

# 人文学・社会科学研究 成果の国際発信について

Euan McKay

神戸大学 特命准教授

戦略企画室 広報・基金部門

mckay@port.kobe-u.ac.jp



# 神戸大学の広報戦略



- 重要ステークホルダーのニーズと行動などの分析
- 期待する行動を引き起こすためのメッセージの設定
- 各活動の評価メトリックの設定
- 日経大学ブランド調査でブランドモニタリング

- ニュースサイトで大学情報を公開
- イベントサイトで大学との接点を提供
- タグとAPIで情報の連携と共有

- 戦略コンテンツで構成員と活動の多様性の紹介
- 時事についての専門家解説記事で社会貢献
- 「重点テーマ」で価値観の可視化し、ウェブ・印刷物・SNSでも活用

- メディアリレーションズ重視
- 研究成果のプレスリリースとピッチング
- フィーチャー記事などの戦略的コンテンツも宣伝
- メディアが閲覧するサイトにも記事掲載
- 早急な対応で「頼れる存在」のイメージ作り



# 戦略コンテンツ（フィーチャー記事）



2023.09.25

Humanities

How to Weave Kobe's History of War and Occupation?



2023.08.29

Over 28 years of Kobe University student volunteer activities in disaster-struck...



2023.08.29

Social sciences

What Will the World Look Like After the G7 Summit?



2023.08.23

Social sciences

Can Japan become the “destination of choice” for foreign workers?



2023.07.10

Medicine dentistry and pharmacy

What issues will remain after Covid-19 is downgraded to Class 5?

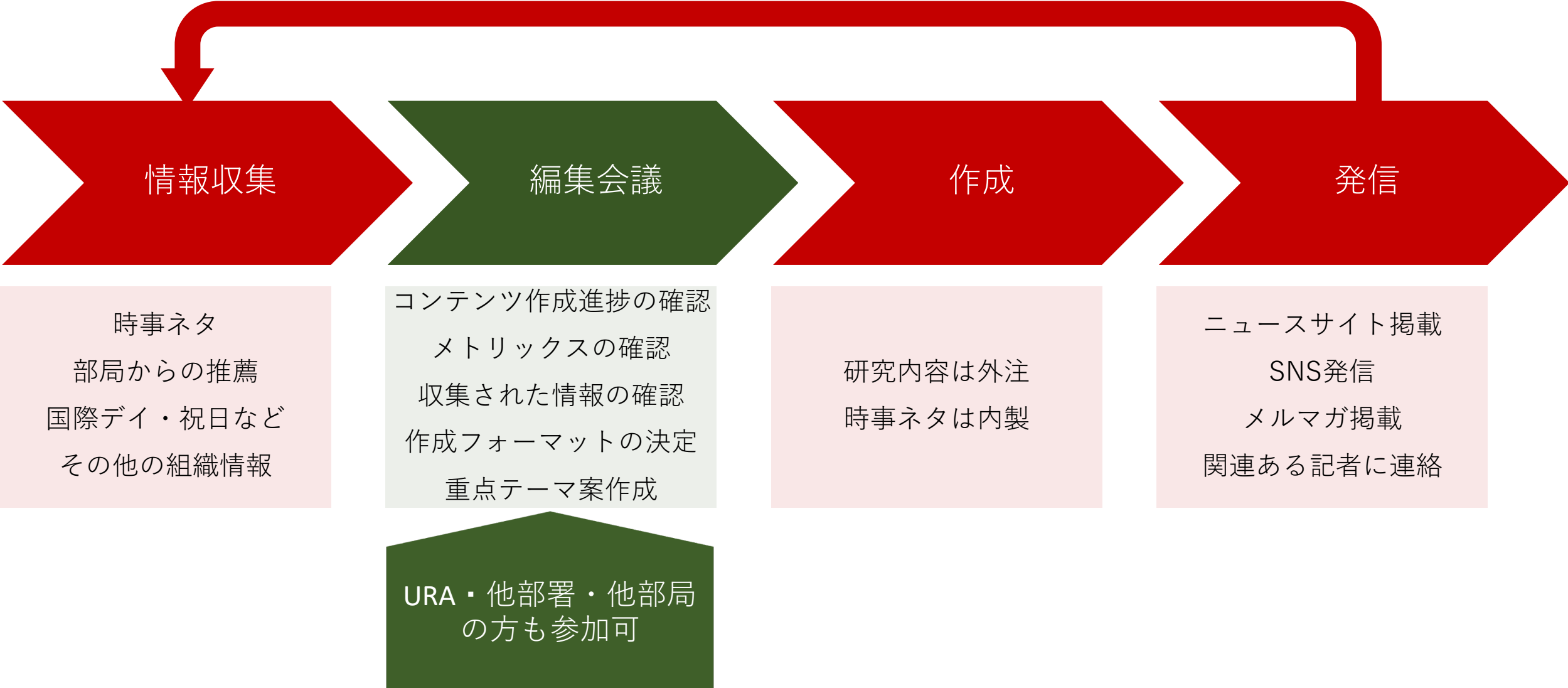


2023.07.10

Social sciences

As the BOJ welcomes a New Governor, Where is Monetary Easing Headed?

# 戦略コンテンツ作成プロセス（人社系内容は主にこのルートで発信）



# 人社分野における国際広報の発信例①

2023.01.12

## Why are wages not rising in Japan?

Social sciences #Economics #Economic policy #Labor

The average wage in Japan has remained low ever since the country's economic bubble burst in 1991. The gap between Japan and developed countries in the west has widened, while average wages in countries such as Singapore and South Korea have overtaken Japan. Why does it seem like only Japan is losing? How are working styles changing for young people, including university students who will soon be entering employment?

We ask Professor YUGAMI Kazufumi (Graduate School of Economics) who specializes in Japan's labor market and labor policies.



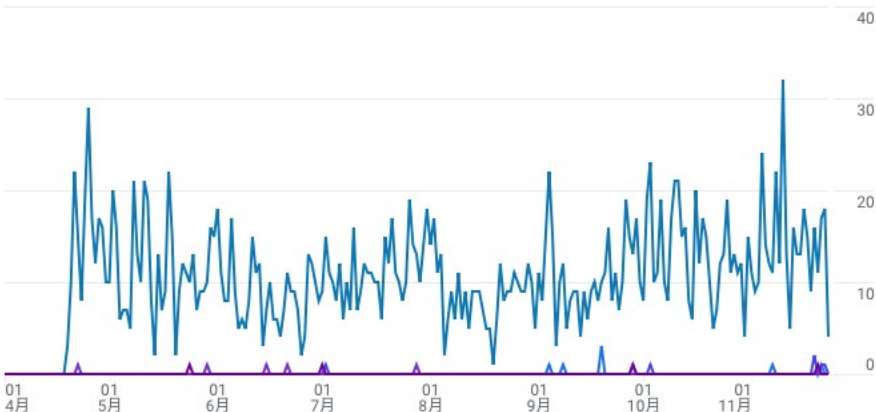
Professor YUGAMI Kazufumi

### Researchers

Yugami Kazufumi  
Professor  
Graduate School of  
Economics

Kobe U  
KOBEL UNIVERSITY

### SDGs



- 日本語タイトル：「なぜ日本の賃金は伸びないのかー変化が迫る働き方や福祉制度ー」
- 概要：「日本の労働市場、労働政策について研究している経済学研究科の勇上和史教授に聞いた。」
- 最もアクセス数が多い英語特集記事
- 2023年1月23日公開以来の表示数は2,461回、絶えず続く（グラフ）
- 英語版：反響なし
- 日本語版：テレビ朝日・産経新聞から連絡



# Googleで回答として使われる

Google search results for "why are wages not rising in japan?". The search bar shows the query and the Google logo. Below the search bar, there are navigation options: All, News, Videos, Images, Books, and More. The search results show "About 13,100,000 results (0.23 seconds)".

**In summary, there are labor shortages in industries where it is difficult to raise wages, and a rising number of employees work without wage increases. In other words, Japan has an economic and demographic structure that makes it difficult to effectively pressure that wages be raised.** Jan 12, 2023

**kobe-u.ac.jp**  
https://www.kobe-u.ac.jp › NEWS › people › feature0004

**Why are wages not rising in Japan? | Research at Kobe**

People also ask:

- Will salaries increase in Japan?
- Are wages high in Japan?
- What is the salary increase in Japan 2023?
- What is the salary increase in Japan 2024?

**The Japan Times**  
https://www.japantimes.co.jp › news › economy-business

**Why Japan's wages aren't rising**  
Feb 9, 2022 — "There are multiple causes behind Japan's stagnant wage growth, but I believe it's related to deflation," said Hisashi Yamada, vice chairman of ...

**Nikkei Asia**  
https://asia.nikkei.com › Opinion › Pay-in-Japan-is-fin...

**Pay in Japan is finally rising, but this won't boost growth much**  
Jun 8, 2023 — For much of the last decade, Japan's shrinking working-age population did not have much impact on wages. This was in part due to more women, as ...

**経済産業研究所**  
https://www.rieti.go.jp › papers › contribution › fukao

**Reasons for the Long-term Stagnation of Wages in Japan**

# 同時期に複数記事が公開された

Google search results for "why are japanese salaries so low". The search bar shows the query and the Google logo. Below the search bar, there are navigation options: All, News, Videos, Images, Books, and More. The search results show "About 483 results (0.29 seconds)".

**The Mainichi**

**Editorial: Despite edging past 1000 yen, Japan' average minimum wage still too low - The Mainichi**

If a person worked full time on an hourly wage of 1000 yen (about \$7.10) it would give them an annual income of only around 2 million yen...

Jul 31, 2023

**The Japan Times**

**Unpacking Japan's great wage conundrum**

With inflation running at a four-decade high, the world's third-largest economy's famously stagnant salaries are finally showing signs of...

Feb 20, 2023

**CNN**

**Japan's workers haven't had a raise in 30 years. Companies are under pressure to pay up**

Hideya Tokiyoshi started his career as an English teacher in Tokyo about 30 years ago. Since then, his salary has stayed pretty much the...

Feb 3, 2023

**Japan Today**

**Struggling on low salaries, adults falling into SNS traps for 'black' part-time jobs**

Extreme aging spawns problems never faced before. Old age is not new, nor loneliness, nor poverty – yet all acquire novel features when,...

May 22, 2023

# 人社分野における国際広報の発信例②

2023.05.31

## A lesson in leadership from WBC Samurai Japan coach Hideki Kuriyama

Social sciences #Business administration #Leadership #Organizational Behavior

Japan's national baseball team (Samurai Japan) recaptured their world No. 1 standing after 14 years at the recent World Baseball Classic (WBC). It was not only the performances of Major League all-rounder Shohei Ohtani, Yu Darvish and their teammates that attracted attention, but also the leadership of head coach Hideki Kuriyama in putting the team together at short notice and leading it all the way to the championship. As a new financial year starts, with all the attendant changes in the management and organization of businesses



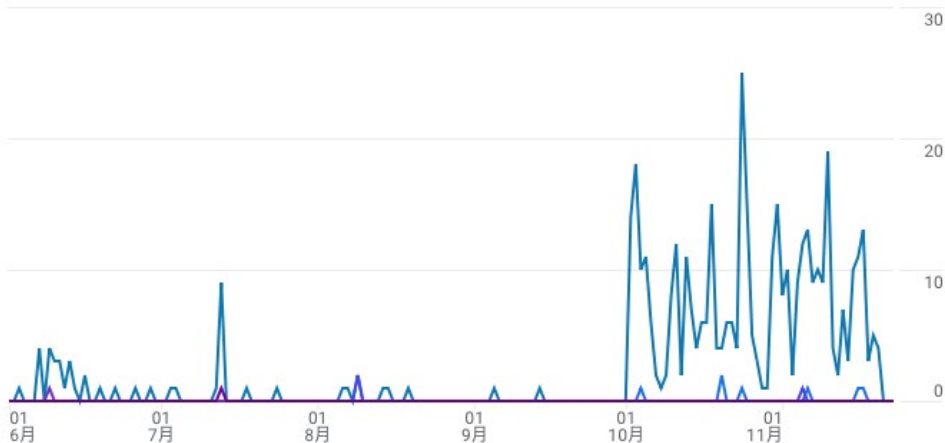
Professor SUZUKI Ryuta

and local authorities, we asked Professor SUZUKI Ryuta, an expert in organizational behavior and leadership theory at the Graduate School of Business Administration, what Kuriyama's leadership can teach us.

### Researchers

Suzuki Ryuta  
Professor  
Graduate School of  
Business Administration

Kobe U



- 日本語タイトル：「WBC侍ジャパン栗山英樹監督に学ぶリーダーシップとは？」
- 概要：「企業や自治体でもトップや組織体制が変わる新年度にあたり、栗山監督から学ぶことは何か、組織論やリーダーシップ論が専門の鈴木竜太経営学研究科教授に聞いた。」
- アクセス数が多い順で3番目の英語記事
- 2023年4月27日公開以来の表示数は447回、掲載から4ヶ月に人気になった（グラフ）
- 英語版：反響なし
- 日本語版：学外学生から連絡

# Googleで回答として使われる


Google

All News Images Shopping Videos More Tools

About 1,400,000 results (0.35 seconds)

## coach Hideki Kuriyama

A lesson in leadership from WBC Samurai Japan coach [Hideki Kuriyama](#). May 31, 2023



**kobe-u.ac.jp**  
<https://www.kobe-u.ac.jp/news/people/feature0012>

[A lesson in leadership from WBC Samurai Japan coach ...](#)

**野球日本代表 侍ジャパンオフィシャルサイト**  
<https://www.japan-baseball.jp/profile>

[SHIROISHI Noriyuki | Profile | The Official Site of ...](#)

2023 WORLD BASEBALL CLASSIC™ · Manager KURIYAMA Hideki 89 · Coach SHIRAI Kazuyuki 90 · Coach YOSHIMURA Sadaaki 77 · Coach SHIMIZU Masaji 87 · Coach YOSHII...

**野球日本代表 侍ジャパンオフィシャルサイト**  
<https://www.japan-baseball.jp/profile>

[KURIYAMA Hideki | Profile | The Official Site of the Japan ...](#)

SAMURAI JAPAN SERIES 2022 Japan vs Australia · TOPTeam to List · Manager KURIYAMA Hideki 89 · Coach SHIRAI Kazuyuki 90 · Coach YOSHIMURA Sadaaki 77 · Coach SHIMIZU ...

**The Japan Times**  
<https://www.japantimes.co.jp/baseball/japanese-baseball>

[Samurai Japan manager Hideki Kuriyama reveals team's ...](#)

Jun 2, 2023 — Samurai Japan manager [Hideki Kuriyama](#) reveals team's secrets for success at WBC.

Missing: [coach](#) | Show results with: [coach](#)

# 複数同様の記事が公開された

Google

All Images News Videos Shopping More Tools


About 48 results (0.23 seconds)

**The Mainichi**

[Baseball: Shohei Ohtani, Tigers boss Akinobu Okada, Japan skipper Hideki Kuriyama honored - The Mainichi](#)

TOKYO (Kyodo) -- Two-way superstar Shohei Ohtani, Japan Series-winning manager Akinobu Okada and World Baseball Classic-winning skipper...

1 week ago




**The Japan Times**

[Samurai Japan manager Hideki Kuriyama reveals team's secrets for success at WBC](#)

Japan's World Baseball Classic-winning skipper Hideki Kuriyama revealed Friday that advice from high school and corporate team managers was...

Jun 2, 2023




**Asahi Shimbun**

[The stars came to 'Field of Dreams' of Japan skipper Kuriyama | The Asahi Shimbun: Breaking News, Japan News and ...](#)

Hideki Kuriyama built it, and they came. The 61-year-old manager for Samurai Japan faced the daunting task of gathering together a team of...

Mar 23, 2023




**MLB.com**

[Japan's Hideki Kuriyama is a one-of-a-kind manager](#)

MIAMI -- There aren't many managers like Hideki Kuriyama. He played professionally in the NPB, but to hear him tell it, he barely escaped...

Mar 20, 2023





# 次に人気記事（英語全体 2 番目）

2023.04.14

## Clarifying the Megathrust Earthquake Mechanism

### Can Nankai Trough Earthquakes Be Forecasted?

Mathematics and physics #Planetology #Earth #Earthquake #Slow slip #Tectonic plate #Nankai Trough

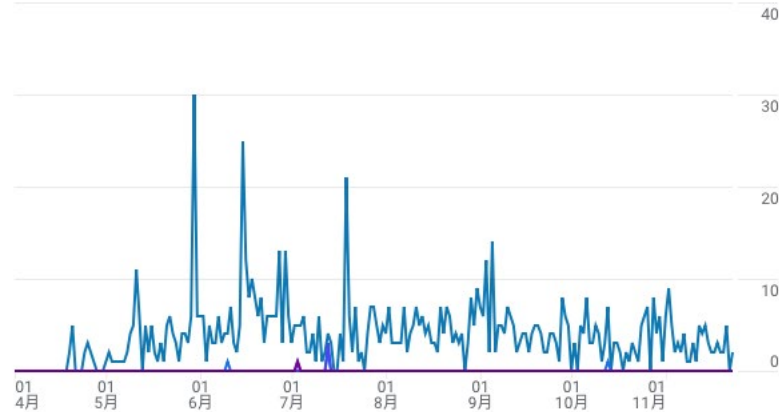
There is a 70-80% chance that the Nankai Trough Megathrust Earthquake will occur in the next 30 years. It is predicted to cause more extensive damage than the 2011 Great East Japan Earthquake and fatalities may exceed 320,000. It is believed that this megathrust earthquake will occur when the strain energy that accumulates at the plate interface due to the subduction of the Philippine Sea plate beneath the Eurasian plate (or Amur plate) on the landward side exceeds a certain limit, which will cause the continental Eurasian plate to spring up. In recent years, the relationship between slow slip events and giant megathrust earthquakes has received much attention. Slow slip events involve gradual slipping in the plate interface, and are considered to be related to the



Professor YOSHIOKA Shoichi

#### Researchers

Yoshioka Shoichi  
Professor  
Research Center for Urban  
Safety and Security



# 第二の検索結果

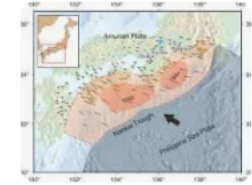


can nankai trough earthquakes be forecasted?

All News Images Books Videos More Tools

About 408,000 results (0.29 seconds)

As predicted using the megathrust locking distribution, similar earthquakes will occur along the Nankai megathrust in the future<sup>12</sup>. The ERC estimates that the 30-year occurrence probability of a great Nankai megathrust earthquake is 70–80% as of January 2022<sup>2</sup>. Jan 10, 2023



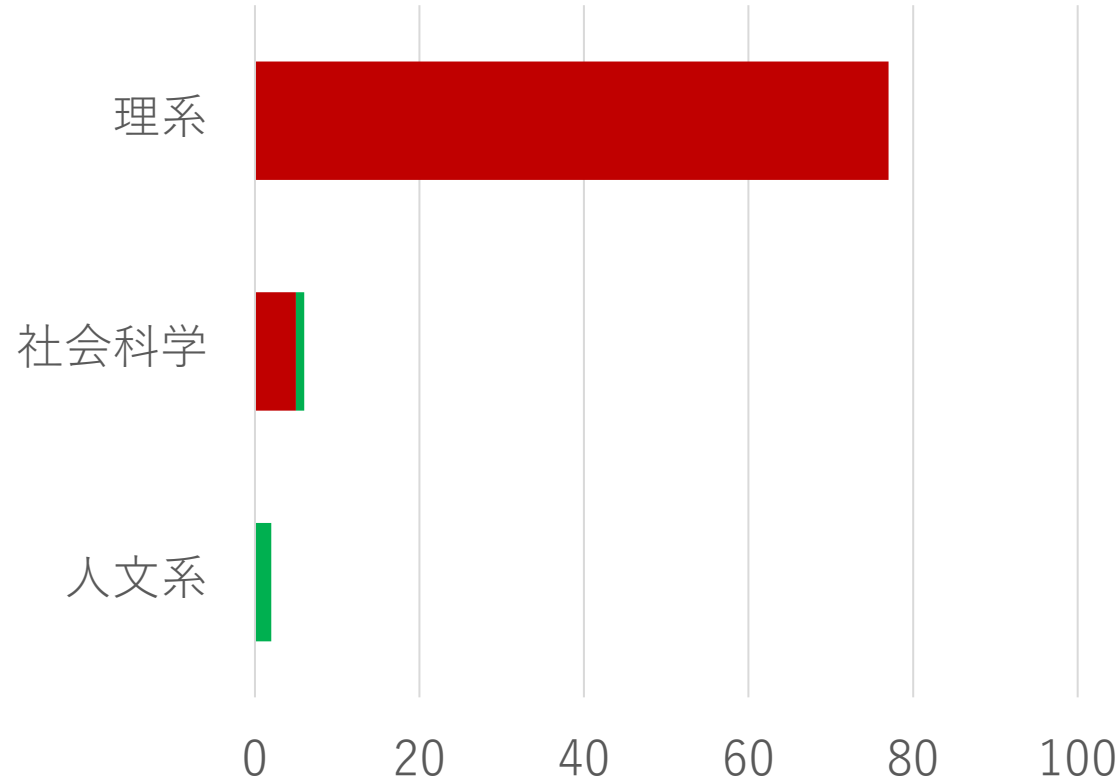
Nature Journal  
https://www.nature.com/scientific-reports/articles/...  
High probability of successive occurrence of Nankai ... - Nature

#### People also ask

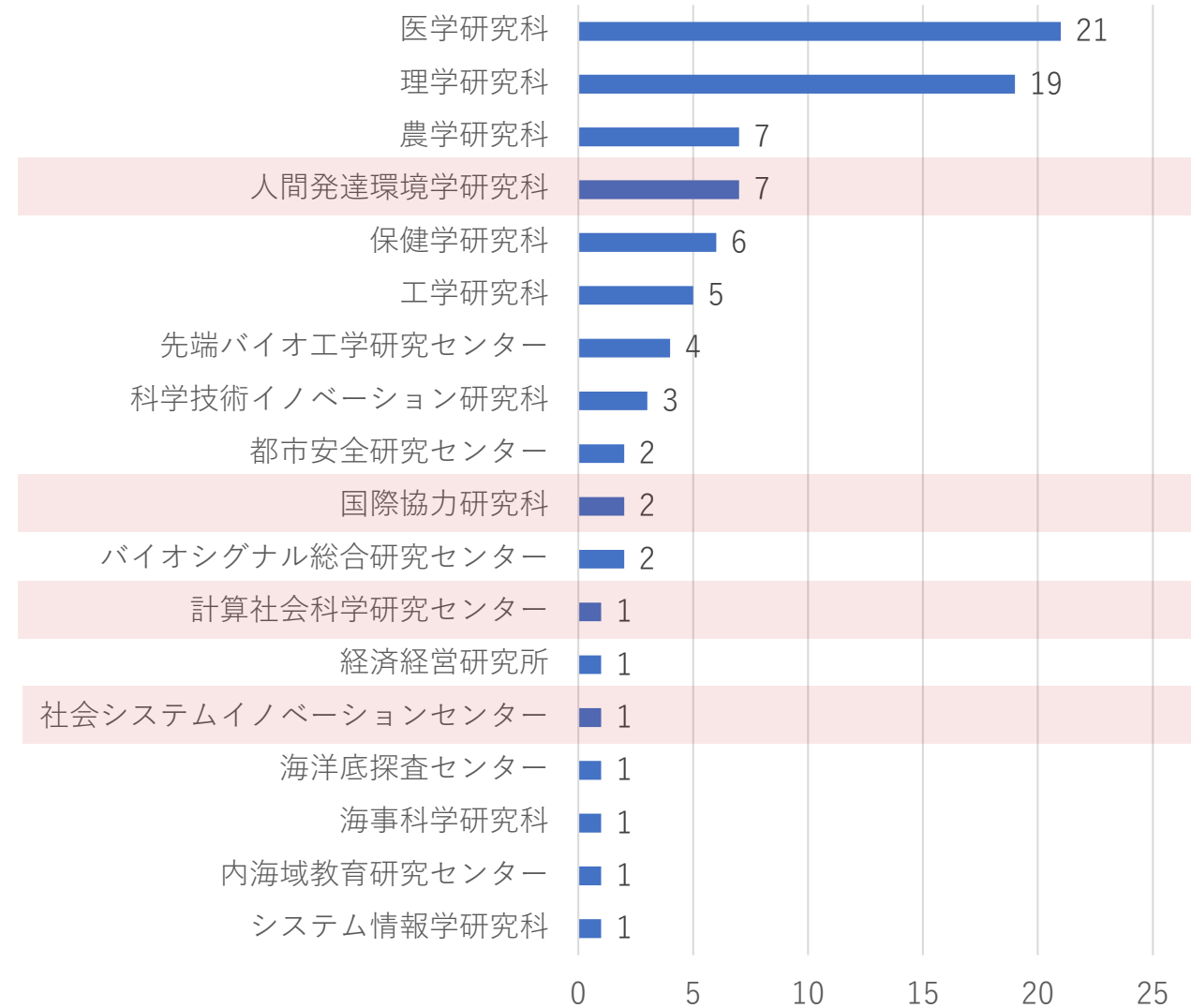
- What is the prediction for the Nankai trough earthquake?
- What is the probability of the Nankai Trough?
- Is Japan expecting another big earthquake?
- Will Japan have earthquake in 2023?

kobe-u.ac.jp  
https://www.kobe-u.ac.jp/people/feature0008/...  
Can Nankai Trough Earthquakes Be Forecasted?  
Apr 14, 2023 — There is a 70-80% chance that the Nankai Trough Megathrust Earthquake will occur in the next 30 years. It is predicted to cause more extensive ...

# プレスリリース（2022年度）：理系が多い、女性が少ない

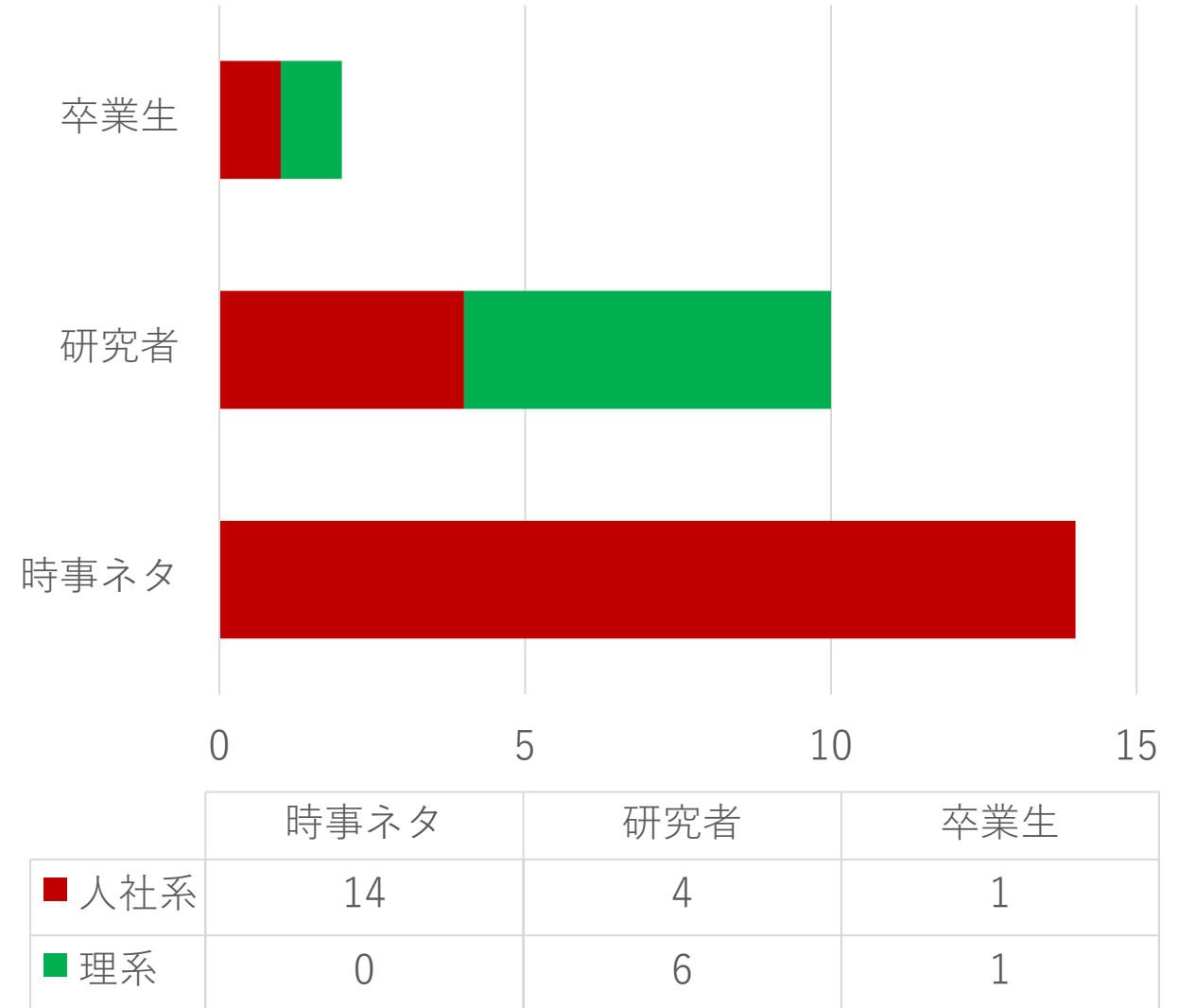


	人文系	社会科学	理系
■ 成果	0	5	77
■ 情報共有	2	1	0



# フィーチャー記事（2022年10月～2023年9月）

- 26本の記事を公開（2週間に1本）
- 人文・社会科学系にフォーカス
- 時事ネタ・ニュースで報道されている課題を取り上げる
- 女性研究者にもフォーカス
  - 男性20人、女性7人
  - プレスリリースデータないが、女性少ない
- 外部サイトに掲載
  - EurekaAlert!に記事を掲載し、研究者を「専門家」として登録する



# 今後の国際発信の取組：人社系の国際発信

- 引き続き、「ストーリー」を大切に
  - 社会貢献、人間性、個人の経験などを伝えて読者に興味を持ってもらう
  - 重点テーマの安定的な活用を推進する
- 多様な媒体で情報発信
  - ビデオ、ポッドキャスト、インフォグラフィックなどを実施する
  - 記事のビジュアルアピールを改善し、写真・グラフィックを大切にする
- 社会貢献などを可視化するイベントの企画
  - パネルディスカッションやカフェ形式のイベントで研究者を可視化する
- NPOや活動グループと連携を図り、ウィンーウィンの形で学外ネットワークにアクセスする
- コンテンツコラボレーションの追求
  - コンテンツの学内外再利用などを推進する
  - メディアの発信チャンネルにアクセスできるように、コンテンツを提供するか一緒に作る
- チャンネルの増加
  - オピニオン記事などを新聞や雑誌に掲載する
  - SNSの活動を拡充・強化する
  - 内部広報も引き続き強化する（インプット）
- 構成員の教育
  - 研修会などで学生と教職員の発信能力を強化する



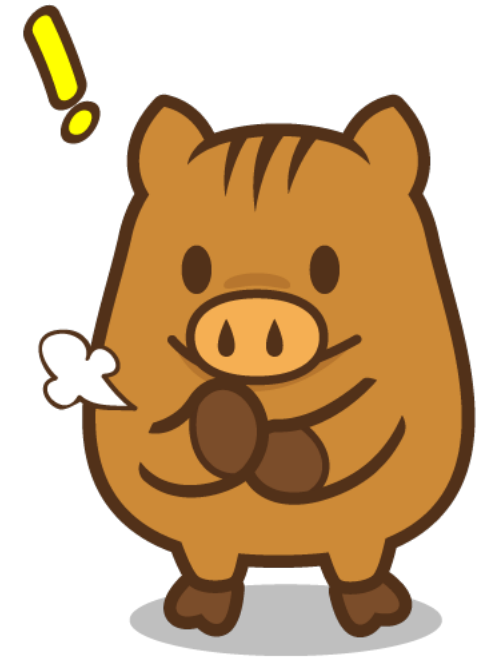
# 文部科学省・JSPS・JSTに期待すること

1. 日本の大学の総力を可視化する活動を文科省などが切り出す
  1. Futurity.orgのようなサイトでフィーチャー記事・人社系コンテンツを集積して発信する
  2. Policy Doorを参考にできる
2. 海外イベント（AAAS、ESOF、PCSTなど）で大学をまとめて「ジャパンパビリオン」などで出展を支援する
  1. 記者・行政関係者・一般の方が多く集まる場所
  2. 単独に出すより、総合でやるとインパクトが大きい



## まとめ

- 人文・社会科学研究に特化した広報を行なっているより、大学のブランディングに全ての研究が必要不可欠
- 特に、大学価値観・強みを伝えるため、そして社会の関心・ニーズに応えるために、人文・社会科学の専門家がとても大事な存在になる
- （すでに議論が進んでいると思うが）「世界に人社系を伝える」より、ターゲットを特定して、期待する結果を定めて、それを実現するための行動を設計しなければならない



ご清聴ありがとうございました

Euan McKay  
神戸大学 特命准教授  
戦略企画室 広報・基金部門  
mckay@port.kobe-u.ac.jp

