

"The 6th Worldwide Uchinanchu Festival" Festival Survey Report

1. Research Overview and Purpose

The 6th Worldwide Uchinanchu Festival was held October 26-30, 2016.

The goals of this festival are (1) to develop a network of Uchinanchu through exchange with Uchinanchu from around the world, and to pass this on to the next generation, (2) to deepen understanding of Okinawa's unique soft power, and spread it throughout the country and the world, and (3) to pass on the spirit of the "Bankoku Shinryo" to the next generation, and promote to leave for abroad full of ambition. Many events and programs were held by prefectural and municipal governments, and by various organizations. Over 7,000 people participated from overseas, and a total of around 430,000 people came to the event location, the largest ever number of people (Uchinanchu) participating in this event.

It started out with a parade on the eve of the festival, then there was the opening ceremony, welcome party, events...and finally, the closing ceremony. Beginning with the words, "Welcome back," and "I'm home," lively exchanges took place at every site, building bridges between Uchinanchu that crossed boundaries of location and generation.

Our research team conduct a survey of the 6th Worldwide Uchinanchu Festival participants to find out about the social and psychological aspects of their participation in the event. As part of that, in order to examine the current state of festival participants, and their opinions on the festival and its effects, in this report we summarized and analyzed the following three points¹.

- ① Analyze the attributes of basic information about survey respondents in order to clarify the status of participants. [What kinds of people participated in the festival?]
- ② Examine the level of satisfaction and dissatisfaction, etc. with the festival of the participants, and evaluate the festival from their viewpoint. [How was the festival?]
- ③ Analyze the goal and purpose of the festival (inheritance of the Uchinanchu identity, construction of an Uchinanchu network) and examine the effect of the festival itself on these. [How was the festival helpful for Uchinanchu?]

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¹ This report is part of the general report issued by the festival committee, and has been modified for the use of each country's Okinawa Prefectural Association and relevant institutions within Okinawa.

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2. Survey Method

- Survey Participants (Respondents)

We received survey responses from 1,119 festival participants. However, there were some incomplete responses, and from the perspective of appropriateness, the responses of participants under 15 years old were excluded (26 responses), so the final number of valid responses was 1093.

- Survey Method

The survey was conducted by questionnaire. It was conducted over 3 days, from the second day of the festival to the final day. The survey forms were offered in four languages, Japanese, English, Spanish, and Portuguese, and were conducted on survey forms or tablets. The distribution/collection of survey forms was conducted at booths within the festival venue, and by survey staff who approached festival goers in the surrounding area (Onoyama Park in Okinawa.) Participants who showed a desire to cooperate were asked to fill out the survey forms. Tea was given out as a reward for completing the survey.

- Survey Items Used in This Report

[Items Related to Demographics]: Participant division, Okinawan ancestry and generation since emigration, location of residence, affiliation with Kenjinkai and frequency of activities, gender, age.

[Items Related to the Festival]: Purpose of participation, level of satisfaction with festival

[Items Related to Effects of Festival]: Identity (Uchinanchu/local), Uchinanchu network

3. Survey Results

① Analysis of the basic demographics of respondents

1) Respondent Participation Division (Overseas / Outside of Okinawa / Within Okinawa)

Table 1 shows which division respondents categorized themselves as participating from: overseas, outside of Okinawa, and within Okinawa. Note that this survey was directed at people who came to participate in the festival, so the responses of tourists who answered, "I found this Festival by chance while visiting Okinawa," were excluded.

Of the respondents, participants from overseas numbered 381, or 34.9% of all respondents. Responses were received from only 35 participants from outside of Okinawa (3.2%). Of these, 11 people were originally from Okinawa. The largest number of participants, 677, or 61.9% of the total, were from within Okinawa. Table 1 also shows the gender ratio and average age for each participant category. A special point was that the average age of overseas participants was 52.7 years, which was higher than that of participants from outside of Okinawa and within Okinawa. When looking at the detailed age composition of overseas participants, there were many in their 60s and 70s, and only 3 people in the teen age range.

Table 1. Respondent Participation Division

	Freq	%	Gender						Mean Age
			Male		Female		Unknown		
Overseas	381	34.9	146	38.3%	199	52.2%	36	9.4%	52.7
Outside of Okinawa	35	3.2	7	20.0%	24	68.6%	4	11.4%	46.6
Within Okinawa	677	61.9	206	30.4%	436	64.4%	35	5.2%	40.6

2) Demographics of Participants from Overseas (Okinawan ancestry and generation since emigration, location of residence, affiliation with Okinawa Prefectural Association)

Detailed demographics of the 381 participants from overseas will be analyzed. Among overseas participants, 253 (66.4%) answered that they had Okinawan ancestry themselves, followed by 57 (15.0%) who said that their families had others of Okinawan ancestry. The remaining 52 (13.6%) included people who answered that they were "invited by Okinawan friends" and "participating in Okinawa activities".(Figure1)

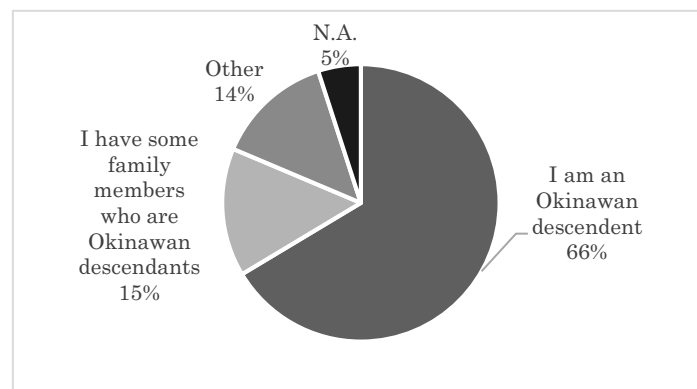


Figure 1. Attributes of Participants from Overseas (Okinawan Ancestry)

Next we analyzed the generation since emigration of overseas participants. There were participants representing everything from the first to the fifth generation since immigration. The ratio of the number of people in each generation is 39 (15.4%) in the first generation (Issei), 66 (26.1%) in the second generation (Nisei), 81 (32.0%) in the third generation (Sansei), 25 (6.6%) in the fourth generation (Yonsei), and 2 (0.8%) in the fifth generation (Gosei). The change in generational composition from the two previous festivals is shown in Figure2. Just as in previous festival, the largest generation since emigration was the third. However, in considering the differences from the previous festival, the percentage of first generation attendees fell while that of fourth generation attendees rose, showing a shift in generational participants from overseas.

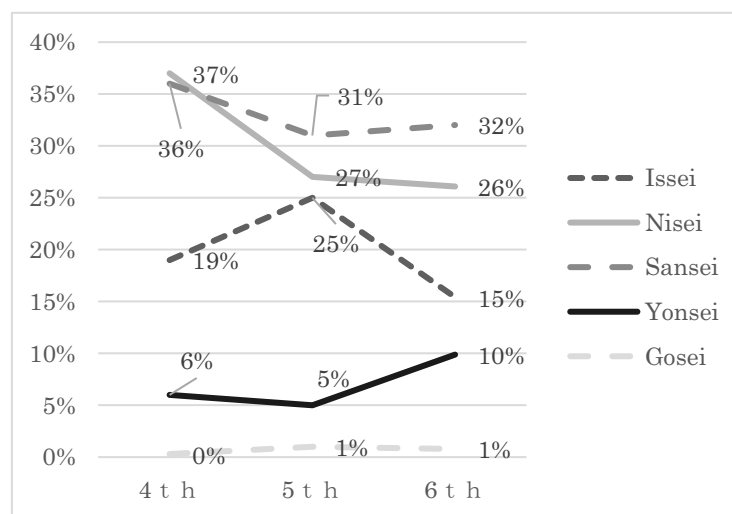


Figure 2. Changes in Generation since Emigration of Overseas Participant

In order to clarify from which country and region the overseas participants came, we analyzed their current places of residence (Table2). The result was that the U.S.A accounted for the most participants, nearly half of the total at 205 people. Among the participants from the United States, 62 were from Hawaii, accounting for about 30% of the total. The next most numerous was Brazil, with 41 participants (10.8%), followed by many South American countries such as Argentina and Peru. Note that "Festival Participant" on the middle right side of Table2 is the number of participants in the 6th Worldwide Uchinanchu Festival, according to the Festival Committee Secretariat. Although Brazil's number of survey respondents is comparatively low (4.6% difference), it seems that the number of survey respondents from each country corresponds roughly to the percentage of the number of actual festival participants by country/region. There were some people who cited Japan as their current place of residence, despite falling under the overseas participant division. These people were originally emigrants who now live in Japan.

Table 2. Place of residence of overseas

Division	Country/ Region	Survey Participants	Festival Participants
North America	U.S.A (Hawaii)	205 (62) (53.8%)	4247 (1861) (58.1%)
	Canada	26 (6.8%)	197 (2.7%)
Central and South America	Brazil	41 (10.8%)	1131 (15.4%)
	Argentina	37 (9.7%)	525 (7.1%)
	Peru	25 (6.6%)	620 (8.4%)
	Bolivia	5 (1.3%)	138 (1.9%)
	Mexico	2 (0.5%)	23 (0.3%)
Asia	Philippines	3 (0.8%)	76 (1.0%)
	Thailand	2 (0.5%)	15 (0.2%)
	Malaysia	2 (0.5%)	4 (0.1%)
	Korea	2 (0.5%)	3 (0.04%)
	Taiwan	1 (0.3%)	16 (0.2%)
	China	1 (0.3%)	39 (0.5%)
Europe	United Kingdom	2 (0.5%)	32 (0.4%)
	Spain	1 (0.3%)	1 (0.01%)
Oceania	New Caledonia	1 (0.3%)	65 (0.9%)
	Japan	17 (4.5%)	
	N.A.	8 (2.1%)	
Sum		381	7353

Overseas participants were asked if they belonged to the local Okinawa Prefectural Association (*Kenjinkai*) in their respective places of residence (Figure3). The result was that 227 people (59.6%) do belong to their local association. When asked about their level of participation in the Okinawa Prefectural Association, about 20% of participants responded, "I rarely participate in the activities," 82 people, or 36.1% responded, "I often participate in the activities," and 80 people, or 35.2% responded, "I participate in almost every activity." This shows that most people who belong to an Okinawa Prefectural Association are actively involved in the association.

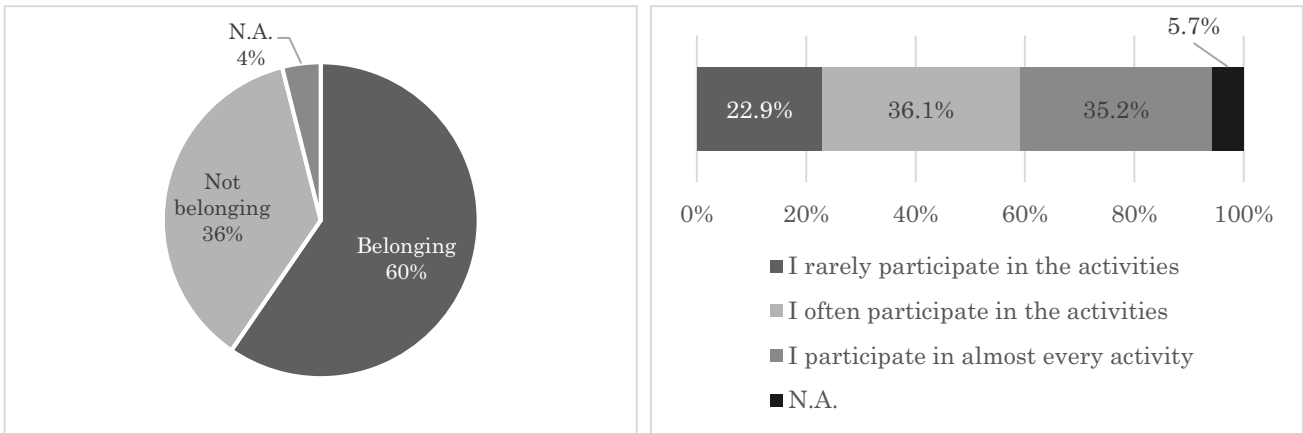


Figure 3. Okinawa Prefectural Association Affiliation and Participation Level of Festival Participants

② Analysis of Festival Evaluation

1) Purpose of Participation

Respondents were asked about their reasons for participating in the festival. Of course, participants from overseas and participants from within Okinawa had different reasons for participating, so these are analyzed by participation divisions (Table3).

Table 3. Respondent Purpose of Participating in Festival

Purpose of participation	Overseas		Outside of Okinawa		Within Okinawa	
	Freq	%	Freq	%	Freq	%
To find my roots.	112	11.4%	3	3.7%	26	1.6%
To meet Uchinanchus from around the world.	97	9.8%	7	8.6%	201	12.3%
To meet the people of Okinawa.	89	9.0%	5	6.2%	50	3.1%
To meet Uchinanchus of different generations.	20	2.0%	3	3.7%	70	4.3%
To learn about Okinawan culture and traditions.	155	15.7%	11	13.6%	106	6.5%
To learn about various cultures from around the world.	20	2.0%	3	3.7%	229	14.0%
To learn about Uchinanchus from around the world.	56	5.7%	7	8.6%	167	10.2%
To meet relatives.	143	14.5%	2	2.5%	29	1.8%
To meet friends and acquaintances.	81	8.2%	5	6.2%	68	4.2%
To deepen friendships with members of my own Okinawan Association.	17	1.7%	1	1.2%	12	0.7%
Encouraged to participate by family, relatives, friends, Okinawan Association, etc..	64	6.5%	6	7.4%	95	5.8%
To accompany someone.	31	3.1%	3	3.7%	50	3.1%
To participate in events as a performer or watch performances.	66	6.7%	15	18.5%	299	18.3%
To work or to study.	11	1.1%	5	6.2%	126	7.7%
Other	20	2.0%	2	2.5%	41	2.5%
No particular purpose.	5	0.5%	3	3.7%	63	3.9%
Sum	987		81		1632	

Among participants from overseas, the most common responses were, "To learn about Okinawan culture and traditions," (15.7%), "To meet relatives," (14.5%), and, "To find my roots," (11.4%). Among participants from outside Okinawa, the most common responses were, "To learn about Okinawan culture and traditions," (13.6%), and, "To participate in events as a performer or watch performances" (18.5%). Among participants from within Okinawa, the most common responses were, "To participate in events as a performer or watch performances," (18.3%), "To learn about various cultures from around the world," (14.0%), "To meet Uchinanchus from around the world," (12.3%), and "To learn about Uchinanchus from around the world." In broad terms, participants from overseas came to experience Okinawa, while participants from within Okinawa came to experience the world.

2) Level of Satisfaction with Festival

87% of participants expressed satisfaction with the 6th Worldwide Uchinanchu Festival (a total of the 553 people (50.6%) who responded "Satisfied," and the 399 people (36.5%) who responded, "A little satisfied.")

Looking at the participation divisions separately, 79.3% of participants from overseas responded, "Satisfied." However, although participants from within Okinawa scored highly on the satisfaction scale overall, 51% answered, "A little satisfied." Regarding this point, it has been confirmed that there is a statistical difference ($\chi^2(8) = 209.51, p < .01$)³. A series of results showed that the participants' satisfaction with the event was high, which was shown to be particularly pronounced in overseas participants.

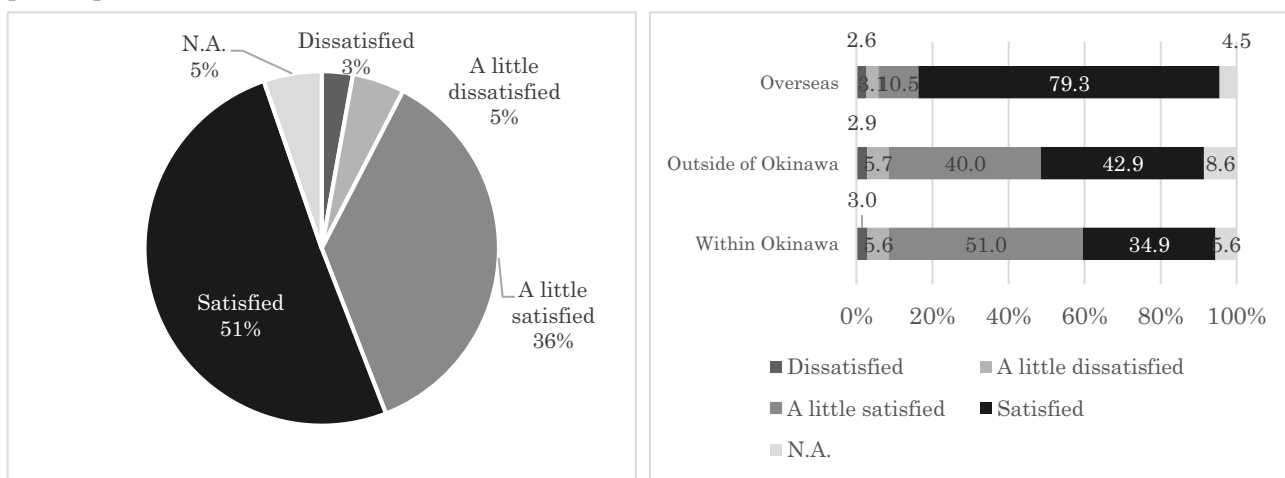


Figure 4. Level of Satisfaction with the Festival

③ Analysis of Festival Purpose and Goal

The basic policy (purpose) of the 6th Worldwide Uchinanchu Festival has been to build a human network (Uchinanchu network) of Okinawan people who emigrated overseas, and to pass the Okinawa identity on to the next generation. In this section, we analyze the goals of the festival, and examine the role that this festival plays for the people, society and the community of "Uchinanchu".

1) Analysis of Uchinanchu identity

When asked, "Do you think you are an "Uchinanchu"?" 79% of people said that they were (a total of those who responded "Very Much," and Somewhat." In addition, when calculating points with one point (completely disagree) to four points (very agreeable), the average point is 3.43 (standard deviation = 40.90), indicating that the Uchinanchu identity of the event participants is extremely high.(Figure 5)

³ To see if there are differences in frequency, we analyzed by statistical method using a sample called a chi-square test.

⁴ The index shows scattered scores. The larger the value, the larger the scatter of respondents' scores.

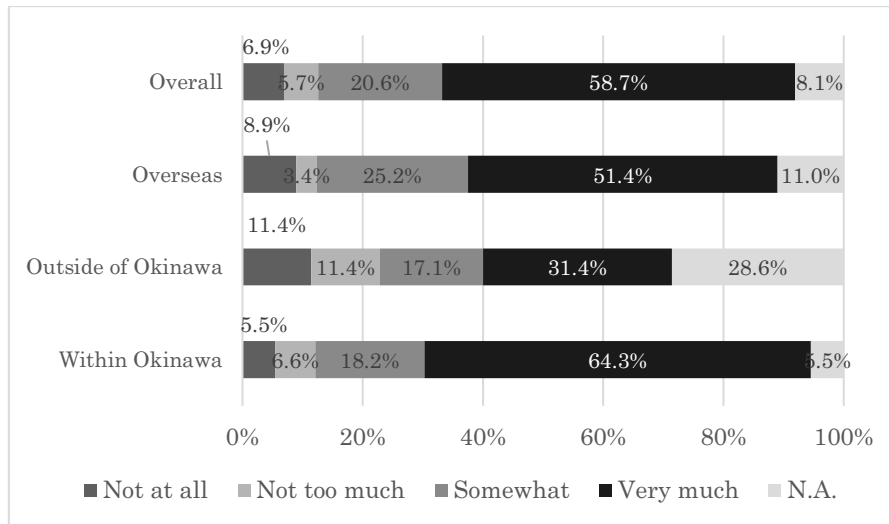


Figure 5. Uchinanchu Identity

Next, when we look at Uchinanchu identity by participant classification, the proportion of response ⁵ "Somewhat" is greater in overseas participants, while the proportion of response "Very much" is greater among participants from within Okinawa. ($\chi^2(3) = 21.08, p < .01$). Also, the average value was 3.34 for overseas participants, whereas the number of participants from within the prefecture was 3.49, which was also statistically significantly higher ($t(631.54) = -2.49, p < .01$)⁶. However, although the score of the overseas participants is relatively low, it is 3.34 points out of four, showing that overseas participants also hold a high level of Uchinanchu identity.

Then, we studied whether the Uchinanchu identity of overseas participants differs among generations since emigration, and how it is affected by the local identity in the participant's place of residence (birthplace). We also examined the characteristics of overseas participants' identity. (Figure 6) The results showed that ⁷ there were no differences in Uchinanchu identity and local identity in the second and later generations, but in the first generation, the Uchinanchu identity was significantly higher than the local identity. According to this result, in the first generation of people who were born in Okinawa and emigrated abroad, the Uchinanchu identity is relatively high, whereas in the second and later generations, the local identity and Uchinanchu identity were at similar levels. It is evident that Uchinanchu identity has been passed down through the generations, and in the second and later generations, the two identities, local, and Uchinanchu, coexist.

⁵ Participants from outside of Okinawa had a tendency towards low scores. However, since the number of participants from outside Okinawa is small, and since there were only 11 people originally from Okinawa, we excluded the responses of participants outside the prefecture and compared only overseas participants with participants in the prefecture.

⁶ A t-test, a statistical method for testing the difference in mean value between two groups, was used.

⁷ We used a statistical method called analysis of variance (ANOVA) that compares the average value over 3 groups. This will get pretty specialized, but a difference was recognized between Okinawa identity and the local identity ($F(1,186) = 11.13, p < .001$), and the interaction of Identity \times generation since emigration was significant ($F(3, 186) = 10.79, p < .001$). The notation above is mainly the result of a subordinate test for interaction.

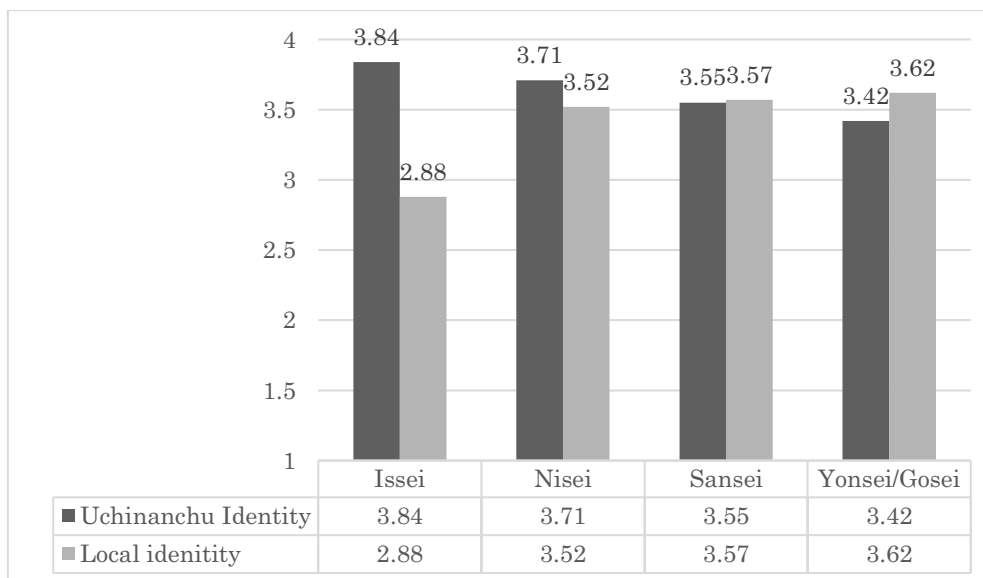


Figure 6. Comparison of Local ID and Uchinanchu ID in Overseas Participants

2) Analysis of the Uchinanchu Network: Regarding the New Network Created through the Festival

Participants were asked whether they formed networks with other Uchinanchu through the festival, and how many people the networks have. In aggregating the answers, the proportion of the distribution of total frequencies was revised into 5 groups, "0 people", "1 to 10 people", "11 to 30 people", "31 to 50 people", "50 and Over."⁸

Table 4. New Uchinanchu Networks Created through the Festival

Participants	New Uchinanchu Networks Created through the Festival	0	1~10	11~30	31~50	Over 50	N.A.
Overseas	Those who live in my community (same state / same prefecture)	40 18.3%	83 38.1%	56 25.7%	17 7.8%	22 10.1%	163 42.8%
	Those who live in my country (other states / other prefectures)	57 29.8%	76 39.8%	30 15.7%	13 6.8%	15 7.9%	190 49.9%
	Those who live in Okinawa	62 30.2%	90 43.9%	36 17.6%	5 2.4%	12 5.9%	176 46.2%
	Those who live in Japan	104 55.6%	66 35.3%	10 5.3%	1 0.5%	6 3.2%	194 50.9%
	Those who live in other countries	72 36.5%	83 42.1%	27 13.7%	7 3.6%	8 4.1%	184 48.3%
Within Okinawa	Those who live in Okinawa	290 75.3%	69 17.9%	14 3.6%	2 0.5%	10 2.6%	292 43.1%
	Those who live in Japan	314 83.3%	51 13.5%	8 2.1%	1 0.3%	3 0.8%	300 44.3%
	Those who live overseas	314 79.1%	68 17.1%	9 2.3%	3 0.8%	3 0.8%	280 41.4%

Since the item (Uchinanchu network type) being asked differs by participation division, it cannot be evaluated collectively, but the overall tendency was that there were many "0 people" responses from the participants from within Okinawa. Even when networks were constructed, most were small groups of "1 to 10 people." These results show that, among participants from within Okinawa, almost

⁸ A large proportion of responses contained no answers in general, and if percent's were compiled including these, the responses would be significantly distorted. Therefore, we analyzed only valid data, excluding responses with no answer. Also, since there were so few participants from outside Okinawa, these results were also excluded from the analysis.

no new Uchinanchu networks were constructed through the convention. On the other hand, among overseas participants, around 30% responded "0 people", but in other words, nearly 70% have built a new Uchinanchu network. In addition, the creation of new Uchinanchu networks has been happening generally, and overseas participants have networks in each country/region that connect to Okinawa, cross-border networks that connect countries, and domestic and regional networks that connect people locally.

From the above, considering the construction of the Uchinanchu network which is the goal and purpose of the festival, participants from within Okinawa are not taking sufficient advantage of the opportunities for making networks, so there is much room for improvement.

4. Summary

- Participants were a variety of ages, from a variety of countries. For overseas participants, there is also a tendency toward change in the participation of generations since emigration.
- The purpose of participation changed by participation division: overseas participants came seeking Okinawa, and participants from within Okinawa came seeking the world.
- Satisfaction with the festival was high. In particular, participants from overseas reported an especially high level of satisfaction.
- Festival participants have a high level of Uchinanchu identity.
- Of the overseas participants, the Uchinanchu identity is relatively higher in the first generation to emigrate, whereas in the second and subsequent generations, the local and the Uchinanchu identities are at a similar level. Uchinanchu identity has been passed down through the generations, and in the second and later generations, the two identities, local and Uchinanchu, coexist.
- Networks newly created through the convention have relatively more foreign participants, but almost no network expansion is seen in participants from within Okinawa. The goals and objectives of the festival regarding the "construction of Uchinanchu network" have not been met satisfactorily, and it is necessary to improve programs that promote exchanges.

5. Conclusion

We are grateful to the many festival participants who cooperated in answering our survey. This report is a summary of a part of the festival survey, and we plan to further study the contents in order to release research papers in the future. If you have any comments about this report, please contact the following. Please note that the results of this survey are still in the formal official release stage, so please refrain from secondary use.

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