

## Living in the Corona age: A *new normal* perspective of Japanese home economics

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### Abstract

*The spread of COVID-19 has forced Japanese into major changes to our daily lives. This study brings to light issues hidden in the consciousness and behaviour of Japanese as they confront this new normal, and examines the critical role of Home Economics. By carefully examining related articles (published March-September 2020) from four representative Japanese newspapers, this study aims to understand the actual conditions of life under this new normal.*

*In both relevant work and non-work topics addressed in said articles, we find few instances where home economics' life-oriented approach is adopted. We warn of the dangers inequality and social exclusion pose for maintaining social inclusivity and safeguarding human rights. As specialists in future proofing, we propose that it is our social role to stimulate discussion towards creation of a humanistic new normal centred on community and individual wellbeing.*

**KEYWORDS:** COVID-19 PANDEMIC, NEW NORMAL, NEWSPAPER CONTENT ANALYSIS, HOME ECONOMICS FUTURE PROOFING, SDGs

### Introduction

The COVID-19 pandemic is forcing a profound transformation of our lives. The international community, which until recently promoted *connection* across national boundaries, has seen countries suddenly close their borders, with governments encouraging citizens to refrain from travelling abroad and instead *shelter at home*. Unfortunately, the philosophy at the core of home economics, which stresses human interaction and exchange and has allowed the discipline to foster wellbeing through cooperation and collaboration among peoples, seems to have been drowned out by a wave of *social and physical distancing* strategies.

Further, chronic problems as poverty, inequality, and marginalisation that societies have been grappling with for decades has exacerbated by the critical situation produced by COVID-19 and the overall shock of the pandemic even worse. The United Nations' well-known Sustainable Development Goals (SDGs) were created to help countries overcome crises based on fundamental principles such as justice, equality, the expansion of opportunities and inclusion. These tenets should be the guiding force of the international community as it works to overcome the challenges posed by COVID-19.

To ensure that the society of the future is more desirable and sustainable than that of the past, the *ways of overcoming* that we are now implementing are of great significance. In discussions in the

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search for a better path through which to overcome many social and lifestyle challenges brought by the scourge of Corona, problems are often overemphasised and people tend to seek to solve these problems. However, it is more important while overcoming the crisis, to forecast the future for achieving the wellbeing we seek beyond the Corona catastrophe. This study maintains that home economics is uniquely qualified to explain these points and offer solutions based on them; its input is thus absolutely important at this crucial time.

## Objectives

In Japan, there are growing social awareness such as a rise in individuals who never marry, an increase in the number of single-parent households, and elderly people living alone. The percentage of unmarried persons at age 50 is 23.37% for males and 14.08% for females and has increased rapidly in the last 20 years (National Research Institute of Population and Social Security, 2018). The percentage of single-person households among the elderly (those aged 65 and over) is increasing, with 13.3% of males and 21.1% of females in single-person households. These rates are expected to increase in the future (Cabinet Office, 2020).

In the workplace, employment is becoming more fluid and unstable. The percentage of non-regular employees in the workforce was 20% in 1990, increased to 37% in 2017 (Ministry of Health, Labour and Welfare, 2018).

Also, the number of unemployed and those without adequate schooling is rising. It is estimated that 710,000 (2.1%) of those aged 15 to 34 are neither doing housework nor attending school, and 541,000 are *hikikomori*, or deeply socially withdrawn (Cabinet Office, 2018).

Japan is also characterised by a high suicide rate among children and youth, with suicide being the leading cause of death among Japanese aged 10-39. In fact, looking internationally, among developed countries only in Japan is suicide the leading cause of death among young people aged 15-34 (Ministry of Health, Labour and Welfare, 2019). Further, among all OECD countries, Japan shows the highest percentage of individuals who do not interact with those outside of the family, another serious social problem (OECD, 2005).

We would assume that COVID-19 has made life even more difficult for these persons who have weak social ties. And comparing 2020 with 2019, we find an increase in the unemployment rate, especially among non-regular workers, and a rise in the percentage of welfare recipients. Further, there has been a 40% increase in the suicide rate among the younger generation—the largest year-on-year rise ever recorded—especially among female high school students, where the increase has been a startling 90% (Ito, 2021).

This social context deeply informed the present study. We began our research not only wanting to understand what challenges Japanese had begun facing in their daily lives from the earliest stages of the pandemic but also out of a desire to participate in the process of constructing a more humane *new daily life* for all. It should be noted, that our study was conducted during the very early stages of the pandemic, when there was no prior research on how the COVID-19 was forcing changes in people's daily lives. The results of a review of the Japanese home economics literature yielded but one related study—on food recipes (Ioki, 2020).

From the abovementioned perspective, we examine below how the *new daily life* or *new normal* (terms that will be used throughout this study) have been depicted in major Japanese newspapers—still a highly influential form of mass media—while also clarifying key issues latent therein. In order to understand what may be disappearing from people's lives, and what is required to realise a safe, humane and prosperous new daily life, this study uses the information gathered to grasp the current situation and flow of public opinion; it then reexamines key issues in terms of home economics. Finally, this study takes up the role and necessity of *future proofing* which, as the IFHE describes it in its *Position Statement—Home Economics in the 21st Century* (IFHE, 2008, n.p.), is the “process of trying to anticipate future developments, so that action can be taken to minimise possible negative consequences, and to seize opportunities.”

## Methodology

### Research Design

Newspaper content analysis was selected as the key methodology of this study. Within the major democracies, including Japan, leading newspapers are widely accepted as a medium that accurately conveys general social conditions. Even with the sudden Corona crisis, we found this approach to be reliable and effective. Indeed, newspaper content analysis is already being conducted at a scholarly level in order to understand not only social conditions under the pandemic but how various publics are receiving and internalising information about said social conditions (Amann et al., 2021).

### Data collection

Four representative newspapers in Japan, Mainichi, Asahi, Yomiuri and Nikkei (morning and evening editions) were referenced (see Table 1).

Table 1 Referenced newspapers

Newspaper	URL
Asahi News Paper digital	<a href="https://www.asahi.com/">https://www.asahi.com/</a>
Mainichi News Paper digital	<a href="https://www.mainichi.com">https://www.mainichi.com</a>
Nikkei News Paper digital	<a href="https://www.nikkei.com">https://www.nikkei.com</a>
Yomiuri News Paper digital	<a href="https://www.yomiuri.co.jp/">https://www.yomiuri.co.jp/</a>

Keyword searches of articles (excluding pieces based on personal opinion, such as editorials) were conducted; from the articles selected and sampled, an attempt was made to grasp and understand actual living conditions under the new normal.

The target periods (time frames) for newspaper analysis were: Articles published between March 1 and July 15, 2020 (the so-called first wave of COVID-19 in Japan) and between July 16 and September 15, 2020 (the second wave).

In this survey, the period around the time of the first wave, that is, March 1 to July 15, 2020, when the greatest emergency response was required and information was changing quickly and frequently, will be called the *first half*. The period around the time of the second wave, from July 16 to September 15, 2020, will be called the *second half*.

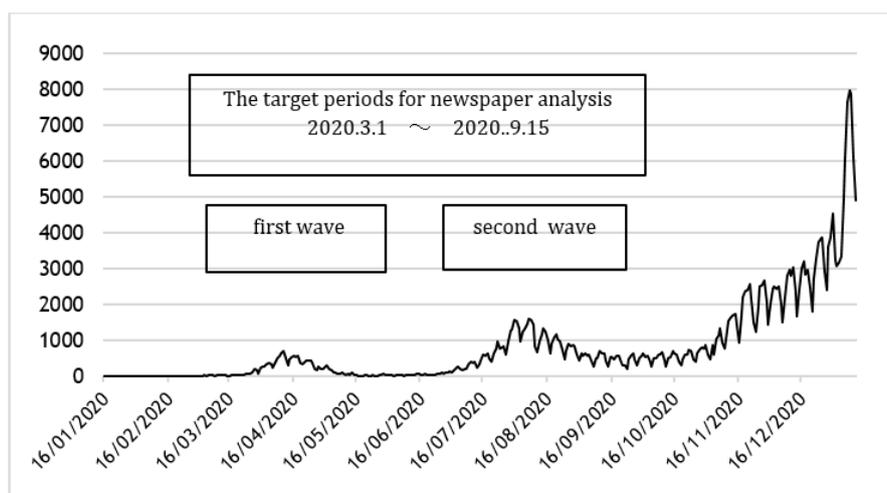


Figure 1 Changes in the number of infected persons

## Procedures

### Determining main keyword

In deciding on the main keyword for this study, terms which relate to conditions of life under the Corona pandemic—where a new conventional wisdom and adjustments to a new state of affairs are required—were selected. These phrases are *new daily life*, *new common sense*, and *new normal*, and together with *new lifestyle* were included in the preliminary search, or investigation (total number of instances:1,874; period of publication: March 1 -30, 2020).

The term *new lifestyle* was coined by the government in response to the spread of new coronavirus infections, and refers to behavioural changes the authorities have sought to promote such as avoiding crowded (dense) places, wearing masks, and washing hands. In addition, the terms *new common sense* and *new normal*, originally introduced at the time of the Lehman Shock to describe the shift in the global economic system, have been adopted by government and media to describe current social imperatives and policy directions. Lastly, the term *new daily life* has come to be used more comprehensively to describe possible new ways of living post-pandemic.

The search results for the five newspapers are shown in Figure 2. As can be seen, there were significant differences in rates of occurrences for each keyword among the five sources. Although the keyword with the quantitatively highest rate of occurrence across all sources was *new lifestyle*, we decided to use *new (novel) daily life* as our main key term as it showed the least deviation (was most non-biased) across the five sources. As mentioned above, *new lifestyle* has often referred to specific daily rules (mask-wearing, avoiding crowds, handwashing, etc.) and so was deemed unlikely to point to the deeper issues we wish to clarify in this paper.

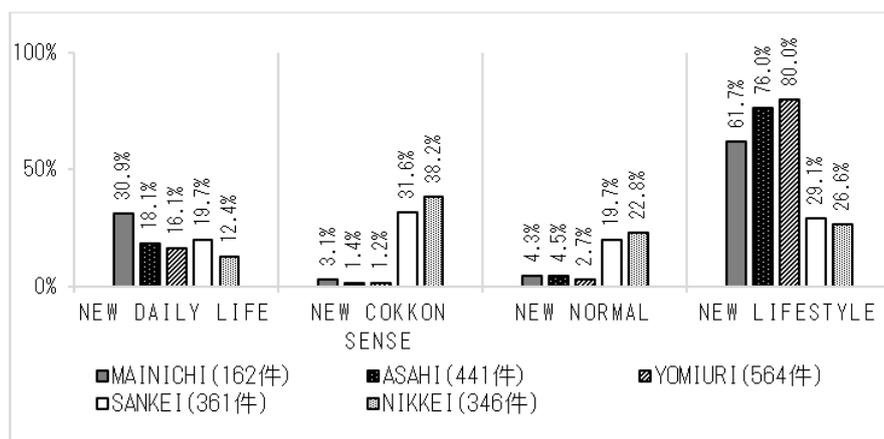


Figure 2 Main keyword candidate search results

### Determining sub-keywords

Articles that produced a hit along *main keywords* x *each horizontal axis keyword* (or sub-keyword) were targeted and analysed (total number of instances: 2,918; period of publication: March 1st-June 30th), examining how each text that addressed Japan's *new daily life* under Corona. The selection of sub-keywords was based on the SDGs, that is: *no poverty*, *zero hunger*, *good health and wellbeing*, *decent work and economic growth*, *quality education*, and so on. In order to select the sub-keywords, we extracted key concepts that are important for or relate to human wellbeing—such as the valuing of unpaid work, care for the aged, childcare and domestic work, steady employment and good jobs, workers' rights, safe working conditions, social, economic and political inclusion, and access to public space for all—and then selected sub-keywords as derived from these concepts. The sub-keywords are delineated below in Figure 3.

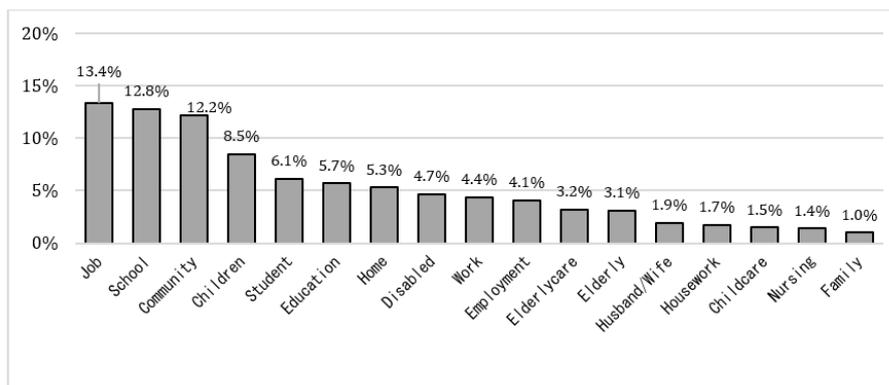


Figure 3 Sub-keyword Search Results

Examining article searches of the five newspapers for the 17 possible horizontal sub-keywords (as shown in Figure 3), *job*, *school*, *community* and *children* had the highest rates of occurrence, followed by *student*, *education* and *home*. Sub-keywords reflective of socially disadvantaged persons, as well as the care they require—for example, *elderly*, *disabled*, *elderly care* and *nursing*—had low rates of occurrence.

Next, the contents of newspaper articles containing each of the sub-keywords were checked. We read through the articles containing each sub-keyword and decided not to include in the analysis those articles whose thrust differed from the concerns and points we set out to understand in this paper. For example, while there was frequent use of the words *school* and *students*, this was largely done in the context of reviewing timetables and policies for opening and closing schools. Similarly, *community* was often addressed in the context of mapping the progression of the virus. In short, such content did not provide the required perspective on how the pandemic is fundamentally reshaping the daily lives and concerns of individuals, families, and communities. Lastly, articles that included the words *job* and *employment* usually discussed the pandemic, and post-pandemic life, from an economic efficiency perspective; thus, these terms too were ultimately rejected.

After careful scrutiny, for the sub-keywords used in this survey we selected *children*, *work*, and *home*, *family* and *housework* for the abovementioned reasons. For *home*, *family* and *housework* we decided to include *home*, *family*, *housework*, and *childcare* in the list of sub-keywords. Every article we analysed contained the main keyword plus at least one of these sub-keywords.

## Analysis

### The total number of the articles

The total number of hits based on searches using the main keyword *new daily life* were: first half time period, 148; second half period, 23.

Comparing the number of hits in the first half, which corresponds to the period of the first wave of the COVID-19 epidemic, with the second half, or the period corresponding to the second wave, we find the number of hits for the latter is remarkably small even though differences in the two research periods were taken into consideration.

These results are contrary to the hypothesis that the social situation and severity of challenges in daily life would have become more intense, complex, and diverse, and thus that the number and kind of articles we would find in the second half would correspond to this trend.

### Articles on *Children* under the *new normal* or *new daily life*

The content of the articles can be broadly categorised as follows: Articles on *children's stress* and *protecting children in their daily lives* during the pandemic; articles written to *support and encourage children to adjust to the pandemic*; articles that address *changes in children themselves*, *work-life balance*, *alienation*, and *diversity*; and a category simply called *others* (see Table 2).

There were three articles each on *children's stress* for the first and second halves. The content included these issues: changes in the rhythm of life with schools closed; stress due to the increase in safety rules; and the inability of children to engage in previously routine practices such as club activities; lack of exercise.

In the first half, there were 19 articles on *protecting children's daily lives*—the most frequently occurring topic regarding children—while there were five in the second half. Breaking these numbers down further, in the first half 12 articles were related to schools, that is, on protecting children's basic right to learn and the need to pay close attention to safety-preserving measures such as staggered school attendance and avoidance of the *Three Densities*, and on why common school practices such as providing lunches and having students take care of animals are essential for children's development and should be continued. Five articles were related to school closures due to the emergency declaration.

Table 2 Articles on *Children under the new normal or new daily life*

Content	Period	First Half	Second Half
Children's stress		3	3
Protecting children in their daily lives		19	5
• Issues related to school activities		(7)	(2)
• Issues related to school closures		(5)	(0)
• Issues other than school		(7)	(3)
Supporting and encouraging children to adjust to the pandemic		10	1
• Relating to grandparents		(3)	(1)
Changes in children themselves		1	1
Work-life balance		4	0
Alienation		3	1
Diversity		1	0
Other topics		6	2
<b>Totals</b>		<b>47</b>	<b>13</b>

Seven of these articles were related to places and relationships other than school: libraries, parks, ensuring sound public transportation, and making outdoor play an integral part of children's daily lives.

The second most common type of article focused on *helping children adjust to the pandemic* with ten articles in the first half, one in the second half. Of these, articles on children's connection to grandparents were found three times in the first half and once in the second half. The content included references to: online educational materials, delivering school cheerleading songs, motivating children, gifts from grandparents, and interaction in general.

There was one article in each half about *changes in children themselves*. One described how children had begun to cook for themselves while school was closed, and another addressed how remote learning is being practiced in the countryside, a development which seems to be having a positive impact on both the children and larger communities involved.

There were four articles on *work-life balance*, which took up: how it has become easier to balance work and family life now that both spouses are teleworking; the considerable damage school closures have done to housework and employment; and the increased burden that remote work places on women. There were three articles on *marginalisation*, which addressed: bullying of children who had moved from high COVID-19-infected areas to new, less impacted places; harassment of cars with out-of-prefecture license plates (over fears occupants might be bringing in the virus); and discrimination against families of medical professionals. One of the *diversity* articles was about a woman who divorced due to accumulated effects from the Coronavirus.

As can be seen from the above, many of the articles on children under the new normal showcase families making efforts to adapt to the sudden changes to daily life—changes such as the closure of schools, parks, and public facilities, as well as restrictions on movement—to protect children’s rights and to support their development, even under the current situation with various limitations. It is clear that, as a result of the pandemic, the importance and role of the family has increased even further. At the same time, there are indications that the enhanced degree to which children’s wellbeing is influenced by their families or family situations may now pose even greater risks than before.

### Articles on work under the new normal or new daily life

The total number of articles on *work* under the new normal is 24. Interestingly, there were hits only in the first half, during the first wave; for the second wave there are no cases (see Table 3).

The most frequently found theme was *Questioning the future direction of social change under the new normal*, with 19 hits. Most of these articles were about the importance of further social reform from a macro perspective, that is, in terms of: economic policy, the need to stimulate demand, and the need to reform the way we work by using IT. However, these articles did not mention specific details regarding how to conduct such reforms.

Table 3 Articles on work under the new normal or new daily life

Content	Period	First Half	Second Half
Questioning the future direction of social change under the new normal		19	0
Proposals and expectations for new ways of working		5	0
• The new normal is not a return to the (pre-Corona) status quo.		(2)	
• (including specific proposals)		(3)	
<b>Total</b>		<b>24</b>	<b>0</b>

Among them, there were some pieces suggesting that a new normal does not involve returning to a previous lifestyle, but rather moving toward a different kind of society that embraces newly created values; however, the number of such cases was exceedingly small, at just two. There were also three articles that addressed specific proposals on issues such as telework, promotion of the digitalisation of society, and possibly shifting from an extremely centralised national structure, where economic and political life, and so on, is over-concentrated in Tokyo, to a more decentralised arrangement.

Other articles in this category equated *new daily life* with the process of suppressing the Corona pandemic and returning to the previous way of life. The gist of these particular articles was the need to return to “normal” economic levels.

Another category is *new ways of working*, or *looking forward to new ways of working* from workers’ perspectives. Here there were five articles, the themes addressed being: advantages of remote, online, and telecommuting work, changes in the means of commuting, and proposals to incorporate agriculture into daily life.

In contrast, there were no articles that looked at the harsh realities many working Japanese face, such as disparate treatment between regular and non-regular employees, nor any pieces that addressed social marginalisation and discrimination in general.

### Articles on home, family and housework under the new normal or new daily life

The total number of articles on *home, family and housework* under the *new daily life* was 32 for the first half and 9 for the second. The trend regarding numbers of articles for each half was thus the same as with other topics.

In terms of content, the most frequently found articles looked at *specific activities under the new daily life*, focusing on changes occurring in daily lifestyles under the new normal. There were 16 such articles in the first half, 3 in the second (see Table 4).

Here, a more diverse picture of daily life is found: family outings, shopping, new connections with local vendors, the state of the local hair salon, the reopening of an amusement park, and so on.

**Table 4** Articles on *home, family and housework* under the *new normal* or *new daily life*

Content	Period	First Half	Second Half
Suggestions and expectations for life under the new normal		4	3
Specific activities under the new normal		16	3
Dementia		1	0
Alienation/isolation		3	0
Others		8	0
<b>Total</b>		<b>32</b>	<b>9</b>

There were *suggestions and expectations for a new way of life under the new normal* that addressed what should be done and how society might reform itself (found in four and three cases, respectively). In these pieces, we find a point of view that values differences among individuals, close community cooperation, and which expresses hope for progressive change in work and lifestyle, and gender roles in the home, so that both men and women can bring their specific abilities into active social engagement for the benefit of all.

Among all the articles reviewed in this study, there was one about a family with a parent who has dementia. The piece describes how people with dementia and their families are struggling to cope with the new normal, where the sudden change in the surrounding environment has been particularly distressful. There were also three articles about alienation and isolation. Issues discussed include the use of force to compel “correct” behaviour in the wake of the government declaring a state of emergency; discrimination against medical personnel and their families; and school bullying (the piece describes how the child of a family which moved in from an outside prefecture was called *Corona Prefecture* at school).

For the category of *other* there were articles that touch upon household chores and home life (eight cases in the first half, two in the second), but these were not the main themes of the articles.

As mentioned above, the content of the articles relating to family life did showcase efforts and creative means by Japanese to cope with being suddenly forced to live with self-restraint while facing geographical restrictions on movement. And although small in number, we do see articles which address social problems such as the hardships of families caring for elderly members, prejudice towards medical professionals, and bullying and discrimination against people who have moved from areas where the infection has spread.

## Discussion

### Period covered in this study: The first and second waves of the pandemic

It was assumed that during the second wave, when the situation became even more serious, and an increase in the numbers of infected people could be grasped statistically, we’d also find an increase in the number of relevant articles. However, the evidence does not show this to be the case. Indeed, the fact that there are only a few articles referring to the new normal in the second wave seems significant. What this might be telling us?

The first and second halves of this survey differ in important ways. During the former, when Japan was suddenly at the mercy of a poorly understood pandemic, people were nonetheless getting a clear sense of the new normal through the fresh experiences of remote work and staying at home, even if they were being compelled to adapt to change.

During the latter period, however, when the second wave hit, these experiences that once felt fresh became routine, while many found themselves dealing with new and different challenges, one after another. This led many Japanese to become fully occupied with how to get through the present, how to cope with a new daily life. But this approach, pushed along by major media, is limiting and perhaps

even shortsighted. In becoming narrowly concerned with their own plights, many have lost sight of the need to join with others to actively and cooperatively build the new normal that is rapidly descending upon us.

All this suggests that addressing how we overcome this crisis is the key to making the new normal—which will continue to pose challenges to us even after the pandemic has waned—as desirable as possible. We cannot live just by scrambling to address this or that problem of daily life as it arises. Discussion of what is essential for a desirable new normal should begin as soon as possible, as part of the process of overcoming the crisis, and not be put off until conditions become stabilised. In this regard, future proofing has a significant role to play.

### **Mass media, as seen through newspaper content, does not reflect the actual changes caused by COVID-19 in the daily life of Japanese people**

When we line up newspaper content against figures for key social indicators of this period—for example, indicators for the economy, unemployment, suicide, physical abuse and domestic violence, and so on, we find there are no corresponding references in the newspaper articles reviewed. Nor did we find discussion on overcoming the challenges of inequality, disparity, and marginalisation—long deep-rooted problems in Japanese society—in order to create a new normal that guarantees safety, fairness, opportunity, rights, and inclusion. In many articles, the discussion is simply about going back to the way of life that existed pre-Corona. Thus, based on our research, the actual change now occurring and deepest challenges Japanese people will face are not being reflected in this key part of the mass media.

### **Necessity of developing arguments that consider the circumstances and diversity among people**

As mentioned earlier, the newspaper articles analysed in this study were very limited in their focus on diversity. As such, they give the false impression that it is possible and good for Japanese to adapt by moving simultaneously, in the same direction, all towards a similar goal. However, social injustices such as poverty or inequality have been exacerbated by COVID-19.

For instance, in Japan, the higher the education level, the higher the annual income, and the larger the company, more likely people in cities over those in rural areas, as well as regular full-time employees over irregular workers, adopting new work practices such as remotely working from home under the pandemic. There is also a significant gap between urban and rural children in the use of online education (Cabinet Office, 2020).

Making the suggestion of moving uniformly towards some single vision of a new normal is all the more unreasonable. Japan's current situation surely calls for a diverse and multifaceted approach.

### **Encourage deeper understanding to promote people's wellbeing**

To summarise the content of all articles reviewed, the majority address macro social trends such as government policy or economic recovery, despite the fact that the newspaper search taken in this study was for items focusing on various aspects of life under the new normal.

The articles repeatedly point out a significant gap in the level of adaptation to the new normal between companies with and without essential remote work infrastructure (e.g., digitisation). While the same issue applies to ordinary and non-corporate workers, none of the articles addressed the matter from this perspective.

Simply put, some families have access to internet infrastructure necessary for remote work while others do not. Naturally, this difference creates an opportunity gap between the two groups as they try to adapt to the new normal.

An increase in remote work should be a mostly positive development, enabling people to share household chores with family members, choose their most productive environment, and work from home while staying connected to their workplaces. Here, Japan's media should play a more constructive role, disseminating information from the perspective of average working families.

### Strengthen services to support households, families and communities

The main stage upon which the new normal will play out is the home. Japan's socio-economic structure is such that families have long been expected to shoulder responsibility—all or in part—for housework, childcare, care for the elderly, and many other demanding tasks, and this burden looks to grow heavier in the future with the addition of remote work, online education, and the like. Wage and income disparities remain a major problem, and so we must make sure that the government does not use a weakening economic base as an excuse to let stagnate support for key social services such as childcare and nursing care.

The newspaper articles show local institutions, which provide the necessary support to individuals, are now largely dysfunctional; community associations, NPOs, children's cafeterias, and school lunches—things people regularly rely on—are either not operating or are closed. Home economics can offer creative solutions that buttress the individual, family, and community, so that families are not isolated but instead connected to local networks of assistance that lessen their burdens.

Through analysis of all of the articles gathered (which, admittedly, are limited in number), this study was able to provide some guidance on how the challenges brought on by the pandemic might be overcome, as well as what kind of more positive, inclusive new normal the Japanese people might move toward. The family, in all its various meanings, will become increasingly important for the wellbeing of the individual. The role of the community in the form of a larger family will also become increasingly important. Society must protect each people's rights and livelihood. The chronic crises of poverty, inequality, and marginalisation that have only been exacerbated can be overcome by a new normal that moves in the direction of promoting the principles of the UN's SDGs: safety, justice, expansion of opportunities, rights guarantees, and inclusion (Figure 4).

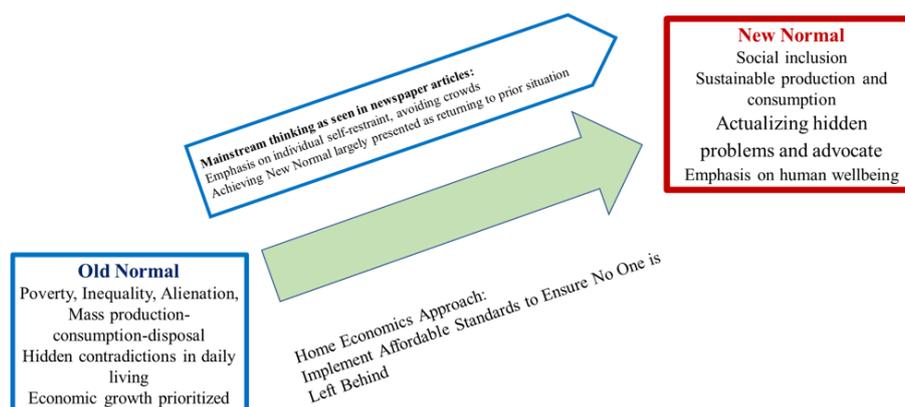


Figure 4 Getting to the New Normal: A Home Economics Approach

### Conclusion

Major newspapers are widely recognised to have a legitimate role in the conveying of factual information and in helping readers understand the contexts in which events take place. However, as seen in this study, the press does not fully reflect changes occurring in ordinary people's lives, nor to present the perspectives of average citizens. Under such circumstances, it is difficult for individuals to participate in society proactively. It becomes essential for experts to provide reliable information. Here, home economics has a key role to play

Further, as mentioned above, there is a strong need for sound roadmaps for life under Corona based on careful observation of what is occurring in people's lives. Put another way, it is crucial to present Affordable Standards, from the perspective of experts, that describe what is necessary for people to live safe, secure and prosperous lives going forward. This process should involve incorporating the SDG principle of "leave no one behind."

Indeed, we home economics specialists have a key role to play in helping to guide society. We have the practical know-how to gauge the real-life problems and questions people have under the new normal, and to develop and explain effectively, as practitioners of an academic discipline, possible

paths to a new social life *resistant to infectious diseases* that don't constrict the individual, but provide greater freedoms and opportunities for meaningful work and community engagement.

In conclusion, this study has its limitations; it focuses rather narrowly on one medium, major newspapers, and then only for a 6-month period. Further research—studies that address other mediums and/or developments after September 2020—are certainly called for.

## Author biographies

**Yukiko Kudo** (M.A in Home Economics, former Professor of Yokohama National University) is an active independent researcher and scholar in the areas of home economics philosophy, aging, home economics education and family resource management. She is currently a member of Science Council of Japan (SCJ), Vice President of Asian Regional Association for Home Economics.

**Ikuyo Ogura** (Master of Education, part-time lecturer at Osaka Kyoiku University) is engaged in housing education in the teacher training course. Currently, Main concern is the relationship between life innovation, especially technological innovation and Home Economics. She has been a leader of the Kansai District Committee of the Home Economics Principles Subcommittee.

**Yukiomi Kishimoto** (Professor Emeritus, Haboromo University of International Studies, Dr ENG) works for the realisation of safe and secure life for all, including the implementation of practical measures. He chaired the working team of UN Women's SCGI project in Japan (SaKai City, 2021). He also built up the theories arguing for housing rights, and led citizen movement to implement these theories in policies. He was an editing member for the JAPAN NGO Country Report in the United Nations Habitat II (1996).

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