A SURVEY ON THE MEDIA CONTACT AND USE OF KOREANS

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ABSTRACT

The Internet has quickly become the world's largest public electronic marketplace. This study examined how much media Koreans was consumed and which media received the contact by Koreans each year. The questionnaire was developed by the Media & Consumer Research by Korea Broadcast Advertising Corp. (KOBACO) in Korea. The number of respondents was 5,000 per every year except for 4,000 in 2018. The rating for media advertising through TV and Internet were significantly higher than those of others. Many people were in contact with TV and the Internet. On weekdays, access time for terrestrial television averaged 101 minutes, the longest among all media. Overall, Saturday had a longer time to contact media than weekdays. Sunday also had the longest viewing time for terrestrial channels with 141 minutes, as was the weekday. In Korea, the media device ownership rate recorded 88.3% for digital TVs, 85.7% for set-top boxes, 5.2% for radios, 61.1% for desktops, 26.6% for laptops and 55.2% for home phones in 2017. Based on the findings of this study, which showed high contact of media, it could be concluded that the Korean society needed to develop interfaces suitable for smart TV use environment, and to secure rich content, killer applications, and platform strategies in the near future.

Keywords: Internet, Korea Broadcast Advertising Corp. (KOBACO), media, TV.

INTRODUCTION

Everywhere and every day, exciting things are happening. Each day is filled with news. People get news and views from reading newspapers and magazines, talking over the telephone. They are kept informed by watching TV or listening to the radio. The press, the radio and television play a big role in the life of the society. Mass media refers to the technologies used as channels for a small group of people to communicate with a larger number of people (DeFleur & Dennis, 1991). The concept was first addressed during the Progressive Era of the 1920s, as a response to new opportunities for elites to reach large audiences via the mass media of the time: newspapers, radio, and film. Indeed, the three forms of traditional mass media today are still the same: print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies and documentaries). There are four major functions of mass media. The first is for surveillance. This is to provide information about issues, events and developments in society. The second is correlation. Media must interpret events and issues and ascribe meaning so that individuals understand their roles in the society. A term that best fits with correlation is agenda setting, which means the media does not tell you what to think, but what to think about. Media tells you what is and is not important and to what degree, but that will be covered in the later chapter. Next is cultural transmission. This is where the media aids the transference of dominant cultures and subcultures from one generation to the next or to immigrants. The last function of mass media

is to simply entertain (Pavlik & McIntosh, 2004).

Academics worry about the fragmentation of the civic sphere due to changes in the media system have increased in recent years (Couldry & Turow, 2014). Scholars from several perspectives have suggested this increase of choice would erode civic dialogue. Cass Sunstein (2006) and Todd Gitlin (1998) argued that people's ability to choose among the virtually infinite news offerings of the Internet would lead them to dwell intellectually only in arenas where they are comfortable, creating barriers between them and those in the public sphere with whom they would likely to disagree.

Social media mining is the process of representing, analyzing, and extracting actionable patterns from social media data (Zafarani et al, 2014). In simpler terms, social media mining occurs when a company or organization collects data about social media users and analyzes it in an effort to draw conclusions about the populations of these users (McCourt, 2018). A 2017 study published in the Journal of Advertising utilized social media mining techniques to gauge users' perception of a variety of common brand names (Liu et al., 2017).

Every time a "behaviourally" targeted advert is served to a person visiting a website. The practice of online behavioral targeting in advertising is one of the hottest issues of contemporary debates about data privacy in the information age (Ozcelik & Varnali, 2019). Drawing upon the theory of regulatory focus and the ad value model, the present research focuses on the psychology of the recipient in explaining the effectiveness of online ads customized using behavioral targeting. According to media agency Magna, in 2018, 44 percent of the total global advertising expenditure will be spent for digital media with the largest portion going to customized online ads (Handley, 2017).

Most people in the society depend on information and communication to remain connected with the world and to perform their daily activities such as work, entertainment, health care, education, socialization, travelling (Aransay et al., 2015). They use the media to get information. This study examined how much media Koreans used each year and which media had a lot of contact. The results of this study can be used in a variety of ways, for example, as a basis for investigating which media is effective when advertising.

LITERATURE REVIEW

The Internet has evolved from an architecture of decentralized and possibly anonymous interactions (Berners-Lee et al., 2000). The Internet has quickly become the world's largest public electronic marketplace. The rise of online by digital generations shopping has driven an unprecedented business model shift for consumer product manufacturers and retailers.

The term privacy is usually described as "the right to be let alone," and is related to solitude, secrecy, and autonomy (Wang et al., 1998). However, when associated with consumer activities that take place in the arena of the electronic marketplace, privacy usually refers to personal information and the invasion of privacy is usually interpreted as the unauthorized collection, disclosure, or other use of personal information as a direct result of electronic commerce transactions. Smith et al. (1996) outlined four dimensions of consumer privacy concerns: collection of personal information, unauthorized secondary use of personal information, errors in personal information, and improper access to personal information. Several researchers, working to determine what drives consumer privacy valuations, have investigated how individuals trade privacy for monetary or intangible benefits.

METHODOLOGY
Subjects
This study conducted in the Republic of Korea on 2019. The respondents were randomly selected residents of Korea. The number of respondents was 5,000 per every year except for 4,000 in 2018. This includes the several mass media that the residents are more exposed to such as television, radio, computer, Internet, newspaper, and magazine. The questionnaire was developed by the Media & Consumer Research by Korea Broadcast Advertising Corp. (KOBACO) in Korea and applied for the first time. The answer to the question consisted of some single responses and some redundant responses. Questionnaire response rates were shaped by the research topic, the nature of the sample, and the quality and appropriateness of questionnaire design as much as by the mode of distribution. Locus for Focus Model were used for the determination of the priority of needs (Mink et al., 1991).

Statistical analyses
Statistical analysis of data is a key step in every scientific researches. Data were analyzed using the SPSS version 21 (SPSS Inc, Chicago, IL) statistical software package (IBM Corp, 2012). The results were submitted to an ANOVA with an *F*- test.

RESULTS

The evaluation of multiple media advertisements for 2018 was shown in Table 1. The rating for media advertising through TV and Internet were significantly higher than those of others. The ratings for media advertisements through TV and the Internet were 44.4% and 24.1%, respectively. The ratios of positive and negative aspects to media advertising were 63.6% and 36.4%, respectively. DMV had a higher percentage of negative aspects (52.8%) than positive aspects (47.2%) of media advertising. The most positive media for media advertising was terrestrial TV (76.1%), followed by radio (73.3%). There have been no significant differences in nine media (F= 0.931, df = 50, $p < 0.05$).

Table 1. Evaluation of multiple media advertisements

Media	Positive effect			Negative effect		Total response	
	Funny	Providing confidence	Providing information	Nuisance	Provocative /Sexual sensational	Positive	Negative
Terrestrial television	2,384 (59.6)	2,860 (70.5)	2,956 (73.9)	1,724 (43.1)	836 (20.9)	2.04	0.64
Comprehensive programming channel (CPC)	2,300 (57.5)	2,600 (65.0)	2,892 (72.3)	2,080 (52.0)	1,160 (29.0)	1.95	0.81
Cable channel	2,092 (52.3)	2,232 (55.8)	2,532 (63.3)	2,100 (52.5)	1,328 (33.2)	1.71	0.86
Radio	1,014 (26.1)	1,524 (38.1)	1,532 (38.3)	1,056 (26.4)	440 (11.0)	1.03	0.37
DMB	584 (14.6)	612 (15.3)	828 (20.7)	1,412 (35.3)	848 (21.2)	0.51	0.57

PC internet	1,084 (27.1)	1,008 (25.2)	1,808 (45.2)	2,312 (57.0)	2,072 (51.8)	0.98	1.10
Mobile internet	1,196 (29.9)	1,148 (28.7)	1,940 (48.5)	2,408 (60.2)	2,012 (50.3)	1.07	1.11
Newspaper	680 (17.0)	1,532 (38.3)	1,684 (42.1)	1,024 (25.6)	556 (13.9)	0.97	0.40
Magazine	1,104 (27.6)	1,032 (25.8)	1,712 (42.8)	1,036 (25.9)	1,276 (31.9)	0.96	0.58
Mean	1,385 (34.6)	1,612 (40.3)	1,987 (49.7)	1,684 (42.1)	1,169 (29.2)	1.25	0.71

Many people were in contact with TV and the Internet (Table 2). There have been no significant differences in access frequency over the past five years (*F*= 1.780, df = 44, *p* < 0.05).

Table 2. Media mix contact rate for the last five years (%)

Media	2014	2015	2016	2017	2018	Mean
Television (TV)	92.9	82.5	90.9	92.6	93.0	90.4
TV or PC internet	97.9	92.7	95.7	96.6	96.6	95.9
TV or Mobile internet (MI)	99.5	97.8	99.4	99.5	99.7	99.2
TV or Newspaper	93.8	84.1	91.8	92.9	93.3	91.2
MI or Terrestrial TV	99.4	97.4	99.2	99.0	99.3	98.9
MI or CPC	-	-	-	94.3	97.3	95.8
MI or Cable channel	-	-	-	91.6	94.9	93.3
MI or DMB	82.2	83.8	89.4	86.2	90.4	86.4
MI or Radio	85.7	86.8	91.2	88.1	91.2	88.6
MI or PC internet	86.4	88.2	91.6	88.7	91.7	89.3
MI or Newspaper	86.2	86.3	90.8	87.6	91.0	88.4

On weekdays, access time for terrestrial television averaged 101 minutes, the longest among all media (Table 3). The second with long contact time was mobile Internet contact, which came to 79 minutes. DMB and newspaper contacts were low at 3 and 4 minutes, respectively. The high value among the 11 items was MI or DMB with 329.1 (Borich's needs) (Fig. 1). The second high item was MI or Newspaper. The low value was 26.4 at TV or Mobile internet.
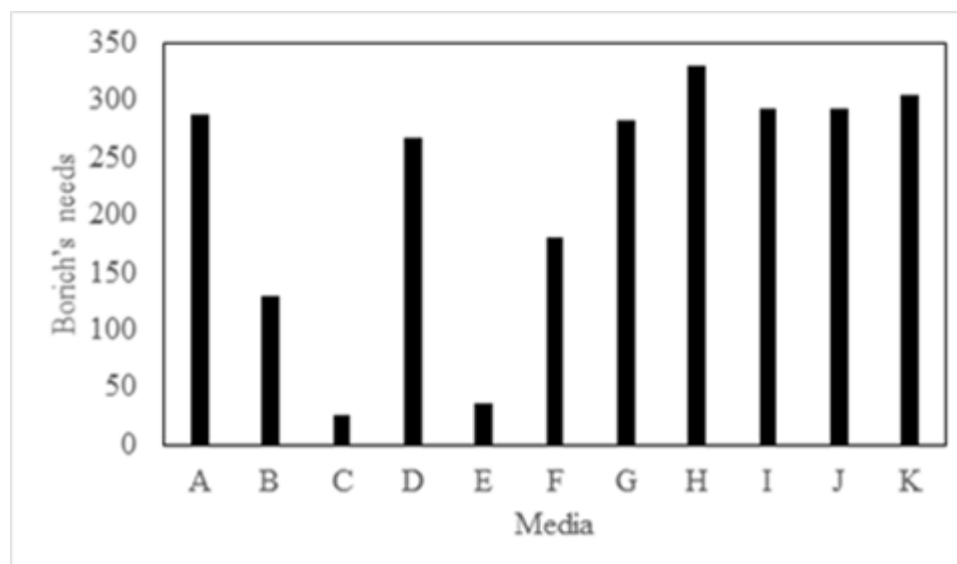
Figure 1. Borich's needs and priorities by competency-unit in Korean media. A: Television (TV), B: TV or PC internet, C: TV or Mobile internet (MI), D: TV or Newspaper, E: MI or Terrestrial TV, F: MI or CPC, G: MI or Cable channel, H: MI or DMB, I: MI or Radio, J: MI or PC internet, K: MI or Newspaper.

Saturday also had the longest viewing time for terrestrial channels with 133 minutes, as was the weekday (Table 4). On Saturday, DMB and newspaper contacts were low at 3 and 2 minutes, respectively. Overall, Saturday had a longer time to contact media than weekdays.

Table 3. Media usage time on weekday for the last five years (minutes)

Media	Year					Mean
	2014	2015	2016	2017	2018	
No. of respondents	5,000	5,000	5,000	5,000	4,000	4,800
Terrestrial television	128	116	124	102	101	114
CPC				55	57	56
Cable channel	53	59	54	49	48	53
Satellite broadcasting	3	7	6			5
TV VOD service	5	9	10			8
Radio	23	29	23	20	16	22
DMB	6	7	7	6	3	6
PC internet	67	70	55	50	43	57
MI	59	87	92	72	79	78
Newspaper	6	8	6	5	4	6

Table 4. Media usage time on Saturday for the last five years (minutes)

Media	Year					Mean
	2014	2015	2016	2017	2018	
No. of respondents	5,000	5,000	5,000	5,000	4,000	4,800
Terrestrial television	173	151	171	135	133	153
CPC				68	71	70
Cable channel	72	73	71	64	63	69
Satellite broadcasting	4	8	8			7
TV VOD service	8	12	16			12
Radio	14	17	13	12	10	13
DMB	5	5	6	5	3	5
PC internet	62	59	52	45	37	51
MI	63	88	103	76	83	83
Newspaper	3	5	4	3	3	4

Sunday also had the longest viewing time for terrestrial channels with 141 minutes, as was the weekday (Table 4). On Sunday, DMB and newspaper contacts were low with three minutes. Overall, Korean watched the broadcasts longer on Sunday than other days, but radio, the Internet and newspapers had less time to contact the media than weekdays.

Table 5. Media usage time on Sunday for the last five years (minutes)

Media	Year					Mean
	2014	2015	2016	2017	2018	
No. of respondents	5,000	5,000	5,000	5,000	4,000	4,800
Terrestrial television	189	164	185	147	141	165
CPC	-	-	-	70	72	71
Cable channel	76	78	77	67	63	72
Satellite broadcasting	4	9	9			7
TV VOD service	9	13	17			13
Radio	7	11	9	7	6	8
DMB	3	5	6	5	3	4
PC internet	56	52	50	41	33	46
MI	63	86	105	75	82	82
Newspaper	1	2	3	2	2	2

The terrestrial television showed the highest score of 78.5 on weekday, but DMB showed the lowest score of 5.7 (Table 6). The CPC showed the highest score of 369.5 on Saturday and Cable channel showed the highest score of 58.4 on Sunday.

Table 6. Borich's needs and priorities for media usage time (minutes)

Media	Weekday		Saturday		Sunday	
No. of respondents	Borich's needs	Priority	Borich's needs	Priority	Borich's needs	Priority
Terrestrial television	78.51	1	93.20	6	44.07	4
CPC	53.80	4	369.47	1	55.06	2
Cable channel	74.71	2	228.53	2	58.43	1
Satellite broadcasting	8.30	8	220.10	3	29.01	7
TV VOD service	12.41	7	25.61	8	32.63	6
Radio	20.86	6	68.05	7	7.53	8
DMB	5.70	10	18.50	10	4.04	9
PC internet	48.13	5	160.12	5	38.34	5
MI	61.30	3	203.03	4	49.57	3
Newspaper	5.71	9	18.51	9	1.78	10

DISCUSSION

In Korea, the media device ownership rate recorded 88.3% for digital TVs, 85.7% for set-top boxes, 5.2% for radios, 61.1% for desktops, 26.6% for laptops and 55.2% for home phones in 2017 (KISDI STAT, 2018). Household Internet penetration and computer retention rates have remained at an average 84.7%% and 75.5%%, respectively, over the past five years according to Korean Statistical Information Service (2018) (Fig. 2). Thus, the high digital TV rate and furniture Internet penetration rate in Korea have made it easier for most Koreans to access goods and information of pruducts (Table 2). The ICT ecosystem, which has been linked to the value chain of content, platforms, networks, and devices, has expanded interdependence with the progress of convergence across areas. Smart TVs can connect to the Internet, whether wireless (such as Wi-Fi) or wired. Connecting smart TV to a wired/wireless share means that it is connected to devices such as smartphones, desktops, and laptops connected to the same share. According to an expert survey by ETRI (2018), the penetration rate of smart TVs will be close to 80% after 2020. Based on its world-class technology capabilities, Korea is dominated by top companies specializing in hardware manufacturing for semiconductors, displays and digital appliances (Kim & Park, 2010). Korea also has the highest penetration rate of wired and wireless broadband, which will be responsible for the core infrastructure of smart TVs in the world. In addition, South Korea has a strong competitive edge in health, edutainment, smart home solutions and finance and security, which are likely to become a service area for smart TVs.

A new Pew Research Center survey of U.S. adults finds that the social media landscape in early 2018 is defined by a mix of long-standing trends and newly emerging narratives (Smith & Anderson, 2018). They reported Facebook (73%) and YouTube (68%) dominated this landscape, as notable majorities of U.S. adults use each of these sites. The use of social media websites is a common part of life in the United Kingdom as USA or Korea. This translates to a penetration rate of over 58% and 62%, respectively. With 67% of online adults reached by Facebook in November 2016, the website took the number one spot of recently visited social

networks in Great Britain, closely followed by YouTube (O'Dea, 2018).

Every day, the average UK based user spends 1 hour 50 minutes scrolling through social media sites (Battisvy, 2019). On weekdays, media access time was total 351 minutes in Korea (Table 3). However, this value includes in a multiple response and it is difficult to compare directly with the results of the UK.

It also has a dynamic early-acceptance consumer base, making it an IT innovator as a global test bed. Based on the high media contact found in this study, it can be argued that it would be very important for Korea to develope interfaces suitable for smart TV use environment, and secure rich content and killer applications, and platform strategies for its future. In addition, the spread of ubiquitous computing and the seemingly unbounded options for collecting, processing, distributing, and using personal information trigger consumer worries (Smith et al., 2011). In a recent study analyzing the organizational privacy practices of the top 50 most visited websites, Gomez et al. (2009) found that most of these websites use personal information for customized advertising, and a large number of reputable firms like Google, Yahoo, Microsoft, and Facebook share their collected customer data with hundreds of their affiliated companies.
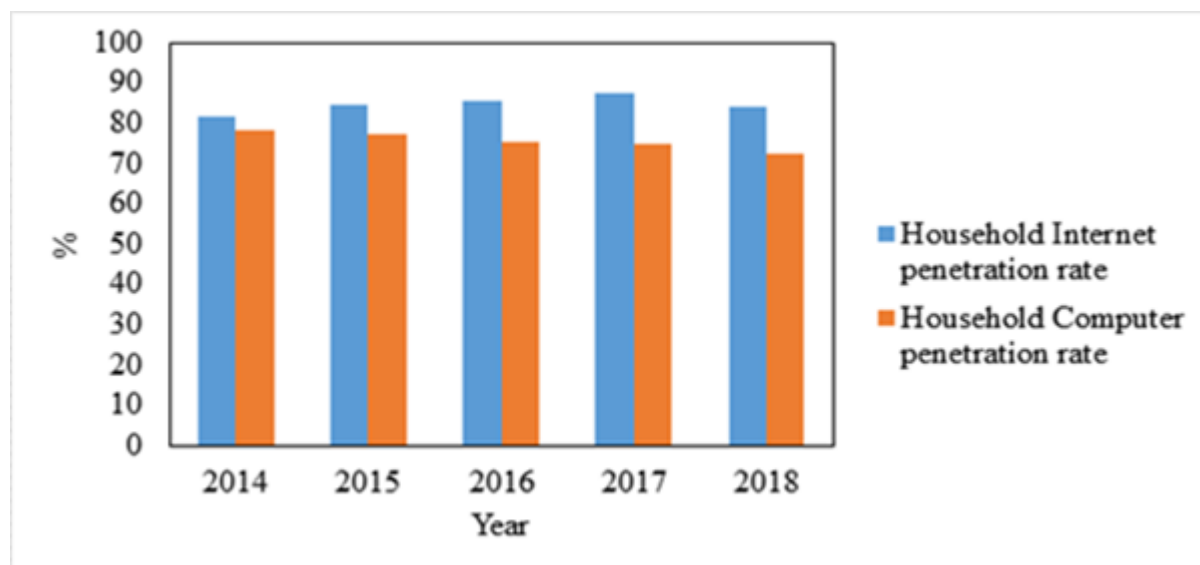

Figure 2. Household Internet penetration rate and computer retention rate for the last 5 years in Korea. Data is based on Korean Statistical Information Service (2018).

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