

Results and Evaluations of Expo 2005, Aichi, Japan (Theme Clarity and Penetration)

Appendix III-2



September 24, 2005

Japan Association for the 2005 World Exposition

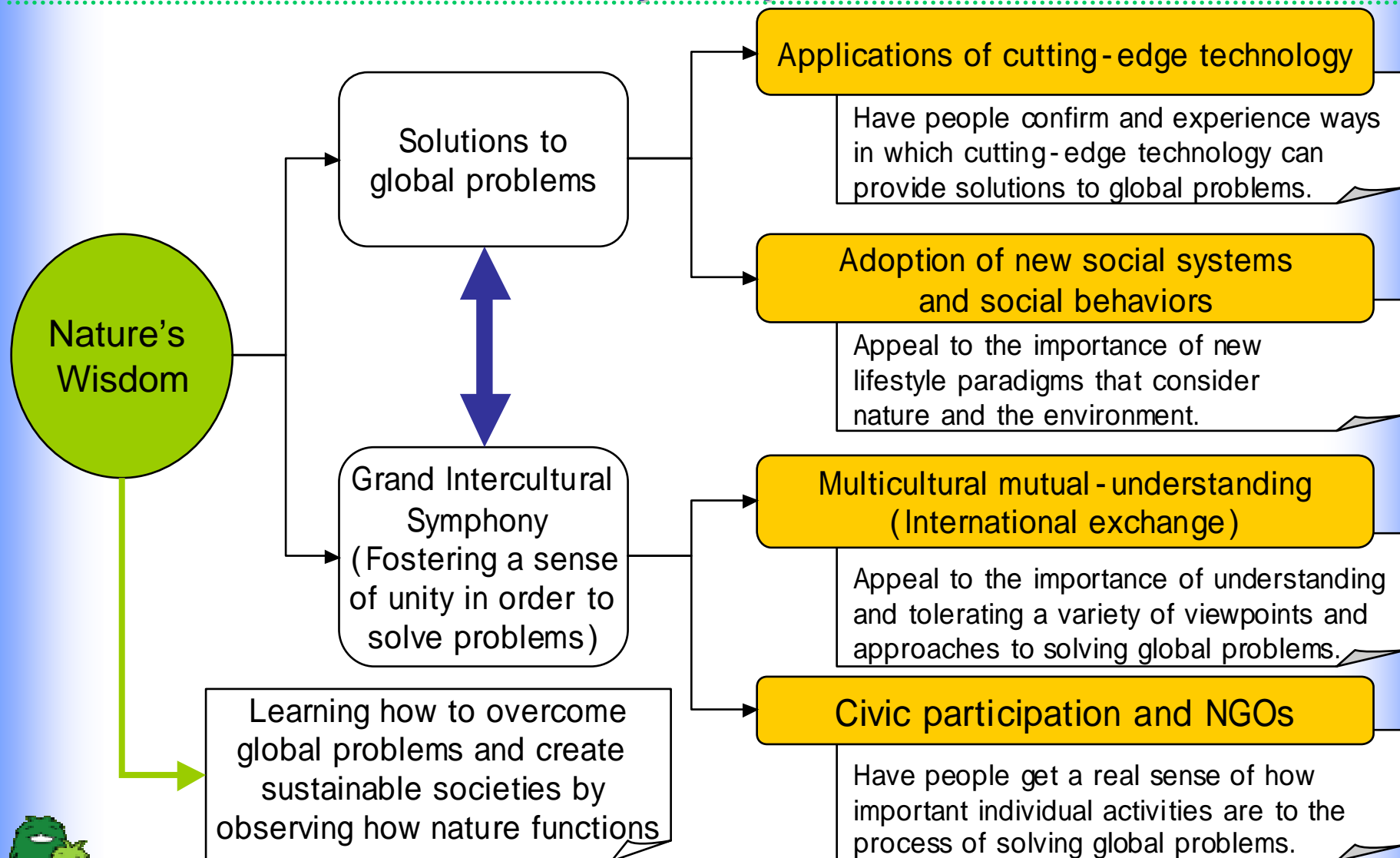


Summery of Surveys

Survey Name	Target	Method
Survey of teenage visitors	671 male and female Expo visitors between the ages of 13 and 19. *This includes students in their first year of Japanese middle school who were still 12 at the time of the survey.	A questionnaire was carried out face - to - face with the respondents.
Survey of Adult Visitors	1,000 male and female Expo visitors between the ages of 20 and 69.	Internet survey
Survey of Teachers	Teachers at total 709 elementary and junior high schools, etc. in Aichi Prefecture that visited EXPO2005 as a part of their studies from April to June. Elementary Schools : 506 Junior high schools : 202 Adaptation Class : 1	Self - written questionnaire with prepared questions [Survey implementing organization] Aichi Prefectural Board of Education



Four main features presented to survey respondents



Four features that embody the Expo's theme

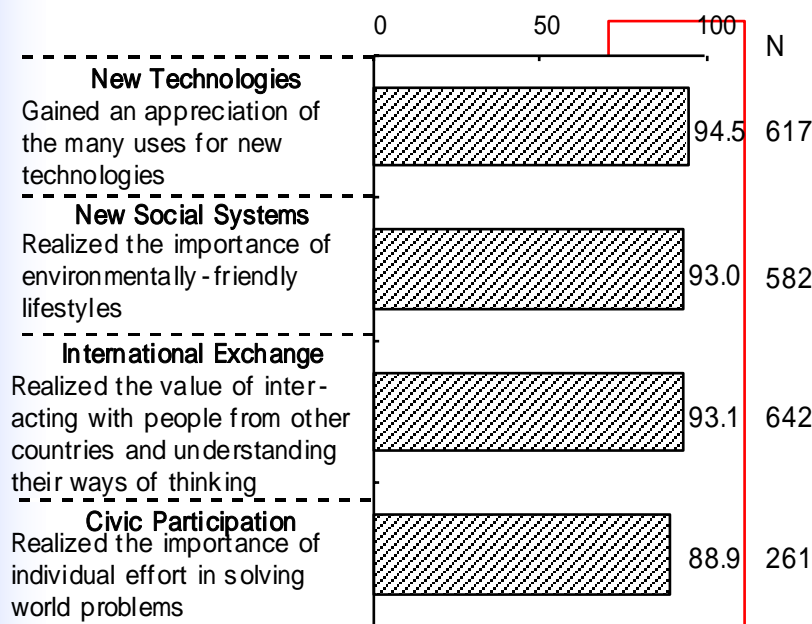
Application of cutting-edge technology	Adoption of new social systems	Multicultural mutual understanding	Civic participation and NGOs
<ul style="list-style-type: none"> ➤ <u>IT</u> (IC - chip admission ticket; AI - MATE; IMTS, Internet Broadcasting, etc.) ➤ <u>Hi - tech Imaging</u> (Laser dream theater; Super high - vision, etc.) ➤ <u>Energy</u> (New energy systems) ➤ <u>New transportation systems</u> (IMTS; ITS; FCHV bus) ➤ <u>Second generation robotics</u> ➤ <u>Eco - technology</u> (Dry mist; bamboo cage; bio - mass utensils; photo - catalytic materials; Bio Lung) 	<ul style="list-style-type: none"> ➤ <u>Nine garbage disposal categories</u> ➤ <u>EXPO eco - money</u> ➤ <u>Eco tours</u> ➤ <u>Park and ride system</u> ➤ <u>Forest experience zone</u> (Forest Nature School; Village Nature School) ➤ <u>Eco - friendly facilities</u> (Environmental assessment, global loop) ➤ <u>Universal design</u> ➤ <u>Mobility project</u> ➤ <u>IT</u> (Admission reservation system; online info; Support navigation System; cell phone info service, etc.) 	<ul style="list-style-type: none"> ➤ <u>Global Loop</u> ➤ <u>Participating countries' Pavilions</u> (Global Commons) ➤ <u>Foreign foods</u> ➤ <u>Foreign products</u> (Handicrafts, souvenirs, etc.) ➤ <u>Cultural events</u> (music, dance, etc.) ➤ <u>ND</u> ➤ <u>Friendship</u> ➤ <u>Expo 2005 International Forum</u> ➤ <u>World Peace Forum</u> 	<ul style="list-style-type: none"> ➤ <u>NGO Global Village</u> (Presentations from NPOs and NGOs) ➤ <u>Civic Pavilion</u> ➤ <u>Kaisho Plaza</u> ➤ <u>Citizens' Events</u> (Aichi Week, etc.) ➤ <u>Volunteer Activities</u>



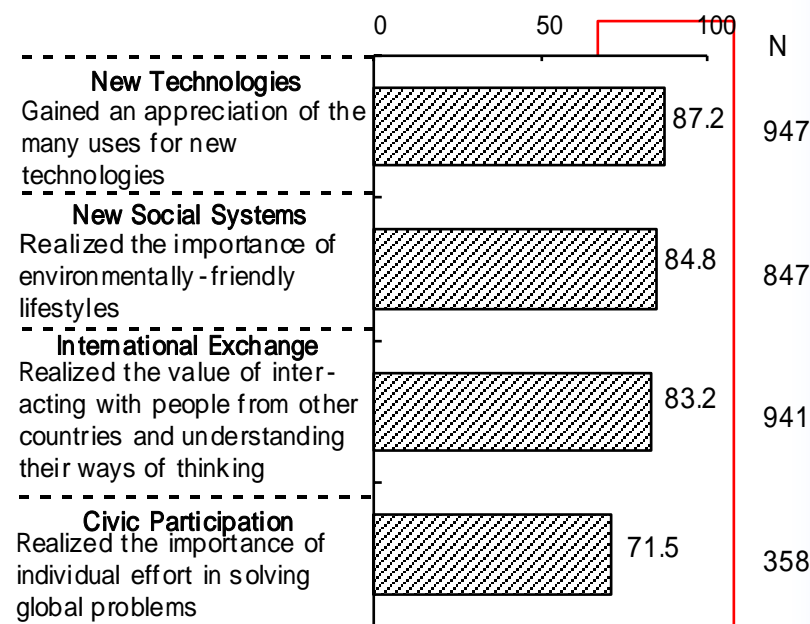
(1) Degree of understanding and appreciation for each of the four features

Visitors' degree of understanding and appreciation for each of the four features as a result of visiting the Expo

Survey of teenage visitors



Survey of adult visitors



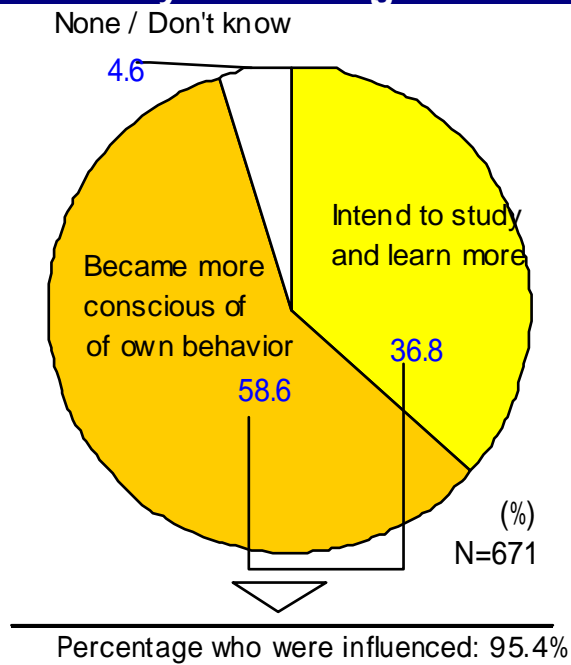
A comparison of the percentage of teenage and adult respondents who gained an understanding of the four features of the Expo's theme.



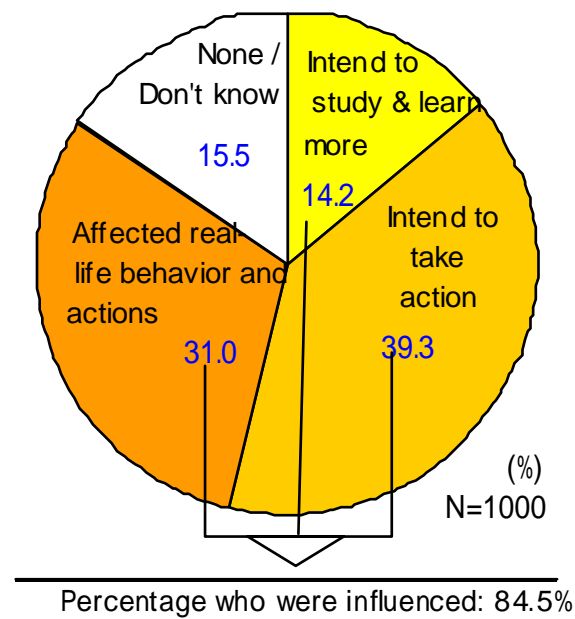
Excerpted from fig. 3 (data source 1) and fig. 3 (data source 2)

(2) Assessing changes in thinking and behavior after visiting Expo 2005 Aichi Japan

Survey of Teenage Visitors



Survey of Adult Visitors

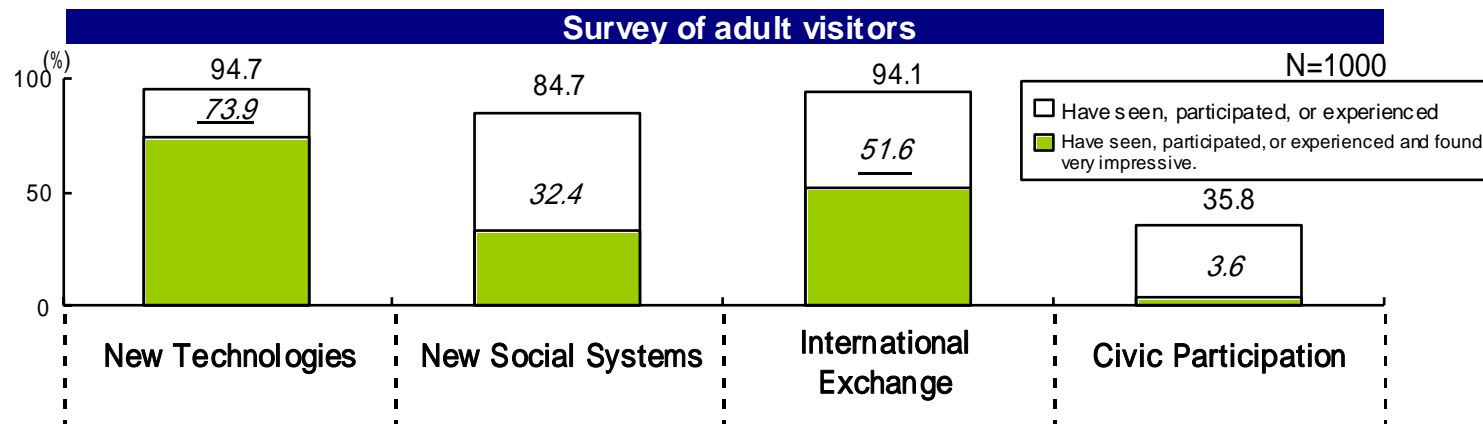
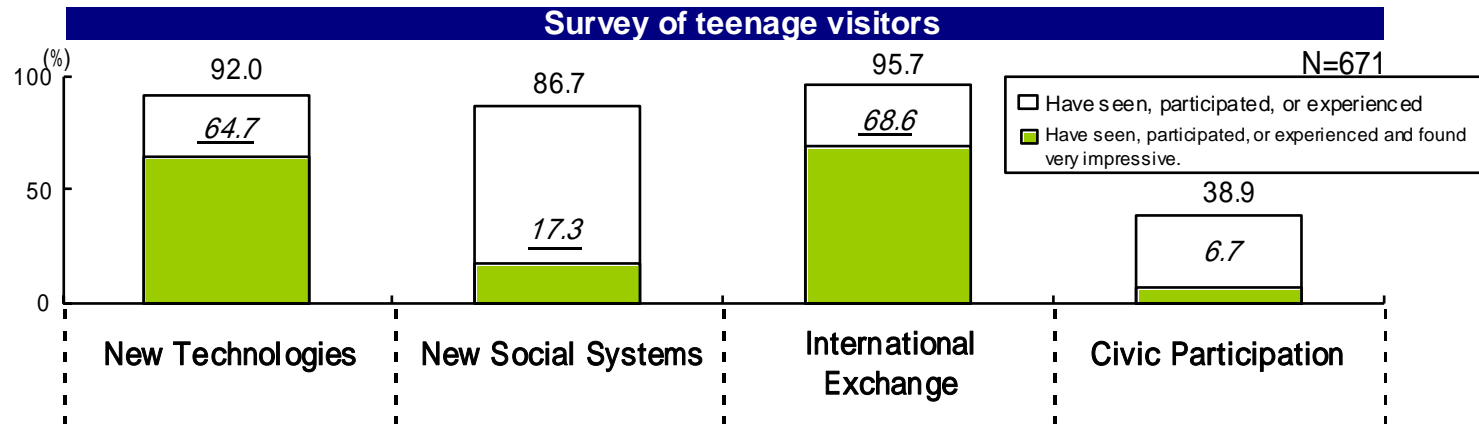


Most visitors indicated that, as a result of their visit to Expo 2005, they intend to try to engage themselves with the ideas, concepts, and behaviors presented in each of the four features: cutting-edge technology, new social systems, international exchange, and civic participation.

Fig. 4 (data source 1) and fig. 4 (data source 2)



{3} Impact of exhibits and events from each of the four features on visitors

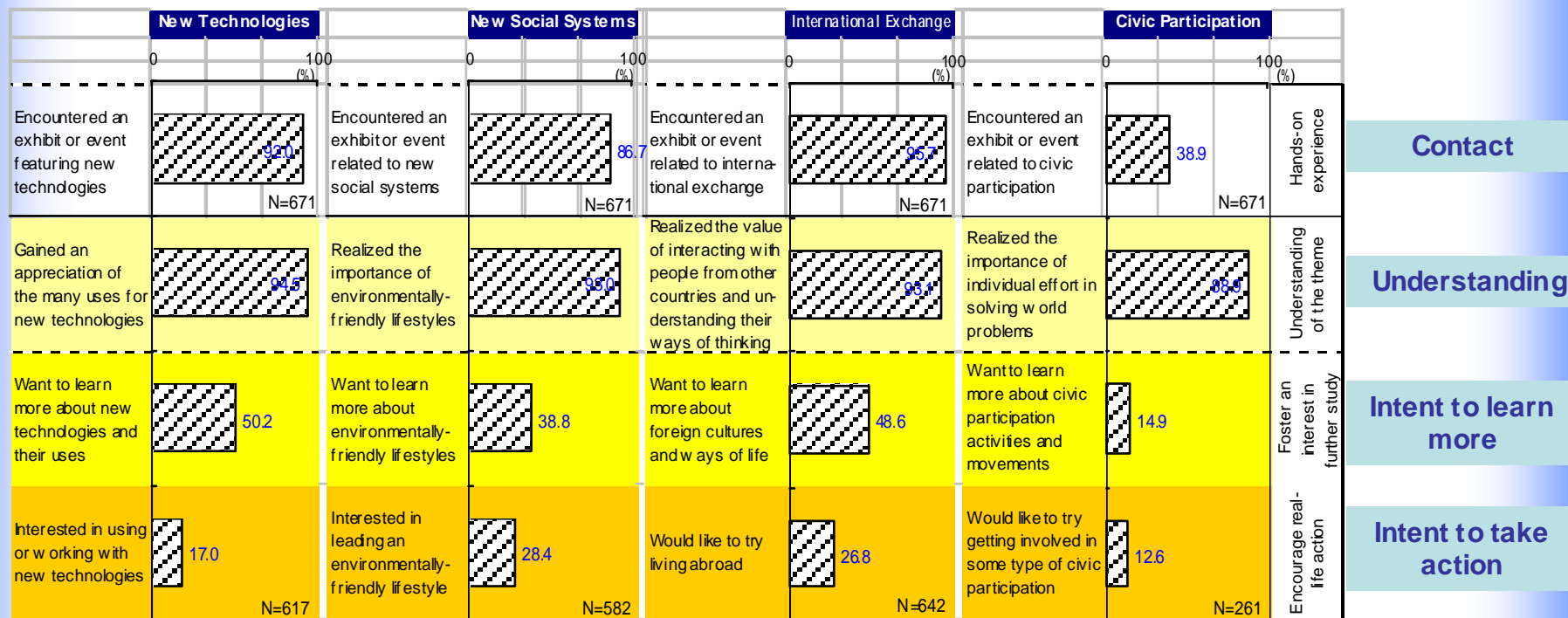


The number of teenage visitors who indicated that they were impressed with an exhibit or event promoting “International Exchange” significantly exceeds the number of adults who did so.

A comparison of fig. 2 (data source 1) and fig. 2 (data source 2)



(4) Teenagers' contact with, understanding of, and attitudes toward these four features

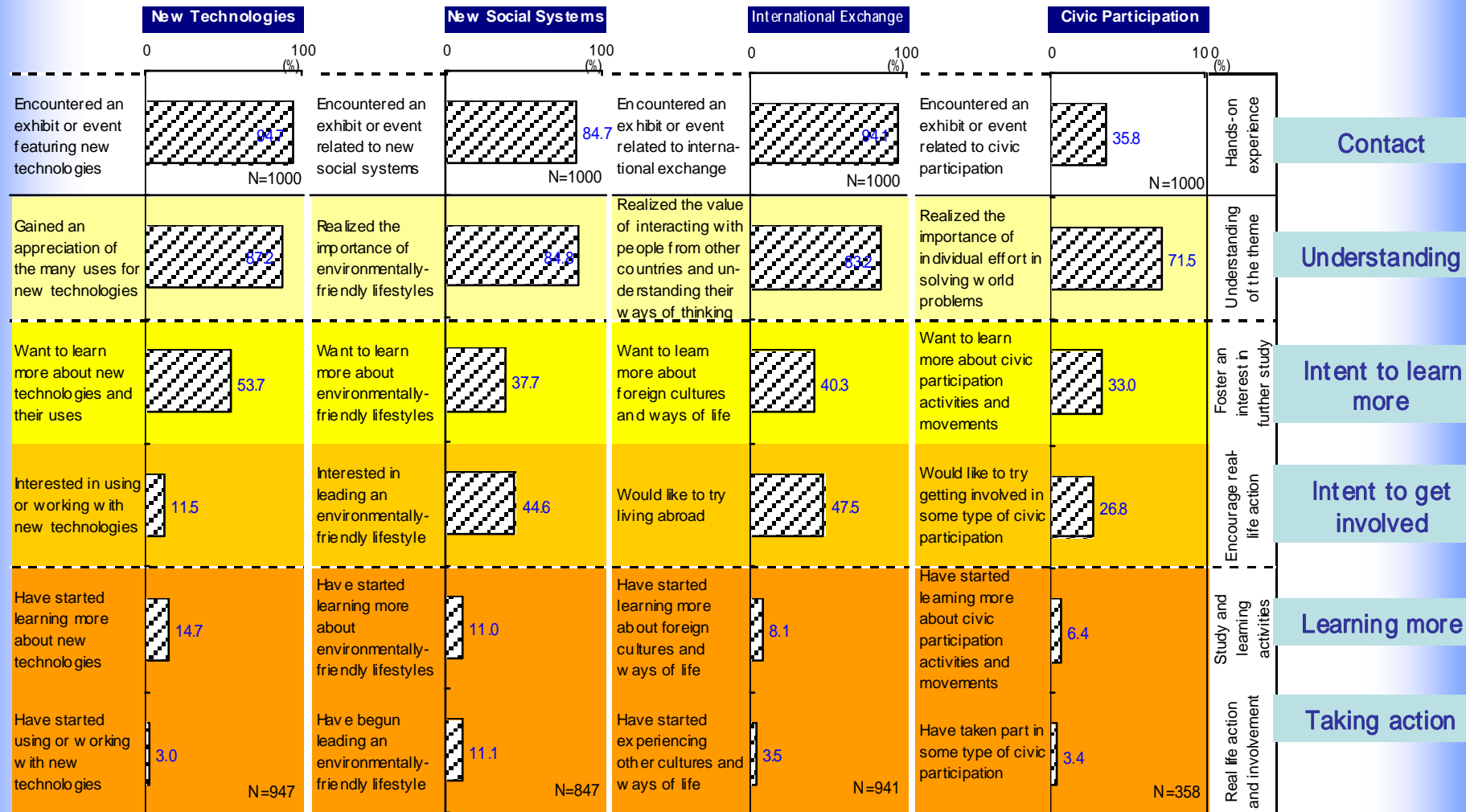


Around 90% of teenagers reported that they gained a better understanding of each of the four areas.



Fig. 3 (Data source 1)

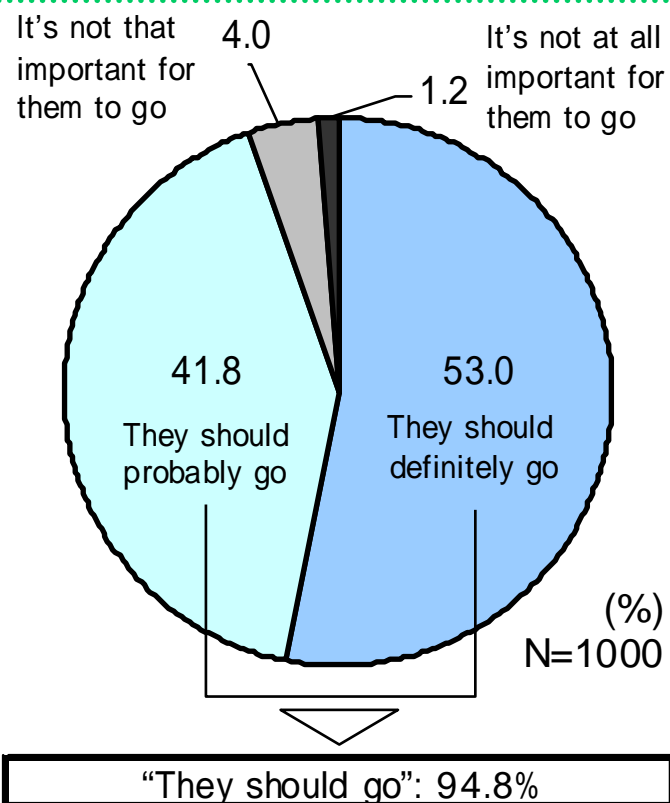
(4) Adults' contact with, understanding of, and attitudes toward these four features



Between 70–90% of adults reported that they gained a better understanding of each of the four areas.

Fig. 3 (Data source 2)

[5] Adult visitors' thoughts on encouraging teenagers to attend the Expo



Over 90% of adult visitors said they would like teenagers to visit the 2005 Expo in Aichi.



Fig. 5 (data source 2)

{5} Adult visitors' thoughts on encouraging teenagers to attend the Expo

Cutting-edge technologies	232	International organizations' pavilion	18
Environment, environmental problems	171	Mammoth laboratory	16
Foreign countries and cultures	148	Volunteerism	11
Foreign countries' pavilions	70	New social systems and structures	8
Everything	68	New energy systems	8
Nature and coexistence with nature	60	Government-related pavilion	7
Global issues and the future	42	Civic groups, civic participation	7
Corporate pavilions	37	Forest Experience/Nature Experience Program	6
International exchange	29	Seto Area	5
Robots and related technologies	28	Consideration for the elderly and disabled	5
Whatever motivates one's interest	21	General atmosphere of the Expo	4
Waste and recycling	20	Bio Lung	2
		Other	93

The exhibits, sites, and activities adult visitors most frequently recommended for teenagers to experience were primarily those related to cutting-edge technology, the environment, and foreign countries and cultures.



{6} Survey of Teachers: Implementation Outline

The Japan Association for the 2005 World Exposition tallied and analyzed the results of the following survey conducted by the Aichi Prefectural Board of Education.

[Survey name]

Results of visit to EXPO 2005 and efforts in related studies, etc.

[Target]

709 teachers at elementary and junior high schools, etc. in Aichi Prefecture that visited EXPO 2005 as a part of their studies from April to June

Elementary Schools : 506

Junior high schools : 202

Adaptation Class : 1

[Survey implementing organization_]

Aichi Prefectural Board of Education

[Survey method]

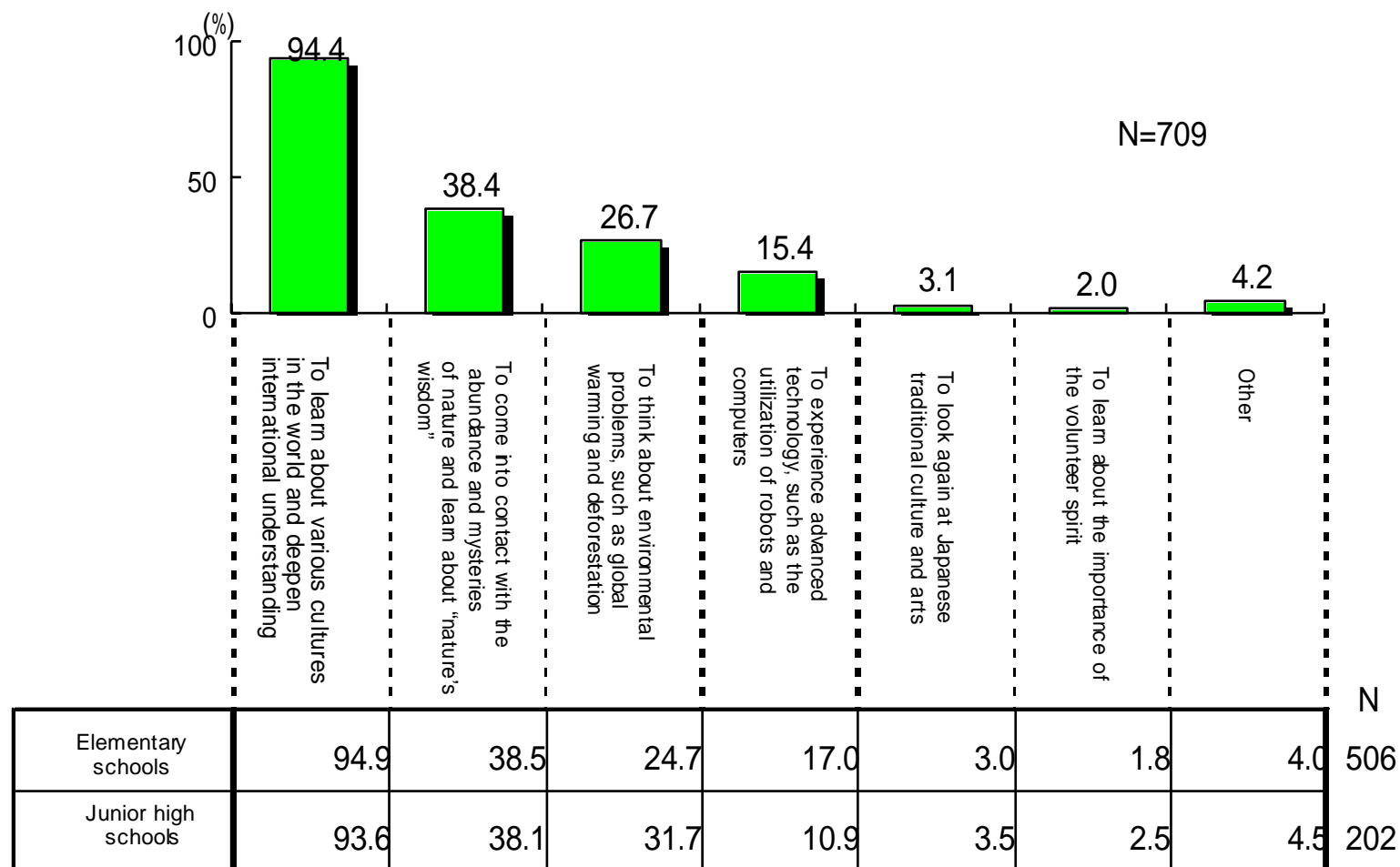
Self-written questionnaire with prepared questions

[Purpose of analysis]

To see the influence on elementary and junior high school students who visited EXPO 2005.



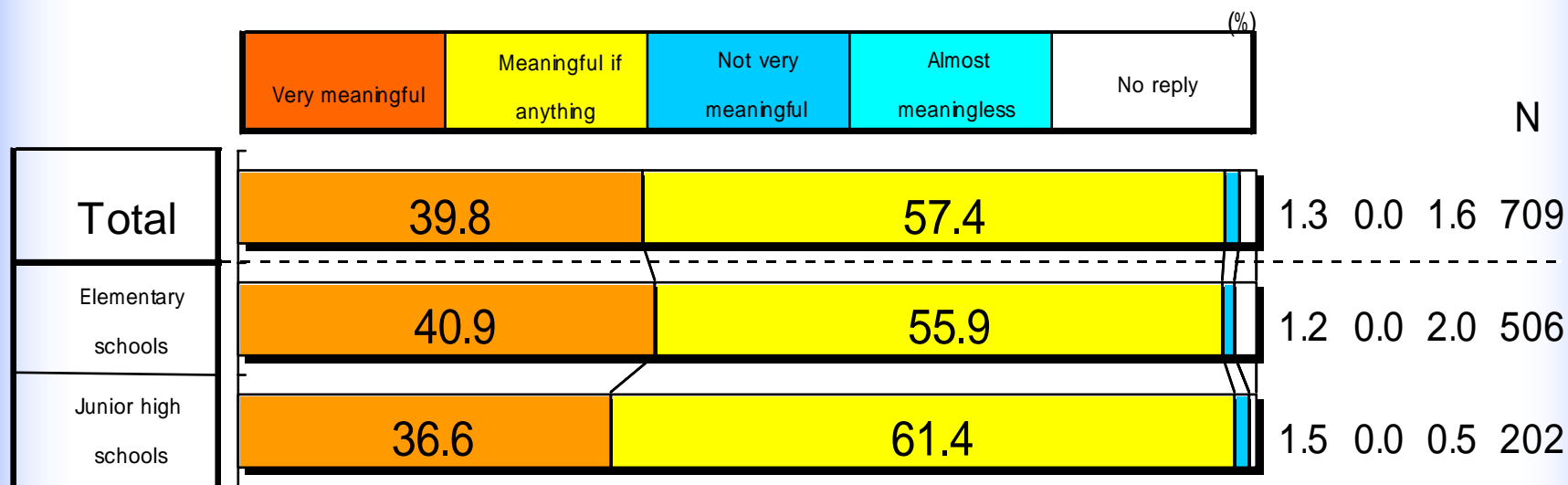
[7] Set Themes for EXPO 2005 Visits



The main themes of visits were to deepen international understanding and to learn about "nature's wisdom."



[8] General Evaluation of EXPO 2005 Visit



Almost all elementary and junior high schools thought that their visit to EXPO 2005 had been meaningful.



(8) Specific Evaluation of EXPO 2005 Visit

Able to experience international understanding and international exchange	448
Useful for environmental education	116
Able to have an experience not possible at school	83
Independence and group feeling cultivated through group activity	67
Able to participate in historical event held in the local region	43
Able to come into contact with advanced technology	42
Interest and curiosity widened	37
Enjoyed visiting an exposition	27
Useful for integrated study	26
Able to take in the atmosphere of an exposition	23
Tackled the visit with purpose and planning	22
Able to visit topical exhibitions and pavilions	21
Children who could not go with their families were also able to visit	7
The children were deeply impressed	6
Other	5

Very crowded	4
Had little time and could not see many pavilions	3
Content of exhibits was difficult for children in lower grades	1

The main reasons why the visit was meaningful were the chance for international understanding and international exchange and the chance for environmental education.



(9) Changes in Pupils and Students After the Visit

	Total	Elementary schools	Junior high schools	Adaptation Class
Increased consciousness and interest in the environment and foreign culture	336	265	71	0
Led to increased interest in EXPO 2005 and a desire to visit again	105	79	26	0
Showed development in a human sense through group activity and participation in EXPO 2005	77	56	20	1
Led to activities in the classroom and at school	66	52	14	0
Other	8	8	0	0

Most pupils and students had an increased interest in the environment and foreign culture after their visit to EXPO 2005.

