

DIGITAL KOREA

5th Annual
Perspectives on
Contemporary Korea
Conference
Nov. 13th & 14th
2015

Free &
Open to the
Public

History, Use, and Effects of New Communication Technologies

2435 North Quad | 105 South State Street | University of Michigan | Ann Arbor, MI | USA

Friday, November 13th

OPENING REMARKS | 9:00AM

HISTORICAL APPROACHES TO DIGITAL KOREA | 9:30AM - 10:55AM

Technology, Culture, and Meanings: How the Discourses of Progress and Modernity Have Shaped South Korea's Internet Diffusion **Inkyu Kang** *Penn State University, The Behrend College*

The Korean Models of ICT Development: Instrumental State, Innovative Business, and Inquisitive Consumers **Shin Dong Kim** *Hallym University*

Networking South Korea: Internet, Nation, and New Subjects
Sunyoung Yang *University of Toronto*

DIGITIZING THE ANALOG | 11:10AM - 12:10PM

Just Another Platform for Television? The Emerging Web Dramas in South Korea
Jennifer Kang *University of Texas at Austin*

Digitizing Management Decisions & Mimicking Corporate Hierarchy Online: A Case of Electronic Decision-Making at a Korean Conglomerate **Michael Prentice** *University of Michigan*

DIGITAL MEDIA, VALUES, AND SOCIAL LIFE | 1:30PM - 2:55PM

Korean Consumers' Privacy Concerns and Responses to Online Behavioral Advertising and the Influence of Cultural Values **Soojung Kim** *University of North Dakota* and **Jisu Huh** *University of Minnesota*

Motivation and the Use of Social Media: A Cross-cultural Analysis of Psychological Well-Being and Culture in the United States and Korea

Hye-ryeon Lee *University of Hawaii at Manoa*, **Hye Eun Lee** *University of Hawaii at Manoa*, and **Jounghwa Choi** *Hallym University*

Social Values, Mobile Communication, and Social Engagement in South Korea
Nojin Kwak *University of Michigan* and **Hoon Lee** *Kyung Hee University*

KEYNOTE ADDRESS | 3:10PM - 4:30PM

Freedom of Expression in the World's Most Wired Nation: South Korea Serving as a Digital Free-Speech Laboratory? **Kyu Ho Youm** *University of Oregon*

Saturday, November 14th

DIGITAL POLITICS AND CITIZEN ACTIVISM | 8:30AM - 9:55AM

Localized Use of Information and Communication Technologies in Urban Neighborhoods of Seoul: Experiences, Intentions, and Related Factors **Yong-Chan Kim** *Yonsei University* and **Eui-Kyung Shin** *Yonsei University*

Internet Activism Transforming Street Politics: The 2008 "Mad Cow" Candlelight Festivals and New Democratic Sensibilities **Jiyeon Kang** *University of Iowa*

Effects of Social Proof and Visual Irony on the Perceptions of Crisis and Boycott Intentions
Joon Soo Lim *Syracuse University*

MOBILE TELEPHONY IN SOUTH AND NORTH KOREA | 10:10AM - 11:10AM

Kim Jong-Un and the Role of Mobile Phones in the Transformation of Korea
Casey Robinson *Waseda University*

Mobile Communication, Globalization, and Technological Hegemony
Dal Yong Jin *Simon Fraser University*

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