

Social Networking Service

- In the Field of Elections -



**NATIONAL ELECTION
COMMISSION**

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SNS in Korean Elections





Current State (1)



SNS began to gain its power starting in the 5th Local Elections in 2010.

※ SNS was mainly used to encourage people to vote in the elections.

【Case】

- **Cultural artists:**
 - Artists tweeted to offer their works to those who voted.
 - Novelists signed their own books and gave out to people who voted.
- **General Public:**
 - Designers: offered to make business card for free
 - Doctors: offered free health checkup
 - Dentists: offered free teeth cleaning
 - Bakeries: offered to give out free bread





Current State (2)



SNS has emerged as a major swing factor since by-elections in 2011, stirring up the apathetic young generation.

【Case】

- Moving from simple texting, SNS was used as a tool to directly deliver feelings from on-site debate or electioneering via Twitter.
- Some celebrities post a picture of themselves at polling station to show their participation and voters found it amusing. Hence, voting-drive messages were spread.
- It is said that SNS served as a party for a then-independent candidate turned incumbent Seoul Metropolitan City Mayor Park, Won Soon,





Introduction of SNS to Election Law

**Prior to
February 2012**

- Interpreted SNS as converged media btw website & e-mail
- Banned SNS campaign before electioneering period applied by e-mail regulations under Election Law

※ Korea strictly prohibited electioneering before the campaign period.

**Election
Law
Revision**

**After
March 2012**

**SNS electioneering was allowed broadly,
in that campaigning using the Internet & e-mail was accepted
even when not in the campaign period**





Restriction & Prohibition on SNS

**Ban on
Campaigning**

No campaigning on the Election Day

**Ban on
Slandering**

No electioneering to disseminate false or malign information

**Ban on
False ID**

No campaigning via SNS using false name, title or position





How SNS is Used in Election (1)

Interactive Campaign

**From one-way information delivery
to real time communication with voters**

- In the 2012 presidential election, the ruling and opposition parties used various SNS campaign contents, such as 'SNS public sentiment', 'SNS mentor group', 'Hub for Network Citizen'
- Portal websites provided a variety of information research service and promotions for voters to directly engage using PC and mobile devices.

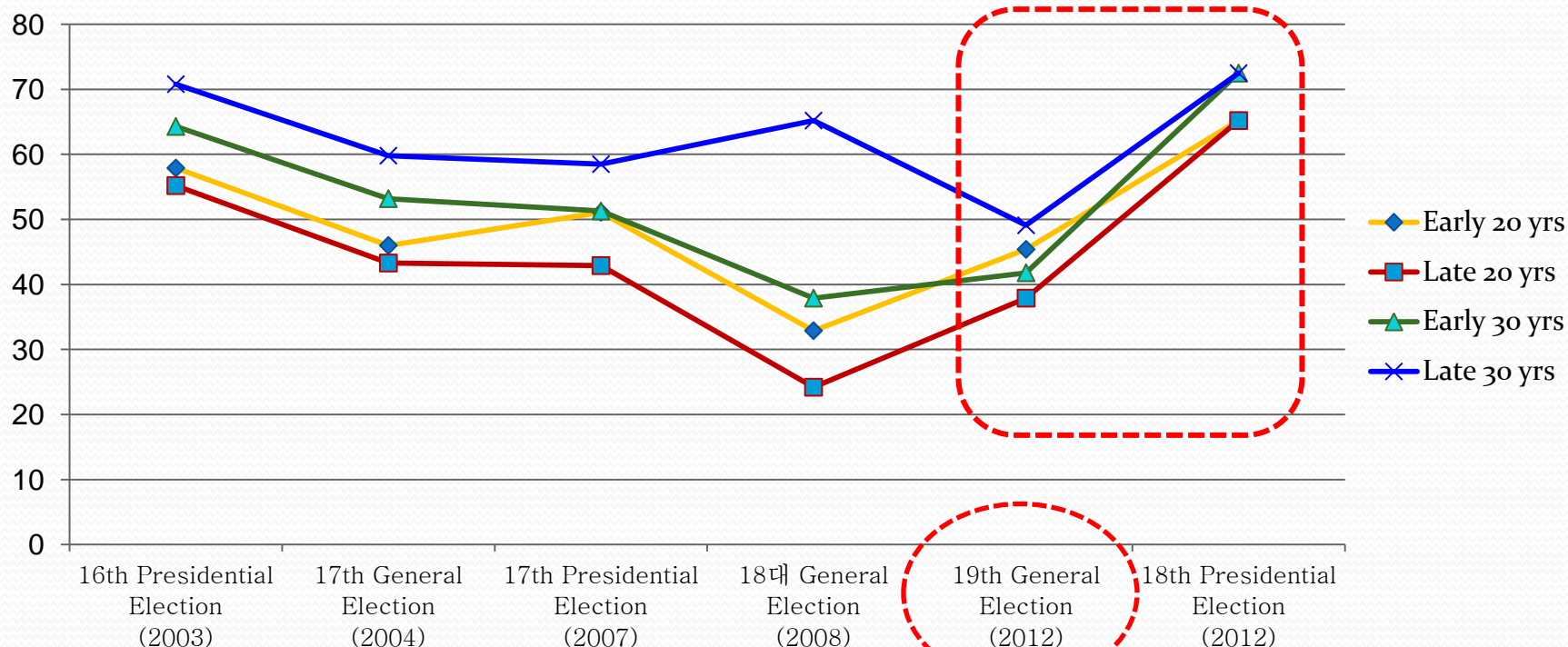




How SNS is Used in Election (2)

**Higher
Turnout**

**Significant increase in turnout of young voters
since the 19th General Election in 2012
when SNS began to be widely used**





Limitation of SNS Electioneering (1)

**Offer
Basic Info
only**

More weight on plea for support rather than communication during the 2012 Presidential Election

**Spread
of
Biased Info**

- **Not guarantee objective information circulation**
- **Create one-sided public opinion**
- **“Witch trial” on SNS**

**Widened
Digital Gap**

Bipolarization between young and old generations in obtaining electoral information



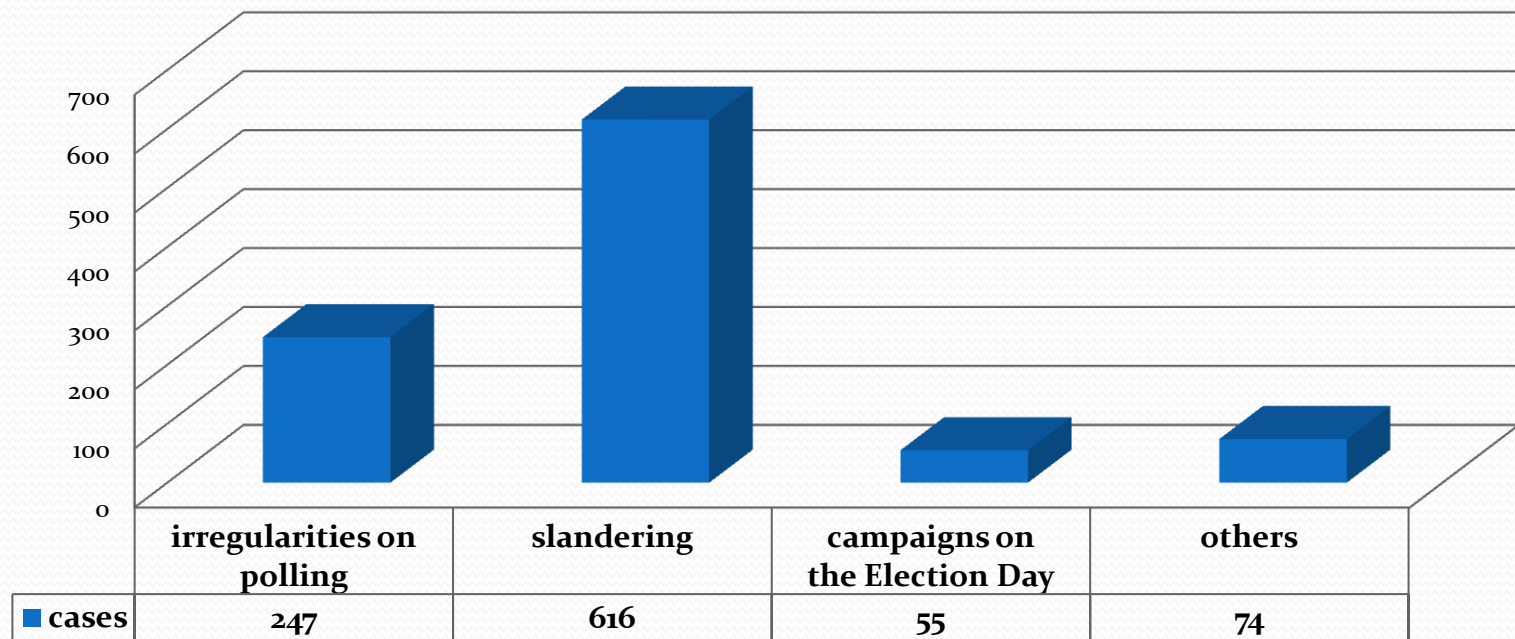


Limitation of SNS Electioneering (2)

Slandering

Multiple cases of mudslinging against other candidates or parties

Measures against Illegal Acts



※ Measures: 2 reports, 6 investigation requests, 4 warnings, 980 deletion requests.





Regulation by NEC

Cyber Watchdog

- Block the spread of slandering and mudslinging
 - Request to delete illegal postings
- ※ Consisted of 220 people in the 2012 Presidential Election

Strong Monitoring

**Strengthen real-time search and monitoring
on major channels of slandering and mudslinging**

Rapid Measures & Announcement

**Provide voters with accurate information by rapidly
investigating irregularities and announcing its result**



Internet Election News Deliberation Commission



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Status

Establishment

March 2004

Foundation Background

Arise of necessity of proper regulations on unfair reports victimizing particular candidates by Internet media

Commission Makeup

11 commissioners recommended by parties that have a negotiation body, Korea Communication Commission, Press Arbitration Commission and the NEC

Secretariat

**Deliberation team, Deliberation operation team and
Deliberation support team**





Major Function

**Investigate election news
posted on websites
of Internet media**

Examine
Fairness of
Media
Coverage on
Election

**Review election news
when deliberation
requests were made**

Deliberation
Request

Research

**Study on deliberation method,
standard, related law and system**



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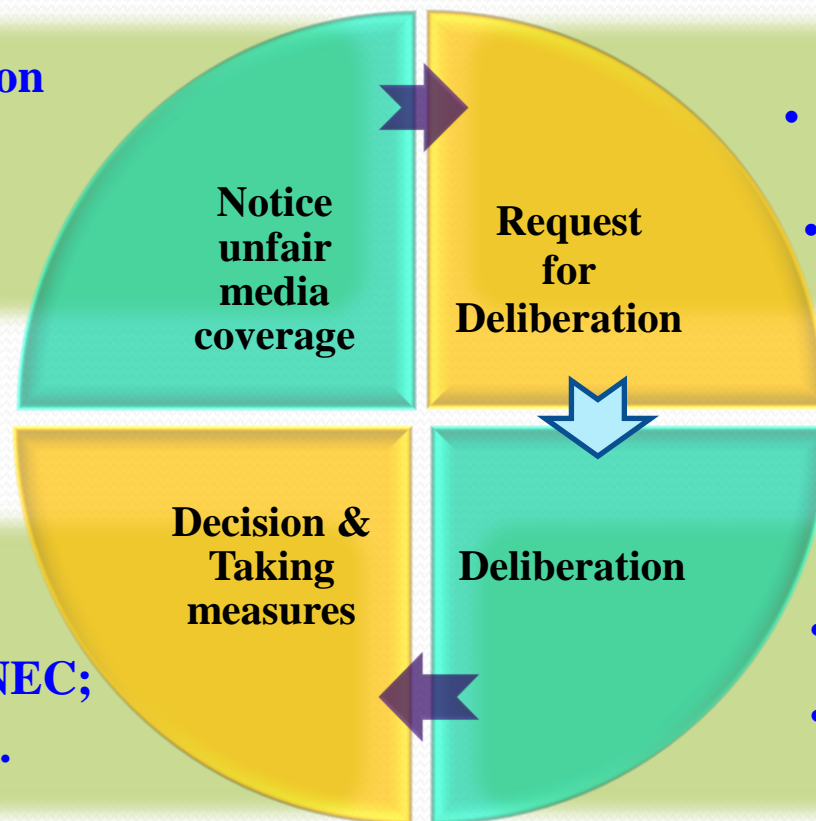
Deliberation Process

- Request for deliberation by candidate

- Monitoring

- Countering report

- Actions taken by the NEC;
 - warning, caution, etc.



- File with the Secretariat

- Examine its validity

- Deliberation

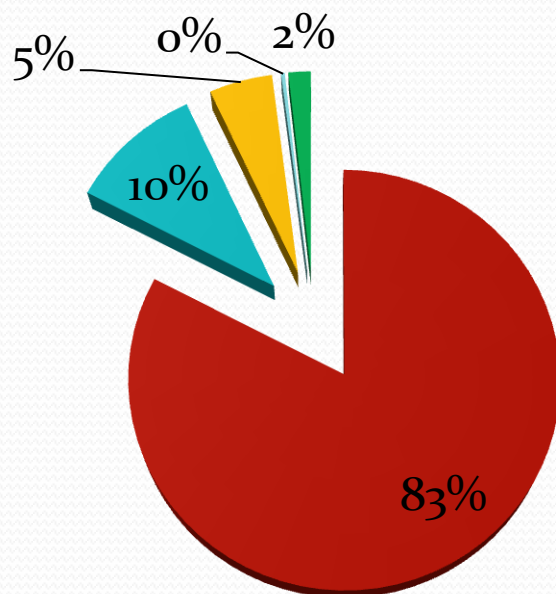
- Hearing





Actions Taken

(as of the 18th Presidential Election in 2012)



■ caution

■ cooperation request for fair reports

■ warning

■ force to post counter reports

■ force to post announcement on warning

Total	Actions				
	caution	cooperation request for fair reports	warning	force to post counter reports	force to post announcement on warning
345	285	36	17	1	6



THANK YOU

