

When we use paper?

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Objective

Find out the situation
when we use paper



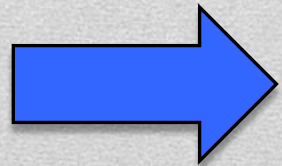
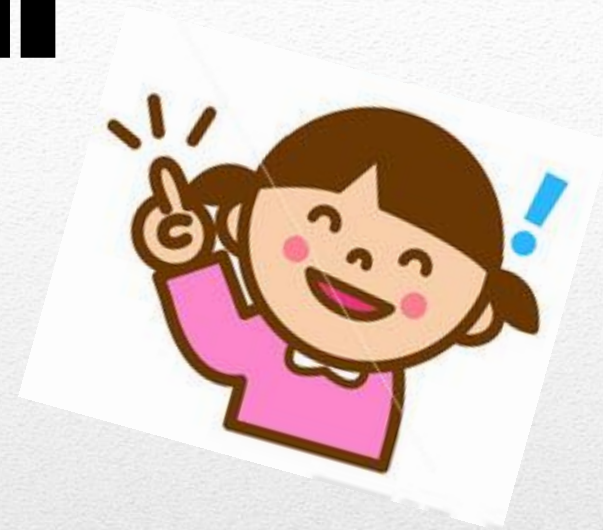
Outline

- Objective
 - Research in Japan
 - Hypothesis
 - Focused on - Companies' view
 - Researchers' view
 - Student's view
 - Discussion
 - Conclusion
-

Research in Japan

Japanese students ...

- Not print out pictures
- Not share note by electric device
- Not print out researched images



Need another aspects

Hypothesis

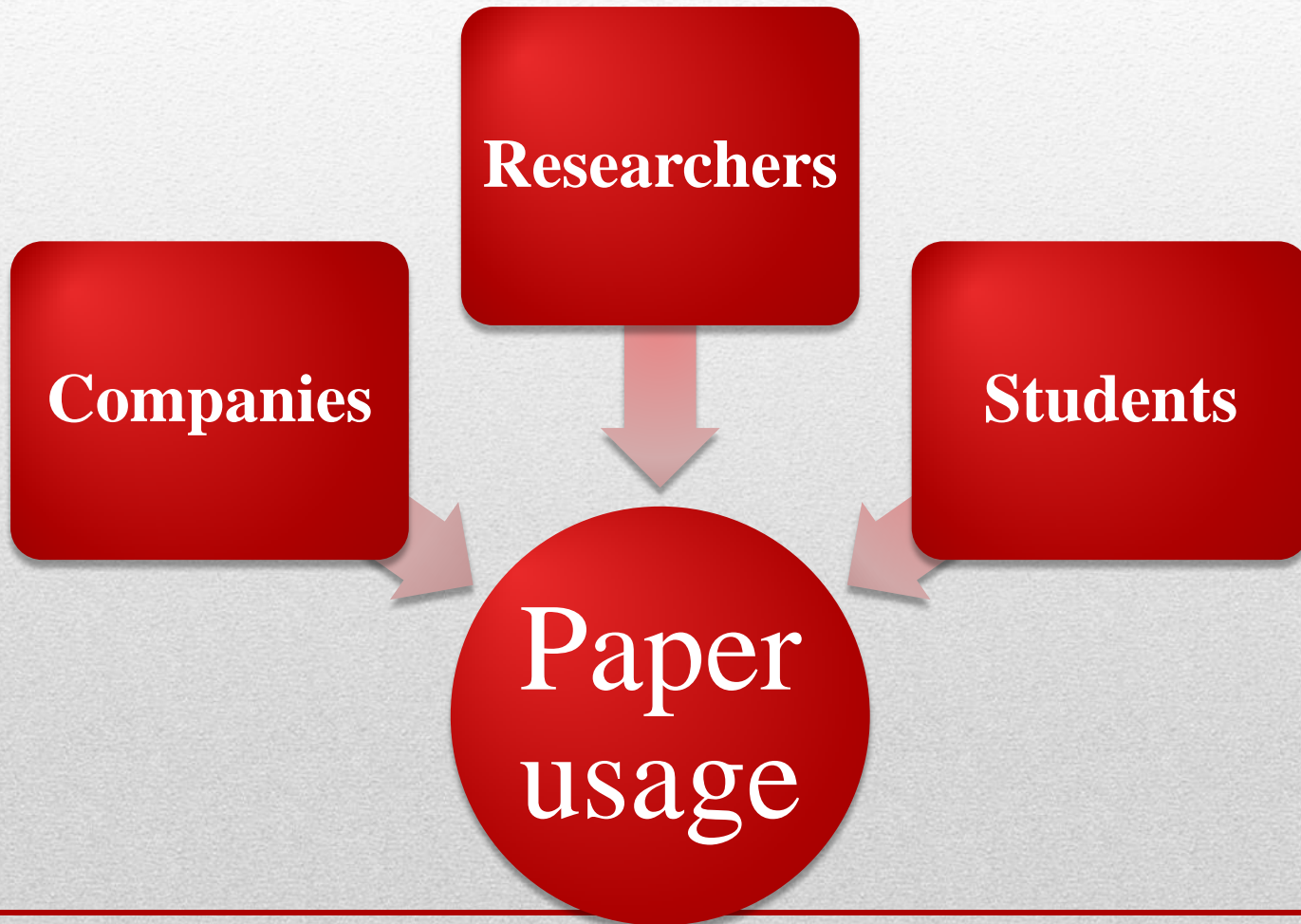


Heart
warming

Reliable

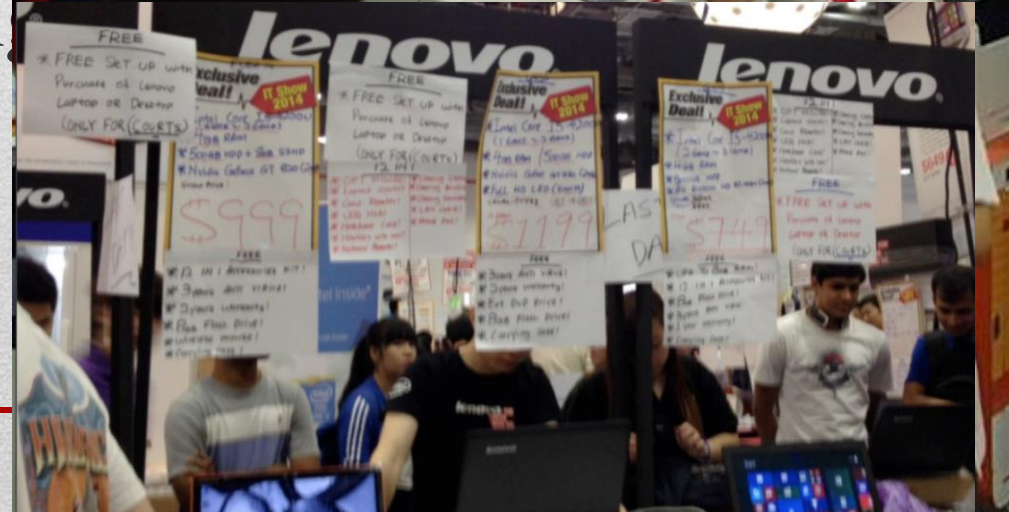
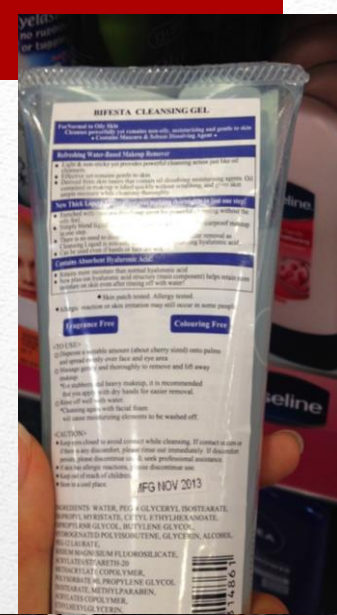
Handy

Focused on



Companies' View

1. Interview
→ Advertisement
2. Field research and
→ Many brochures



Companies-Discussion-

1&2

→ At the time, At the place

→ Comparable

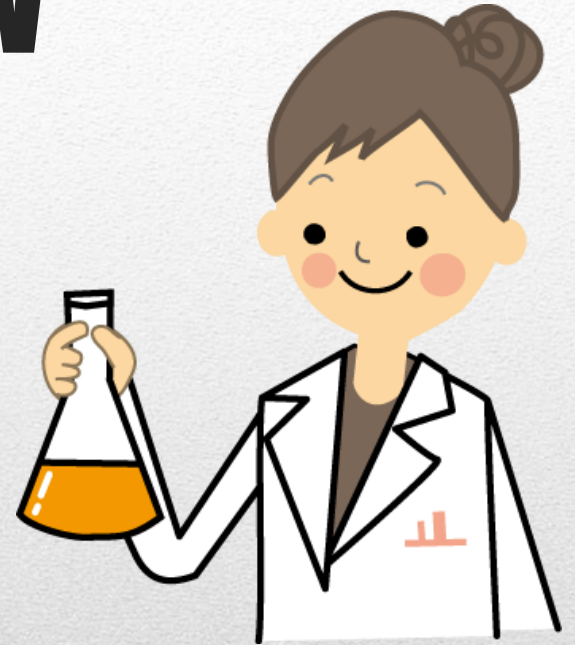
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→ Globalization, many imported goods

Researchers' View

Original

- Can not falsify
- Not easy to lose

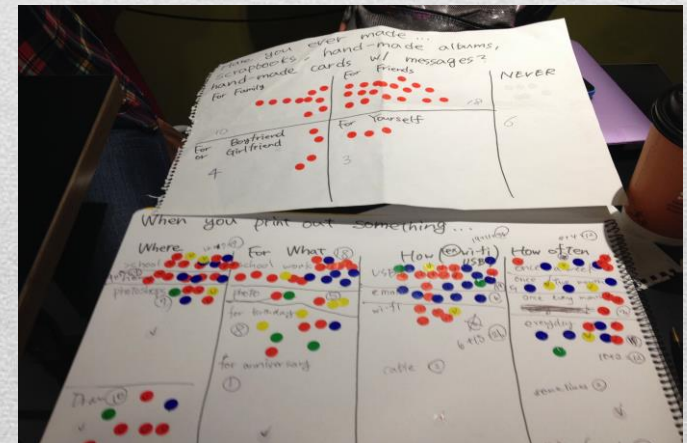


People rely on papers.

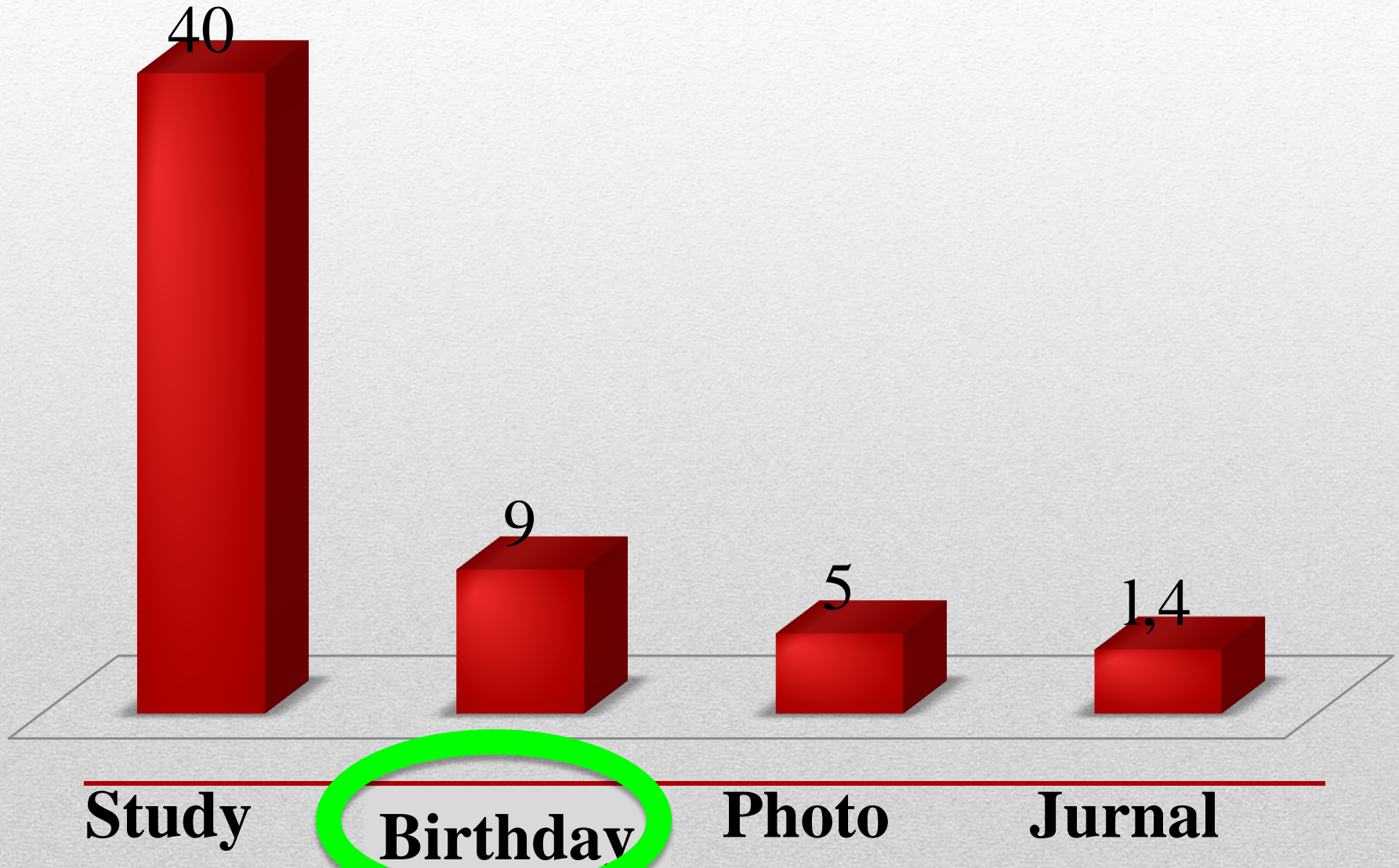
Student's View

Method -Interview-

- At NUS
- For students(boys and girls)
- On 12th March, 2014



When you print out ...



Hand-made Albums

-Hypotheses-

In Japan...

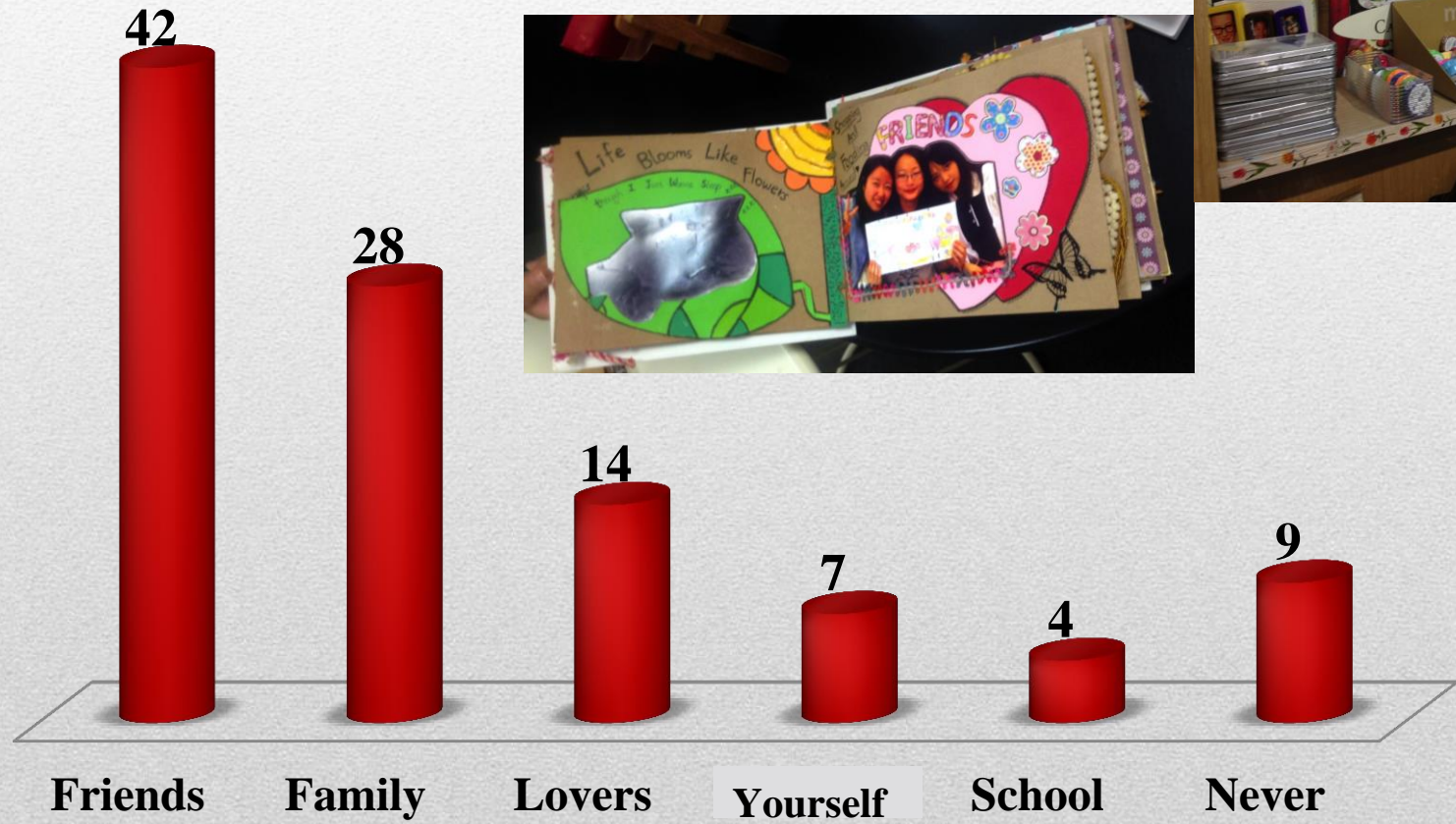
- Handmade-album

How about in Singapore...?

They also make!!



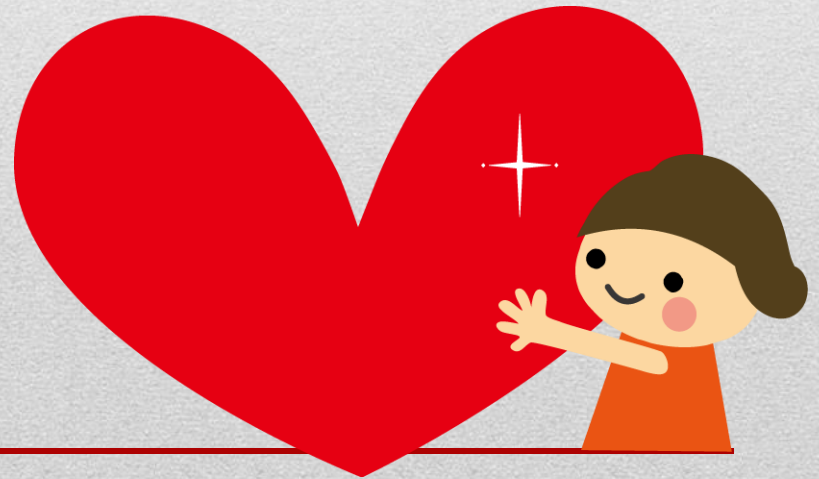
Do you make Hand-made albums and so on?





Handmade Albums

-Discussion-

- Heartwarming
 - Original
 - Taken much time
 - With love
- Not easy to lose



Discussion

Paper	Electric device
<ul style="list-style-type: none">• At the time• At the place• Unique  <p>Easily, Value, Heartwarming</p>	<ul style="list-style-type: none">• Speedy• Large amounts  <p>Convenience</p>

In digitalizing society

Paper or Electric device...depend on the situation

Conclusion

- Hand-made
present

**Heart
warming**

- Original
report

Reliable

Handy

- Ads
- Sticker



**Thank you
for your listening!**
