Social media have transformed the way we live and do business, but actually this effect is not tangible for some people who have never tried social media. I chose this topic for my graduation thesis because I want to make sure the effects of social media, what social media is and why people are so absorbed in social media in the world.

Social media was created by human and it naturally has a mechanism for meeting inherent human's desire: the highest three elements of Maslow's hierarchy needs, which are social need and belonging, self respect and esteem, and self actualization.

Social need relates to friendships and acceptance by one's peers. Social media allow us to stay closer to your friend more than ever by posting comments, pictures, video and recommendation, and by sharing our knowledge and information.

Further, social media allow us to get self respect and esteem, and self actualization because within social media you have a bunch of opportunities to contribute in a way that is both creative and appreciated is exactly the fulfillment that Maslow put above all other aspirations that many jobs can't provide. Wikipedia is the one of noticeable examples of it. The editors of Wikipedia contribute without payment, and what motivate them are the other users of Wikipedia: the huge number of users of Wikipedia is their incentive.

Using social media allows us to avoid information digestion and makes us more productive as well. This would seem counter intuitive because of its inherent activities: status updates, microblogs, social bookmarks, video sharing, photo commenting, and so on. Because of this increase in information, you would think that it would cause more confusion, not less. If you dive into social media world deeper, you will realize this is true. Social media allow us to share knowledge about what people experienced within their network. Thanks to the sharing, people who try to do the same things in your network don't have to keep searching the information long time. Your friends are willing to refer to your information because the information is more trustful than the information by somebody who you don't know.

Social media is not only beneficial for individuals but also companies. Social media gives the companies great opportunities to listen to and respond to their customers. Smart companies know that in social media world companies should let their customers take an ownership because customers are winner. If a company listens to the customer's voice and act properly, the company could give the customers good impression. Further the customers might give the companies good ideas of great products and services.

In many cases, we can utilize social media by giving our personal information, which could be one of downsides of social media. We have to keep considering privacy protection in relation to personal information and also should create a legal mechanism by the government for proper use of social media. Even though social media is not perfectly comfortable, we can get more benefits than the downsides: otherwise social media wouldn't be able to have so many users. As many users, once you've found out your way of using social media, you won't stop using social media. I hope you will take an initiative and an advantage of living in this era.
Changing of B-BOYING by its independence

Kazuyuki Yamaguchi

Tatsuya Ema
07A0375

1. HIPHOP

HIPHOP is a generic name of movement that was generated on the street in South Bronx in the United States in 1970s. Four movements, DJ, B-BOYING, MC, AEROSOL ART are greatly related to the composition of HIPHOP culture. Those four movements are said “four large elements of HIPHOP culture.” Among the four large elements, I especially focus on B-BOYING from the point of view of comparative studies between the present and the past.

2. B-BOYING

B-BOYING called “break dance” today, has appeared and expanded around 1975. At that time, it was an ideal way of B-BOYING to show off their individuality and creativity to other B-BOY dancers. B-BOYING is very small movement done only in Bronx, and it was one element of HIPHOP.

In the present, however, B-BOYING is flying out from Bronx because of the commercialization of HIPHOP, and it has become a huge movement that spreads all over the world. It is no longer regarded just as an element of HIPHOP; B-BOYING becomes a “culture.”

B-BOYING has changed dramatically since it was born in around 1975. I wonder why there are such big differences between B-BOYING in 1970s and B-BOYING today. Even though it has been just 35 years since B-BOYING appeared, why has B-BOYING rapidly changed and made such a great progress? I decided to investigate the cause of the rapid transition and the evolution of B-BOYING.

3. Independence of B-BOYING

Independence for B-BOYING means its complete establishment as a culture, no longer as one of the elements of HIPHOP. It is a factor for a rapid transition of B-BOYING culture. Here I have lists of the changes of B-BOYING comparing before and after its independence.

<table>
<thead>
<tr>
<th>Ideas of B-BOYING</th>
<th>Before independence</th>
<th>After independence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Means to show and express the individuality and the creativity</td>
<td>Idea as a game of developing one's skills at a high degree, and defeating other teams</td>
<td></td>
</tr>
<tr>
<td>Methods of battle</td>
<td>There are not concrete rules, and no one decide the winner and the loser.</td>
<td>The concrete rules are established and there is a judgment for each battle</td>
</tr>
<tr>
<td>Relation with other elements of HIPHOP</td>
<td>B-BOYING and other elements of HIPHOP are equally and mutually respected.</td>
<td>The respect for other elements of HIPHOP has weakened</td>
</tr>
<tr>
<td>Steps and techniques of B-BOYING</td>
<td>New steps and techniques that no one has done are important</td>
<td>It is important to copy the existing techniques perfectly and to evolve them</td>
</tr>
</tbody>
</table>

4. Conclusion

Each element which has composed of HIPHOP culture was discovered the possibilities of successful commercialization, which made B-BOYING and other elements separated and enabled each element to make a big progress individually. Especially, B-BOYING is now classified as “sports,” and it is completely regarded as a separated individual.

By taking up only B-BOYING of the HIPHOP culture on the movie and the television and by deciding the method and the rule of battle games, it has been understood that B-BOYING need not cooperate with other elements of HIPHOP.
Economical Situation and Difference in Central and Eastern European Research

Kazuyuki Yamaguchi

Ryo Sato
07A0452

Introduction
EU keeps expanding, and 27 countries have joined now. Similarly, the countries of Euro which use a common currency increased, and, recently, Estonia introduced Euro. The population of the EU member nations has exceeded the United States, and Europe is located in a line with the United States or Japan, and let it be the center of the economy in the world. In the Europe, Central and Eastern Europe attracts attention now. GDP per person is also extended quickly, and since Central and Eastern Europe has also expanded consumption, it is expected also as a market. Although the further development is expected, there are many small countries with a population of about 10 million, and we are anxious also about growth making little increase from now on.

Purpose
The purpose of the research is to clarify the economical situation in countries of Central and Eastern Europe, and how economical gaps there would be.

Research object
In this paper, Poland, Czech, Slovakia, Hungary, Austria, Romania, Bulgaria, Slovenia, Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, and Macedonia are to be researched. These countries are the countries which the author actually visited. In addition, Austria is included in the text in Central and Eastern Europe, although it has a discussion whether it is contained in Central and Eastern Europe.

Methods
The economic situation in each country is examined through books. Furthermore the author visited the countries of Central and Eastern Europe and actually investigated the situation of each country.

Conclusion
The economic conditions of each country reveal that there is a big economic discrepancy in the countries of Central and Eastern Europe. There is a big economical gap in the countries which have joined in EU, and the countries which are not so. The same thing can be said also about Bulgaria and Rumania which joined EU relatively recently. Moreover, the economic discrepancy was remarkable also in the countries which have introduced Euro, and the countries which have not introduced. While developed countries, such as Austria and Slovenia, have introduced Euro, the country of the southern Balkan Peninsula is mentioned as a country which is using domestic currency.

It seems natural to conclude that the economical situation in Central and Eastern Europe becomes remarkable while badly going to the southeast. Especially, there are a lot of southern parts of former Yugoslavia (Bosnia and Herzegovina, Kosovo, Montenegro, and Macedonia) where the economical situation is bad. The cause of inferior economic conditions of these countries is reality of scarce industry. Through the decline of the town in these countries, they lose vigor. On the other hand, Austria which is in a northwestern part comparatively, Slovenia, and Czech are developed, being in an area called the same Central and Eastern Europe. There is developed industry in these countries.
Is the increase of the person of smoking cessation proportional to the tax increase of the cigarette?  

Kazuyuki Yamaguchi

Naho Tanaka  
07A0671

On October first in 2010, a large price raise of tobacco was carried out in Japan. It happened that tax was raised with 3.5 yen per one cigarette, in addition to price up of 1.5 yen by cigarette manufacturers. As the result, the price of one piece of cigarette raised 5 yen, and approximately 100 yen per one package. The smoking is the top factor to be able to prevent death in advanced foreign countries including Japan.

By the tax increase of the cigarette and the expansion no-smoking area, The Japan advances little by little toward "the society without the cigarette", but a further political practice and idea will be necessary to promote the process. I would like to make consideration on bad influence of smoking, especially influence on woman smokers and influence on children by passive smoking.

If you smoke, life is shortened with 5 minutes 30 seconds per one piece cigarette. Female smokers experience early menopause and influence on the women includes female infertility, ectopic gestation, ovarian cancer, uterine cancer, cervical cancer, breast cancer, and, besides, pregnancy, delivery, influence amounts to a fetus.

Influence on child by passive smoking includes sudden infant death syndrome, physical developmental disorders, and a mind developmental disability. In addition, it is brought into question recently that smoking of parent promotes their children to smoke.

Considering these bad influences by smoking, smoking must be "suicide which involves other people ". it is clear that it is necessary for us to change Japan as soon as possible into a society without cigarette and smoking.

I give a success example and the failure example of foreign countries in a theme about "whether number of people who stops smoking increase or not by tax increase of cigarette" and thinks about a Japanese case.

Norway is the country where cigarette is the most expensive in the world. It costs US $ 11.48 per one package. Though it is a price of approximately 5 times as expensive as that in Japan, the smoking rate is higher as 3% than Japan (29.3%). The U.K. is also the country where cigarette is expensive next to Norway, and its smoking rate is 6% higher than Japan. Therefore, it seems that there is no relationship between cigarette price and ratio of smoking.

However, in North Carolina of U.S.A., tax increase from 5 cents to 35 cents per one piece of cigarette caused 18 % reduction of cigarette sales. More over in Connecticut in 2002, increasing tax to 1.51 dollars for 50 cents led to 37% decrease of cigarette consumption per person.

In Japan, number of people who was going to quit smoking because of TASPO introduction and decrease of smoking place was approximately 30%. And number of people who really challenged to quit smoking was 21%. But it is reported that people who succeeded in stop smoking is at present only 4% out of 21% people.

It may not be said that <Increase of cigarette tax and its price = Increase of people who quit smoking.> However it can be said that increase of cigarette tax and its price surely decreased smoking of under age people, and it would be an opportunity for smoking people to be consider stopping it.
Today, those playing sports increase very much. In its background, there is the situation in which the people do sports for life for prevention and treatment of the lifestyle-related diseases. Therefore I put various sports together and it is important to promote good balance systemically. The difference of a sport minded person and the person who is not so regularly playing sports and exercise is big, and influence comes out even to their character formation. About human character formation, the difference comes out in the character formation through individual competitions or team sports.

At first, what kind of things influences our body? It seems that a person over 20 has a possibility to have geriatric diseases, but it is recognized that these diseases have to do with our longtime habits and it is said that many are with a lifestyle-related disease now. The representative disease of the lifestyle-related ones is corpulence. In addition, cancer, a brain blood disease, the heart trouble diseases are the three major causes of deaths, and these are related to sports greatly, and, as for the corpulence, this is a factor to cause those diseases. The disease to become the main cause of death such as heart trouble and the brain blood disease is diabetes, lipid abnormality symptom and high blood pressure. In addition, these are the risk factor of all four higher causes of deaths, and the smoking is assumed to be "the preventable greatest cause of death". A lifestyle-related disease is a serious disease breaking out in Japan. There are many among people from 20's to 30's once as having been called geriatric diseases. So-called westernization and lack of exercise of the eating habits, smoke of the cigarette is strongly related to this disease. In addition, I have too much salt, and the lack of intake of vegetables, and "eating habits indicator" or "a meal balance guide" are devised for the purpose of improving the situation of such eating habits. There is the report indicating that the eating habits affect 30% of the cancer origin. Cigarette is said to affect 30% of the cancer origin, and it is a main cause of the cancer of the oral cavity and the urinary passage related to lung cancer.

Next, what kind of thing is the character that is formed by playing sports? The sports have rules, technique and institution, and, it is including play, game and training of body. They called the "champion sports" when person perform it as a purpose of the masters of victory or defeat and the record as a competition.

And when they some purpose, for example, they enjoy play sports and keep bodyline, they called "recreation sports". And they want to move a body. Playing sports will not only influence human relations and character but also health and disease. And sport does not only help to prevent the lifestyle-related diseases but also has an effect to prevent various diseases and illness.
Possibility of Education

Kazuyuki Yamaguchi

Today problems of poverty are put in question all over the world, and the concern has risen in general people. I notice problems concerning education for poverty. This is the reason I want to teach to people who do not receive the education. We receive the highest education in Japan everyday. But we skip a class, and take a nap during class, and chats with our friends and we don't concentrate on the class. This is usual scenery of our university lives in Japan today.

I came to have the awareness of this problem from hearing such a story about the world where people cannot receive the education. I wanted to see this directly through my eyes, so I visited Philippine, one of developing countries three times, and shared time with them.

Then, this thesis researches scholarship system that is chance to receive education and Education of the Philippines, which came into my view through my visit of the Philippines three times. We need to receive the necessity of the current state of the education in the world.

72million children cannot attend school in the world, and 54% is female. Then 12million girls have finished their lives without attending school in Sahara South Africa. Furthermore 759million adults cannot read and write it. There is no school near even if they want to attend school. It is not possible for them to attend school free of charge, that is, no tuition. Besides, they can not pay textbook fee, uniform fee, lunch fee. This is the current state. However, people who live poorly know that education is the solution for their poverty.

The education plays an important role so that people's safeties may be defended, and man may live humanly. The person who doesn't have the literacy is not able to read the bus time table, understand how to prescribe the medicine, and have daily life without troubles. For man to receive the education is to get wisdom to live.

about 11.6 million people (one person in three people), 34% of Filipino have not been to the school or are leaving school before graduation. Moreover, one person in five people doesn't have sufficient amount of money that pays educational expenses.

They have serious teacher shortage, textbook shortage, and classroom shortage.

A lot of NGO groups are inventing the chance where children can attend school through the scholarship in the world. The scholarship shows the dream and hope to those who cannot help giving up the place of learning up to now though going to the school.

I think the possibility of the scholarship to be a very large.

It has been understood that poverty and the education are very closely related to each other. This gives birth to the expansion of an educational difference, and importance is increased further the key word of poverty.

It is important that each of us understands the importance of the education. We hope that more people can receive the education, and more people will have a bright future.
To enjoy outdoor activity.

Saki Horiuchi
0 7 B 0 1 7 0

<Beginning>
Recently, in Japan, Healthy and Nature oriented people increase. From this situation, a field program has become popular, in which people can participate regardless of age or sex. I experienced various kind of nature too through camping activities for four years of my college days. I can enjoy these activities, but we have more people who do these activities with very little knowledge. We must recognize that we are always with danger in nature. But if we each have necessary knowledge, we are safe and we can do with these activities in peace. So I study outdoor peculiarities and grounding and so on, in order to perform outdoor activity in a safe manner. This study examine characteristics, plan of the outdoor activities and some necessary manner in the field for our safely and comfortable.

<The method of the study>
I consider the following issues based on relevant documents.
1. About outdoor activities
2. Basic knowledge in outdoor activities
3. On outdoor activities

<The result and consideration>
1. About outdoor activity

Outdoor activity is now widely accepted, and anyone can take part in activity. We can choose activities from many and go on doing these which meet our tastes and interests.

Outdoor activities include outdoor sports and outdoor life too. Japan is abundant in nature, and the four seasons are clearly defined. So I can enjoy activity that is good for a season. And a lot of activity is imported from foreign countries. I classify outdoor activities into three categories (Mountain land type, waterside type, airspace type) and I research in these content and beginning.

2. Grounding about outdoor activity

Outdoor activity is always back to back with danger. I know accidents and injuries happen outdoors and how to protect one's body from danger. Those who do not follow relevant manner have increased with increase of the activity population. Not only safety measures but also rules and the manner are important issues. The reconfirmation of a rule and the manner is necessary for us, each of us. I write a rule and a manner for these activities as the basic knowledge of the animals and plants here.

3. On doing outdoor activity

When we are in active camping or mountain climbing, a plan is necessary by all means. It is very dangerous if we do not do so.

You must give a careful consideration for weather and physical condition and not overdo during outdoor activities. If you plan it, it is important to look back on your plans. How is it different from the original plan? Is the level of oneself and the participant able to choose the contents? I look back on content such as the above and should make use in the later activity.

<Summary>

It is necessary to learn first aid methods and some manner in order to make activities comfortable and safe outdoors. Protecting nature means that we can coexist with nature forever. And we can enjoy everyday lives and an interval of the slight activity that if we had knowledge about insects, constellation and birds and so on. A slight thing is new discovery and it become the place of the education by outdoor. But outdoor has splendid nature and is formed. We must not leave it.
Importance of event activities by 12 professional baseball teams and the local coherence (To increase the number of the audience)  

Shota Hoshi  
07D0122

I was able to know some present conditions of audience for professional baseball games and the baseball team management while I was writing this paper. Reality is that 9 of 12 baseball teams are in the red substantially. I realized that the baseball team management was hard than I had thought: severe situation of deficit management and none of six baseball teams can run without the support of their parent companies in the Pacific League. It is considered that the influence of the parent companies is enormous to professional baseball teams.

It was taken for granted that admission fee was the most income source according to a Moukari Monday of TBS in 2005. I saw some increase year by year when I watched the audience between 2005 and 2008. There is the difference of 1,803,905 when I compare the number of audience for Giants with that for Rakuten, and this means that audience may still increase for Rakuten. Yokohama BayStars was for sale and this was mainly due to decease of the number of audience (1,246,967) this year.

It becomes clear that admission fee is their first source of income. Therefore it will become important for the baseball team to consider how they can increase the number of audience. Therefore it was event activities carried out by each professional baseball team to attract attention. I felt that the event activity for children was important because I felt that children do not forget these events easily.

Spending time with their favorite players will be good experience for children and, it is considered that the opportunities for the family to go to the baseball stadium with their children may increase. Therefore it is Giants academy to have paid attention to this. This is the plan that Yomiuri Giants have carried out. Therefore, it will follow that baseball fans increase, and the number of the audience increases. Those who experienced Yomiuri Giants coach and a former player instruct how to do this effectively in the Giants academy. Therefore, a sense of closeness is born for a baseball team, and it is considered that it may become easy to go to visit the baseball stadium. The professional sports officials think that it is necessary to tell a child the pleasure of sports like Giants. It is considered that it is connected to increase of prevention of decline and the competition population of the athletic capability of the child.

There are a lot of events for fans including the joint plan with a Ladies’ Day and other competitions. It is necessary to make trial and error more to have many people come to the baseball stadium.

And as the last, the second career or audience rating declines of the player still have many problems with the baseball world in Japan. But they practice desperately every day so that many players improve. This is because many people dream of baseball players. The baseball players should consider how they can give a dream to many people. It is clear that most of problems are not the problems that can be settled immediately. But I expect some possible solution to these problems will be found soon. In addition, I wish that I want sports to send much impressions to many people through baseball from now on.
Michael Jackson is one of a few people, who can call it a true legend. The people will not forget time when they heard an obituary of Michael Jackson. His life was short with 50 years. Michael has been already a superstar since he was a teenager. His music was played in the life of every person. Although over his heyday, he was going to do the return of the show business. Michael had died, so it became already impossible.

Michael is the black who gained success in the history of the American Dream on a global scale for the first time. The black music had not been accepted before Michael became famous. But he intoxicated people by his song and a dance. The black music came to be accepted by Michael. He would be one of the most influential people in various aspects in the world. And the influence continues after he died. Much mourning programs were broadcasted, and his music was played all over the world. Furthermore, "THIS IS IT" that filmed the concert rehearsal that he performed just before death was televised and got a big reaction. The memorial book is published in sequence too. Michael left many achievements and spent the life of the glory.

However, he had much gossip. The number of lawsuits for money purpose by 2003 are said more than 1500 times. About 130 filed a suit only in one year in 2004. It was often that he was accused, but on the other hand there was never that he was found guilty. Michael Jackson, whose quintessentially American tale of celebrity and excess took him from musical boy wonder to global pop superstar to sad figure haunted by lawsuits, paparazzi and failed plastic surgery. He has been exposed to various friction and intense criticism. However, Michael always carried through faith without yielding to them. It may have been made because of the strength simply because it was a very lonely person. And hearts of Michael were always pure and loved owners of a pure heart in the same way. I think that it is connected directly with charm of his music. He was a good friend of children in the world, and Michael was the person who loved children seriously.

In this study, I touch it about the following and write it as glory of Michael Jackson and the life of the fall.

1. Trace of Michael Jackson
    The history from birth of Michael Jackson to the brink of the death.

2. Death and memorial
    The situation of death of Michael Jackson
    And the later record.

3. Musical themes and genres
    The making of music and a theme of Michael Jackson.

4. Vocal style
    The change of the voice from the childhood period of Michael Jackson and the technique of the song.

5. Dance performance
    Dance technology of Michael Jackson

6. Music videos and choreography
    The influence that Michael Jackson gave to a music video.

7. Fashion
    A characteristic fashion of Michael Jackson.

8. Charity
    Charity and the record that Michael Jackson performed.

9. Gossip
    Prejudice and the criticism that Michael Jackson was haunted by.