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“Spreading Electronic Elections:
Case Study of South Korea’s 16th
Presidential Election”

by
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Spreading Electronic Elections: Case Study of South Korea’s 16th Presidential Election

Chung, Younchung
National Computerization Agency
South Korea, 2003.11.05

II. NOSAMO and the Internet

III. Net on Political Sites and others

IV. IT and 16th Presidential Election

V. Toward Electronic Democracy
What is Going On?

• **Changes in Tools to Mobilize People**
  : Candidates side
  - 20–30-year-old voters participation
  - Low costs for delivering information

• **Changes in Tools to Participate**
  : Voters Side
  - Obtaining reliable customized information
Candidates
- Participating public discussion and having chance to meet similar idea and political support
- Enhancing power for voters to surf political or electoral information.
- Cost reduction, voter oriented electoral campaign, overcoming financial disparities between candidates
NOSAMO and the Internet

• Implication
  – 1st Political Support Group
  – 1st Go to Voting/Public Mobilization for voting

• Nosanmo & Presidential Primary Election
  – Starting support candidate Noh, Moohyun at the primary election
  – Using the Internet Homepage for publicity & other activities
- From a few people to over 80,000 members at present
- Foundation ceremony on the Internet broadcast (*Ohmynews*)
- Facilitating voters’ interest in the primary and the presidential election on 2002.

**The Internet as A Major Tool**
- Go to voting: Mobile SMS (Short message service)
- Publicity: Homepage (*Nosarang*)
- Public discussion: Internet Bulletin Board
What Has Been Changed?

- New Korean Citizen Activism
- Getting away from the mainstream gatekeeping process
- Putting citizen political(electoral) agenda into electoral process
- Empowering voluntary voters and the public
- Participating the electoral process through Support for a particular candidate
### Net on Political Sites and others

#### <Ranking of Netting on Major Sites 2003.05.25>

<table>
<thead>
<tr>
<th>Politician’s site</th>
<th>Daily news site</th>
<th>Internet News site</th>
<th>Sport news site</th>
<th>NGO site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lew Si Min (1,1854)</td>
<td>Korean I.com(12)</td>
<td>Ohmynews(50)</td>
<td>Sportseoul(10)</td>
<td>PSPD(1,693)</td>
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<tr>
<td>Kim, H. Oh (2,648)</td>
<td>Digital Cho–Sun(23)</td>
<td>UP(51)</td>
<td>Sportcho–Sun(13)</td>
<td>KFEM(2,272)</td>
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<tr>
<td>Lee, M. Ok (5,113)</td>
<td>Joins.com(29)</td>
<td>Presian(101)</td>
<td>Sporttoday(16)</td>
<td>KFT(2,907)</td>
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<tr>
<td>Kim M. Suk (5,482)</td>
<td>Dong–A.Com(37)</td>
<td>Tanji IL Bo(106)</td>
<td>Goodday(25)</td>
<td>NGO Korea(4,635)</td>
</tr>
</tbody>
</table>
• source: Yun, Sung E, 16th Presidential Election & Internet Influence, 2003
• PSPD: People’s Solidarity for Participatory Democracy
• KFEM: Korean Federation for Environmental Movement
• KFT: Korean Federation of Taxpayers

**Internet & Political(electoral) Info.**
- Korean is more likely to depend on off-line media rather than Internet
- The Internet is less likely to deliver info. related to politics and public opinion formation
<# of netting on Noh’s Electoral Campaign Site>
http://www.knowhow.or.kr

<table>
<thead>
<tr>
<th>Date</th>
<th># of on net</th>
<th>Date</th>
<th># of on net</th>
<th>Date</th>
<th># of on net</th>
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<tr>
<td>11.21</td>
<td>133,862</td>
<td>12.04</td>
<td>239,882</td>
<td>12.17</td>
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<td>11.22</td>
<td>145,787</td>
<td>12.05</td>
<td>263,881</td>
<td>12.18</td>
<td>668,619</td>
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<td>11.23</td>
<td>149,269</td>
<td>12.06</td>
<td>322,607</td>
<td>12.19</td>
<td>860,855</td>
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<td>11.24</td>
<td>160,800</td>
<td>12.07</td>
<td>334,128</td>
<td>12.20</td>
<td>578,980</td>
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<td>11.25</td>
<td>260,494</td>
<td>12.08</td>
<td>344,336</td>
<td>12.21</td>
<td>532,892</td>
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<td>11.26</td>
<td>159,514</td>
<td>12.09</td>
<td>403,259</td>
<td>12.22</td>
<td>313,377</td>
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<td>11.27</td>
<td>179,442</td>
<td>12.10</td>
<td>348,550</td>
<td>12.23</td>
<td>314,728</td>
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<td>11.28</td>
<td>212,222</td>
<td>12.11</td>
<td>372,608</td>
<td>12.24</td>
<td>276,725</td>
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<td>11.29</td>
<td>175,502</td>
<td>12.12</td>
<td>371,354</td>
<td>12.25</td>
<td>239,307</td>
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<tr>
<td>11.30</td>
<td>213,192</td>
<td>12.13</td>
<td>377,881</td>
<td>12.26</td>
<td>251,815</td>
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<td>12.01</td>
<td>195,268</td>
<td>12.14</td>
<td>331,424</td>
<td>12.27</td>
<td>228,133</td>
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<tr>
<td>12.02</td>
<td>186,015</td>
<td>12.15</td>
<td>370,203</td>
<td>12.28</td>
<td>198,224</td>
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<td>12.03</td>
<td>201,459</td>
<td>12.16</td>
<td>831,909</td>
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</table>


- **Outputs**
  - Increasing # of Support and Mobilization of general voters
  - Increasing chance to express voters’ opinion through the net
  - Being easy to demonstrate political support
IT and 16th Presidential Election

• As a New Electoral Campaign
  – Average # of off-line candidate public speech in a day decreases
    * 49 (1997) → 3 (2002 presidential election)
  – Spreads candidate public speech are in the Internet and TV (Cyber electoral campaign)
  – Increases the # of violation against election law
    * # of cases violating electoral law on cyberspace: 203, cf. # of violating electoral law with bribe
• Popularity Ranks of Candidates on Sites
  - Posdaq Site(http://www.posdaq.co.kr) during electoral campaign
  - Each candidate can be valued with stock price
cf) Noh Moo Hyun→ 22,000 Won
    Kim, Gyun Tae→ 13,000 Won
  - The Internet and other multi-media (Internet radio) was utilized by both of the presidential candidates.
• **Mobilizing Voters Through Homepage**
  - Internet TV and Radio was utilized to enhance interaction between voters and candidates.
  - Celebrities were participated to attract Netizens into candidates’ homepages.

**Attracting Financial Donation & Volunteers**
- Small Money for Candidate !(Similar to $1 for Candidate)
  - cf) No Moo Myun Homepage
## Fundraising Through the Net (by Noh, Moohyun)

<table>
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<tr>
<th></th>
<th># of donators</th>
<th>Money donated (Won)</th>
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<tbody>
<tr>
<td>Credit Card</td>
<td>31,899</td>
<td>1,329,876,426</td>
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<tr>
<td>Cell Phone</td>
<td>20,165</td>
<td>347,045,283</td>
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<tr>
<td>ARS</td>
<td>21,188</td>
<td>211,880,000</td>
</tr>
<tr>
<td>On Line transaction</td>
<td>101,635</td>
<td>4,320,699,711</td>
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<tr>
<td>Happy Piggybank</td>
<td>22,042</td>
<td>759,633,678</td>
</tr>
<tr>
<td>Happy Ticket</td>
<td>6,835</td>
<td>309,000,000</td>
</tr>
<tr>
<td>Sum</td>
<td>203,764</td>
<td>7,278,135,098</td>
</tr>
</tbody>
</table>
Toward Electronic Democracy

1. How We Can Mobilize Netizen?
   - Provide multi-channels for them to create new public discourse during election
   - Identify Netizen’s political interest and way to present their interest during election

2. How We Overcome Generation Gap?
   - Provide national program for getting rid of digital divide
   - Increase interest of younger generation in election
3. How We Make Candidate and Voters Equally Participate?

- Understand the Internet as a tool to bridge disparities between resource rich candidates and poor candidates.

- Internet Donation System should be considered as one of the tool to bridge the gap.

- Provide Internet education for olds and infrastructure to be digitally divided.
4. How We Understand Internet as a Tool for Strong Democracy?

- E-Democracy is an agenda to make people more participatory.
- Election does not cover the possible public participation, it is one of elements.
- People may need to participate diversified and various setting of participation, so called daily-based politics.
- Electronic Town Hall Meeting, National Peoples’ On-Line Panel, etc should be considered as a possible supplementary system.
Thank You For Your Patience!!