

COMPARISON OF THE MEDIA REPORTS AND THE ACTUAL SITUATION ABOUT PREPARATION FOR AGING AND DEATH IN JAPAN

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BACKGROUNDS

With the aging of society there is need and also a trend of preparation for aging and death. In Japan, this trend is called SHU-KATSU coined by the media in 2009. Originally, most subjects of SHU-KATSU were about funeral and grave. Nowadays, SHU-KATSU is defined as activities in preparation for funeral, grave, inheritance, medical and nursing care, and any planning for aging and death. Stakeholders say that SHU-KATSU is not only deciding about the relevant things of death but find out what one wants to do in rest of life.

PURPOSE

The purpose of this study is to clarify the current meaning of SHU-KATSU. In this study the main points covered by the media are compared to actual preparations of elderly people covered by researchers.

METHODS

Articles by Asahi-Newspaper were analyzed the by following steps.

- 1) Articles including the keyword 'SHU-KATSU' were selected from a database.
- 2) The articles were categorized and text mined* by the context of keywords and relative to the number of characters.

*Text Mining Studio 6, NTT DATA Mathematical Systems Inc.

RESULTS

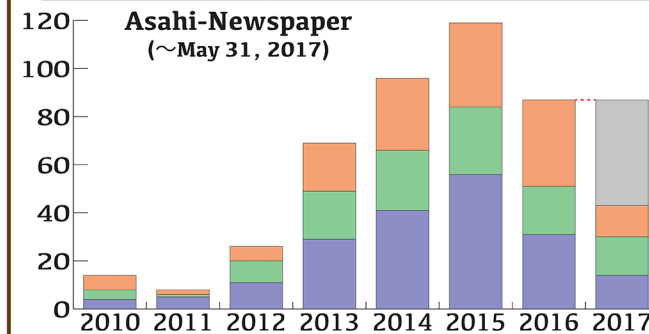
1) In the mass media, funeral and grave are still the main subjects. At the same time, positive words, active words and some words that means life are observed on frequently appearing words with time.

In contrast in previous studies*, some of the elderly tend not to feel comfortable talking about SHU-KATSU because their family or friends still have negative image with it.

2) Psychological subjects such as 'views of life and death' and 'spiritual or emotional side of life' are poor. In contrast in previous studies*, the elderly tend to hope for a simple funeral and grave. They also tend to hope for an opportunity to learn about death and the preparation for it.

*Kimura Y, Ando T. The meaning of preparation for death among the Japanese elderly. Journal of Applied Gerontology 2015; 9(1), 43-54

NUMBER OF 'SHU-KATSU' ARTICLES



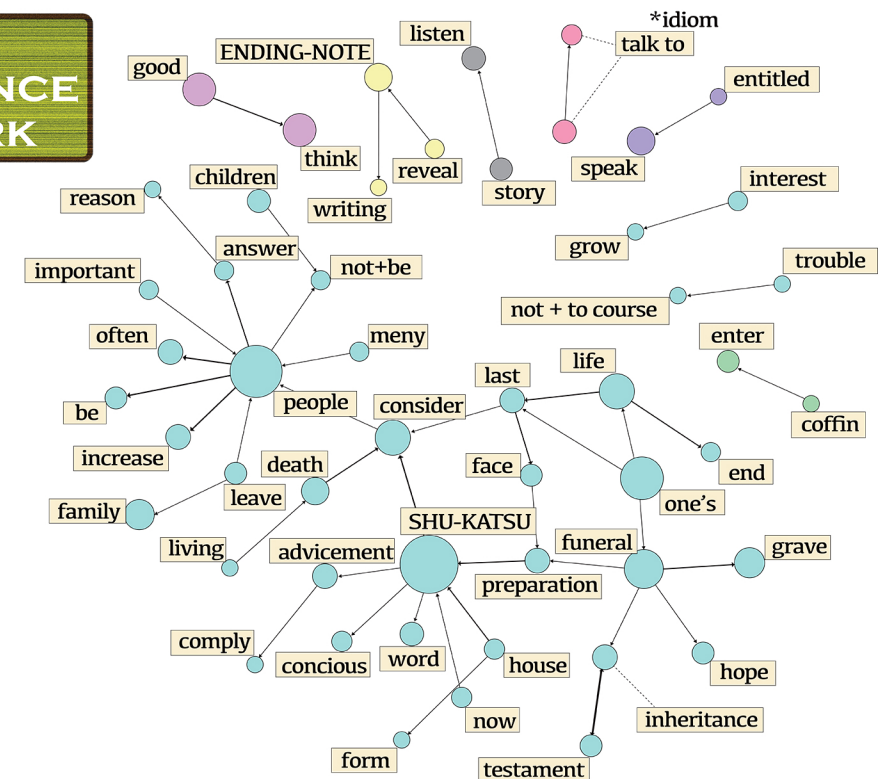
'SHU-KATSU' seems to be a populized term

	News	Ads	Reader's	Total
2010	4	6	4	14
2011	5	2	1	8
2012	11	6	9	26
2013	29	20	20	69
2014	41	30	25	96
2015	56	35	28	119
2016	31	36	20	87
2017*	14	13	16	43
Total	191	123	148	462

Reader's post
Ads
News
*2017 Forecast

- The peak is 2015.
- 2017 is staying almost the same level of 2016.
- The percentage of 'Reader's post' have been increasing.

CO-OCCURRENCE NETWORK



FREQUENTLY APPEARING WORDS

Top 20

English (transrated)	Japanese (original)	number
SHU-KATSU	終活	573
people	人	483
funeral	葬儀	362
one's	自分	359
consider	考える	308
think	思う	265
life	人生	234
good	良い	232
grave	墓	230
family	家族	213
speak	話す	180
that*1	いう	177
death	死	176
ENDING-NOTE*2	エンディングノート	166
hold	開く	153
live	生きる	150
inheritance	相続	148
write	書く	142
often	多い	142
say	言う	140

*1 Difficult to transrate. Usually this word is used in the sense of conjunction.

*2 A booklet to write one's nonleagal will about aging and death.

DEPENDENCY ANALYSIS

Top 10

English (transrated)	Japanese (original)	number
people - increase	人-増える	32
people - be	人-いる	28
funeral - grave	葬儀-墓	28
people - many	人-多い	26
preparation - SHU-KATSU	準備-終活	22
life - last	人生-最期	22
life - end	人生-終わり	21
last - face	最期-迎える	20
SHU-KATSU - consider	終活-考える	19
good - think	良い-思う	19

Most of fequently apeating patterns are appeared on the first caption of SHU-KATSU.

For example, 'The number of people who are interested in SHU-KATSU has been increasing. SHU-KATSU is an activity to preparation for the end of one's life.'

*Sometimes 'death' appears instead of 'the end of life'. Usually 'death' is used for a caption of SHU-KATSU, not used for discussion of death itself.

Excepting these captions, 2 unique patterns remain ('funeral-grave' and 'good-think').

TIME-SERIES OF WORDS

Top 12 of 2013 - 2016

2013	2014	2015	2016
funeral (66)	people (123)	people (114)	people (103)
one's (65)	grave (113)	one's (88)	one's (88)
people (55)	funeral (87)	think (72)	funeral (53)
consider (53)	consider (75)	consider (71)	think (53)
death (52)	think (72)	good (69)	good (50)
preparation (36)	good (65)	funeral (56)	consider (47)
family (35)	life (59)	grave (54)	family (46)
hold (35)	one's (54)	situation (53)	woman (43)
last (35)	speak (47)	inheritance (51)	that (41)
life (33)	write (44)	life (49)	life (40)
speak (29)	that (42)	speak (46)	live (39)
ENDING-NOTE (29)	death (41)	that (45)	temple (30)

- 'good' and 'think' appear on the lists from 2014. (See also Dependency Analysis.)
- Some of the words associated with daily life appear on the list of 2016 ('family', 'woman', and 'live').