

New Technology and Politics

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Institute for Democracy

Institute for Democracy

The Think-Tank of the Democratic Party of Korea (2008~)

Missions of the Institute for Democracy



Establishment of long term strategic agenda and policy development for the Democratic Party of Korea and our country, Korea (ROK)



Education for democratic citizenship and cultivation of human resources



Variety of collaborative projects networking the academic, NGOs and expert groups



Projects engaging the public and party members

Goals of the Institute for Democracy



"Korea's Vision" building Institute



Institute as the "engine for winning elections"



Institute as the "indispensable Think Tank" of the Democratic Party of Korea

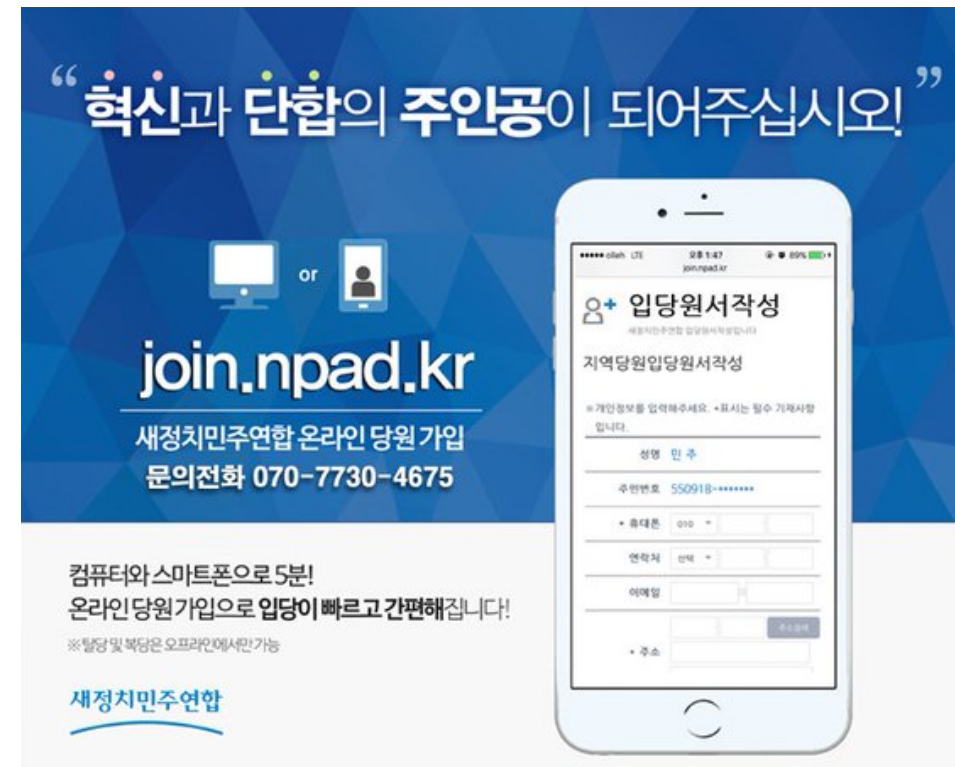


Institute "remembered" by the people.

Online Registration of Party Membership

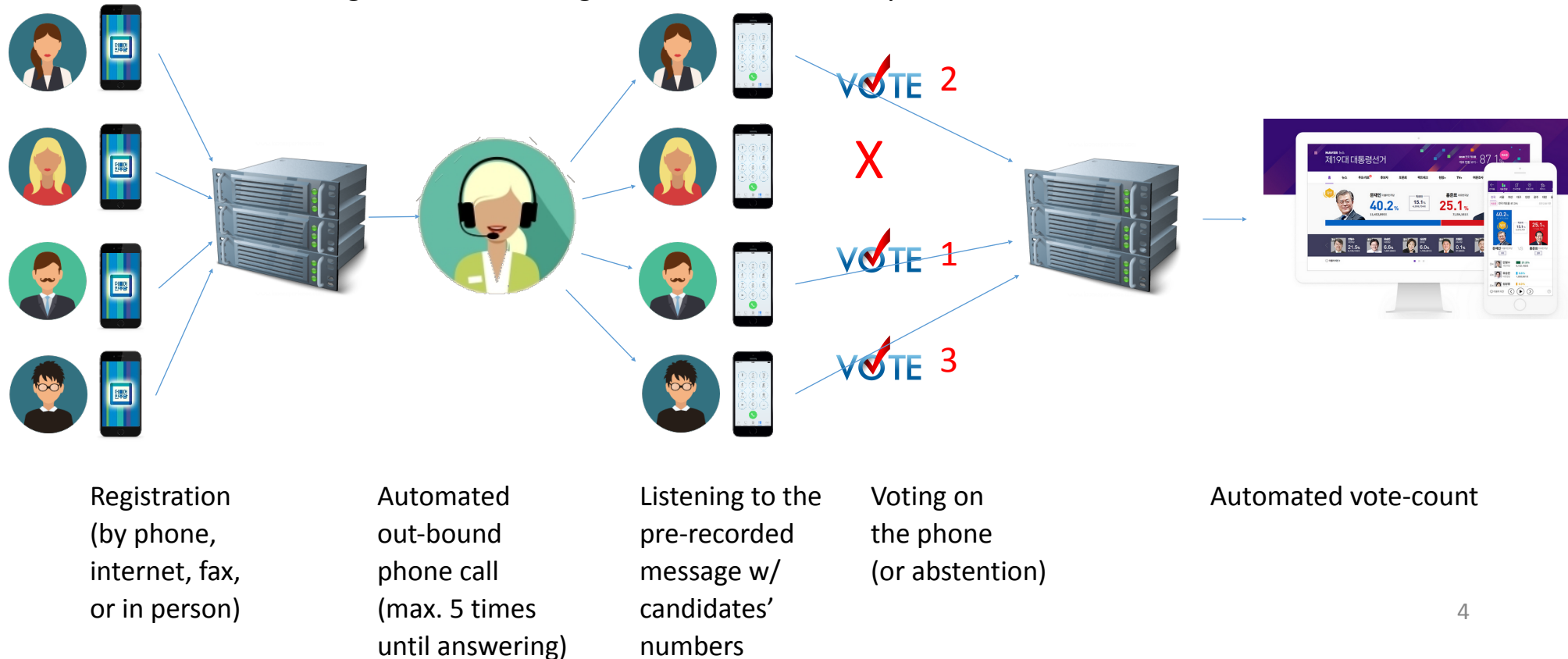
2016 Revision of the Law on Political Party

- Allowing for party member registration through online.
- Before the revision, number of Democratic Party of Korea was around 260,000.
- 33,000 new members joined online on the first day; 14,000 on the second day, 12,000 on the third day.
- Overall, more than 100,000 new members joined the party within one month.
- Number of party members reached 3.5 million by January 2018 (1.7 million among them were party regular members who contribute \$2 party membership fee monthly)



Mobile Voting System

- 2007 Open Primary election for presidential candidate, Democratic Party of Korea :
 - Mobile phone ARS(Automated Response System) was introduced for the first time
 - Everyone (regardless of party membership) can register themselves online or by phone, automated phone calls were dialed to every registered voters. After listening to pre-recorded message on candidates' ballot numbers, the receiver gives his vote by pressing the number button of his choice.
 - 230,000 voters were registered as mobile electoral college and turnout ratio was 74%, while those voters registered for voting booth turned out only 16%.



Mobile Voting System

- 2012 Election for chairman of the party, Democratic Party of Korea :
 - Semi-Open. (Share of party delegation's voting result 30%, share of all others' voting result 70%)
- 2012 Open Primary election for presidential candidate, Democratic Party of Korea :
 - Every vote counts as 1 vote in the voting result.
 - 95.4% of total votes were mobile phone votes.
- 2016 Election for chairman of the party, Democratic Party of Korea :
 - Semi-Open.
 - Party delegation (45%, offline), Party regular members (30%, mobile ARS), Party members (10%, poll), General public (10%, poll)
- 2017 Open Primary election for presidential candidate, Democratic Party of Korea :
 - Every vote counts as 1 vote in the voting result.
 - 84.96% (1,395,653) of total votes (1,642,677) were mobile phone votes.
- 2018 Election for chairman of the party, Democratic Party of Korea :
 - Semi-Open.
 - Party delegation (45%, offline), Party regular members (40%, mobile ARS), Party members (5%, poll), General public (10%, poll)

Mobile Voting System

Introducing mobile voting into party politics

● Pros

- Convenient for voter registration → Enlarging party base
- Convenient for vote → Increasing voter turnout

● Concerns

- Voter privacy
- Different weighting among voters (not 1 vote 1 share on the result)
(delegates, party regulars, party members, general public)
- Open primary: no favor for loyal party members
- Potentially favorable to younger generation (and middle class?)
- Raiders problem

Mobile Game for Election Campaign

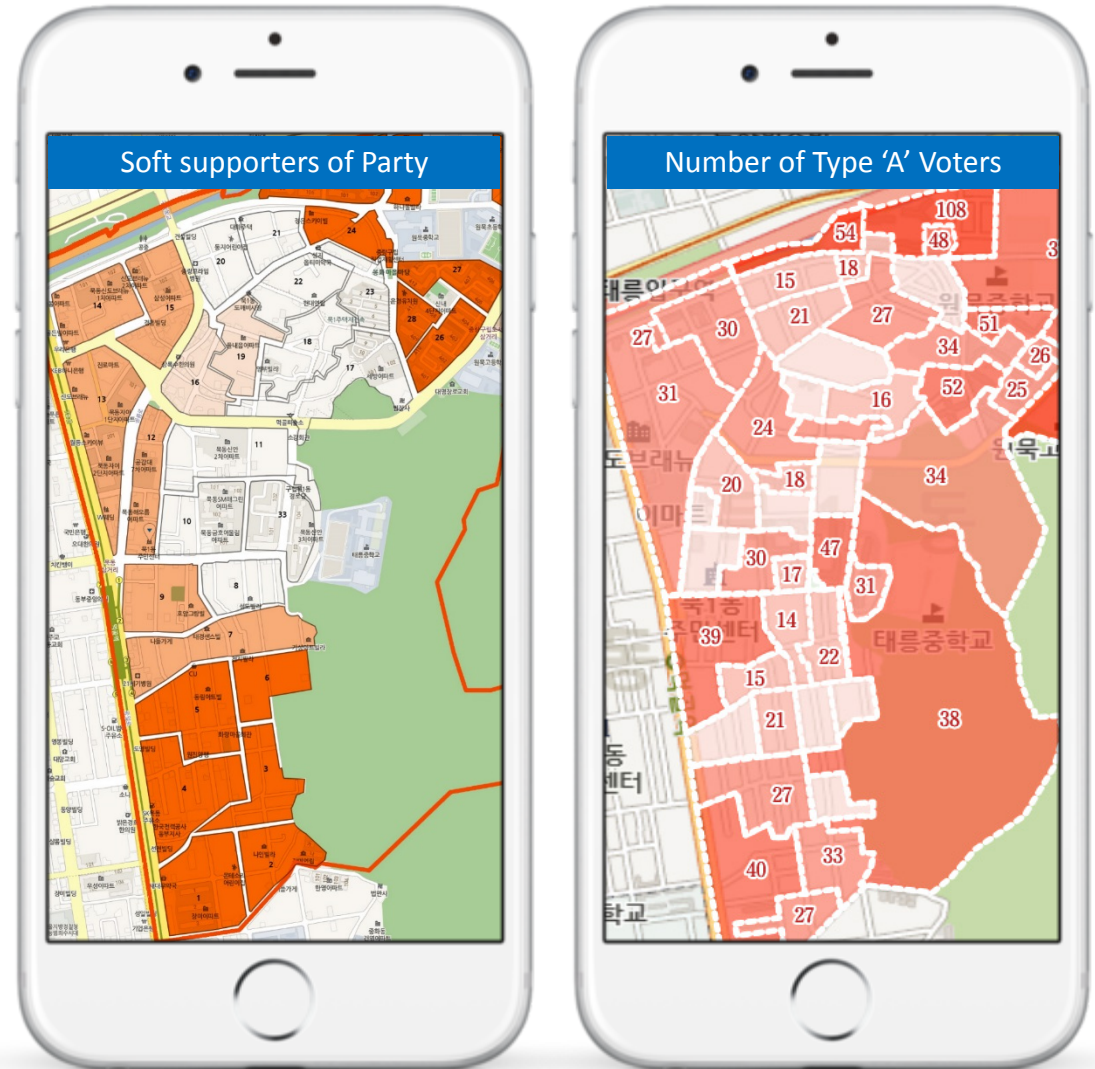
● 2017 Presidential Campaign

- Democratic Party of Korea released a mobile phone game app “Blue Run”
- A Player can learn about the candidate of his district, the candidate’s manifestos, and the location of polling place, etc. when obtaining items in the game.



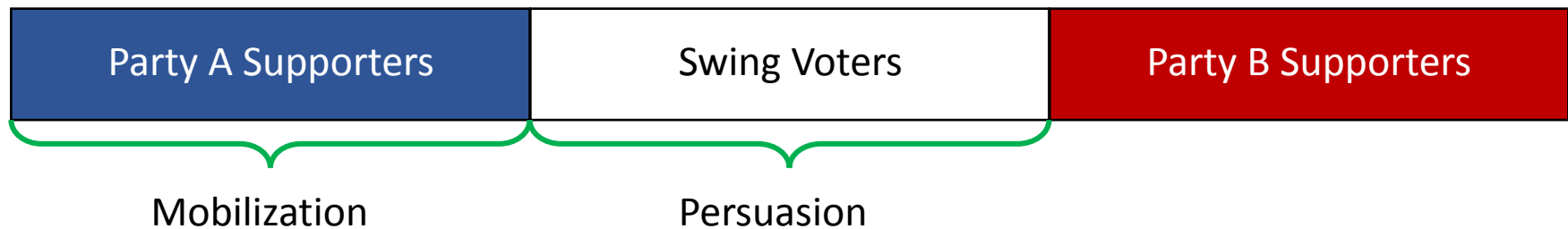
GIS-based Neighborhood Targeting Campaign

- Since 2014 Parliamentary Election, Democratic Party of Korea has been using 'area targeting' campaign
 - Based on historical date from precinct voting result and census information
- Organizers and volunteers focus their activities more efficiently in geographically prioritized campaign by the number of targeted voters

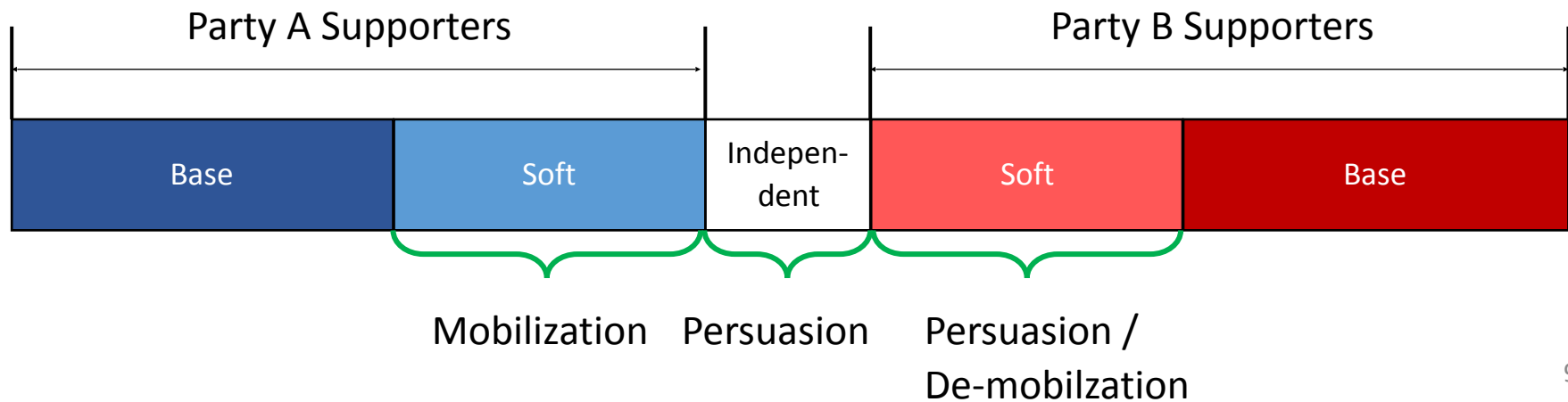


GIS-based Neighborhood Targeting Campaign

- Traditional analysis of voters based on survey polls

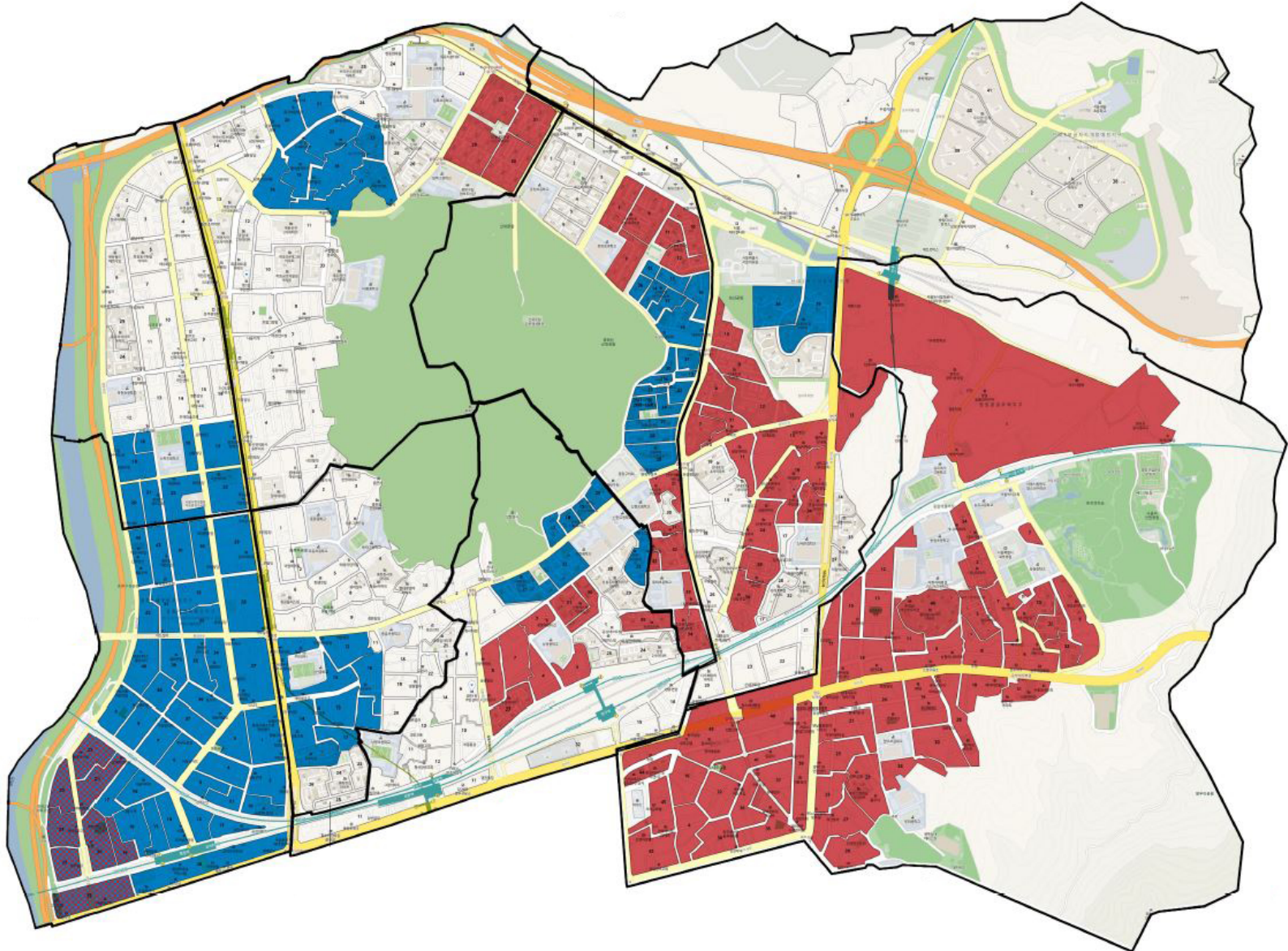


- Voter analysis based on “historical data” from precinct voting results



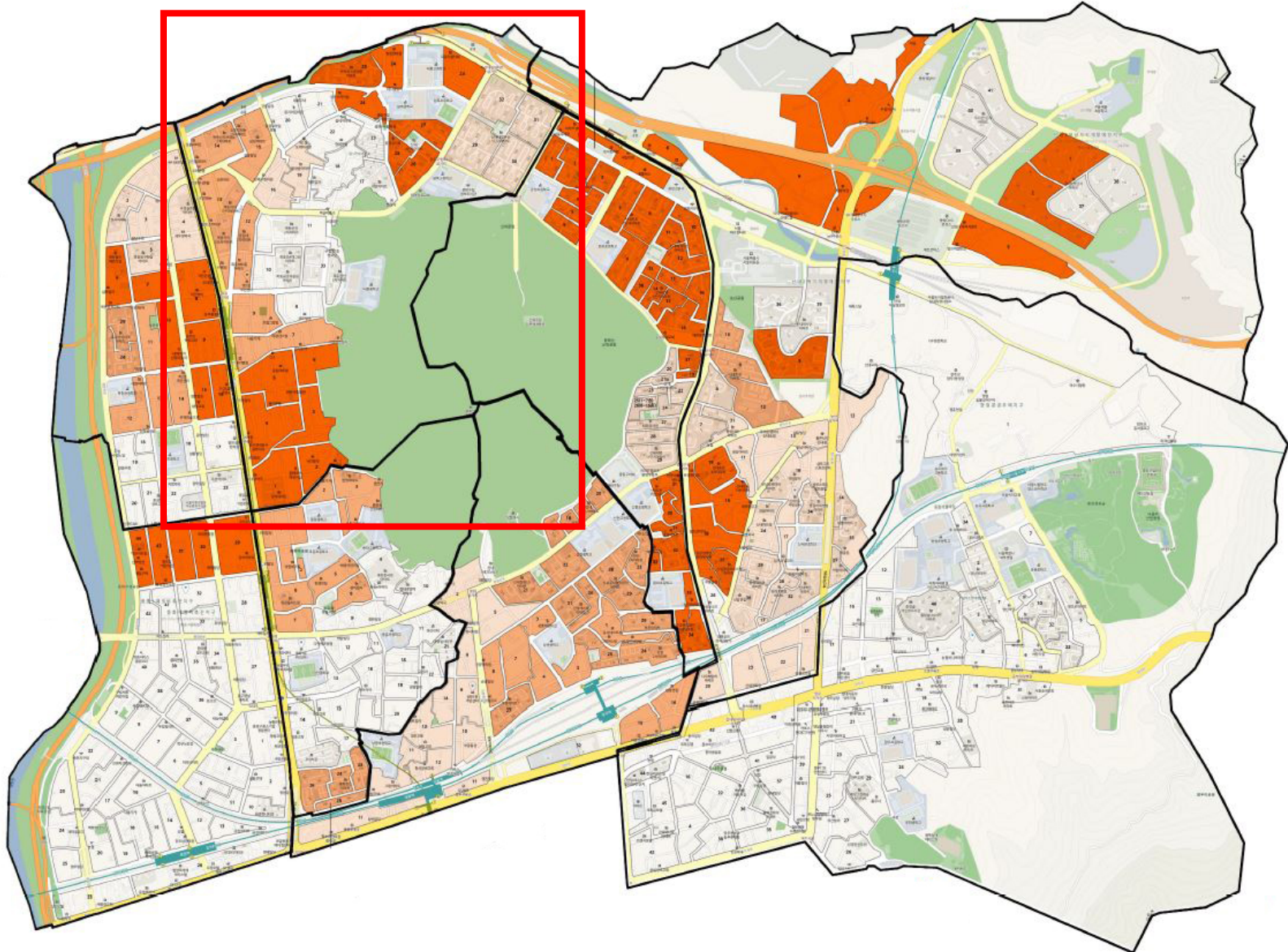
GIS-based Neighborhood Targeting Campaign

Map of “Base Supporters” of Party A & B



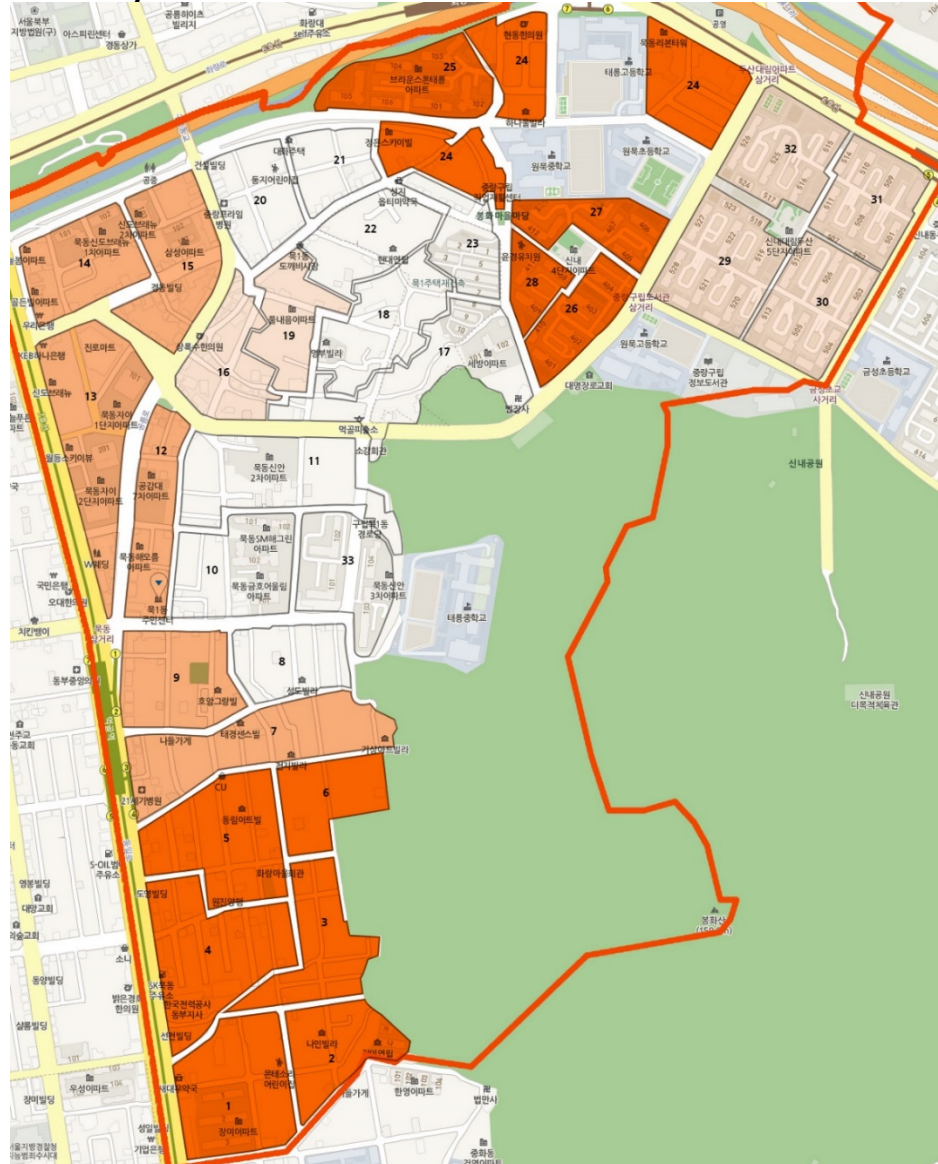
GIS-based Neighborhood Targeting Campaign

Map of “Soft supporters” of Party A



GIS-based Neighborhood Targeting Campaign

Map of “Soft supporters” of Party A



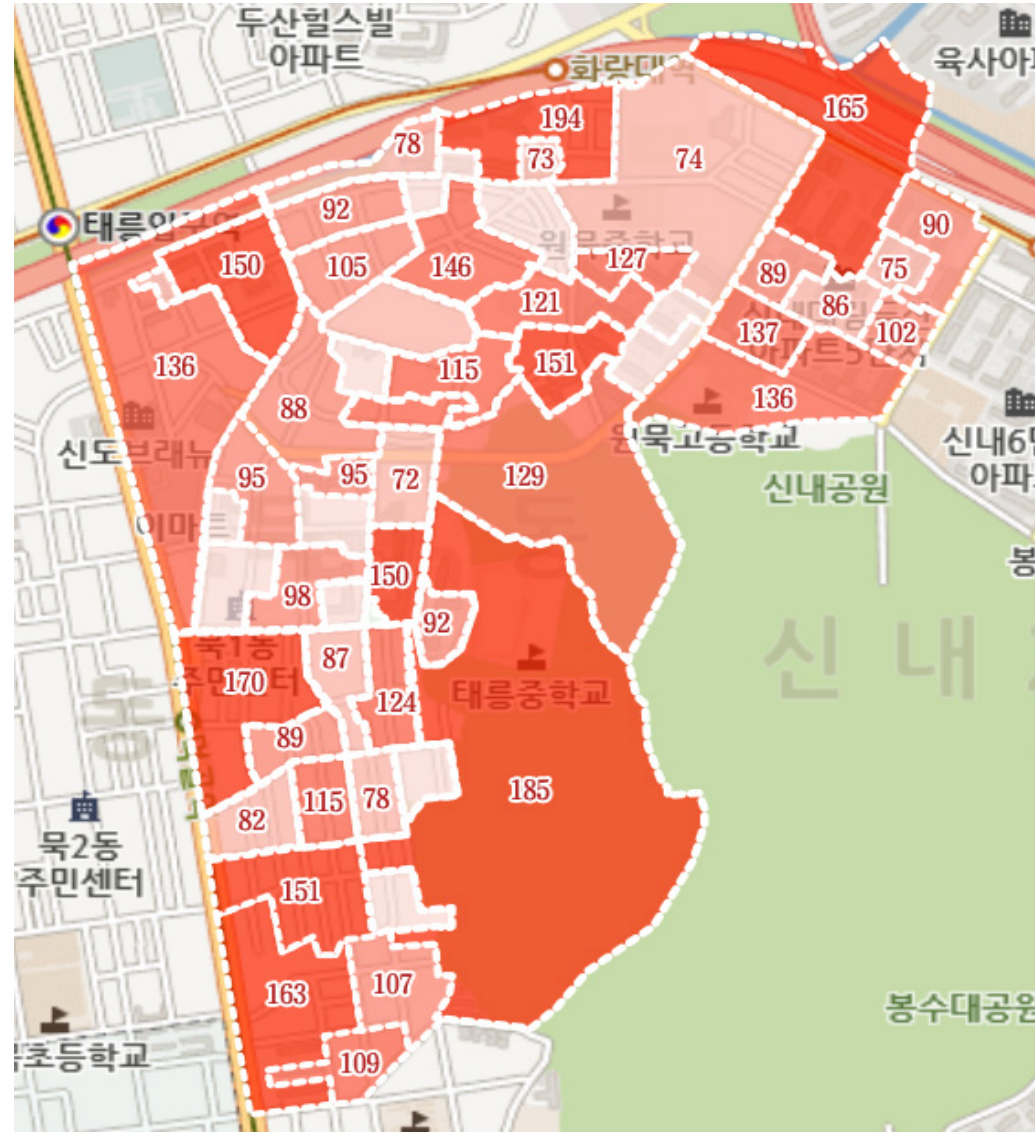
GIS-based Neighborhood Targeting Campaign

Based on Census Statistics



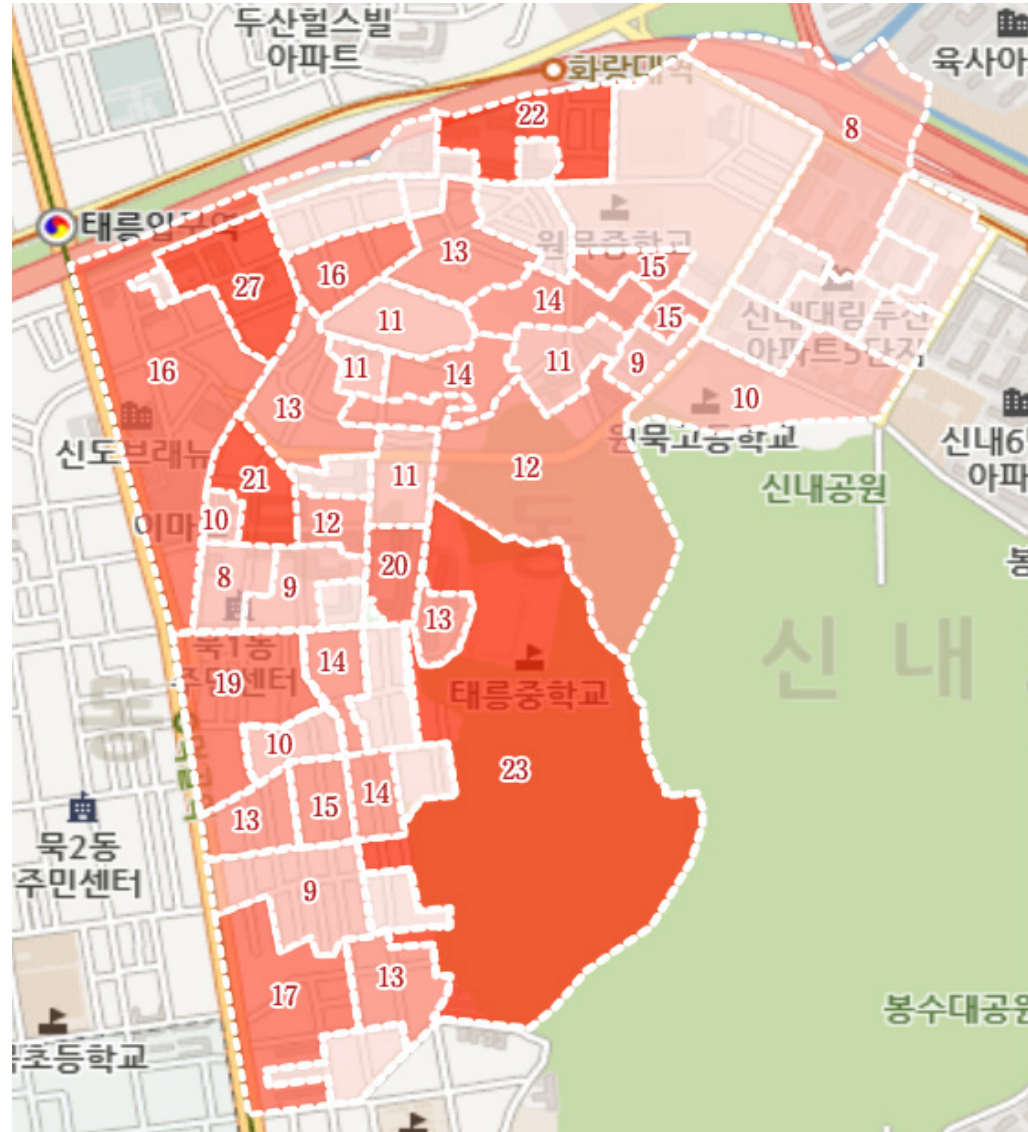
GIS-based Neighborhood Targeting Campaign

Number of Age 40-60 Woman who are High-School Graduates



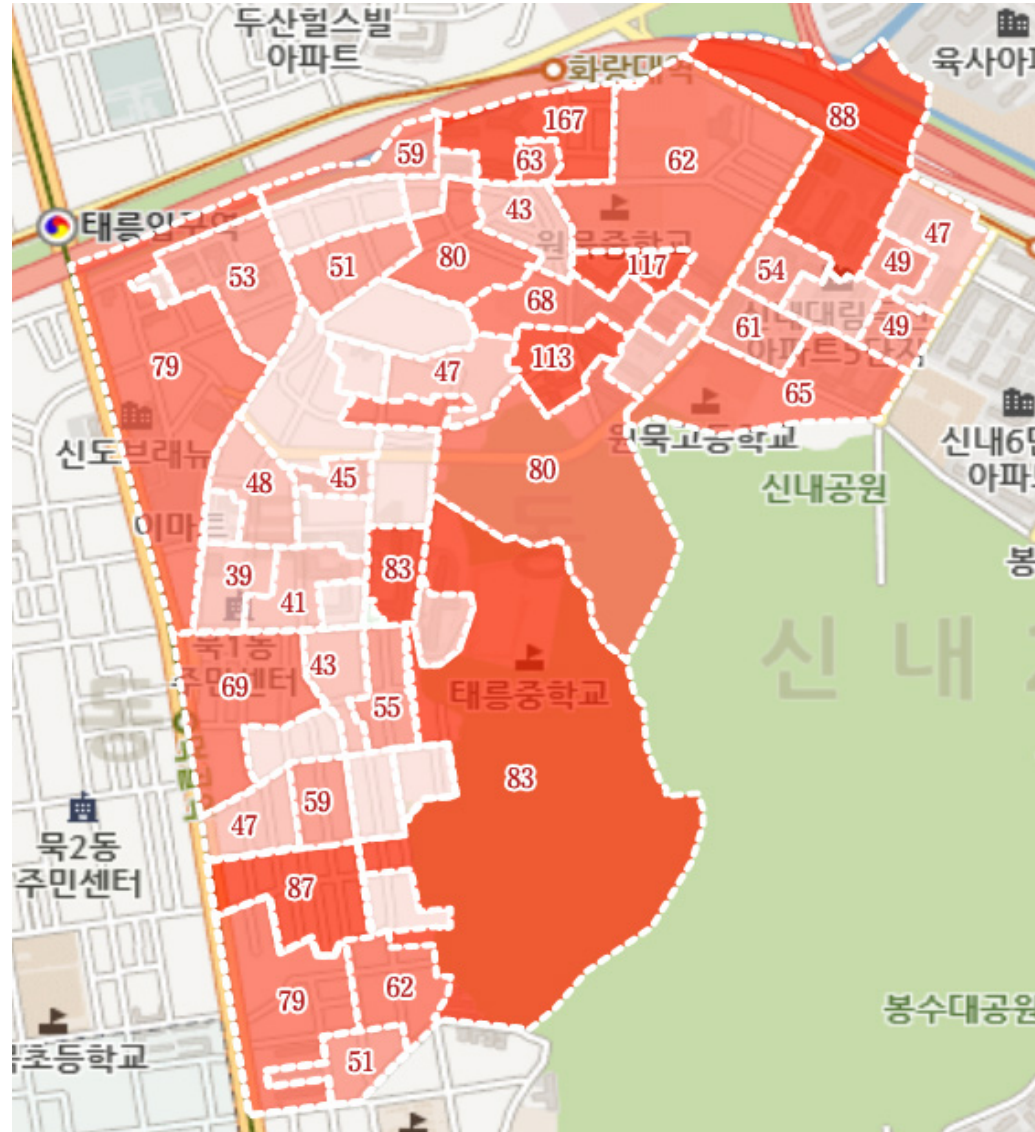
GIS-based Neighborhood Targeting Campaign

Number of Age 65+
who are Middle-School Graduates



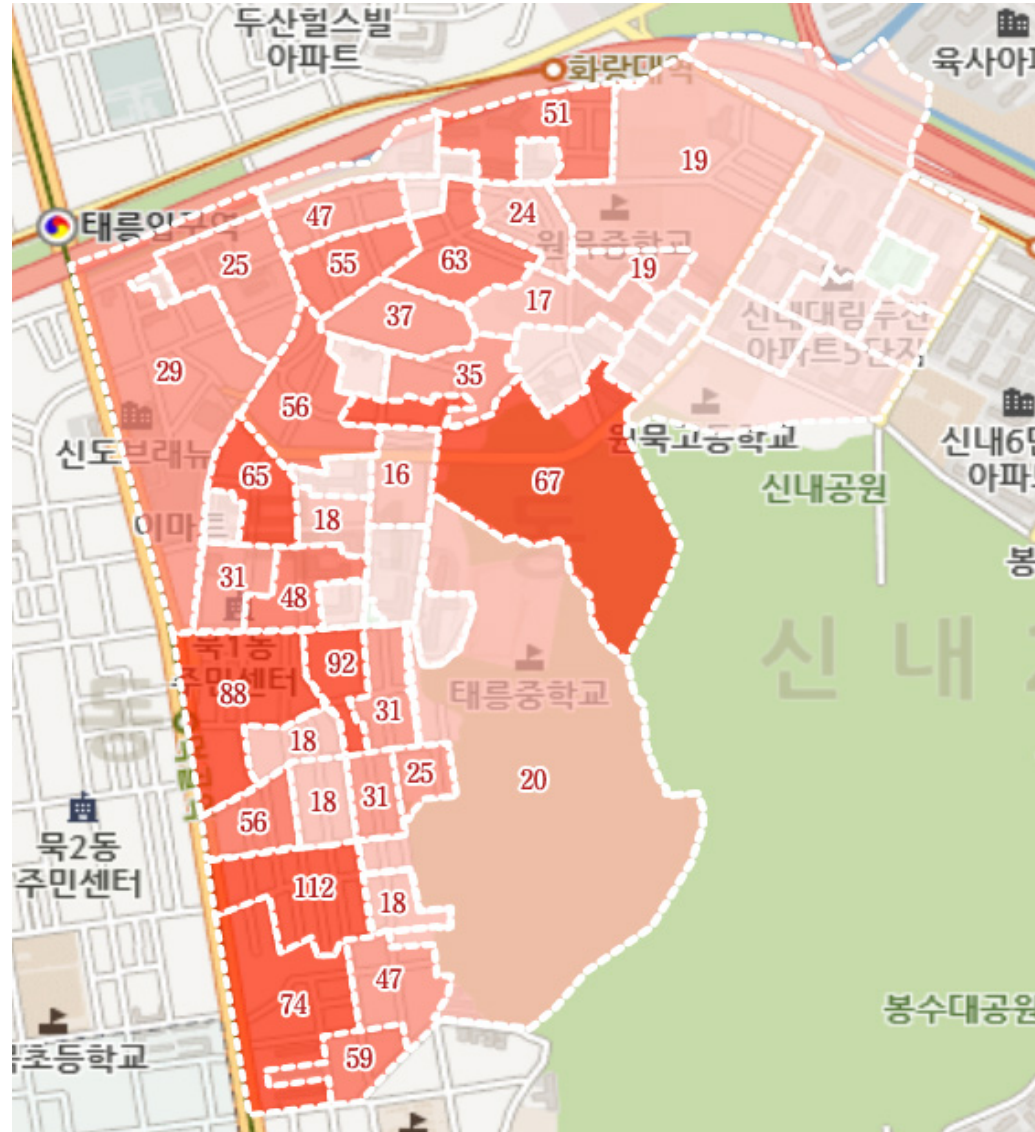
GIS-based Neighborhood Targeting Campaign

Number of Young Women
with Elementary-School Kids



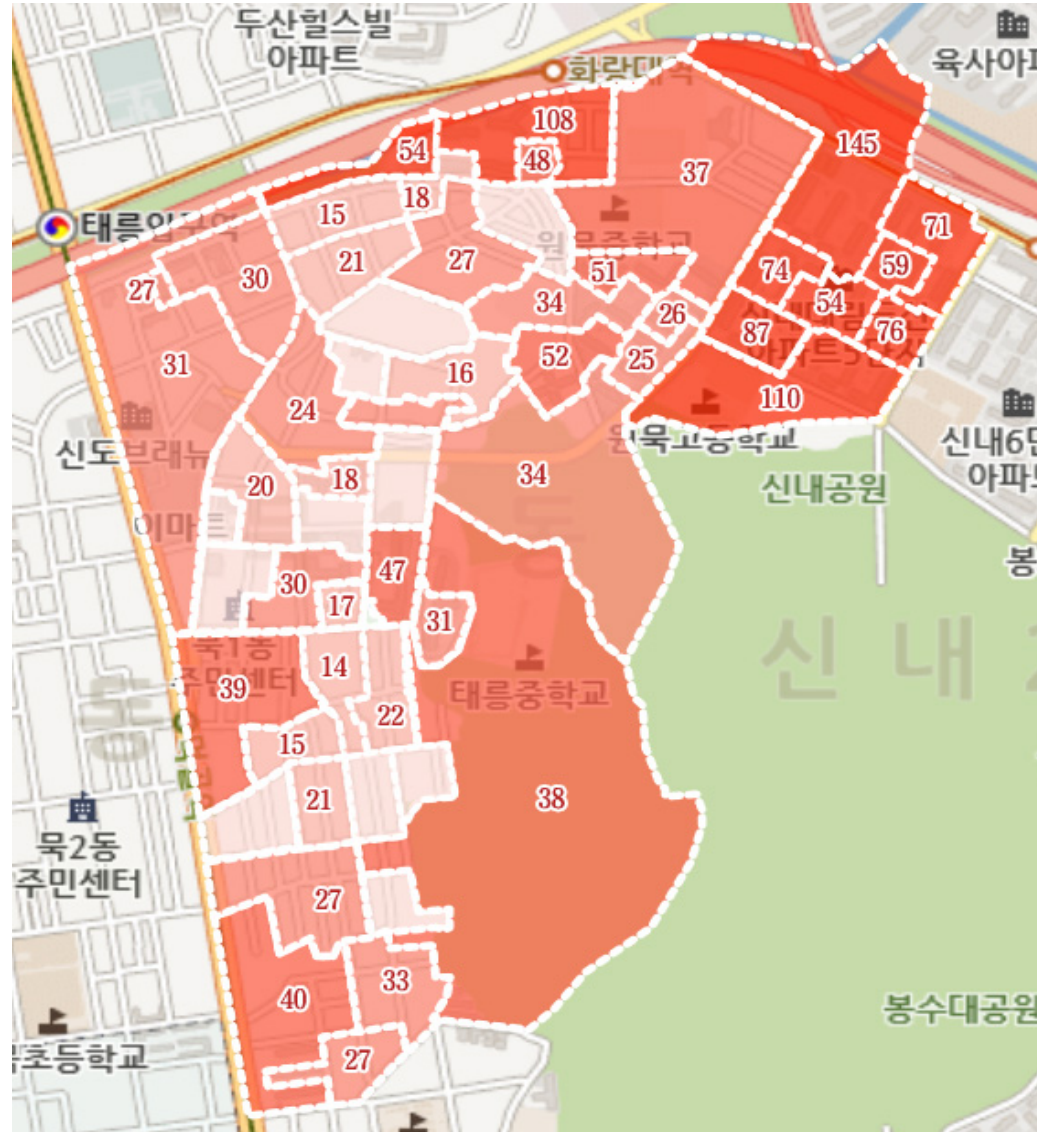
GIS-based Neighborhood Targeting Campaign

Number of Working Class
Living in Cheap Rent-House



GIS-based Neighborhood Targeting Campaign

Number of Age 40-55
who are University Graduates



GIS-based Neighborhood Targeting Campaign

GIS-based Targeting Campaign

● Pros

- Mobilizing soft supports who do not vote frequently → Increasing voter turnout
- Delivering targeted messages → Improving voters' party identification
- Improving efficiency of campaign → Reaching more voters with more important

● Concerns

- Non-targeted voters (and areas) are left behind
- Lowering voters' interest in common issues