Inter-Parliamentary Union
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THE NATIONAL ASSEMBLY OF
THE REPUBLIC OF KOREA

World e-Parliament
Conference 2014

8 - 10 May 2014 // National Assembly of the Republic of Korea // Seoul

Establishing Communication Strategy, using Social Media in Parliament

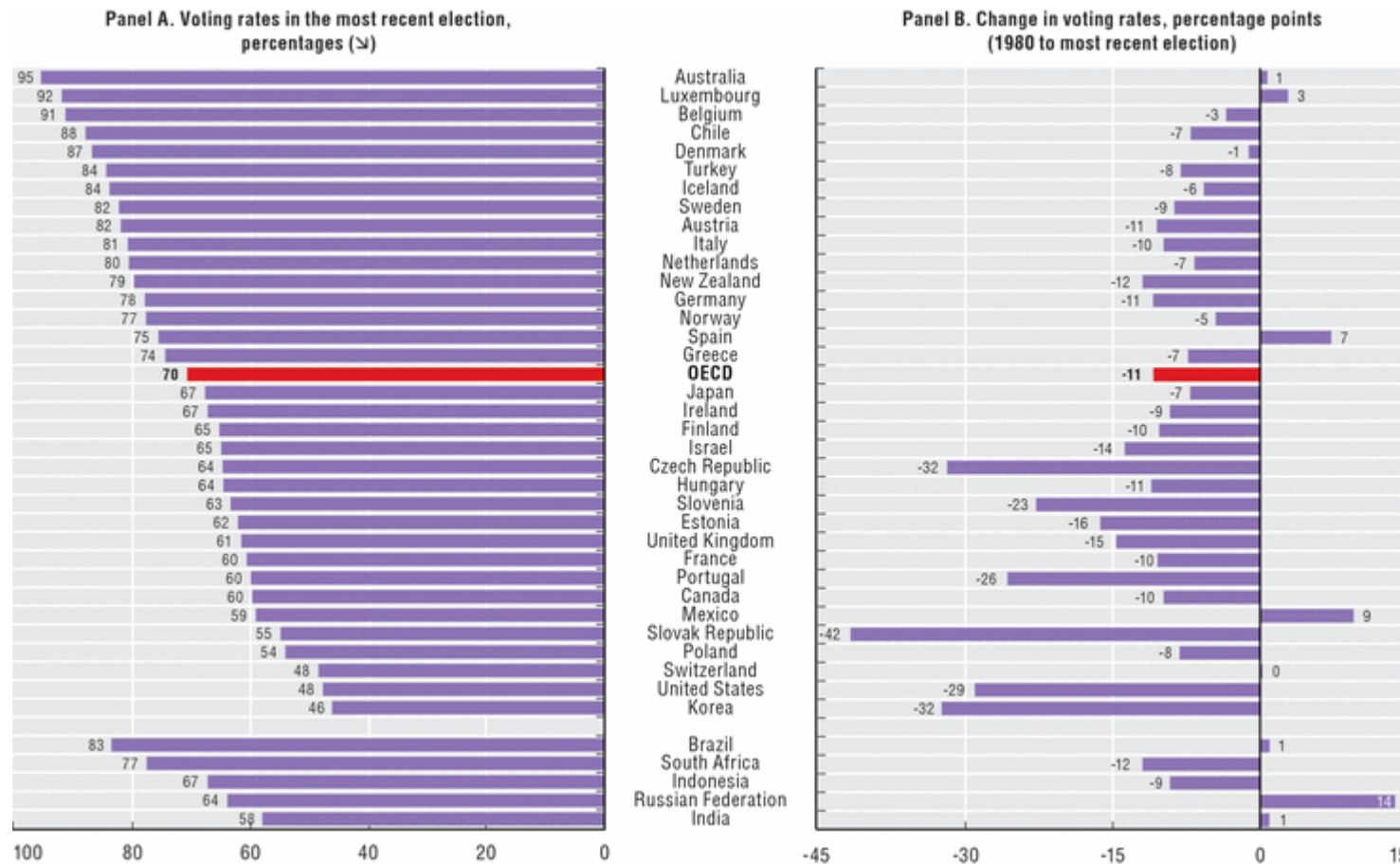Chamber/Legislature

Choi, Min hee

Content

1. Crisis of modern democracy and representative politics

2. Limitations of traditional media

3. Politics in the era of social media

4. Expanding parliamentarism, using social media

5. Development strategy in representative politics, using social media

1. Crisis of Modern Democracy and Representative Politics

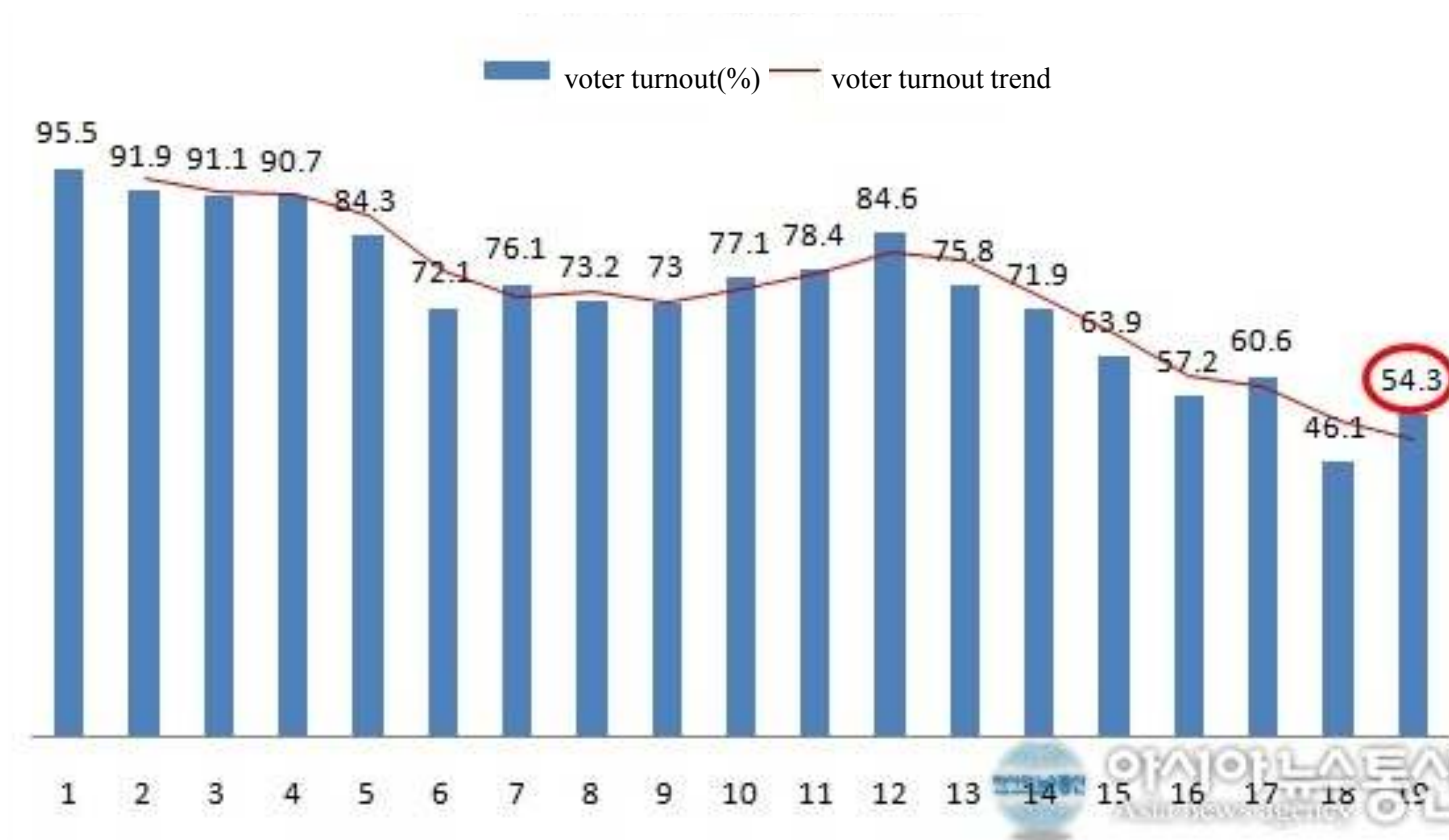# Gradual Decrease
in Voter Turnout in the World

Panel A. Voting rates in the most recent election, percentages (↘)

Panel B. Change in voting rates, percentage points (1980 to most recent election)

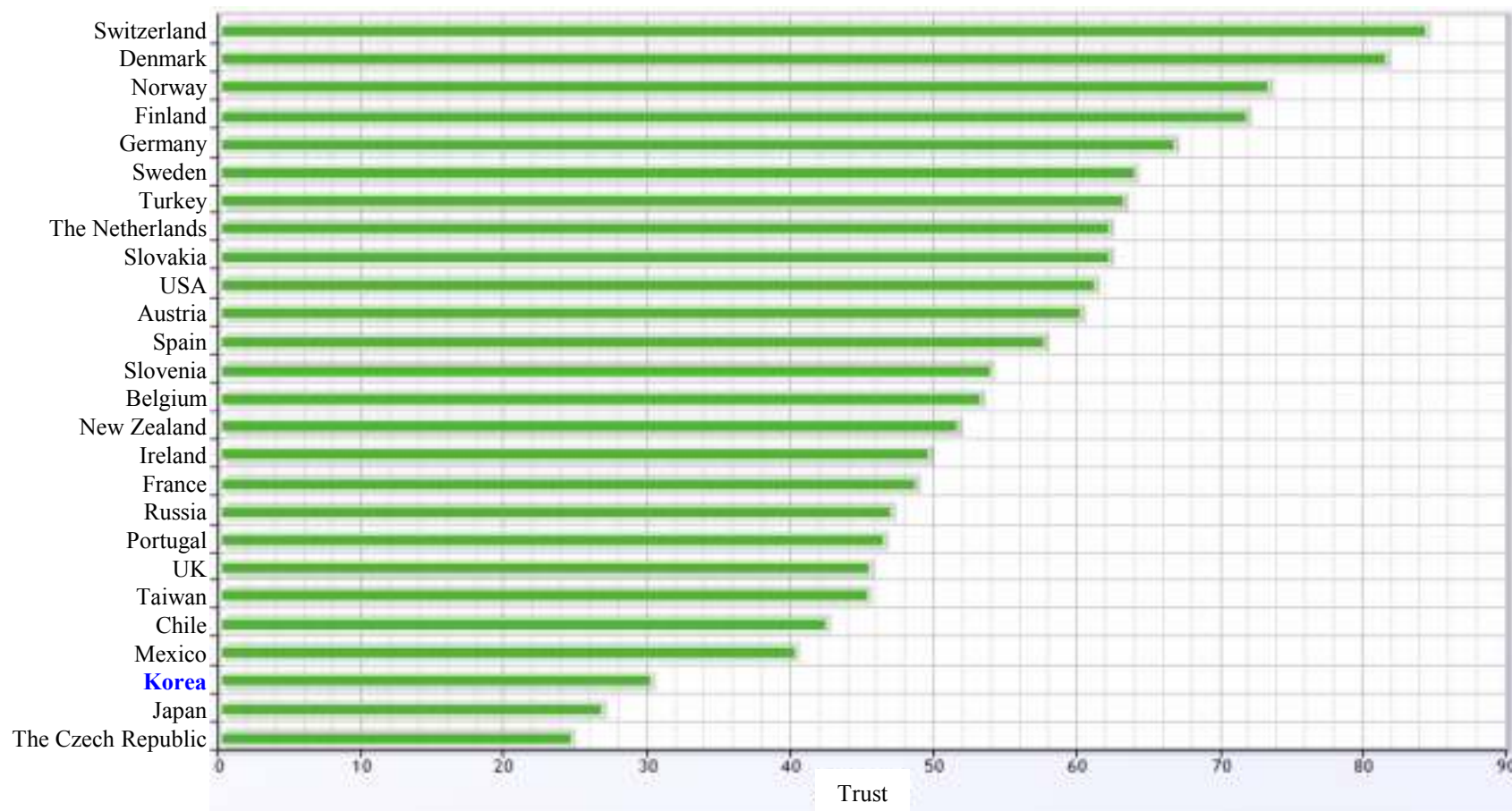Source: *OECD Social Indicators: Society at a Glance 2011*

Drastic Decline
in Voter Turnout in Korea

Voter turnout in Korea's National Assembly Election

Declining Public Trust in Parliament

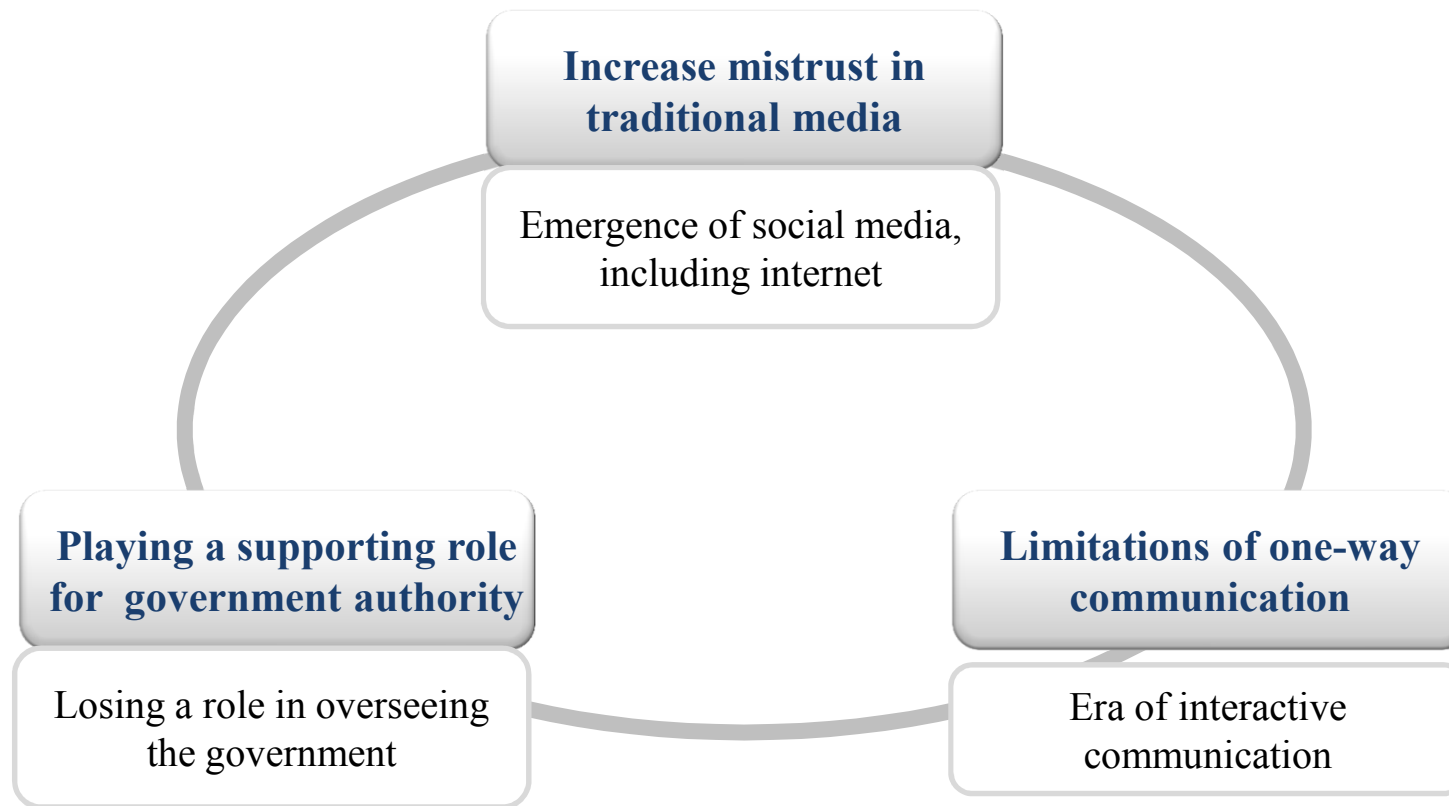## International Survey on Public Trust in Parliament (2008)

Source: http://www.kossda.or.kr/kpoll/view.asp?no=458

2. Limitations of the Traditional Media

Emergence of New Media

Increase mistrust in traditional media

Emergence of social media, including internet

Playing a supporting role for government authority

Losing a role in overseeing the government
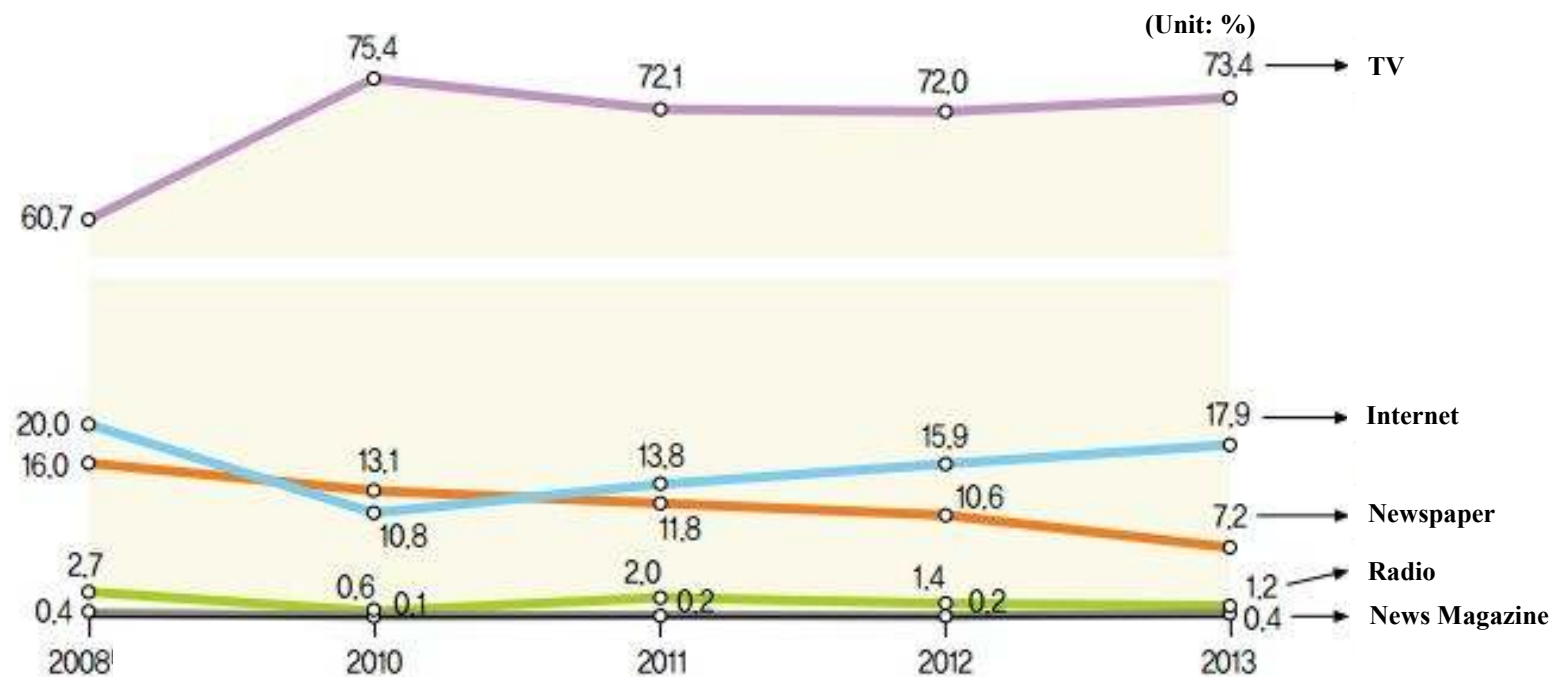
Limitations of one-way communication

Era of interactive communication

Gradual Decline in Korean Media Trust

Trust in Korean Media : 60% (2008) → 48% (2014)

Decrease in Newspaper's Trust Level

Trust level in media when a report is made by multiple types of media simultaneously (2008-2013)

(Unit: %)

	2008	2010	2011	2012	2013	
TV	60.7	75.4	72.1	72.0	73.4	→ TV
	20.0	13.1	13.8	15.9	17.9	→ Internet
	16.0	10.8	11.8	10.6	7.2	→ Newspaper
	2.7	0.6	2.0	1.4	1.2	→ Radio
	0.4	0.1	0.2	0.2	0.4	→ News Magazine

3. Politics in the Era of Social Media

Changes in Political Landscape as New Media Emerges

**Exploring possibilities to overcome
crisis of representative politics, using social media**

Transcending physical boundaries of participation

✓ Open debate in internet (No time limit)

Establishing open, horizontal network

✓ Decrease in roles and functions of political party
✓ Emergence of new types of individual participants

Expanding interactive communication

Social Media can Complement Existing Media

Comparison between social media and traditional media

Social Media in US Politics

Social media use in 2012 presidential election between Barack Obama and Mitt Romney

Obama Leads Romney in Digital Activity...

Number of all digital posts studied

■Obama ■Romney

	Obama	Romney
Facebook	27	34
Twitter	404	16
YouTube	21	10
Website Blog	106	55
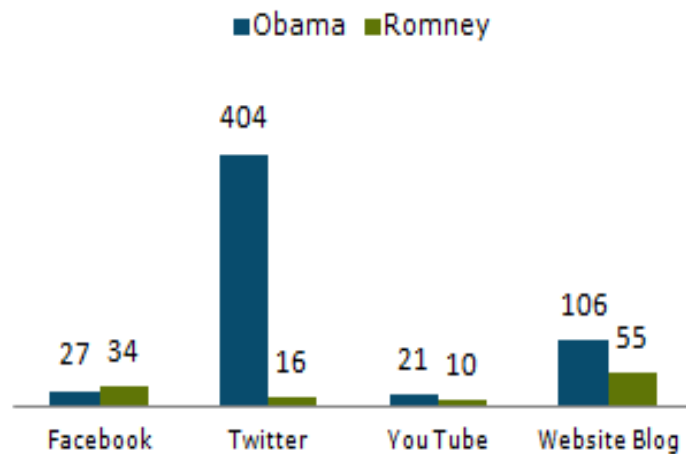
Date Range: June 4-17, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

...and Social Media Response

Number of all digital posts studied

■Obama ■Romney

	Obama	Romney
Facebook Likes	1,124,175	633,597
Twitter Retweets	150,106	8,601
YouTube Comments/Likes/Views	839,933	399,225
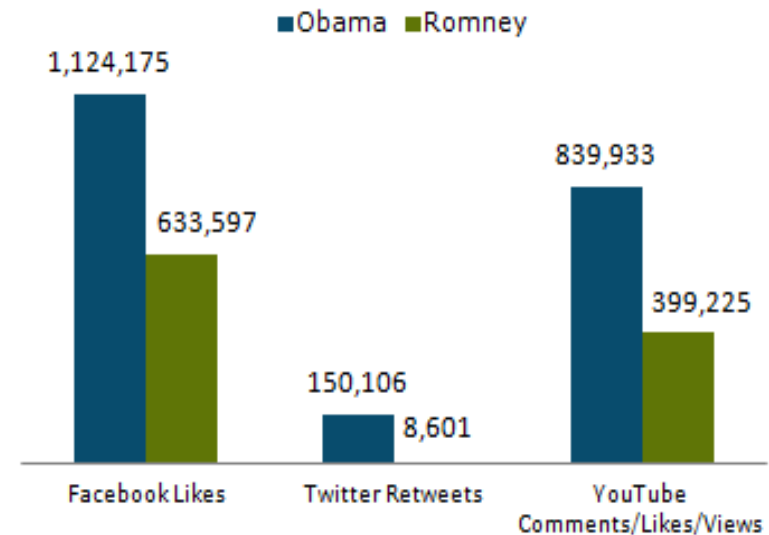
Date Range: June 4-17, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Social Media in US Politics

Social media use in 2012 presidential election between Barack Obama and Mitt Romney

Platform	Measurement	Obama	Romney
f	Fans	29.3 million	8.2 million
f	Engagement Rate	0.77%	1.99%
(Twitter)	Followers	20.5 million	1.3 million
(Twitter)	Tweets	6,562	1,209
g+	In circles	2.1 million	958.6k
(Pinterest)	Followers	34,311	1,498*
Instagram	Followers	1.4 million	40k

Social Media in US Politics

Active use of social media in election campaigns
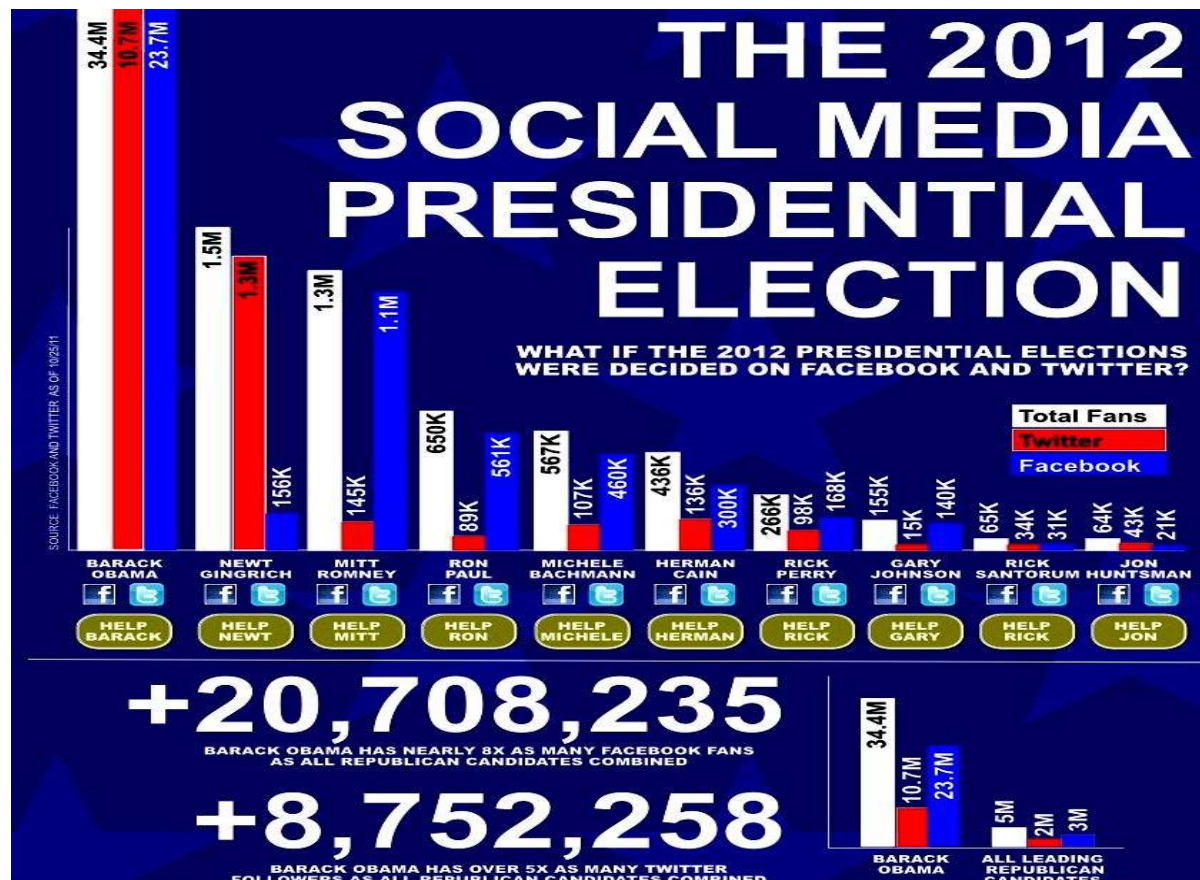
Social Media in Korean Politics

Emergence of social media as a major tool for campaigning in Korea's 2012 presidential election

Support base in social media

250,000	Twitter "Follower"	337,000
30,000	Facebook "Like"	103,000
689,000	Kakao Talk "Plus friends"	538,000

Source: MoneyToday(2012.12.19)

Social Media in Korean Politics

Candidate, Park : Good example in the use of social media
in 2012 presidential election

Social Media in Korean Politics

World's first internet president logs on
President Noh, Moo Hyun (2002)

4. Expanding Parliamentarism, using Social Media

Facilitating Communication between Parliament and Citizens

Why social media in parliament?

Providing information on legislation and parliamentary politics

Establishing interactive communication framework

Increasing public interest in politics & encouraging public participation in political process
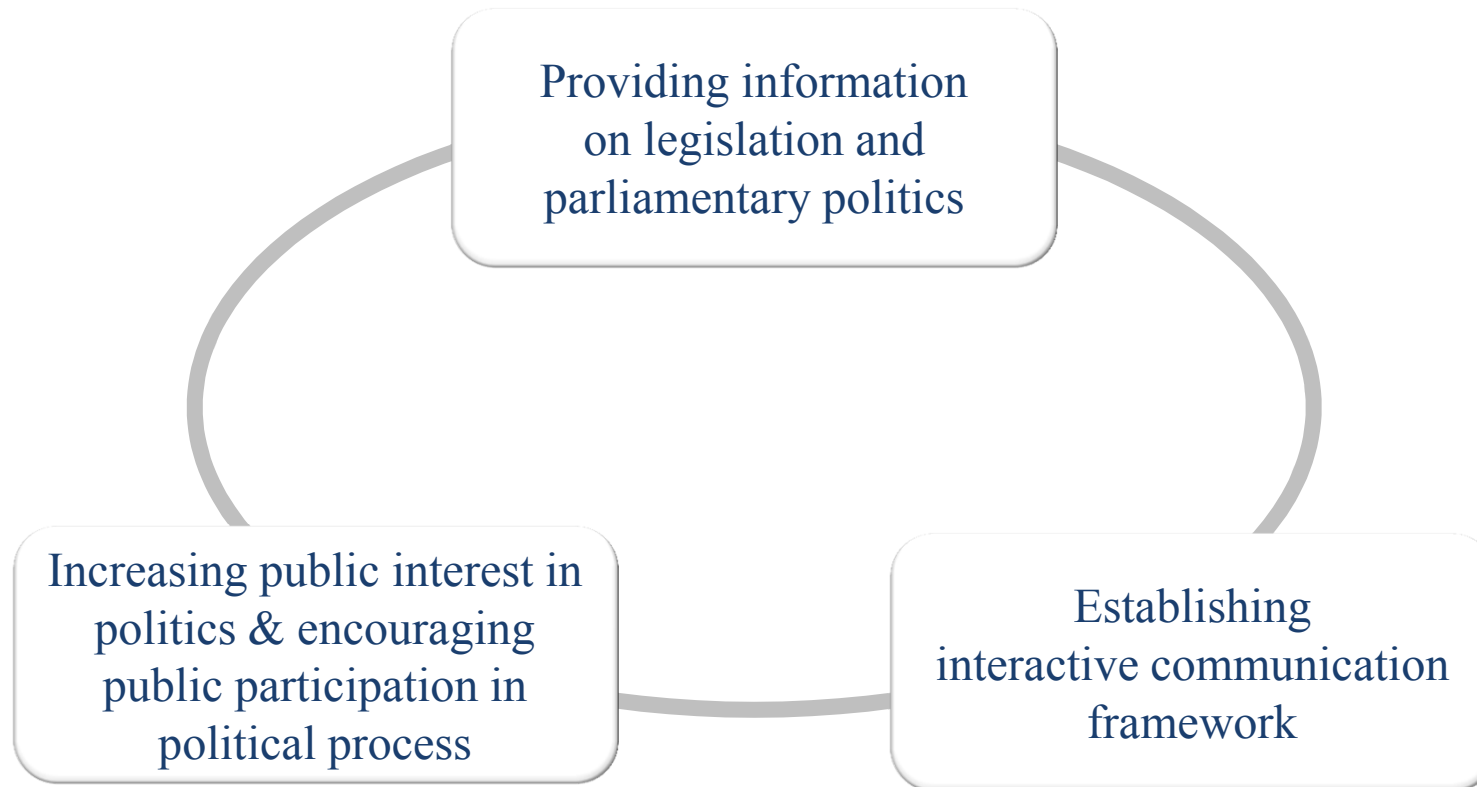
Social Media
in EU Governments and Parliaments

Creating a communication channel
between policy makers and policy takers
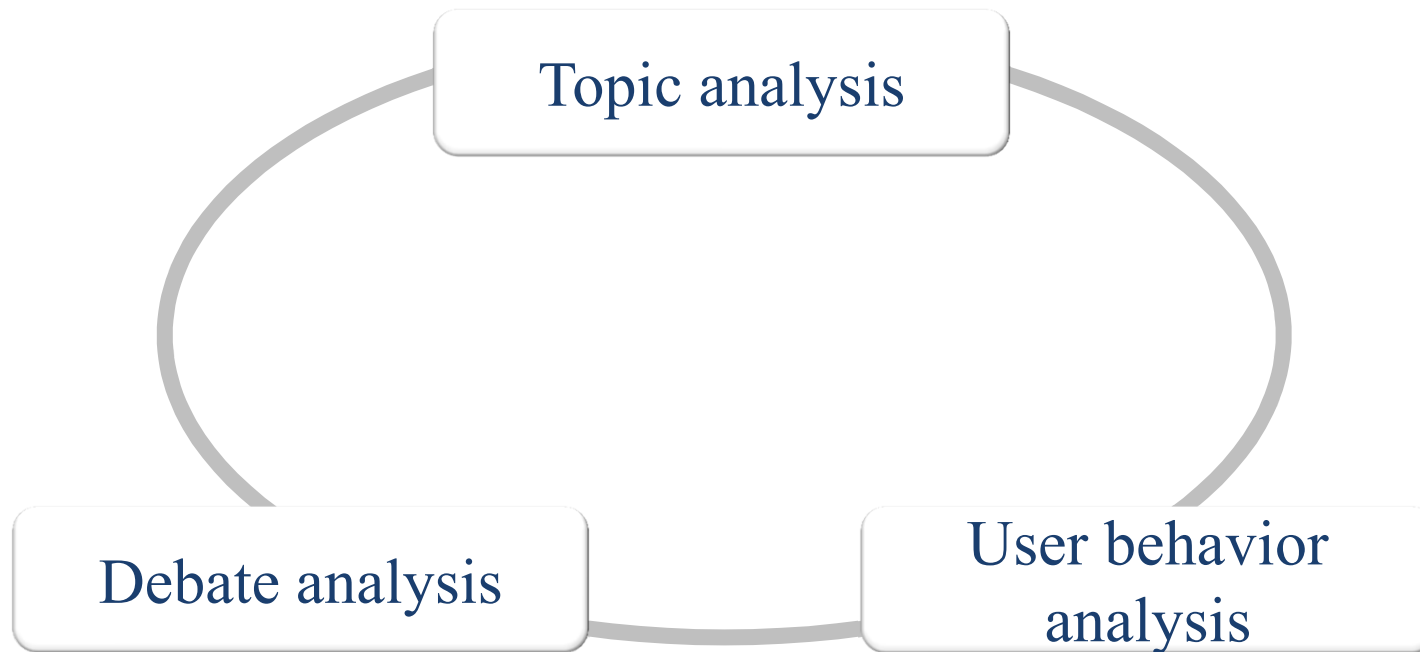
< WeGov Project >

Developing a tool
for analyzing hot issues
in social media

Developing a model for better and
convenient communication
between policy makers and policy takers

Social Media
in EU Governments and Parliaments

Topic analysis

Debate analysis

User behavior analysis

Social Media
in EU Governments and Parliaments

Creating a public opinion channel and reflecting public views in policy-making

< HUWY Project >

Creating SNS
for youngsters
to search and write

⬇

Policy-makers take those
postings into consideration when
making policies

Social Media
in French Government and Parliament

Relay of public hearings, capturing public opinions

< Twitter @Senat_direct >

< Facebook poll >

@Senat_direct relays public hearings in parliament in real time
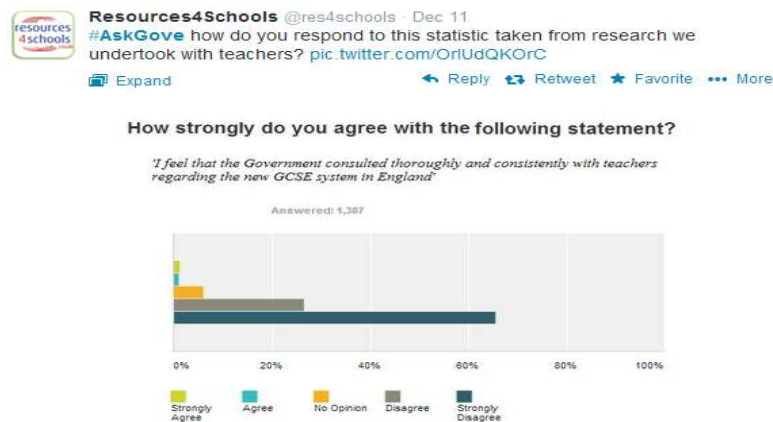
Capturing public opinions through Facebook polls

Social Media
in British Government and Parliament

Parliament answers to the questions on policies presented by citizens

< Twitter hash tag >   **< Answer on YouTube >**

Citizens ask questions on policies, using hash tag. Answers to those questions are provided by the parliament and posted on YouTube.

Social Media
in Brazilian Government and Parliament

Comprehensive service, combining social media, video clips
and off-line gatherings

< e-Democracia >

5. Development Strategy in Representative Politics, using Social Media

Social Media in Legislative Process

Exploring possibilities to use social media
in each legislative process

Setting Agenda

- ✓ Creating a place for users to participate in legislative process
- ✓ Capturing public opinions and taking them into consideration

Legislation

- ✓ Relay of MP activities
- ✓ Electronic public hearing

Monitoring

- ✓ Observing legislation impact
- ✓ Making Legislature, institutional improvements

What should be considered
when using social media in legislative process

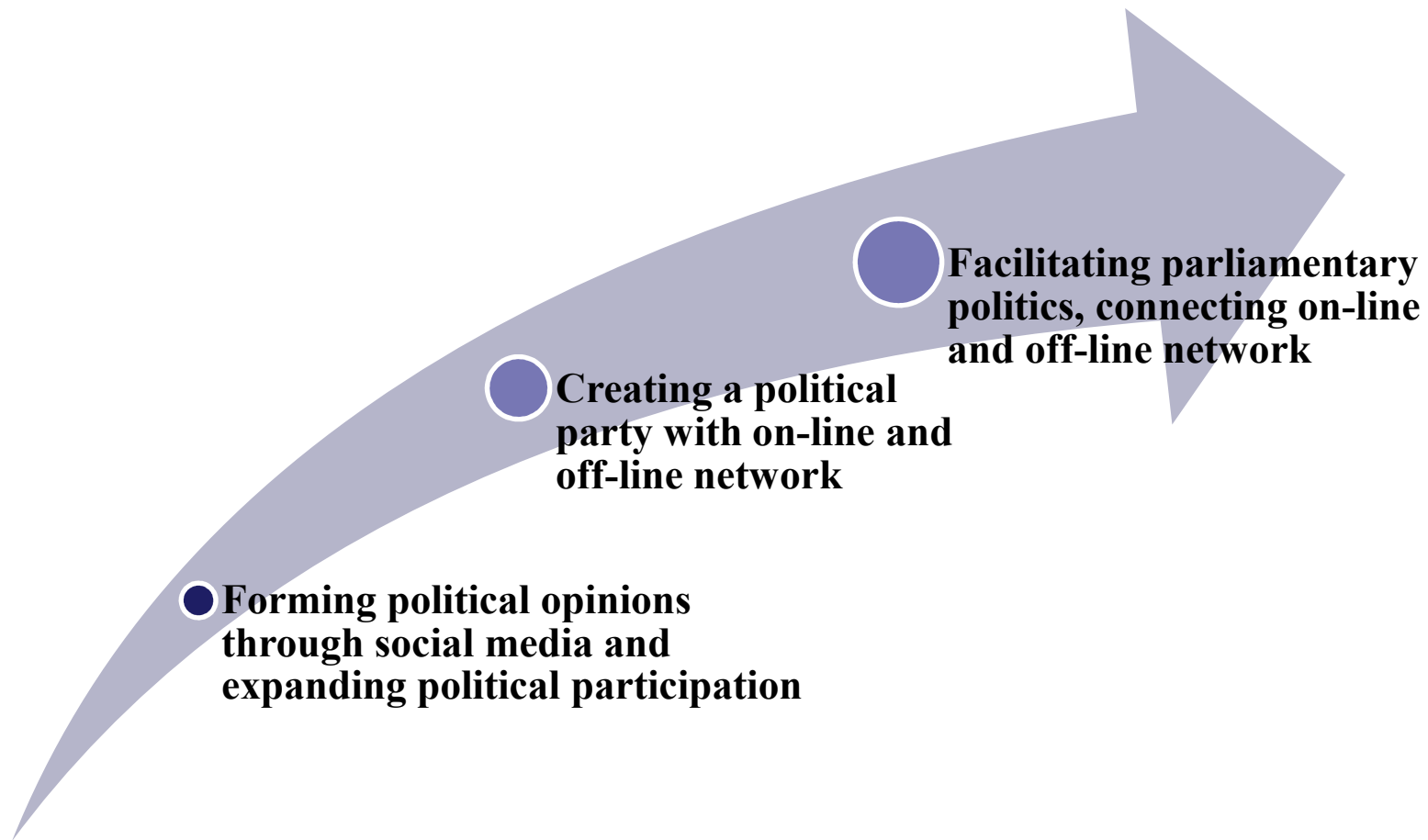## Checklist for social media use in legislative process

✓ Representativeness of SNS: favoring main social media users

✓ Authenticity: fact-check

✓ Ethics in a cyber space

Social Media, Cyber Space for Political Debate

Changes in representative politics, using social media

Facilitating parliamentary politics, connecting on-line and off-line network

Creating a political party with on-line and off-line network

Forming political opinions through social media and expanding political participation

Q&A