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)

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


Switzerland
Denmark
Norway
Finland
Germany
Sweden
Turkey
The Netherlands
Slovakia
USA
Austria
Spain
Slovenia
Belgium
New Zealand
Ireland
France
Russia
Portugal
UK
Taiwan
Chile
Mexico
Korea
Japan
The Czech Republic

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

- Increase mistrust in traditional media
- Emergence of social media, including internet
  - Playing a supporting role for government authority
  - Limitations of one-way communication
    - Losing a role in overseeing the government
    - Era of interactive communication
Gradual Decline in Korean Media Trust

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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook, Twitter, Blogs, Mobile</td>
<td>Print, Radio, TV, Digital</td>
</tr>
<tr>
<td>Real-time, Guided</td>
<td>Planned, Controlled</td>
</tr>
<tr>
<td>Many-to-many</td>
<td>One-to-many</td>
</tr>
<tr>
<td>Transparent, Authentic, Genuine</td>
<td>Awareness, Splash, Surprise</td>
</tr>
<tr>
<td>Niche Media</td>
<td>Mass Media</td>
</tr>
<tr>
<td>Narrowcasting</td>
<td>Broadcasting</td>
</tr>
<tr>
<td>Two Way</td>
<td>One Way</td>
</tr>
<tr>
<td>Conversing</td>
<td>Convincing</td>
</tr>
</tbody>
</table>

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...

...and Social Media Response

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Measurement</th>
<th>Obama/Biden</th>
<th>Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fans</td>
<td>29.3 million</td>
<td>8.2 million</td>
</tr>
<tr>
<td></td>
<td>Engagement Rate</td>
<td>0.77%</td>
<td>1.99%</td>
</tr>
<tr>
<td>twitter</td>
<td>Followers</td>
<td>20.5 million</td>
<td>1.3 million</td>
</tr>
<tr>
<td>twitter</td>
<td>Tweets</td>
<td>6,562</td>
<td>1,209</td>
</tr>
<tr>
<td>Google+</td>
<td>In circles</td>
<td>2.1 million</td>
<td>958.6k</td>
</tr>
<tr>
<td>facebook</td>
<td>Followers</td>
<td>34,311</td>
<td>1,498*</td>
</tr>
<tr>
<td>Instagram</td>
<td>Followers</td>
<td>1.4 million</td>
<td>40k</td>
</tr>
</tbody>
</table>
Social Media in US Politics

Active use of social media in election campaigns

THE 2012 SOCIAL MEDIA PRESIDENTIAL ELECTION

WHAT IF THE 2012 PRESIDENTIAL ELECTIONS WERE DECIDED ON FACEBOOK AND TWITTER?

+20,708,235
BARACK OBAMA HAS NEARLY 2X AS MANY FACEBOOK FANS AS ALL REPUBLICAN CANDIDATES COMBINED

+8,752,258
BARACK OBAMA HAS OVER 5X AS MANY TWITTER FOLLOWERS AS ALL REPUBLICAN CANDIDATES COMBINED

World e-Parliament Conference 2014
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”

30,000 Facebook “Like”

689,000 Kakao Talk “Plus friends”

337,000

103,000

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
- Increasing public interest in politics & encouraging public participation in political process
- Establishing interactive communication framework
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

- 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

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 >

<table>
<thead>
<tr>
<th>Forum</th>
<th>Tópicos</th>
<th>Mensagens</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Constituição, Justiça e Cidadania</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Administração Pública</td>
<td>65</td>
<td>190</td>
</tr>
<tr>
<td>Aeropecuária e Pesca</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>
5. Development Strategy in Representative Politics, using Social Media
# Social Media in Legislative Process

Exploring possibilities to use social media in each legislative process

<table>
<thead>
<tr>
<th>Setting Agenda</th>
<th>Legislation</th>
<th>Monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Creating a place for users to participate in legislative process</td>
<td>✓ Relay of MP activities</td>
<td>✓ Observing legislation impact</td>
</tr>
<tr>
<td>✓ Capturing public opinions and taking them into consideration</td>
<td>✓ Electronic public hearing</td>
<td>✓ Making Legislature, institutional improvements</td>
</tr>
</tbody>
</table>

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

- Forming political opinions through social media and expanding political participation
- Creating a political party with on-line and off-line network
- Facilitating parliamentary politics, connecting on-line and off-line network
Q & A