

Promoting Internet Ethics : the Korean Experience

2011. 9. 2

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The Age of Smart

Change in the Age of Smart

- Terminal: Feature Phone, PC vs. Smartphone, Tablet PC
- Network: ADSL vs. WiFi
- Contents: Blog, Community cafe vs. Facebook, Twitter
- Platform: proprietary firmware OS vs. open and complete OS

Change in the Age of Smart

The Door with which you can quickly transfer the metro.



← Departure Time 1

← Departure Time 2

← Arrival Time

← The Time Required

Smartphone Subscribers in Korea

- 15 Million (53 Million)
- 28%



Ethic Issues in Cyberspace

Ethic Issues

- Hurtful Comments
- Cyber-bullying
- Hoax
- Cyber-stalking
- Internet game addiction
- Internet overuse(Internet addiction disorder)

Cyberbullying cases in USA

- USA, 'Cyberbullying Research Center'(2010)
 - About 20 percent of students age 11 to 18 surveyed in 2010 by the Cyberbullying Research Center said they'd been cyberbullied at some point in their lives.
 - Sample Size: 4,441
 - ※ ref: www.cyberbullying.us
- Suicide of Megan Meier, Aged 13(2006.10)

Cyberbullying cases in Japan

- 10 percent of high school students said they have been harassed through e-mails, websites or blogs, a recent survey by the Hyogo Prefectural Board of Education showed
- An 18-year-old boy leapt to his death at his high school in Kobe, western Japan, after classmates posted a nude photo of him on a Web site and repeatedly sent him e-mails demanding money.(2007)
- “Even when I stopped going to school and stayed at home, my cell phone kept ringing with harassing e-mails,” said Makoto, who became anorexic and rarely emerged from his room for nearly half a year after becoming the target of “cyber bullying.”(2007)

Cases in Korea



- Suicide of a Korean Famous Actress(2008.11)
 - Choi Jin-Sil is a Korean actress who was adored by the people. She was nicknamed “The Nations Actress” and was the nations sweetheart.
 - She was involved in a scandal when actor Ahn was found dead in his car [of a suicide](#). She is said to have lent money to him, and was pressuring him to return it.
 - She was never charged in the case, but rumors flared, aggravating [her depression](#). She hanged herself in the bathroom of her home

Analysis of Internet Ethics



인터넷 윤리의식 자가진단 (초등학생)

※ 다음의 각 문항을 읽어본 후, 가장 잘 나타낸다고 생각되는 문항에 표시해 주세요.

NO	질문
1	나는 식사를 거르거나 잠을 자지 않고 인터넷을 하곤 한다.
2	나는 인터넷에서 상대방에게 존댓말을 사용하려고 노력한다.
3	인터넷에서 다른 사람의 자료를 사용할 때에는 허락을 받는 것이 중요하다고 생각한다.
4	나는 며칠 동안 인터넷을 못하면 짜증이 난다.
5	나는 시간을 정해놓고 인터넷을 이용한다.

- Data Collection Dates : 2009.Nov~2011.Jul.

- Samples: Elementary school students, Middle/High school students, College students & Adult.

- Sample size: 8,955

- 4 Variables of Internet ethics self-exam

① Autonomy

② Respect

③ Participation

④ Responsibility

Analysis of Internet Ethics (elementary school students)

Category	Sample size	Variables	Means	STD DEV
College students and Adults	2,802	Autonomy	22.1431121	4.8486413
		Respect ↑	22.9718059	4.9405886
		Participation	19.2598144	5.6729519
		Responsibility ↑	23.5763740	3.9627035
Middle and High School Students	2,620	Autonomy ↓	21.1041985	4.6470934
		Respect ↓	21.1667939	5.4852404
		Participation ↑	19.8988550	5.7710617
		Responsibility	22.8500000	4.4124010
Elementary School Students	3,533	Autonomy ↑	23.0339655	4.9668187
		Respect	22.3679592	6.2282385
		Participation ↓	17.2618172	5.3665953
		Responsibility ↓	20.2482310	3.8195162

- Overall Internet ethics Low
- Autonomy High
- Participation Low
- Responsibility Low



The Internet ethics education in early age

Analysis of Internet Ethics (Middle and High School Students)

Category	Sample size	Variables	Means	STD DEV
College students and Adults	2,802	Autonomy	22.1431121	4.8486413
		Respect ↑	22.9718059	4.9405886
		Participation	19.2598144	5.6729519
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- **Participation High**
(Study, Game, etc)
- **Respect Low**
(Bad comments,)



Improving Respect

Analysis of Internet Ethics (College Students and Adults)

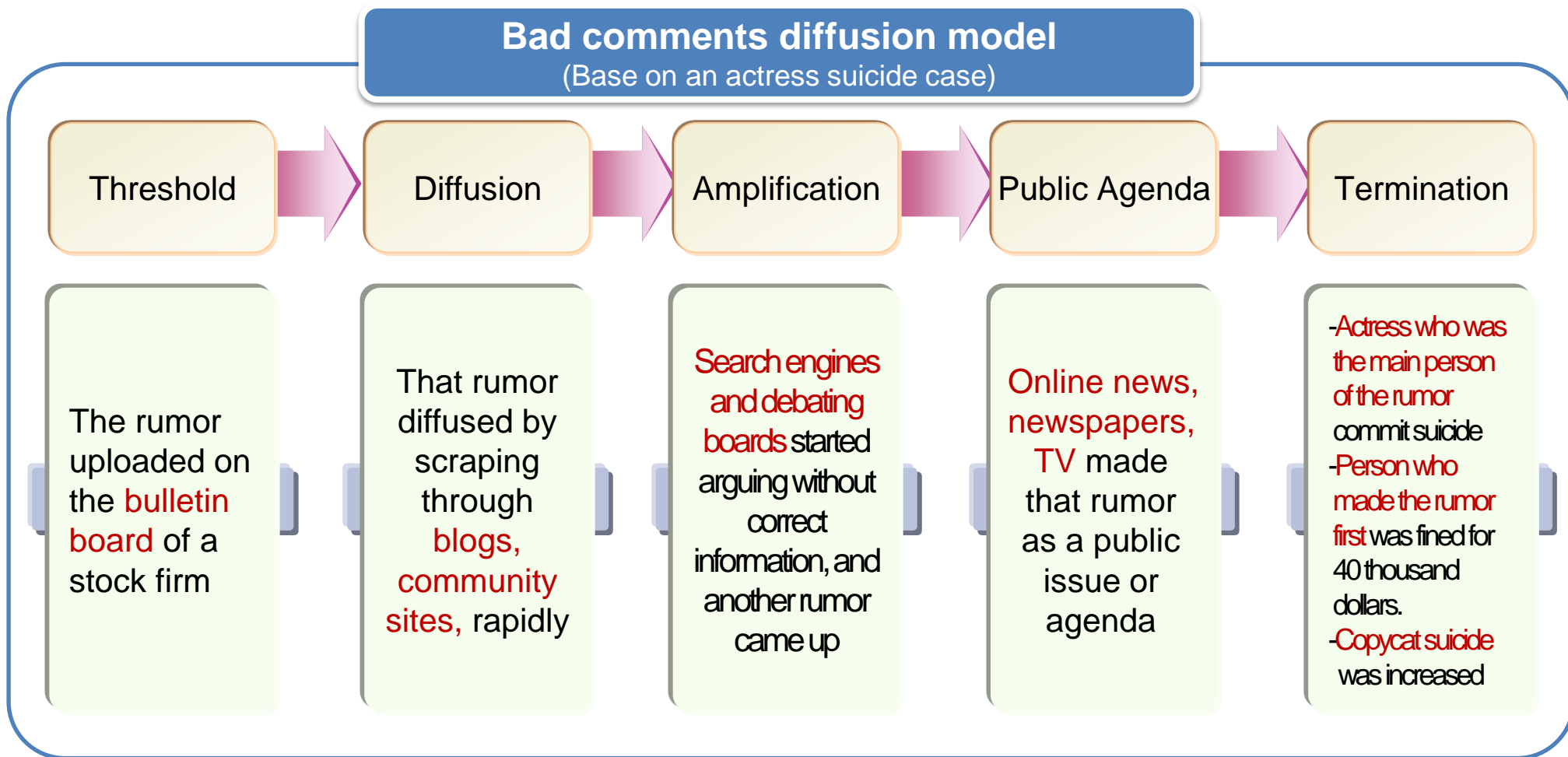
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- Overall Internet ethics High
- Respect High (citizenship ...)
- Participation Low



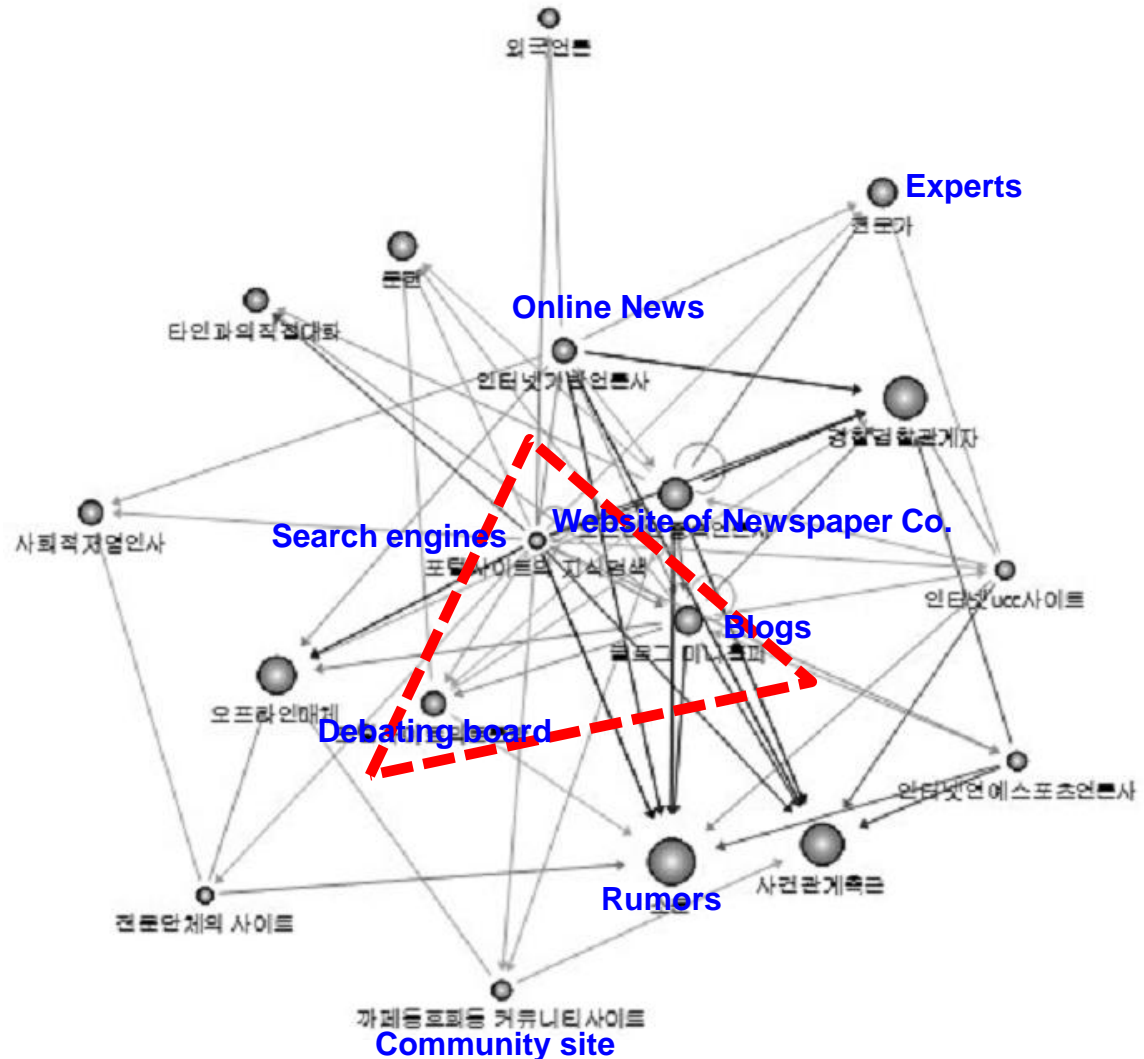
Campaign for encouraging Participation

Diffusion Process of Hoaxes and Hurtful Comments



Diffusion Path of Bad Comments

- Portal's search engines
- Blogs
- Portal's debating boards



Reference: KISDI, Hanrim Univ., Rumors spread on the internet and telecommunications policy

Portal & bad comments

- Suicide related to personal blog in Korea(2009)

: supreme court, case No. 2008Da53812, April, 16, 2009

Whether an Internet total information provider is liable in torts to the person whose reputation is damaged when the provider retains the media article and uploads part of the article of its own selection (affirmative).

Elements for establishing an Internet total information provider's duty to delete or block defamatory uploads.

Whether the tort liability flowing from an Internet total information provider's violation of its duty to delete or block unlawful uploads can be evaluated all-inclusively per separate internet uploading space (affirmative).

Missions & Strategies

The Strategies

- Social, Psychological, Philosophical Research
 - In-depth analysis on dark side of internet uses such as recklessly abusive, negative opinions about facts
- Customized Education Program
 - Age, group-specified training program
- Public Campaign
 - Diversification of the media promotion and substantial, experiential campaign
- Self-regulation for Korea
 - ISP's effort to raise responsibility to keep internet to be more safe and clean

Reinforcement of Social, Psychological, philosophical Research

- Policy development to make internet as a mature place to discuss freely with total and systematic analysis about problems caused by unethical behavior

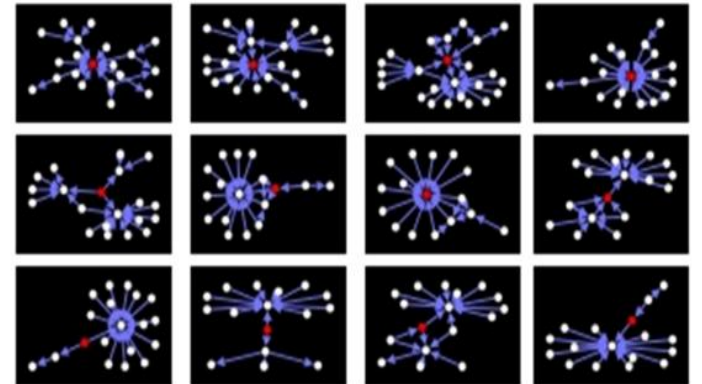
- **Research examples**

- **Group dynamics in cyberspace**

- **Conflict and cooperation between groups**

- **The psychology of aggressive behavior in cyberspace**

- **Mechanism for the spread of false information**



Empowering of Public Internet Ethics Education

- Internet Ethics Class(Elementary/Middle school)

<p>Internet Ethics Class (30,000 students, 400 schools for 1 year) (imucc.kisa.or.kr)</p>	<p>12 kinds of textbooks 4 kinds of guidelines</p>

Internet literacy program

- Activity programs for Kids

Internet Literacy Activity Programs for Kids
(short-term/intensive programs for 100 kindergartens)



For
Short
-term



For
intensive
course



Empowering of Public Internet Ethics

-Creative Activities

(Elementary/Middle/High school students)

Internet Literacy Creative Activities, Visiting lecture circuit

1. "We are the internet security guards!" for elementary school students



2. "Being smart and social media friends together!" for middle school students



3. "Communication with UCC and good comments!"



Expanding of Public Campaign

- 'Korean Internet Dream Star'(idreamstar.kr)



- Youth organization for spreading creative, mature internet life with internet literacy education program and various social activities

- 1st members : 831 students

(493 elementary school students , 338 middle school students)

2nd members : 2,853 students

(1,696 elementary school students , 1,157 middle school students)

- 179 elementary schools, 103 middle schools(total 282), 2012 Dream Stars are planning to gather 10.000 students more.

Expand Public Campaign

- Activities of 'Korean Internet Dream Star'



2nd member formation Cermony(11.05)



Hope day Street Campaign(11.07)



Briquette Sharing Volunteer Activities(10.12)



Internet Ethic Visiting Lecture Circuit For Dream Stars (11.05)



Visiting Cyber Terror Response Center (11.05)



100 days of Good Comments Convention Ceremony(11.06)

Expand Public Campaign

- “AINSE” WEEK

- (Goal) Running Campaigns with various stakeholders and making public consensus for settlement of Internet etiquette,
- daily events online campaign with 1 million people participated
- 2011. 9. 26. ~ 30. AINSE Week Proclamation

9/6 (월)	9/7 (화)	9/8 (수)	9/9 (목)	9/10 (금)
<ul style="list-style-type: none"> ▶ 주간 선포식 ▶ 아인세 대 토론회 ▶ 인터넷 정보보호 은누리 캠페인 ▶ 아인세 세대공감 이벤트(서울) 	<ul style="list-style-type: none"> ▶ 1인 미디어 아카데미(1) 	<ul style="list-style-type: none"> ▶ 해킹방어대회 역대 수상자 간담회 ▶ 1인 미디어 아카데미(2) ▶ 아인세 세대공감 이벤트(경기) ▶ 개인정보관리책임자 및 담당자 워크숍(1) ▶ 아이핀(PIN)현장발급 이벤트(1) ▶ 좀비PC청소 캠페인(1) ▶ 2010 IT EXPO 부산(1) 	<ul style="list-style-type: none"> ▶ 인터넷코리아 컨퍼런스 2010(1) ▶ 인터넷상생협약체 발족식 ▶ 미래 인터넷워크숍 ▶ 개인정보관리책임자 및 담당자 워크숍(2) ▶ 인터넷윤리교육 전문가 과정(1) ▶ 아이핀(PIN)현장발급 이벤트(2) ▶ 좀비PC청소 캠페인(2) ▶ 2010 IT EXPO 부산(2) 	<ul style="list-style-type: none"> ▶ 인터넷코리아 컨퍼런스 2010(2) ▶ 아인세 세대공감 이벤트(부산) ▶ 인터넷윤리교육 전문가 과정(2) ▶ 아이핀(PIN)현장발급 이벤트(3) ▶ 좀비PC청소 캠페인(3) ▶ 2010 IT EXPO 부산(3)
<ul style="list-style-type: none"> ▶ 아름다운 인터넷세상 만들기 1·2·3 캠페인 ▶ 제5회 SW보안 취약점 찾기 대회 ▶ 선물달기 집중강조 캠페인 		<ul style="list-style-type: none"> ▶ 정보보안 관제 실무교육 ▶ 개인정보관리체계 인증심사원 양성교육 ▶ 정보통신문화대상 공모전 		

[2010 AINSE Week Timetable]

Expand Public Campaign

- 2010 AINSE WEEK (‘10.9.6~9.10)
 - During the week, the KISA has organized 5 panel discussions & conference, 9 offline events, 2 online campaigns (Total **14,383 people participate**)



AINSE WEEK Proclamation Ceremony



AINSE FORUM



Internet Korea Conference



Hacking Defense competition winner



i-pin registering on site Event



Internet Ethics professional programs

Gathering day

Social Responsibility of Portal

- CSR : Corporate Social Responsibility



※ Archie B. Carroll(1991), Conceptual Model of Corporate Social Responsibility

Social Responsibility of Portal

- Self Regulation
 - We need to promote industry self-and co-regulation in order to implicate the private sector and enhance compliance.

매일경제

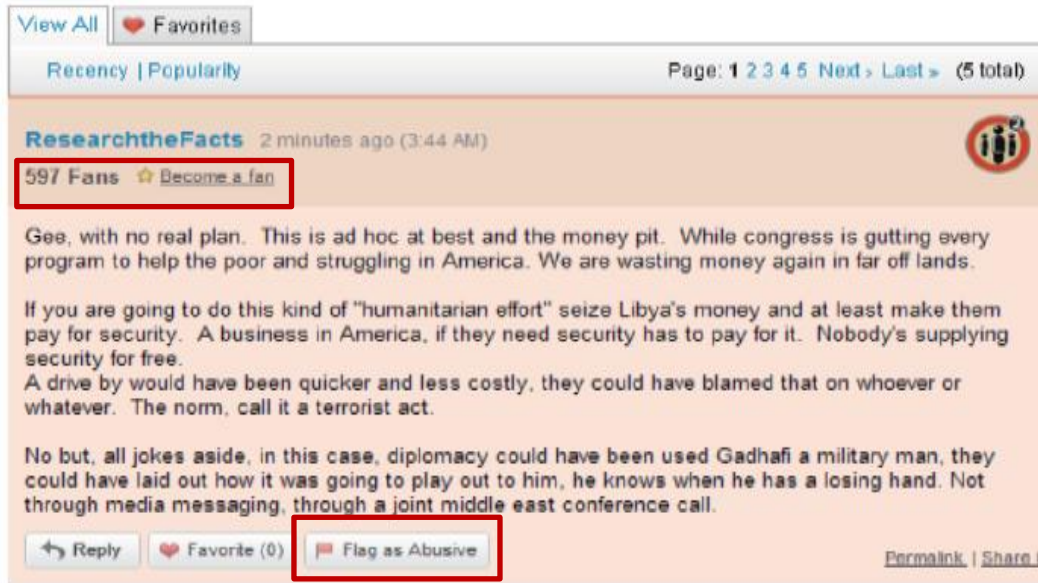
2011년 06월 01일 수요일 A37면 사람과사람



“포털이 인터넷윤리 세워주세요” 지난달 31일 서울 종로구 하림각에서 열린 ‘방송통신위원회, 인터넷 윤리·문화 제고 포털 CEO간담회’에서 최시중 방송통신위원장이 참석자들과 기념촬영하고 있다. 오른쪽부터 서종렬 한국인터넷진흥원 원장, 이병선 다음 본부장, 서정수 KTH 대표, 최시중 위원장, 김상현 NHN 대표, 정진욱 인터넷윤리실천협의회 공동회장, 신중철 하나르드림 대표. 【앵스】

Social Responsibility of Portal

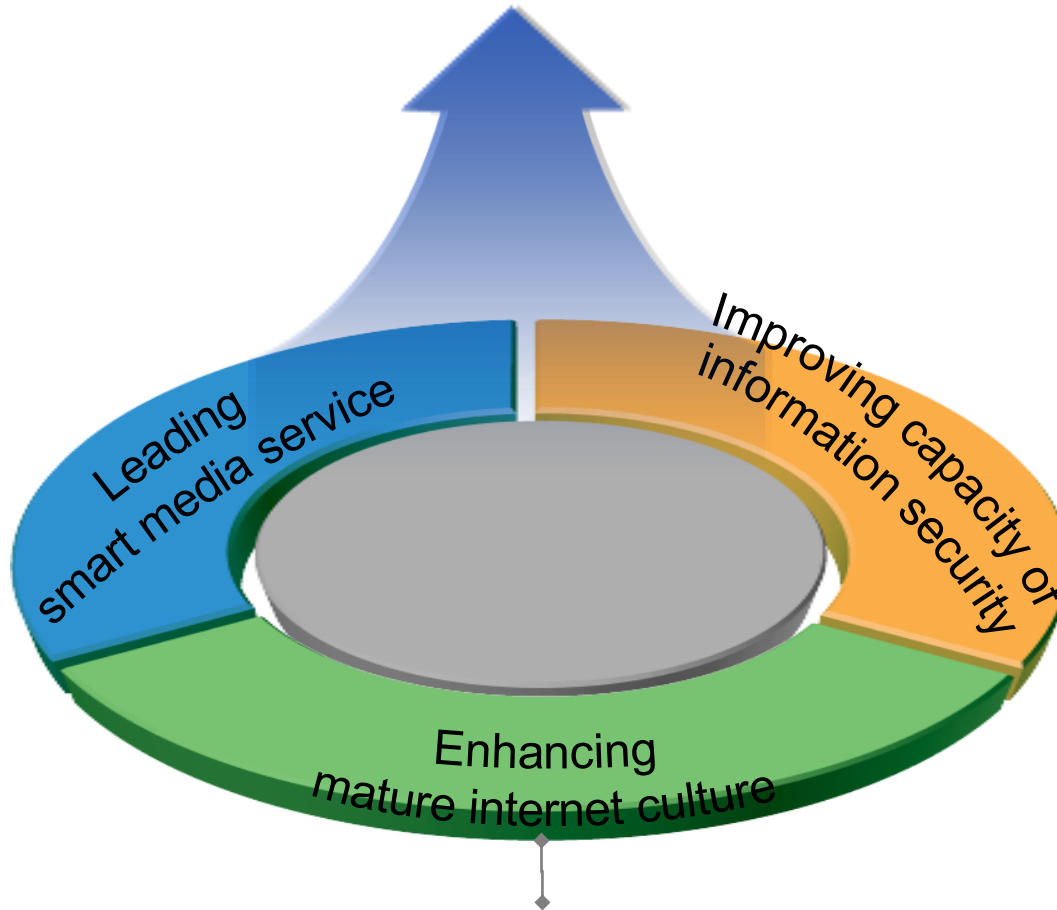
- Online Reputation System
 - Collecting and providing some comments that writer had left on the web site, users can estimate how believable that writer's opinion, such as recommendation system.



► e.g.► **Huffington Post**

People can fan other author's comment. The number of fans is authentically represented that it is meaningful, useful, reliable comment.

Global No.1 internet & Smart Media Country



Thank You.

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