



Inter-Parliamentary Union
For democracy. For everyone.



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

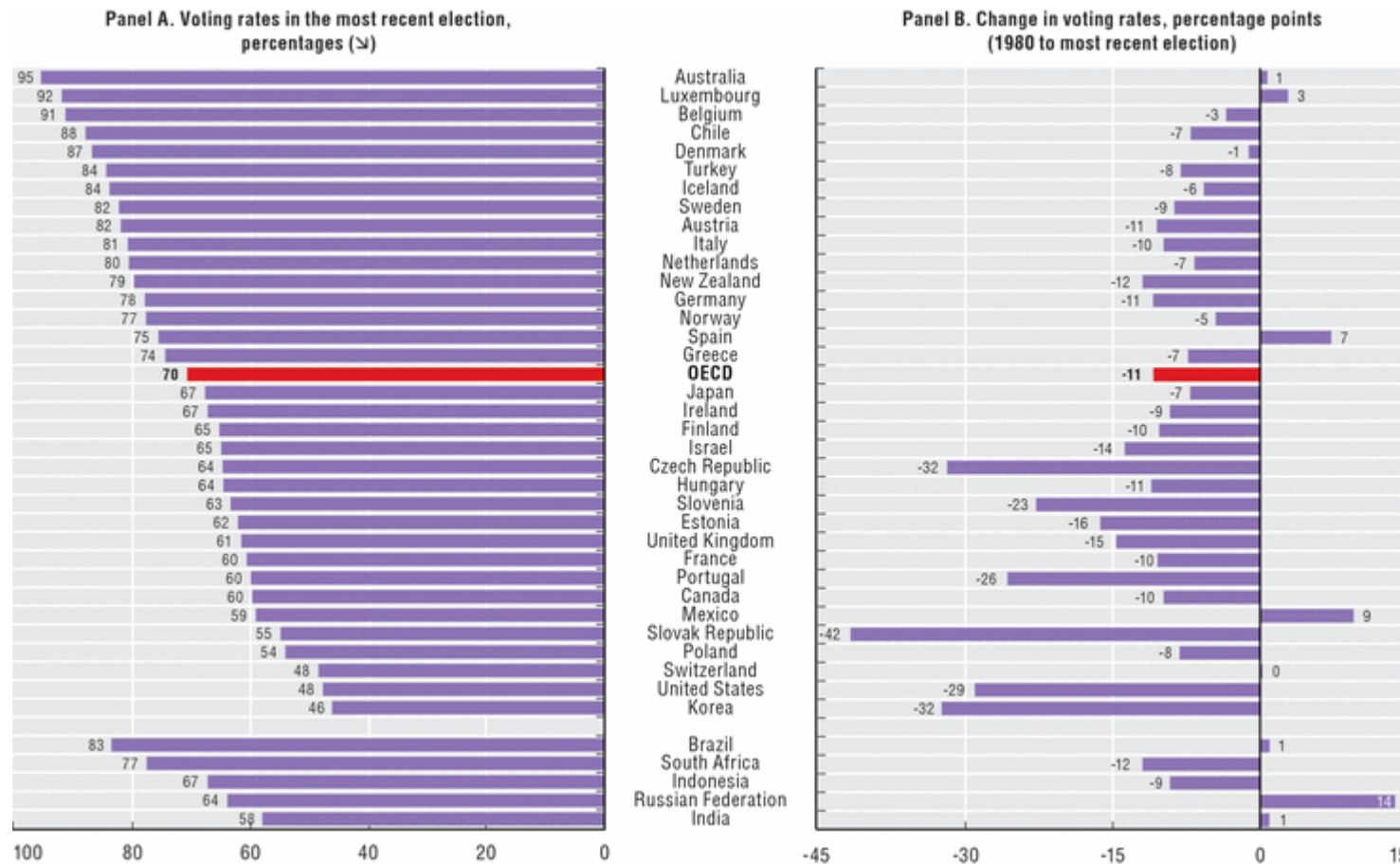
Content

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

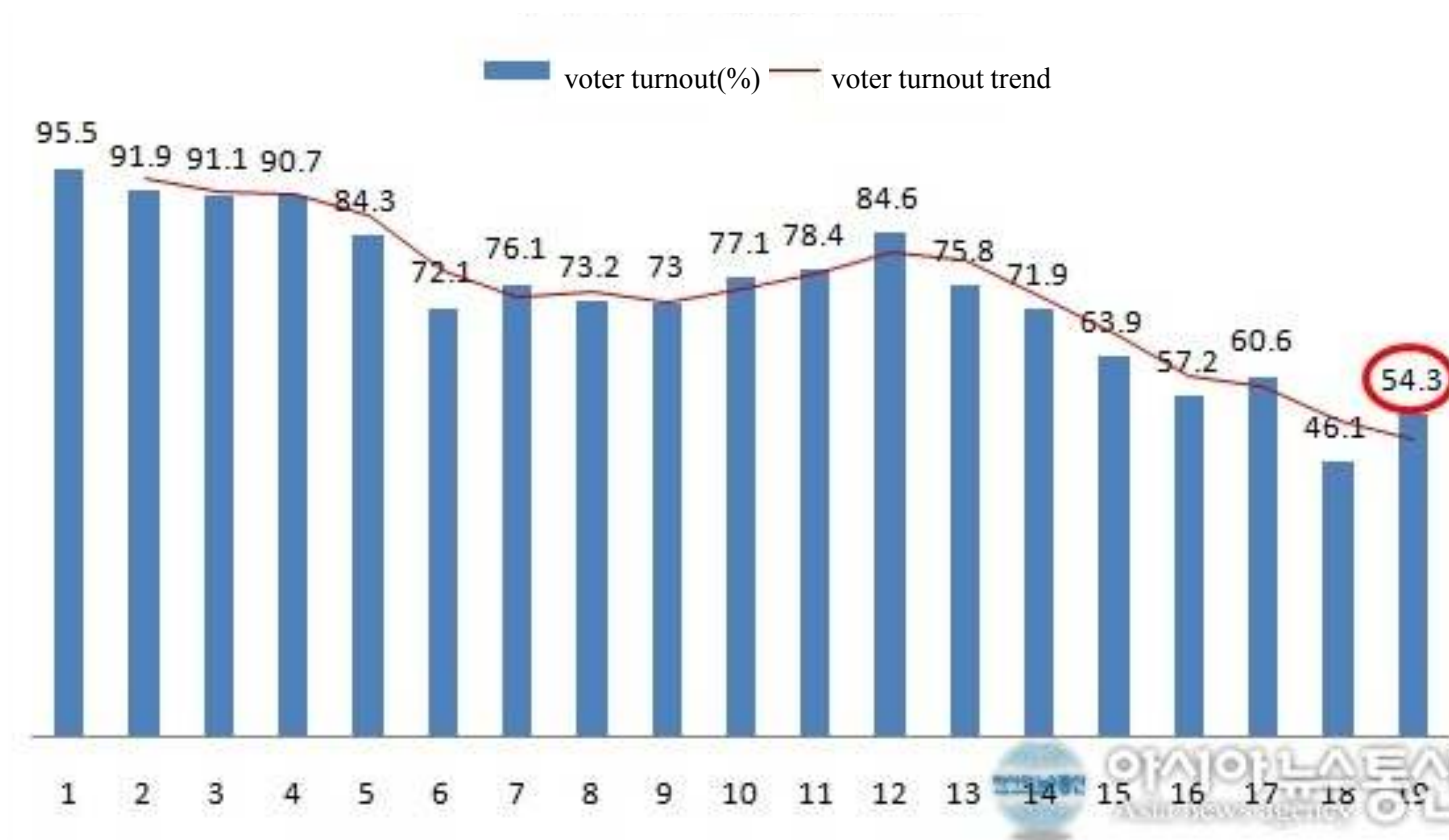
Voter Turnout Trend in OECD members (Records prior to 2011)



Source: OECD Social Indicators: Society at a Glance 2011

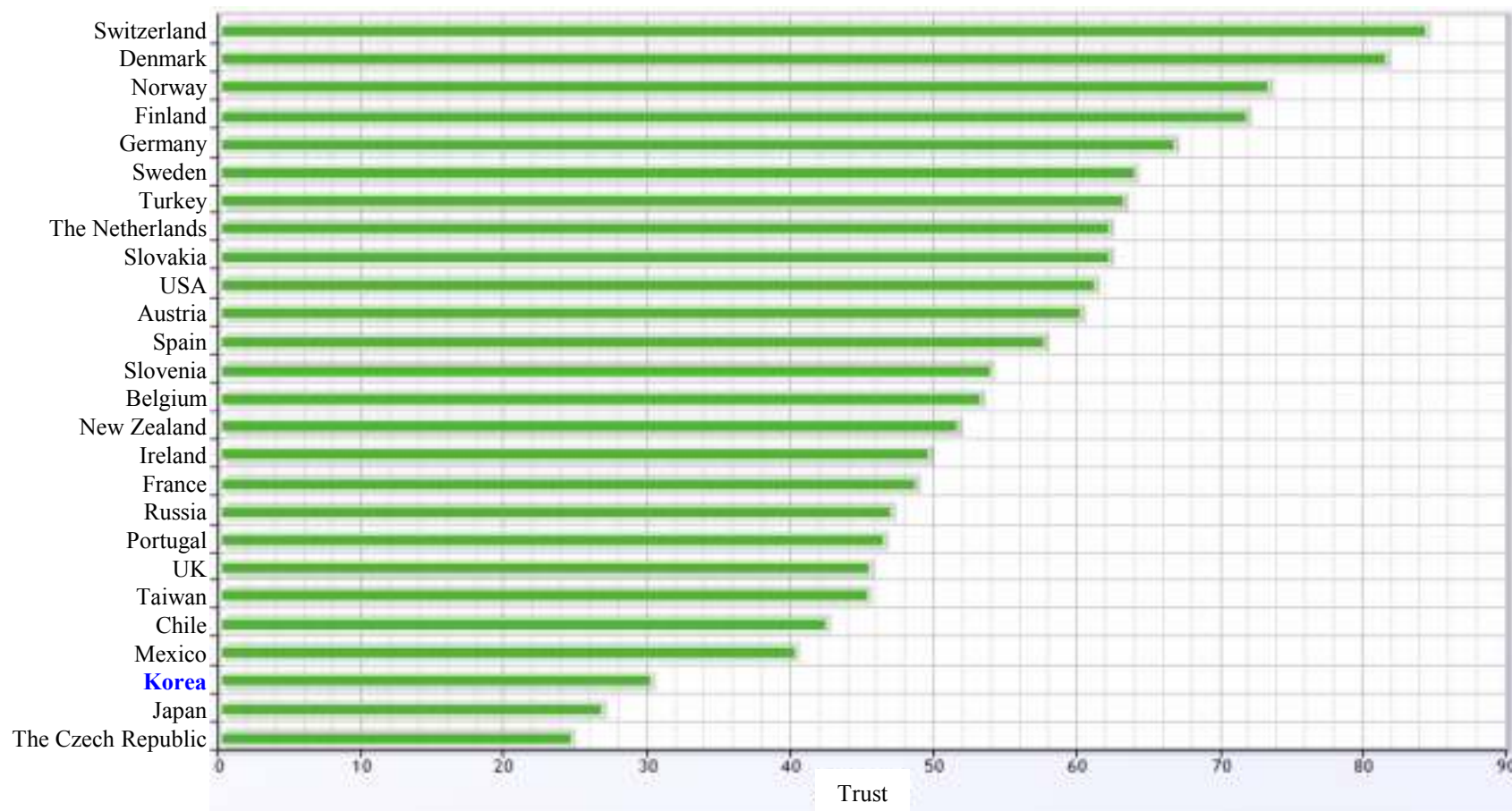
Drastic Decline in Voter Turnout in Korea

Voter turnout in Korea's National Assembly Election



Declining Public Trust in Parliament

International Survey on Public Trust in Parliament (2008)

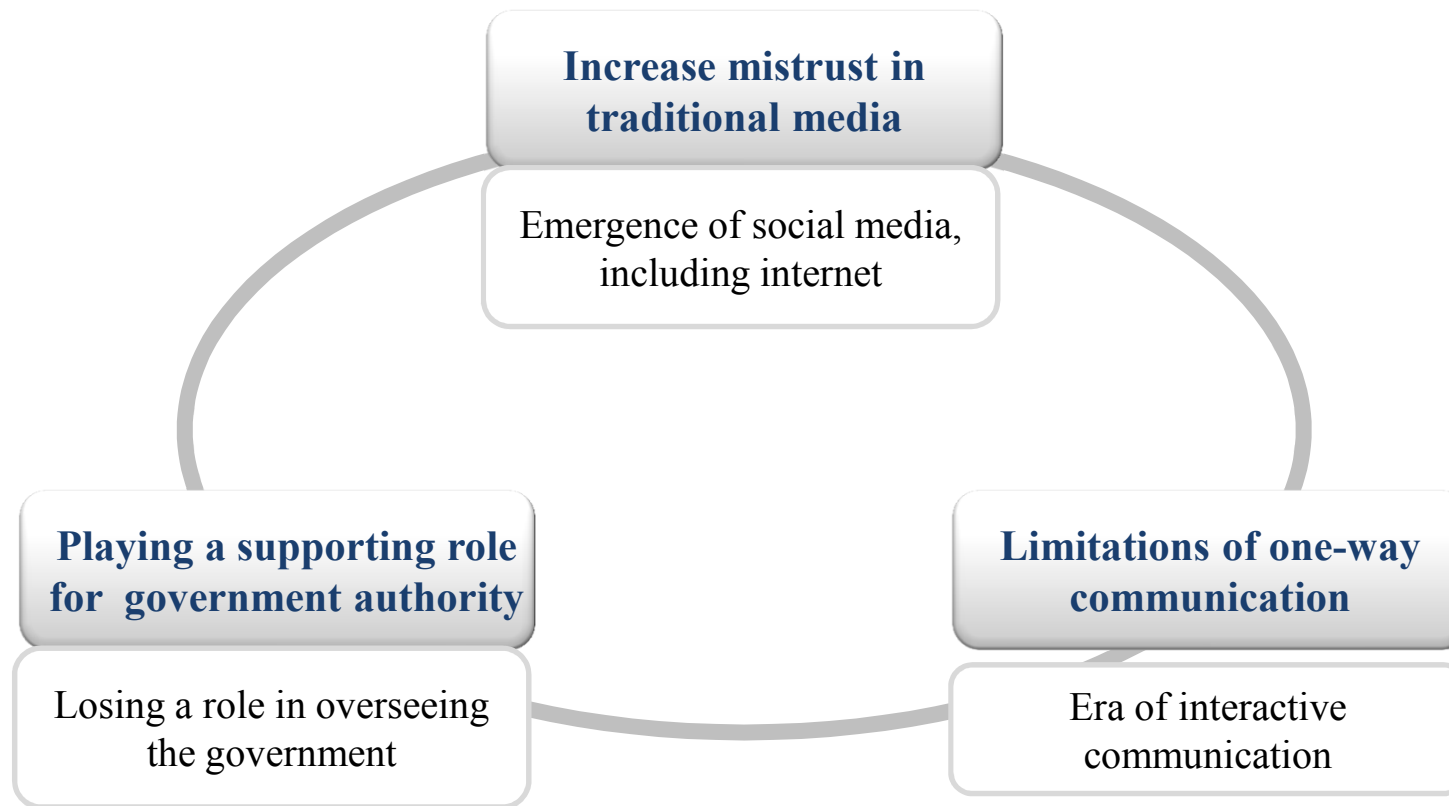


Source: <http://www.kossda.or.kr/kpoll/view.asp?no=458>

2. Limitations of the Traditional Media

Emergence of New Media

Limitations of traditional media and emergence of new media



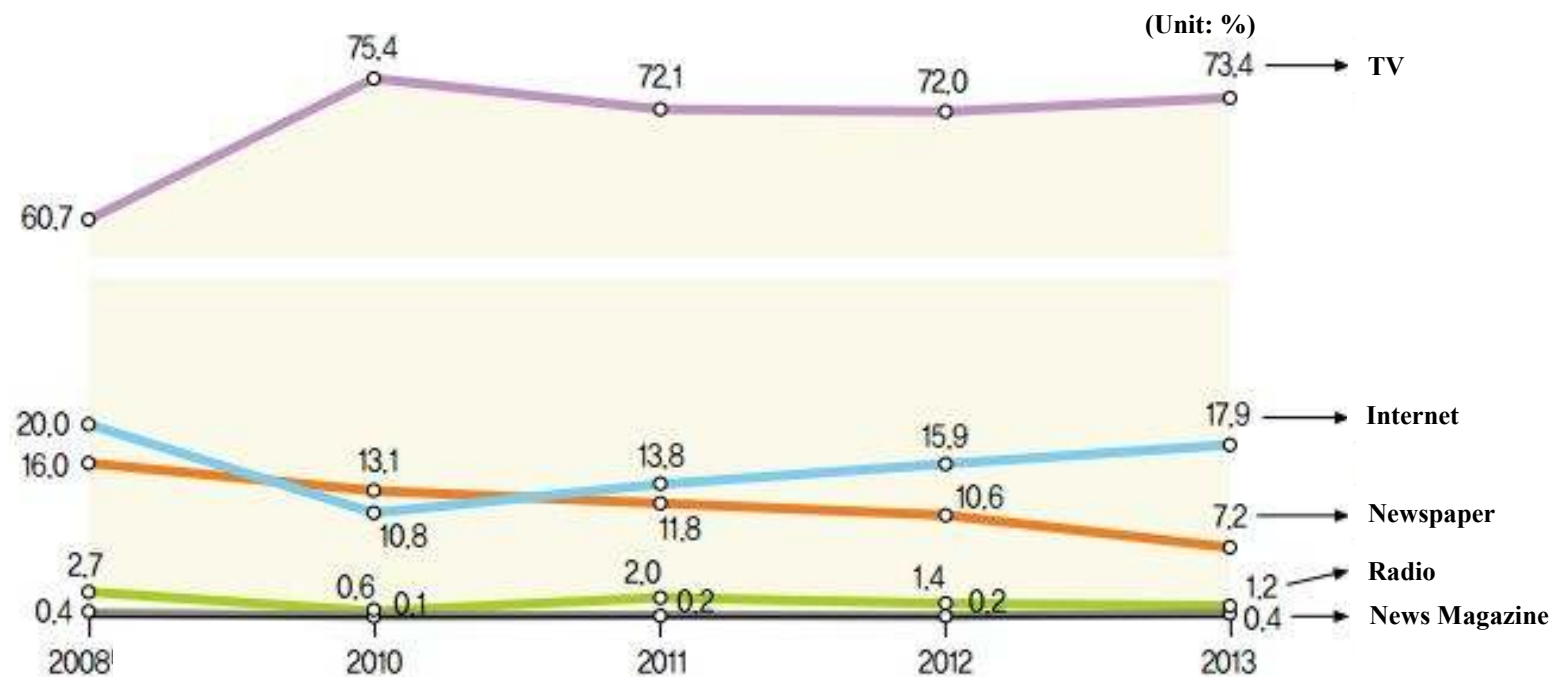
Gradual Decline in Korean Media Trust

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)



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 is not **Traditional**

Facebook, Twitter, Blogs, Mobile

Real-time, Guided

Many-to-many

Transparent, Authentic, Genuine

Niche Media

Narrowcasting

Two Way

Conversing

Print, Radio, TV, Digital

Planned, Controlled

One-to-many

Awareness, Splash, Surprise

Mass Media

Broadcasting

One Way

Convincing



Social is an opportunity
look them in the eye, start
a dialogue, and
Listen.

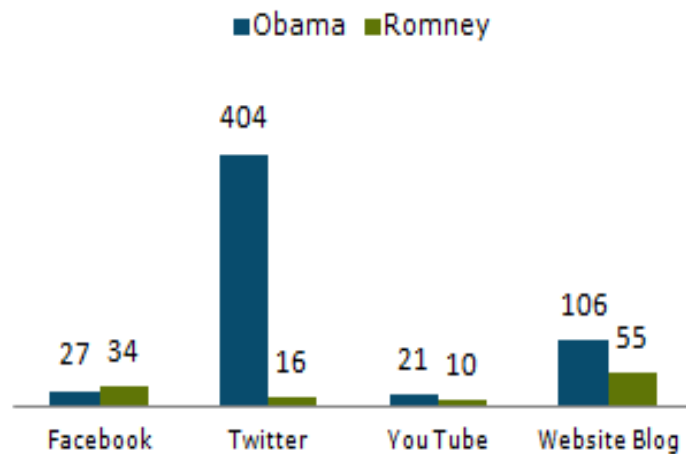


Social Media in US Politics

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

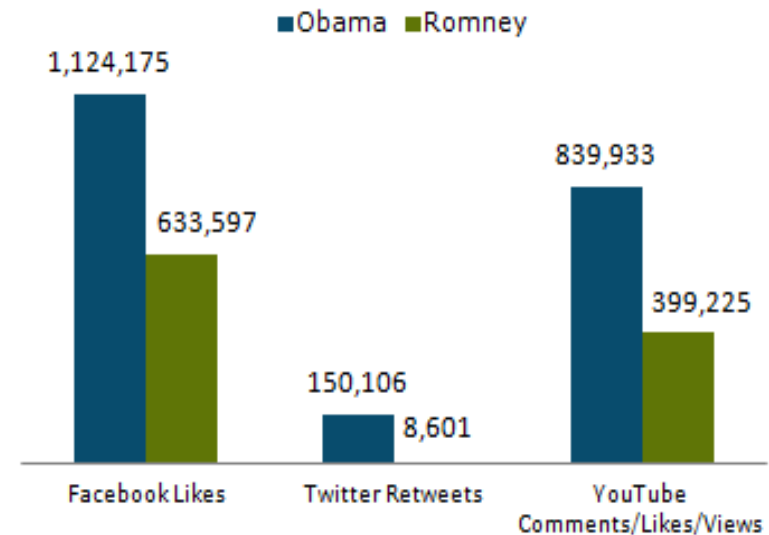


Date Range: June 4-17, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

...and Social Media Response

Number of all digital posts studied



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

 **Mitt Romney** 
@MittRomney
Former Governor of Massachusetts
Massachusetts <http://www.MittRomney.com>
Followed by Ken Lelek, Kyle Clegg, Josh Kay and 2 others.

929 TWEETS 247 FOLLOWING 467,897 FOLLOWERS

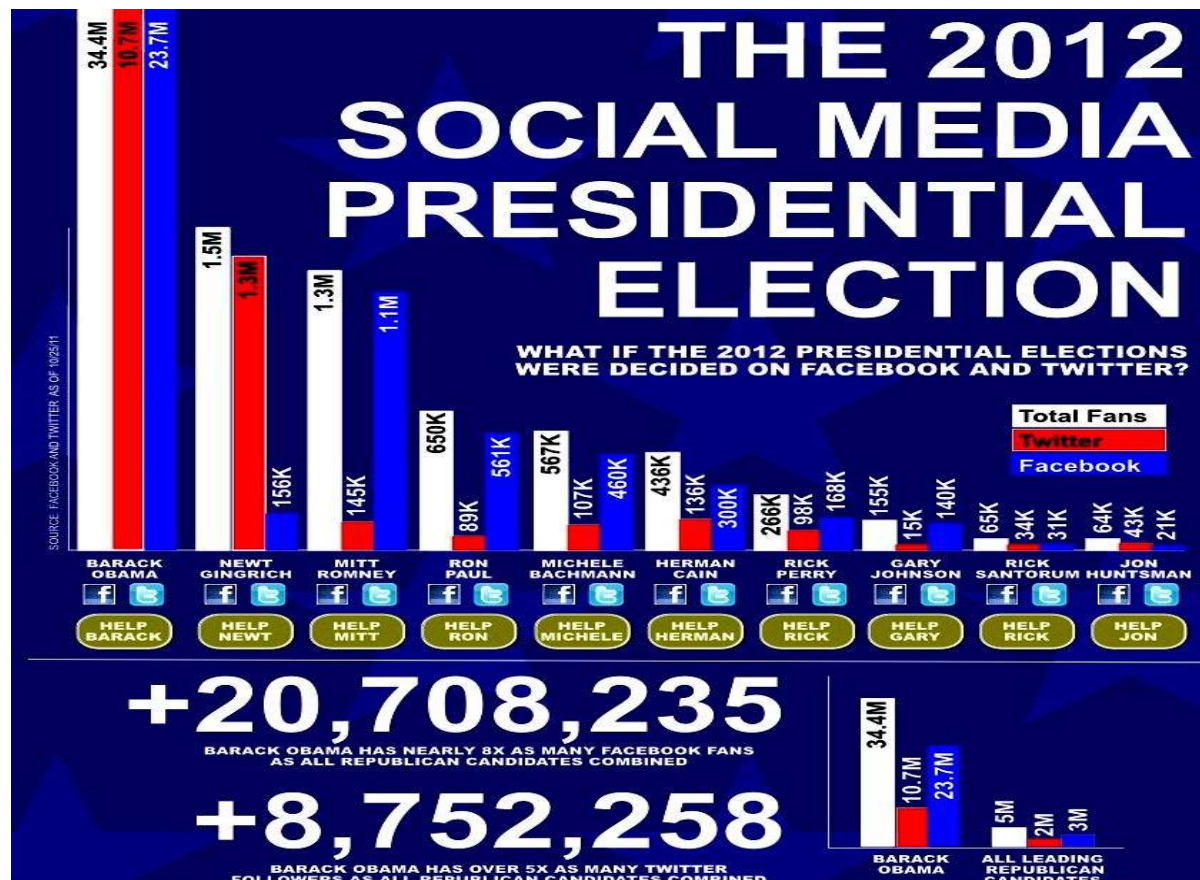
 **Barack Obama** 
@BarackObama
This account is run by #Obama2012 campaign staff.
Tweets from the President are signed -bo.
Washington, DC <http://www.barackobama.com>
Followed by Steph Paulovich, Kyle Clegg, Brian Stone and 10+ others.

3,640 TWEETS 678,878 FOLLOWING 14,722,047 FOLLOWERS

Platform	Measurement		
	Fans	29.3 million	8.2 million
	Engagement Rate	0.77%	1.99%
	Followers	20.5 million	1.3 million
	Tweets	6,562	1,209
	In circles	2.1 million	958.6k
	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)

News Technology

World's first internet president logs on

Web already shaping policy of new South Korean leader

Jonathan Watts in Seoul
The Guardian, Monday 24 February 2003

South Korea will stake a claim to be the most advanced online democracy on the planet tomorrow with the inauguration of a president who styles himself as the first leader fully in tune with the internet. From calls for a softer stance towards North Korea to demands for a revision of the security alliance with the US, websites are already shaping the position of Roh Moo-hyun's new administration.

"The development of internet technology has changed the whole political dynamic in South Korea to an extent that the outside world has not yet grasped," said Yoon Yong-kwan, the head of foreign policy formulation in Mr Roh's transitional team. "It will affect foreign policy."

The rise of webocracy has already made South Korea a place of exhilarating but unpredictable change. In recent months online campaigns have swung the presidential election, stirred tens of thousands into anti-US protests and nudged government policy on the nuclear standoff.

New Korea's hi-tech credentials have been a focus of national pride. Its biggest claim to international fame is the development of internet services, which are far ahead of most countries. Almost 70% of homes have a broadband connection, compared with about 5% in Britain.

Because of the high connection speeds, much faster than most British broadband, people use the web more for shopping, trading and chatting. Koreans are said to spend 1,340 minutes online per month, and 10% of economic activity is related to IT - one of the highest levels in the world.

"The internet is so important here," a western diplomat in Seoul said. "This is the most online country in the world. The younger generation get all their information from the web. Some don't even bother with TVs. They just download the programmes."

The voice of this New Korea is OhmyNews, arguably the world's most domestically powerful news site, which has built up almost as big a readership and as fearsome a reputation for moving public opinion as the Sun.

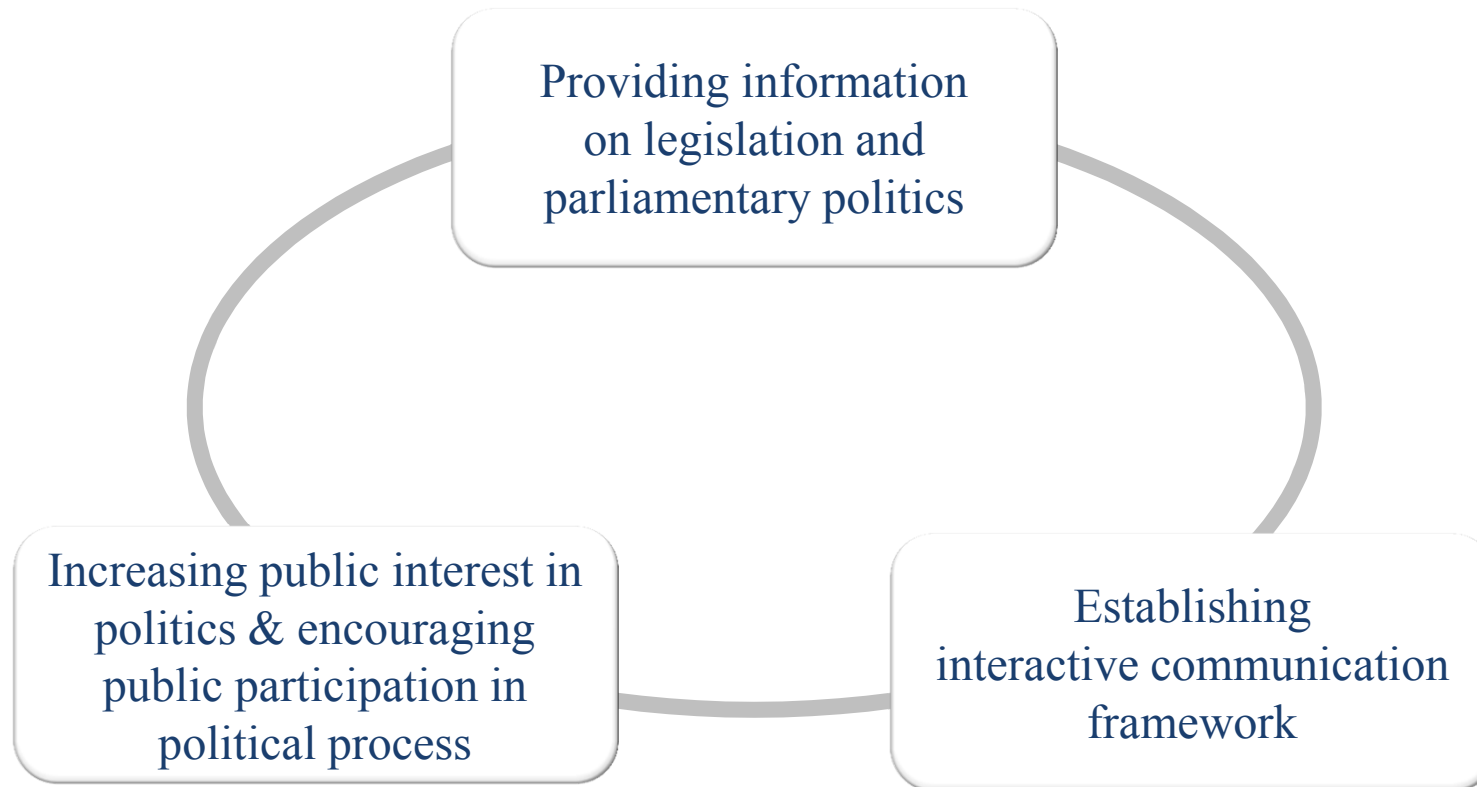
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Stumble 0
in Share 0
Email
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4. Expanding Parliamentarism, using Social Media

Facilitating Communication between Parliament and Citizens

Why social media in parliament?



Social Media in EU Governments and Parliaments

Creating a communication channel
between policy makers and policy takers

< WeGov Project >



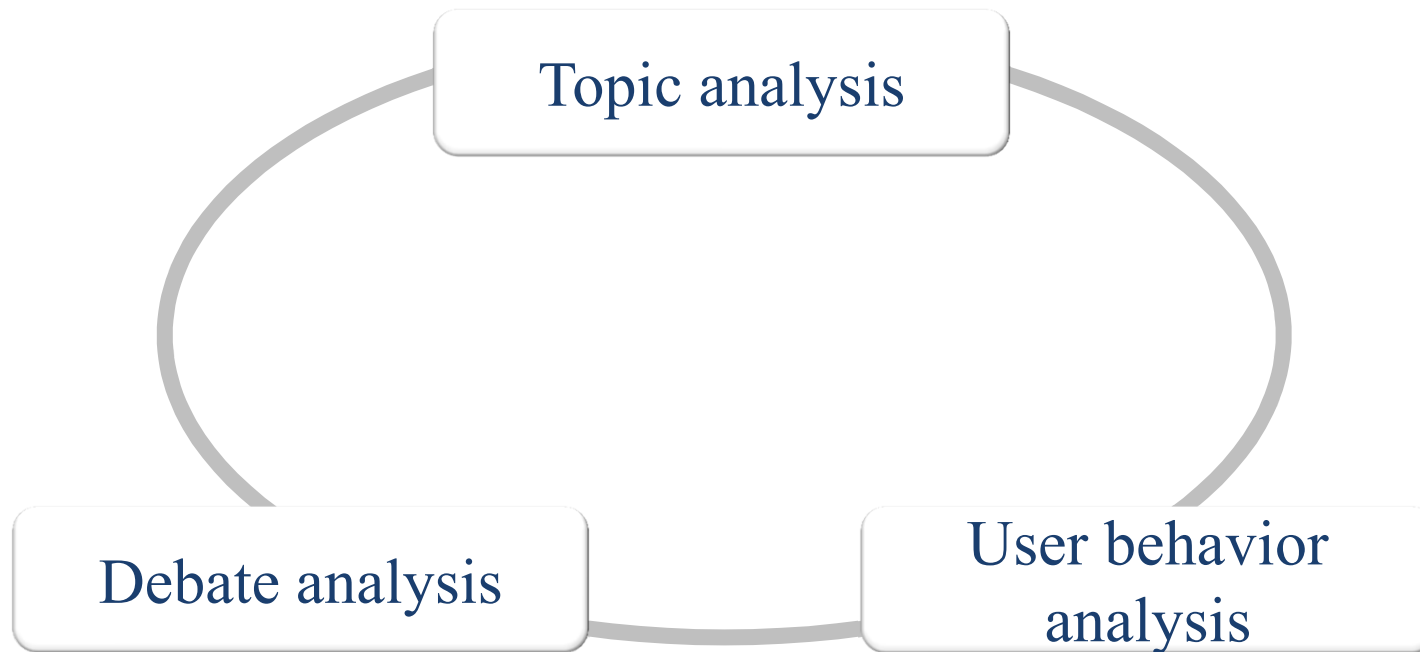
Developing a tool
for analyzing hot issues
in social media



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

Social Media in EU Governments and Parliaments

WeGov Toolbox



Social Media in EU Governments and Parliaments

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

< HUWY Project >



Vinased lood



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 >



@Senat_direct relays public hearings in parliament in real time

< Facebook poll >

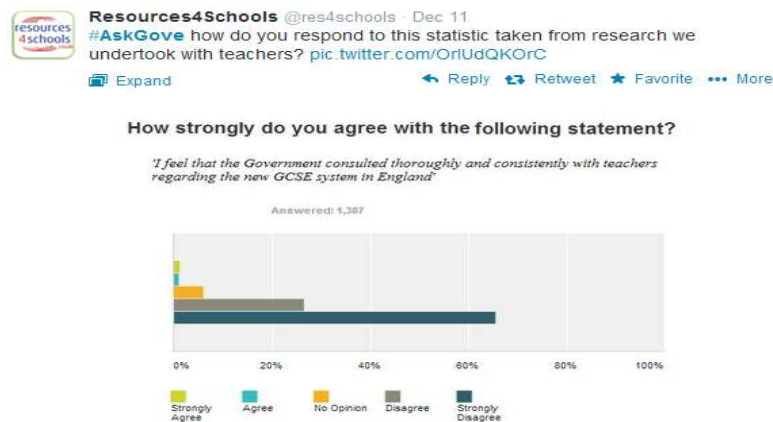


Capturing public opinions through Facebook polls

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 >

The screenshot displays the e-democracia website. At the top, there's a header with the site name, a home icon, and login fields for E-Mail and Senha (Password). Below the header, the 'Espaço Livre' section is highlighted, featuring a speech bubble icon and a description: 'Nesse espaço você cria os fóruns de discussão com temas de sua escolha e também participa dos fóruns criados por outros usuários do e-Democracia.' To the right, there are social media sharing options for Facebook, Google+, Twitter, and Email. Below this, a navigation bar includes 'Inicial', 'Participe', and 'Informe-se'.

The main content area is titled 'F Fórum'. It includes a search bar with a 'Pesquisar' button and a link to 'RSS (Abre uma nova janela)'. Below the search bar, there's a section for 'Fóruns' showing a list of topics. The list includes 'A Constituição, Justiça e Cidadania', 'Administração Pública', and 'Agropecuária e Pesca'. Each topic has a corresponding number of topics and messages, and an RSS feed link.

Forum	Tópicos	Mensagens	RSS
<u>A Constituição, Justiça e Cidadania</u> Visa a debater principalmente os direitos fundamentais. A Constituição é a pedra fundamental e este forum visa entendê-la para poder praticá-la. Um dos assuntos atuais mais importantes é a Liberdade de Expressão, e ela tem sido objeto de tentativas de mudanças dos quais um contante monitoramento da sociedade é crítico para a sobrevivência da nação.	1	2	RSS (Abre uma nova janela)
<u>Administração Pública</u>	66	190	RSS (Abre uma nova janela)
<u>Agropecuária e Pesca</u>	5	9	RSS (Abre uma nova janela)

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

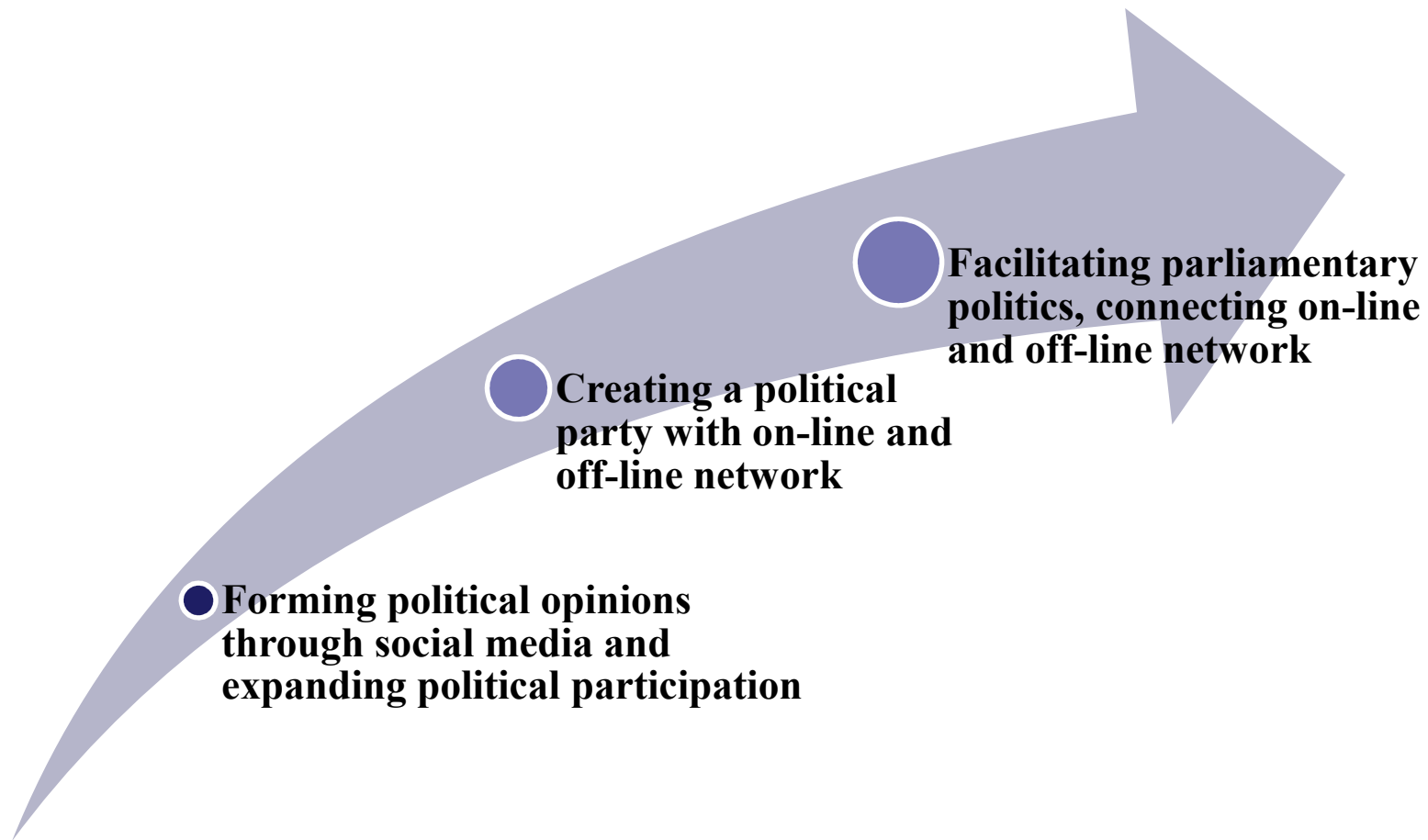
✓ Representativeness of SNS: favoring main social media users

✓ Authenticity: fact-check

✓ Ethics in a cyber space

Social Media, Cyber Space for Political Debate

Changes in representative politics, using social media



Q&A