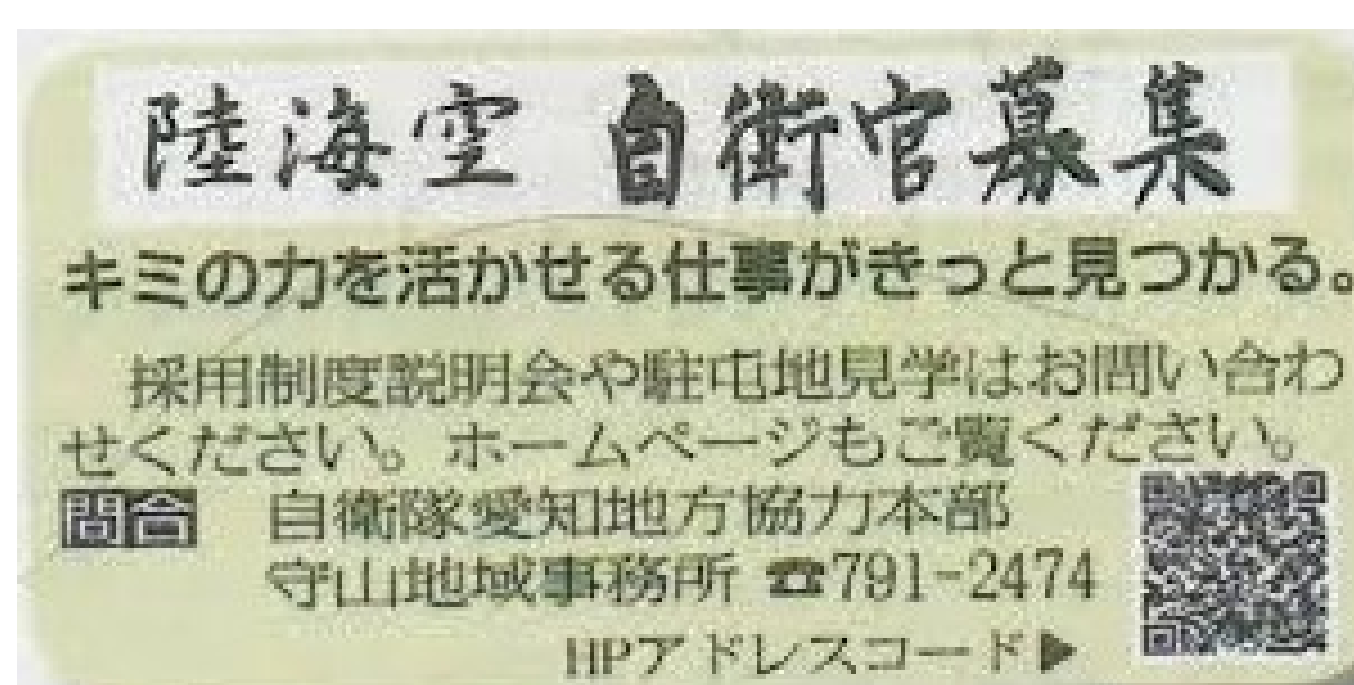
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Motivation

Japan Self-Defense Force(JSDF) recruitment posters recently start using pictures of “cute girls” (Anime-poster). Existing studies on the JSDF recruitment posters have focused on the posters themselves as historical transition or point of gender. In this study, I will discuss about the effects (on Japanese citizen as a possible pool of being recruited) of the JSDF Anime posters compared to other kinds of recruitment posters through a survey experiment using posters which were actually used as a recruitment poster in JSDF local divisions.

Methods

T1



T2



T3



T4



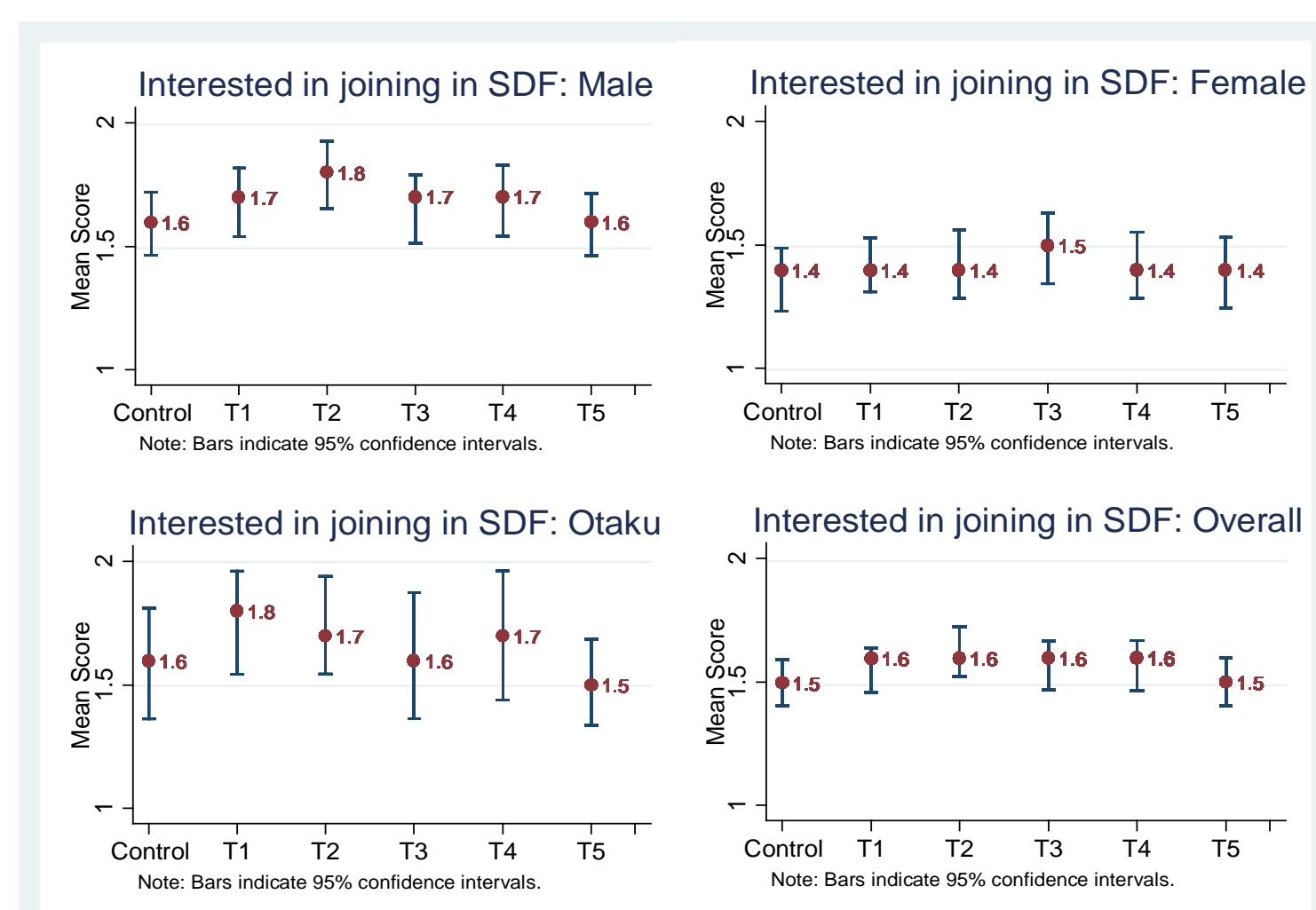
T5



- I conducted an Internet-based survey in August and September 2017, through Yahoo Crowd sourcing. (N= 1,248)
- Respondent are randomly assigned to 6 scenarios with different types of poster [**Control (not shown above --- no picture is given) and five treatments T1-T5 with pictures above**]
- After the basic questions regarding to gender, age, educational background, participants answered the feelings and opinions about the JSDF with looking at each scenario’s poster.
- To examining the effect of Anime, I asked the question about whether do you think Otaku or not as a basic question.
- *Otaku is a person who has strong interest to something, especially Anime, and majority of them are young male.

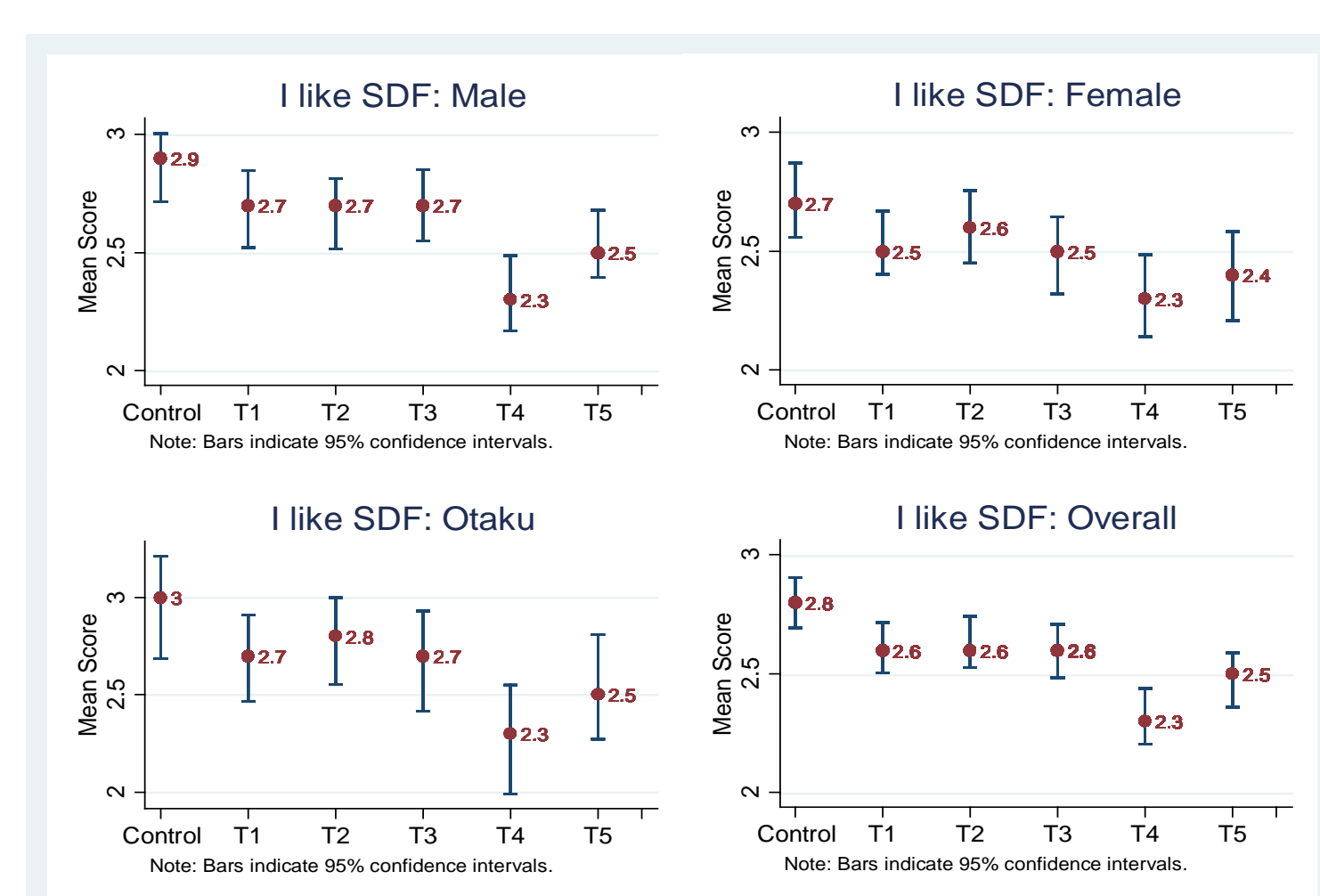
Results

Figure 1. Are you interested in joining in JSDF?



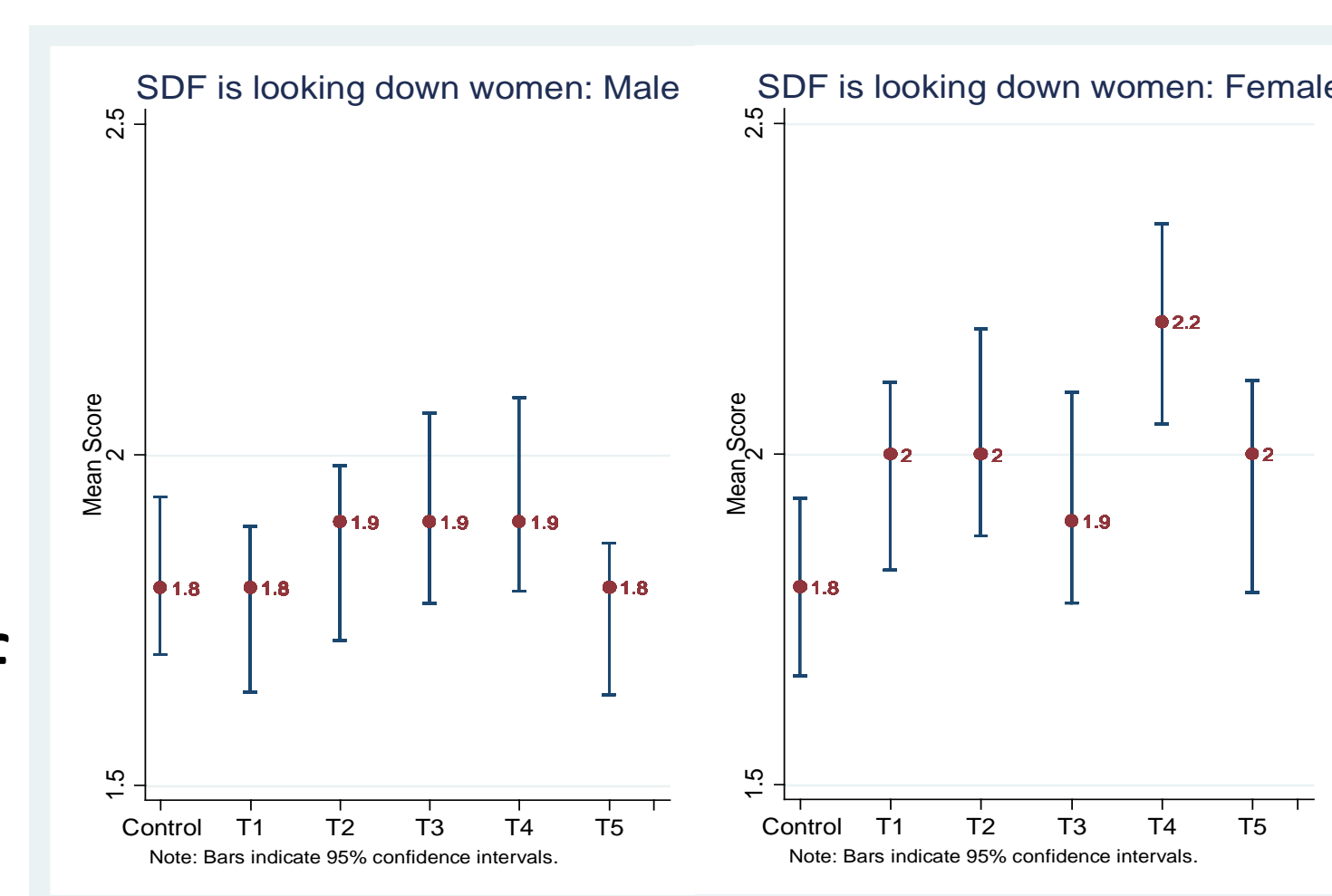
- Items: Male, Female, Otaku, Overall.
- The figures shows statistically significant difference between sex, especially positive effect of T2 for male.

Figure 2. Do you like JSDF?



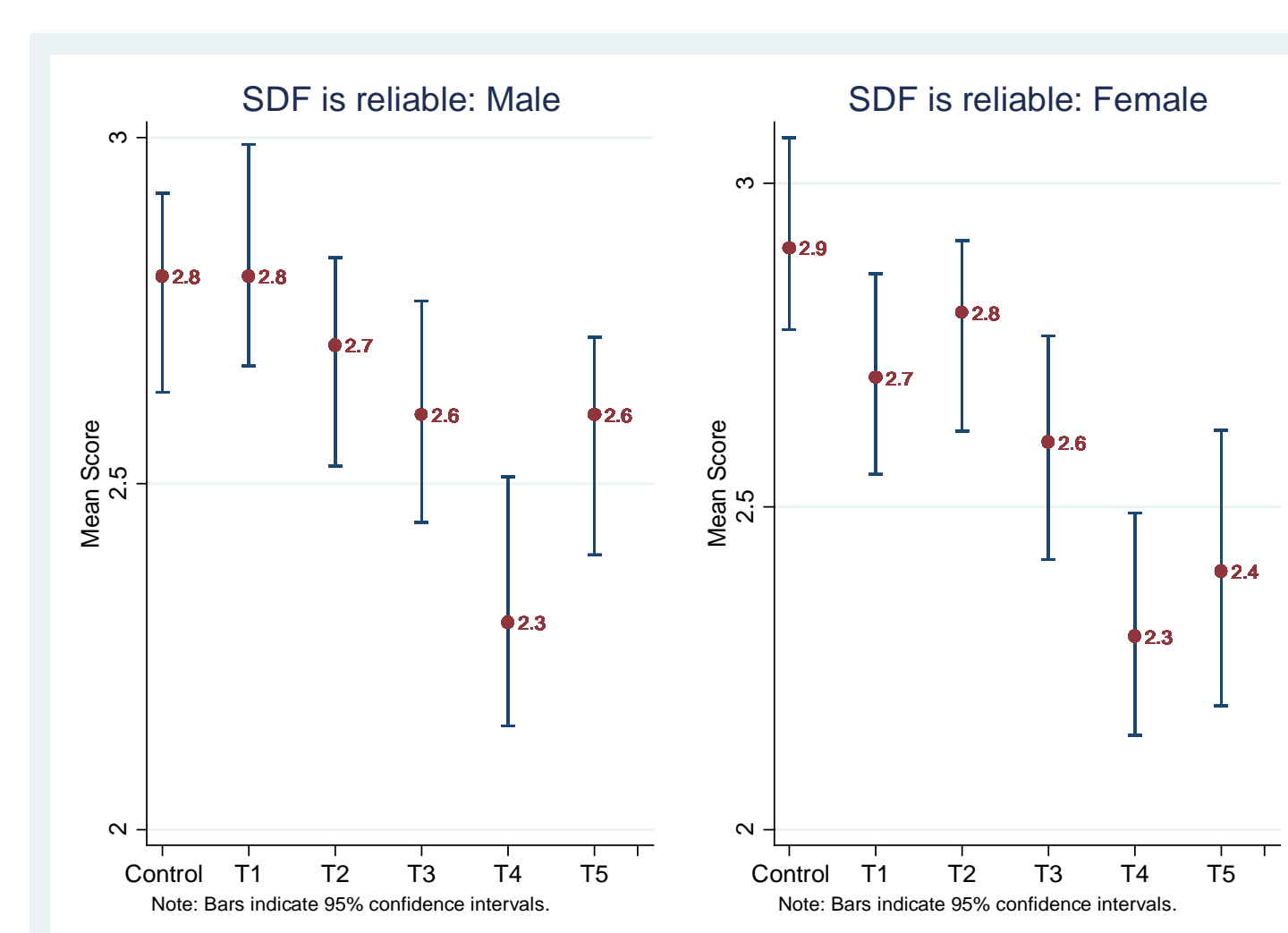
- Figures show statistically significant difference of T4 among all items.
- There’s no statistically significant difference between Otaku and overall.

Figure 3. Do you think JSDF is looking down women?



- The figures shows female feel JSDF is looking down women more strongly than man in almost all of the scenario.
- According to the T4 result, it is inferred that certain Anime poster bring sexual images.

Figure 4. Do you think JSDF is reliable?



- The figures shows statistically significant difference in T4.
- Compared to the Figure 3, sexual image seems to be decrease reliability.

Conclusion

- Through this survey experiment, it is proved that JSDF Anime recruitment poster is almost meaningless for bringing positive images to JSDF (compared to other types of poster).
- Not only of the fact that the anime posters are meaningless to induce people’s interest into JSDF, there are serious side-effects. For instance, a particular Anime poster brings strong negative effects especially to the women (“looking down the women”). It also hurts the reliability of JSDF.