

Digital Technology : Connecting the World in New Ways

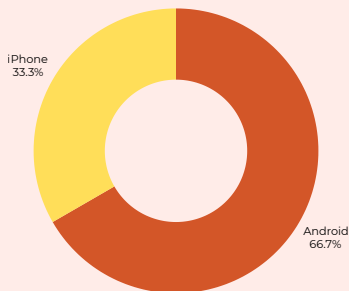
Purpose of the Survey

Kampong Pluk Village is located along Cambodia's Tonle Sap Lake. The people have preserved their traditional way of life, living in stilt houses on the water and moving by boat while coexisting with nature. However, in recent years, the global wave of digitalization has steadily reached this village. Through these changes, we investigated how traditional life and new digital culture are beginning to intersect.

Hypothesis

- Only a few people own smartphones.
- Smartphones are used mainly by young people, with little influence on daily life.

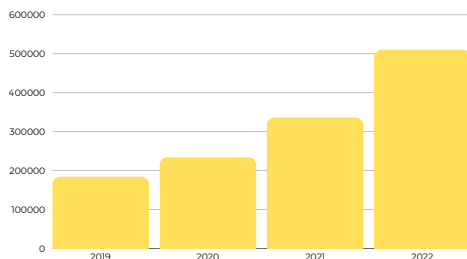
Smartphone model



Survey Method

Target: Villagers of different ages and genders
Content: Smartphone ownership, usage time, age when first started using, purposes, etc.
Method: Questionnaire format

Telephone Contracts



出典：総務省「Kingdom of Cambodia カンボジア」（2024）
<https://www.soumu.go.jp/g-ict/country/cambodia/detail.html>

- Young people now use social media to access information about tourists and overseas destinations.
- The practice of sharing photos and videos through social media is spreading.



This is influencing how people connect both within and outside the village, as well as how they present themselves. A new culture of sharing is emerging within daily life.

Conclusion

Digital technology is not merely a convenient tool; it possesses the power to transform people's cultures and values themselves. In Kampong Pluk Village too, its influence is gradually beginning to manifest, bringing changes to how information is conveyed, people's values, and the nature of human relationships. New forms of communication like social media and messaging apps are supplementing the village's connections, which previously centered on face-to-face conversations, slowly altering the shape of society. Going forward, a major challenge will be how the advancement of such digital technology will coexist with traditional ways of life and what new cultures it will give rise to.

