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**"Spreading Electronic Elections:
Case Study of South Korea's 16th
Presidential Election"**
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AGENDA

한국전산원
National Computerization Agency

What is Going On?

- **Changes in Tools to Mobilize People : Candidates side**
  - −20−30years−old voters participation
  - −Low costs for delivering info.&communi-
    cation

- **Changes in Tools to Participate : Voters Side**
  - − Obtaining reliable customized info.on

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 broad‒cast(*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 gate-keeping 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>

Politician's site	Daily news site	Internet News site	Sport news site	NGO site
Lew Si Min (,1854)	Korean I .com(12)	Ohmynews (50)	Sportseoul (10)	PSPD (1,693)
Kim, H. Oh (2,648)	Digital Cho -Sun(23)	UP (51)	Sportcho- Sun(13)	KFEM (2,272)
Lee,M. Ok (5,113)	Joins.com (29)	Presian (101)	Sporttoday (16)	KFT (2,907)
Kim M. Suk (5,482)	Dong-A. Com(37)	Tanji IL Bo (106)	Goodday (25)	NGO Korea (4,635)

- 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

Date	# of on net	Date	#of on net	Date	#of on net
11.21	133,862	12.04	239,882	12.17	488,619
11.22	145,787	12.05	263,881	12.18	668,619
11.23	149,269	12.06	322,607	12.19	860,855
11.24	160,800	12.07	334,128	12.20	578,980
11.25	260,494	12.08	344,336	12.21	532,892
11.26	159,514	12.09	403,259	12.22	313,377
11.27	179,442	12.10	348,550	12.23	314,728
11.28	212,222	12.11	372,608	12.24	276,725
11.29	175,502	12.12	371,354	12.25	239,307
11.30	213,192	12.13	377,881	12.26	251,815
12.01	195,268	12.14	331,424	12.27	228,133

12.02	186,015	12.15	370,203	12.28	198,224
12.03	201,459	12.16	831,909	–	–

- source: The Millennium Democratic Party, 2003, White Paper of 16th Presidential Election, p.217

- **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 Home-page**

–Internet TV and Radio was utilized to enhance interaction between voters and can
  –didates
–Celebrities were participated to attract Netizens into candidates' homepages.

Attracting Financial Donation & Vol-unteers

– Small Money for Cnadidate !(Similar to$ 1 for Candidate
  cf) No Moo Myun Homepage

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<Fundraising Through the Net(by Noh, Moohyun)>

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

- Source: The Millennium Democratic Party, 2003, White Paper of 16th Presidential Election, p.208

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 element.
- 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 con-sidered as a possible supplementary system