

## Handling of Yahoo! Chiebukuro Data (2nd edition)

— Requests to Data Users —

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Date Created: Dec. 1, 2010

Date Translated: May 14, 2012

### Purpose of Document

The document summarizes the minimum points to remember when using “Yahoo! Chiebukuro Data (2nd edition)” (hereinafter, DATA) for research purposes. Please read this document, based on the contractual agreements with National Institute of Informatics (hereinafter, NII), before you begin using DATA for research.

Please note that when you use DATA, we consider that you have read and agreed to the terms noted in this document, regardless of whether you publish results of research.

### Important Reminders When Using Yahoo! Chiebukuro Data (2nd edition)

#### 1. Copyright Status

Copyright of questions and answers, which constitute DATA, belongs to the contributors. However, following terms are provided in Yahoo! JAPAN’s Service Usage Regulations (Article 7):

*The user grants Yahoo JAPAN free and non-exclusive right (including sub-licensing) to use (including reproduce, publish, transmit, distribute, transfer, lend, translate, and adapt) his or her content inside and outside of Japan. The user shall not exercise moral right of author.*

Also, in Yahoo! Chiebukuro guidelines, to which contributors must agree, following terms are presented to users of Yahoo! Chiebukuro:

*Use of Submission:*

*Text, etc., submitted to this service may be used in book form by Yahoo JAPAN or partners in the future.*

*Please post after understanding that text, etc., posted to this service are granted free use (including reproduction, public transmission, transfer, adaptation, and translation) without compensation to Yahoo JAPAN or partners for purposes including publishing, public transmission, broadcast, and DVD production.*

*It is regarded that user agrees not to exercise moral right of author with respect to submitted text, etc., against Yahoo Japan or partners.*

In addition, the following announcement appears on the top page of Yahoo! Chiebukuro:

**■Provision of research data to research institutions**

*Yahoo JAPAN provides information related to submissions, such as posted content, date, etc., to research institutions such as universities and incorporated administrative agencies after processing information, including encryption of Yahoo! JAPAN ID of contributors, so that contributors cannot be identified.*

*Aforementioned research institutions therefore do not know the identity of contributors from information provided by Yahoo JAPAN.*

With such measures, handling of copyright for DATA is properly carried out, and agreement from contributors is obtained for research use, such as the purpose here.

## 2. Prohibition of Identification of Contributors through Data Matching

Concerning DATA, the ID of contributors (Yahoo! JAPAN ID) is encrypted so that the ID of contributors who post questions and answers, which make up DATA, cannot be determined. However, by matching the questions and answers of DATA to questions and answers published on the Yahoo! Chiebukuro site <<http://chiebukuro.yahoo.co.jp/>>, it is possible to identify the IDs used by contributors. Understand the purpose of the encryption of the ID of contributors as described above, and do not seek to identify contributors by data matching.

## 3. Handling of Numerical Data such as Number of Users

When mentioning about positioning of Yahoo! Chiebukuro in your research, be sure to pay sufficient attention to the following two points concerning the handling of numerical data.

### A. Number of Yahoo! Chiebukuro Users

DATA comprises questions and answers from about 240,000 contributors, as counted by ID. Take care not to consider this number of *contributors* as the same number of Yahoo! Chiebukuro *users*. For Yahoo! Chiebukuro, users are roughly classified in the following manner:

1. Registered users: Users who have completed registration for using Yahoo! Chiebukuro
2. Contributors: Of the users in 1 above, those who actually post questions and answers
3. Participants: In addition to 1, users who have not completed registration of use

The 240,000 IDs noted above refer to group 2 of the three groups of users above. When referring to the number of Yahoo! Chiebukuro users in your research, be sure to state clearly which stage of users you are referring to.

### B. Comparing Number of Users with Other Services

When making comparisons of Yahoo! Chiebukuro to other services, make sure numerical

values that are the object of comparison have the same characteristics. Especially when comparing the number of IDs of each service, please take diligent care to make sure, for example, that the number of IDs being studied or obtained indicates the number of IDs using the service, or that the number is not limited to the service but includes the count of IDs using other services offered by the company providing aforementioned service.

Audience rating data concerning the number of users of Internet services, not just for Yahoo! Chiebukuro, are offered by the following third-party agencies:

- Video Research Interactive Inc. <<http://www.videoi.co.jp/>>
- NetRatings Japan Inc. <<http://www.netratings.co.jp/>>

#### 4. Note of Acknowledgement

When publishing research using DATA, please acknowledge Yahoo Japan Corporation as source of DATA.

Ex:

“‘Yahoo! Chiebukuro Data (2nd edition)’ provided to National Institute of Informatics by Yahoo Japan Corporation was used in the implementation of this research.”

#### 5. Use of DATA in Demonstrations

When creating and presenting demonstration systems that use DATA, make sure the following terms are observed.

1. No restriction on the amount of data used by the demonstration system is put.
2. At an academic conference or open campus, as long as demonstration is done in the presence of the attendant, no special restriction is placed on demonstrations for third-party persons.
3. In the case requesting a third-party person to be a monitor, etc., a demonstration system is allowed to be used by him or her under the conditions that his or her name, affiliation, position, etc., are clearly indicated, that he or she is deemed someone who would not violate the copyright of DATA, and that appropriate access control using user ID, password, etc., is implemented.
4. For cases other than the ones described above, in cases when you seek to carry out a demonstration for a third-party person that exceeds the bounds of the consent agreement established in the memorandum between you and NII, you must confer beforehand with NII.