

デジタル社会の新しいカタチ

～ウィズコロナ・アフターコロナの地域活動～

東海大学政治経済学部 教授 小林 隆



1

本日のお話



1. 最近、気づいていないことはなにか？
2. 新宿区に暮らす人々の姿とwith & after コロナ
3. 地域活動のための情報とお金をどう共有するか？
4. デジタル社会の新しいカタチ

小林 隆（こばやし たかし）：慶應義塾大学大学院政策・メディア研究科後期博士課程修了。博士（政策・メディア）。神奈川県大和市の職員として参加のまちづくりを
実践し、現在、東海大学政治経済学部政治学科教授。東海大学運営本部副部長、同大学院法学研究科長・同法律学専攻長、英国カーディフ大学客員研究員、総務省
「ICTを活用した地域のあり方に関する研究会」委員、総務省「地域情報化アドバイザー」、神奈川県「総合計画審議会」委員などを歴任。著書に『情報社会と議会改革
-ソーシャルネットが創る自治』（イマジン出版）、『インターネットで自治体改革-市長にやさしい情報政策』（イマジン出版）、『ITがつくる全員参加社会』（共
著、NTT出版）、『市民参加のまちづくり-マスタープランづくりの現場から』（共著、学芸出版社）など。



2

メディア

Understanding Media

最近、気づいていないことはなにか？



3

「最近気づいていないことは何か？」
What haven't you noticed lately?



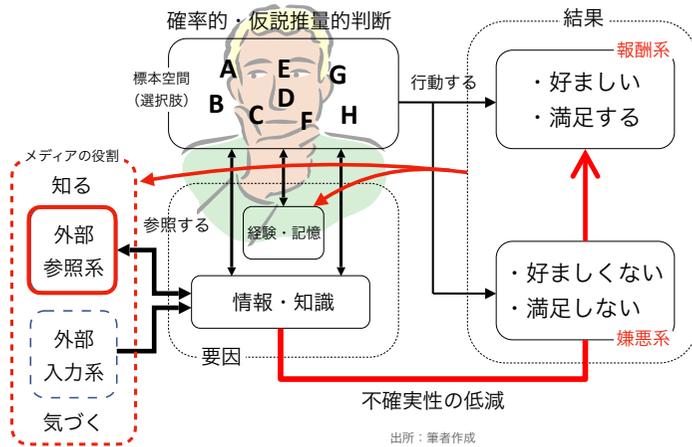
という私たちへの問いかけだ。

W.デレンス ゴードン 「マクルーハン」、筑摩書房、2001年12月



4

人間の判断と情報メディア



5

メディアの役割とデジタル化

- 1) 人々に、知る機会、気づく機会を提供する
- 2) 人々に、好ましく満足できる結果をもたらす情報を提供・蓄積する
- 3) 人々の不確実性を低減するための情報・知識を共有する



メディアのデジタル化により、人々の知る機会、気づく機会を増やし、情報の提供、蓄積、共有を円滑にすることで不確実性を低減する



6

地域参加

Community Involvement

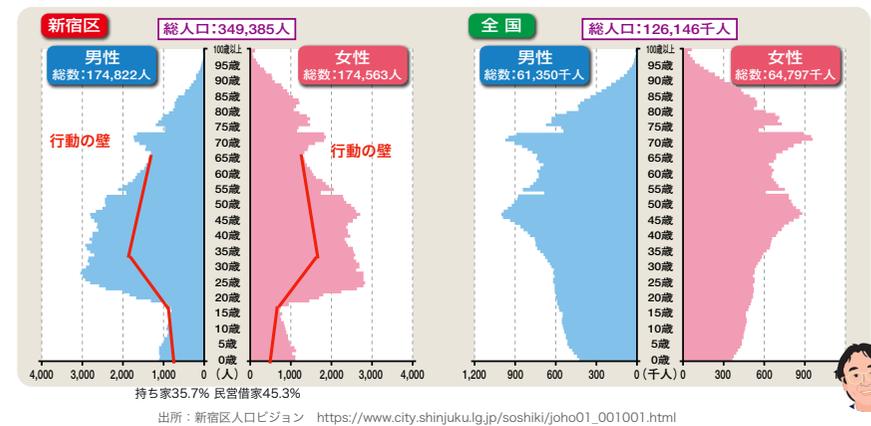
新宿区に暮らす人々の姿



7

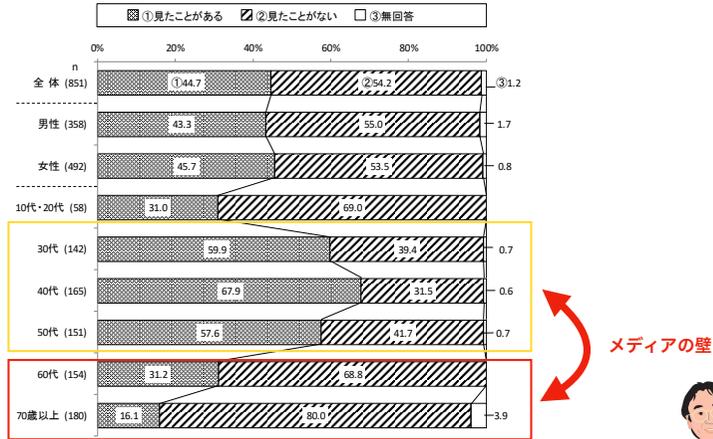
新宿区男女・各歳別人口 (2020年国勢調査)

図表4 男女・年齢各歳別人口(人口ピラミッド) -新宿区・全国(2020年)



8

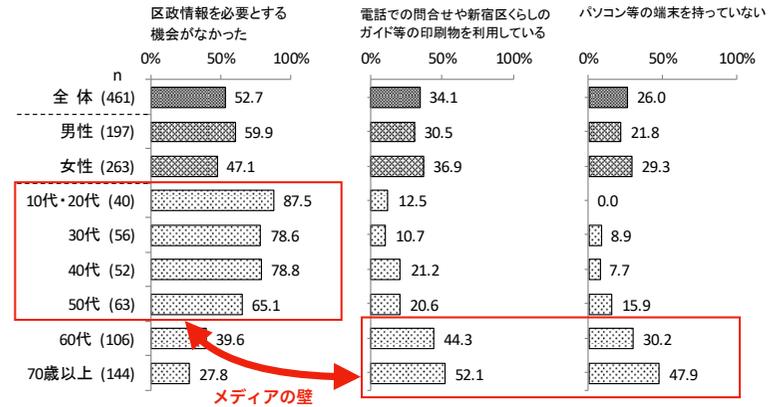
新宿区公式ホームページの閲覧の有無



出所：新宿区情報化戦略計画 https://www.city.shinjuku.lg.jp/soshiki/joho01_001001.html

9

新宿区の情報へのアプローチ



出所：新宿区情報化戦略計画 https://www.city.shinjuku.lg.jp/soshiki/joho01_001001.html

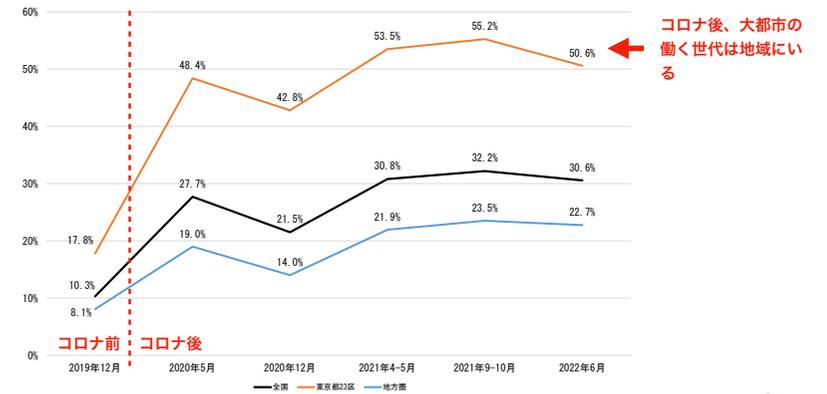
10

ウィズ・アフターコロナ Social Impact after Infection with COVID-19 新宿区に暮らす人々の with & after コロナ



11

【1. 働き方】地域別のテレワーク実施率※（就業者）



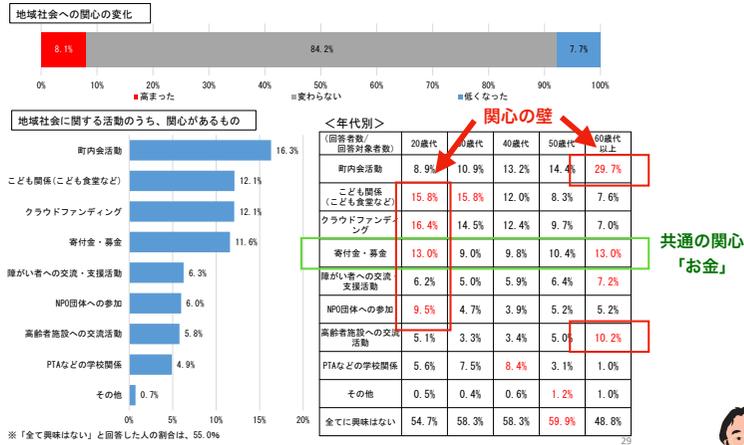
※働き方に関する問いに対し、「テレワーク（ほぼ100%）」、「テレワーク中心（50%以上）で定期的にテレワークを併用」、「出勤中心（50%以上）で定期的にテレワークを併用」、「基本的に出勤だが不定期にテレワークを利用」のいずれかに回答した人の割合

出所：内閣府「新型コロナウイルス感染症の影響下における生活意識・行動の変化に関する調査」令和4年7月22日



12

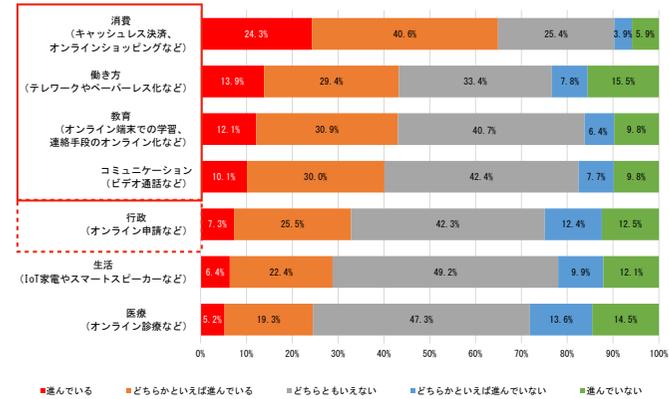
【4. その他】地域社会への関心の変化等 (全員)



出所：内閣府「新型コロナウイルス感染症の影響下における生活意識・行動の変化に関する調査」令和4年7月22日

【4. その他】デジタル化の進展 (全員)

※感染症拡大を契機として暮らしのデジタル化が進んだと思うか、それぞれの進捗についての考えを質問



出所：内閣府「新型コロナウイルス感染症の影響下における生活意識・行動の変化に関する調査」令和4年7月22日 30

■ 中高年層のスマートフォン保有が急進、情報検索もネット中心に

スマートフォンの普及は、50代において9割程度、70代でも半数以上に達し、中高年層で急速に普及が進んでいます。用途面では、情報収集やコミュニケーション、ゲームに加え、YouTube等での動画の視聴、ネットショッピング、ネットバンキングなど、従来はパソコンで行っていたものまでスマートフォンを利用するようになってきました。また、マス媒体による情報収集は著しく減少し、コロナ禍の影響で消費の際の情報源として、店頭での情報収集も減少しました。一方で、シニア層においてもネットで売れ筋情報を参照する、評価サイトやブログを参考にするなど、ネットでの情報収集が伸びてきました。インターネット利用に対する肯定的な考えとして、「生活に利便性・快適さをもたらす」という回答が継続して上がっており、コロナ禍による「オンライン受診など、どこでもサービスを受けられるようになった」との回答が急増しました。一方で、否定的な考えとしては、従来の「個人情報の漏洩や新たな犯罪など社会に不安を生む」に加え、「匿名での情報発信により差別や偏見、いじめを助長する」「話題性の高い、虚偽の情報で作られたフェイクニュースや投稿が広まる」との回答が多いという結果でした。

出所：野村総合研究所マーケティングサイエンスコンサルティング部 松下 東子、林 裕之「日本人の価値観・消費行動はコロナ禍でどう変化したのか」2022年1月14日

新宿区に暮らす人々の姿とwith & after コロナ

- 1) 50代以下の年齢層と60代以上の年齢層との間で**行動**の壁が生じている
- 2) 50代以下の年齢層と60代以上の年齢層との間で**メディア**の壁も生じている
- 3) コロナ後は、40代以下は子育てに、60代以上は町内会へと**関心**の壁はあるが**地域活動のためのお金の必要**は共有している
- 4) コロナ後は、消費、テレワーク、教育、コミュニケーションの**デジタル化**が進展している



メディアの**デジタル化**により、行動、メディア、関心の共有を図り、**地域のお金を共有**する

共有 Share

地域活動のための情報とお金をどう共有するか？



17

新宿区広報番組「こんにちは新宿区長です！」第32回



出所：新宿区：<https://www.youtube.com/watch?v=LE4Zq09ScQ&t=5s> : 4:10

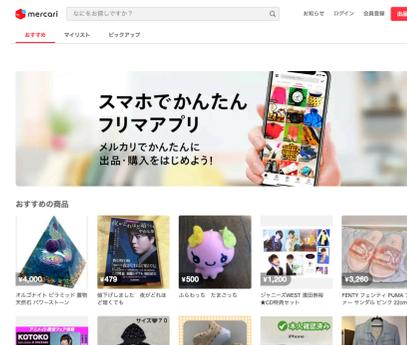


18

若中年層のフリマ・メディア



出所：<https://jmy.jp/tokyo>



出所：<https://jp.mercari.com/>



19

どちらのお金が地域の信頼づくりに役立つのか？

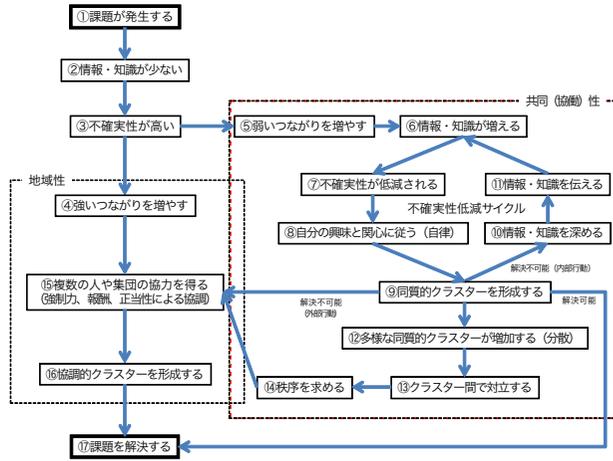


出所：<http://atom-community.jp/>



20

地域課題解決の新しいカタチ



出所：筆者作成「デジタル社会の課題解決プロセス」



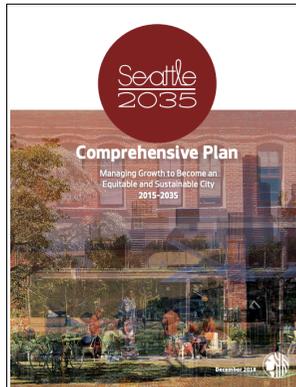
地域参加とEBPM

Information and Budget Sharing through Community Involvement and EBPM

地域参加とEBPMによる情報とお金の共有



シアトル市総合計画



GOAL	LU G1 Achieve a development pattern consistent with the urban village strategy, concentrating most new housing and employment in urban centers and villages, while also allowing some infill development compatible with the established context in areas outside centers and villages.
POLICIES	
LU 1.1	Use the Future Land Use Map to identify where different types of development may occur in support of the urban village strategy.
LU 1.2	Promote this plan's overall desired land use pattern through appropriate zoning that regulates the mix of uses as well as the size and density of development to focus new residential and commercial development in urban centers and urban villages, and integrate new projects outside of centers and villages into the established development context.
LU 1.3	Provide for a wide range in the scale and density permitted for multifamily residential, commercial, and mixed-use projects to generally achieve the following overall density and scale characteristics, consistent, at a minimum, with the guidelines in Growth Strategy Figure 1: <ul style="list-style-type: none"> - In urban centers, a moderate to high-density and scale of development - In hub urban villages, a moderate density and scale of development - In residential urban villages, a low to moderate density and scale of development - Consider higher densities and scales of development in areas near light rail stations
LU 1.4	Provide a gradual transition in building height and scale inside urban centers and urban villages where they border lower-scale residential areas.

出所：seattle.gov

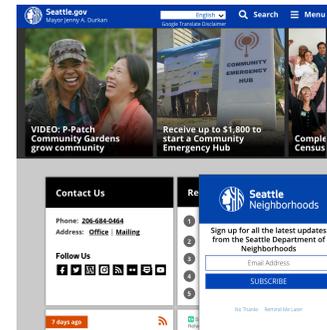


図4-1-1 まちづくり局のページ(左)とネイバフッドプラン(右)

出所：http://www.seattle.gov



表 4-1 アドミラル地区の近隣計画の一部

A. General Issues

There is a strong belief, among the Admiral Planning Coalition, that part of the negative aspect of recent developments is due to land use code variances and conditional use permits.

Policy 1.1: Neither variances nor conditional uses be permitted unless it can be clearly shown, through a very public process, with meaningful community input, that granting the conditional use or variance enhances the Admiral neighborhood. Requiring this enhanced meaningful community input will require a change to the Seattle Land Use Code.

- The Coalition does not, at this time, envision an instance where a variance or conditional use would enhance the Admiral neighborhood. The Coalition does recognize that, if in the future it can be shown that a variance or conditional use would enhance the neighborhood, a variance or conditional use should be allowed.)

(中略)

Policy 1.2: To enhance the existing character of the neighborhood, buildings should not exceed the following heights, unless it can be clearly shown, through a very public process with meaningful community input, that increasing the height enhances the Admiral neighborhood (this includes height increases allowed for sloped roofs):

- 40 feet for NC2-40,
- 30 feet for NC2-30 and L3, and
- 25 feet for L2 and L1 zones.

This will require a change to the Seattle Land Use Code. See Key Strategy Figures 2 and 3, Streetscape Elevations.

- The Coalition does not, at this time, envision an instance where exceeding the height limits just noted would enhance the Admiral neighborhood. The Coalition does recognize that, if in the future it can be shown that exceeding this height would enhance the neighborhood, exceeding these height limits should be allowed.)

出所：Key Strategies of Admiral Residential Urban Village
1998 Plan, pp.5-6より抜粋



表 4-3 コンプラン改定条項一覧表

EBPMによる精査の結果

Amendment	Page in BPP's Director's Report	Executive	Planning Commission	Central Staff Preliminary	Discussion
Rainier Beach Residential Urban Village Future Land Use Map (FLUM) Amendment					
A. Amend Rainier Beach Policy 4 to include language describing the area proposed for the FLUM amendment as appropriate for future consideration.	p. 4-6	Approve	Approve with Revisions	Do Not Approve	Central Staff has recommended against some amendments proposed by the Executive because they are unnecessary to accomplish the change sought by the proposal. Specifically, proposed amendments A, L, and K, which are written descriptions accompanying FLUM amendments of areas that may be suitable for future review, are not needed. The FLUM amendments themselves are sufficient to allow consideration of future review.
B. Amend the FLUM to adjust the Rainier Beach Residential Urban Village boundary and change the FLUM designation from Single-Family to Multifamily Residential.	p.4-6	Approve	Approve	Approve	The Council could choose to retain the proposed amendments. However, over time it could lead to inconsistent application of similar criteria and inconsistencies between the Comprehensive Plan and future criteria set out in Seattle Municipal Code CH 23.4. Based on conversations with Law, the FLUM amendment itself is sufficient to order changes to neighborhood plan for the Comprehensive Plan.
Neighborhood Plan Updates					
C. Amend the North Beacon Hill Goals and Policies.	p.6	Approve	Approve	Defer	The proposed amendment would facilitate a certain amount of a four story property located just outside of the Henderson Station. The proposed amendment has the support of the Rainier Beach Community Club and the Rainier Beach Coalition for community empowerment. The Rainier Beach Residential Urban Village has been chosen as a neighborhood for the next round of neighborhood plan updates. This will likely result in updates in 2012.
D. Amend the FLUM to designate land in the North Beacon Hill urban village as Multifamily or Commercial / Mixed Use.	p.6	Approve	Approve	Defer	The Executive, Planning Commission, and Council Staff concur. Staff recommends continued inclusion in C.B. 116776.
E. Amend the North Rainier Goals and Policies.	p.6	Approve	Approve	Defer	Goals, Policies and FLUM amendments The proposed neighborhood plan updates are currently being considered in the Seattle Public Utilities and Neighborhoods Committee (SPUNC). The State Environmental Policy Act (SEPA) threshold determinations for each neighborhood plan update have been completed. After an initial pre-hearing conference, the Hearing Examiner has continued the hearing on the appeals to separate dates in April. By resolution, the Council has established March 31 st as the deadline for action on the appeal for the hearing on the Comprehensive Plan. The SEPA appeals to the Hearing Examiner will be resolved by this deadline. Council cannot act on neighborhood plan update amendments associated with the appeals until the appeal is resolved.
F. Amend the FLUM to change the North Rainier High Urban Village boundary and designate land in the urban village as Multifamily Residential.	p.6	Approve	Approve	Defer	SPUNC review does not contemplate adopting updated goals and policies and FLUM amendments this year. SPUNC may recommend an interim step such as recognition of the neighborhood plan updates by resolution and adoption of a work plan to implement recommended goals and policies.
G. Amend the Obledo Goals and Policies.	p.6	Approve	Approve	Defer	Deferring the proposed neighborhood plan update amendments and associated FLUM amendments will create an incentive for property owners who may be seeking future contract renewals to facilitate redevelopment. This could include the corner of the El Centro and in North Beacon Hill, the corner of a site immediately east of the OGC, at the corner of Rainier Avenue S. and S. McClellan Street in North Rainier, and the owners of Phipps Community Center site in the Obledo neighborhood.
H. Amend the FLUM to designate land in the Obledo urban village as Commercial / Mixed Use.	p.6	Approve	Approve	Defer	
Roosevelt Residential Urban Village FLUM Amendments					
I. Amend Roosevelt Land Use Policy 1 to include language generally describing the area proposed for the FLUM amendment as	p.6-10	Approve	Approve	Do Not Approve	See the discussion for proposed amendment A.

出所：Seattle City Council "Proposed 2009 - 2010 Comprehensive Plan Amendments" p.2, February 23, 2010



<https://www.youtube.com/watch?v=-76irvQTYVA&feature=youtu.be:0:17>



Citizens' Project DB

Results for: Ballard

Seattle Department of Neighborhoods

Programs & Services: Community Resource Hub, Funding Opportunities, Event Calendar, Outreach & Engagement, Blog

Project Number: **B08033**

Project Name: Adams Elementary Playground Enhancement

Organization: Adams Elementary School PTSA

Neighborhood: Ballard

Project Number: **O06018**

Project Name: NW 96th St Block Party

Organization: Sophi Chan-Brown

Neighborhood: Crown Hill

Location: NW 96th from 9th NW to 12th NW, Seattle,

Year: 2006

Award Amount: \$210

Matching Amount: \$615

Project Description: Crown Hill residents along NW 96th from 9th NW to 12th NW will gather, get acquainted, share resources, and develop a sense of trust among those who live on this one long block. Food, family entertainment, sharing of contact information, and distribution of information about city and community services will highlight this event. This event is envisioned as an outdoor block party on August 1, National Night Out.

Neighborhood Matching Fund

Applications are now open for the fall cycle of our Community Planning Fund which provides up to \$20,000 to support community building projects in Seattle neighborhoods. Application deadline is September 15, 2022. Our Small Grants Fund is currently open again with further notice.

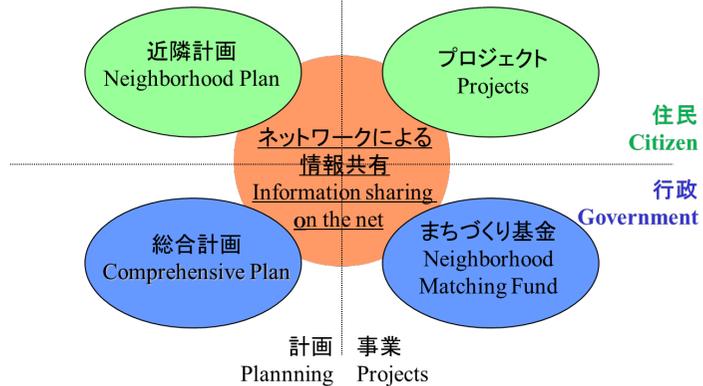
About the Process

Find out everything you need to know to apply to Neighborhood Matching Fund applications.

Source : the City of Seattle Department of Neighborhoods



Governance in Seattle City



33

デジタル社会の新しいカタチ

- 1) 地域内の情報とお金を共有することで住民相互の信頼を高める
- 2) 地域の情報とお金をデジタル化することで、行動、メディア、関心の共有を図る
- 3) 自治体と地域社会の情報とお金をデジタル化することで、災害時や不足する事業を補うために、地域内外、自治体内外の人々の参加を容易にする



情報とお金のデジタル化で、世代と地域を超えた新しい社会のカタチを創造する

34

デジタル化の成功は、情報とお金の共有で「信頼」を育むこと

35



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36