Risk Communication by Social Media in Korea

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Response to Japan Earthquake

o Awareness
  - Media including social media
  - Government
o Monitoring
  - Tsunami
  - Nuclear level and facilities
o Preparedness
  - Strengthening construction and maintenance norms
  - Drill
o Resilience
  - Social capital
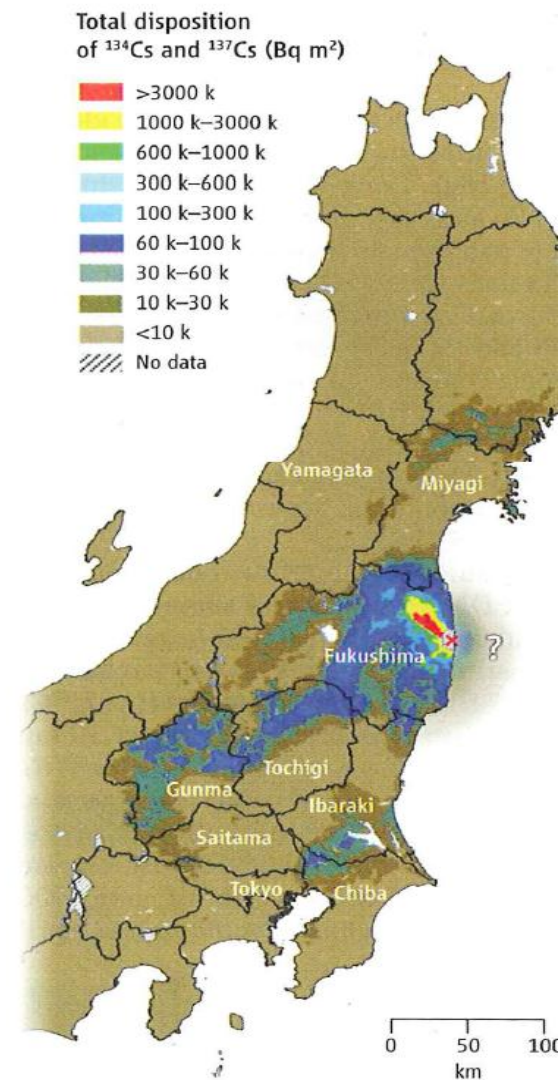 - Reserve stocks
o Review of DRM
  - TF by the Prime Minister

Radionuclide Deposition

o Due to strong westerly winds in spring, about 70 to 80% of radionuclides were deposited over the western North Pacific Ocean(Tokyo Institute of Technology)

o Monitoring 20 posts across the country

o Decision-making must be based on scientific knowledge, public disclosure, and comprehensive communication

* Science, 1 June 2012

Total disposition of ^{134}Cs and ^{137}Cs (Bq m²)

>3000 k
1000 k–3000 k
600 k–1000 k
300 k–600 k
100 k–300 k
60 k–100 k
30 k–60 k
10 k–30 k
<10 k
No data

Yamagata   Miyagi

Fukushima

Tochigi
Gunma   Ibaraki
Saitama
Tokyo   Chiba

0   50   100
km

Initial Response

o Situation Meeting by President
- Report from ministers and embassy
- Discussed on monitoring and public awareness
o Cabinet Meeting
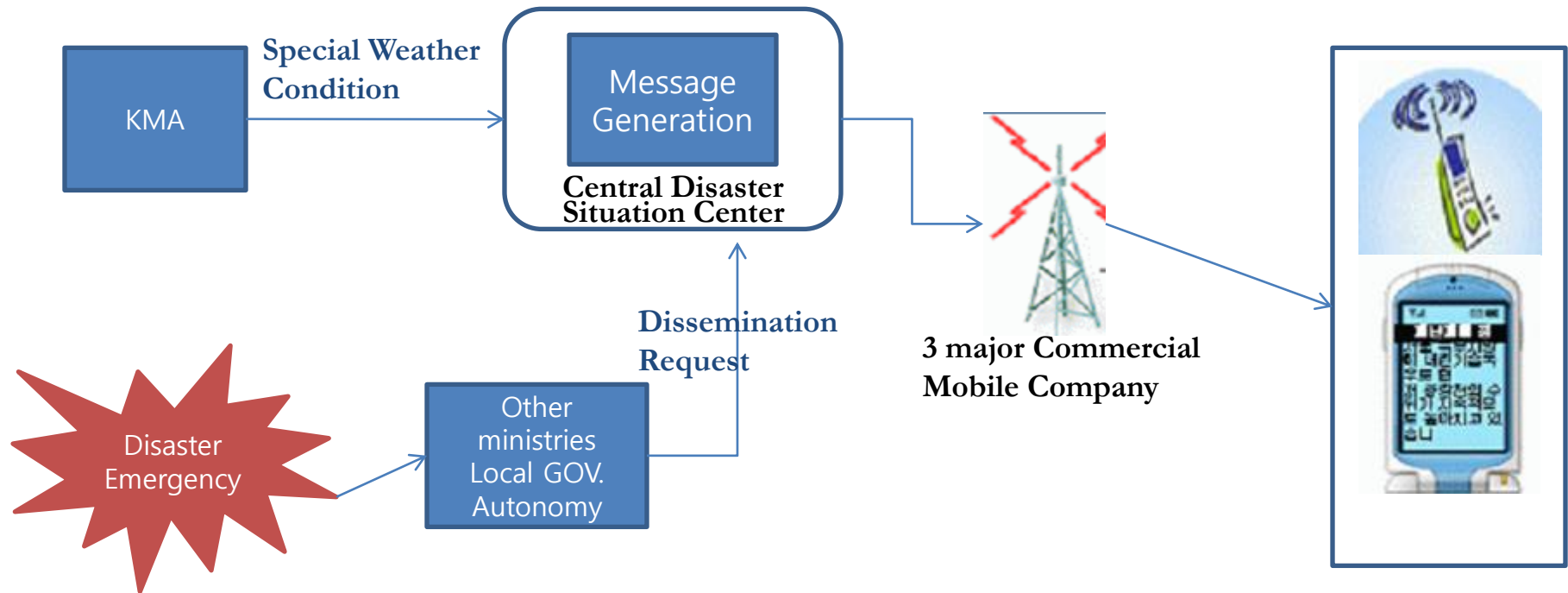- Discussed on integrated collaboration
- Establish a TF

Ban on Food Import

o Currently 29 items have been banned
  - Information is provided via Internet(www.foodsafety.go.kr)
o Monitoring has been strengthened
  - All fishery products are required for quarantine in addition to
    providing the proof of quarantine from Japan
  - 16 local products are also inspected weekly
  - Seawater is examining monthly from biannual-based
  - Wintering fishes are monitoring

Risk Alert Systems in South Korea

Cellphone Broadcasting System

- Send CBS text message in emergencies including heavy rain and snowstorm
- CBS is not a Mass Media. It Selects Specific Users
- CBS for 4G will be implemented in 2012

KMA → **Special Weather Condition** → **Message Generation** (Central Disaster Situation Center)

Dissemination Request

Disaster Emergency → Other ministries Local GOV. Autonomy

3 major Commercial Mobile Company

KMA: Korea Metrological Agency

- ## Purpose
  - To disseminate the real time disaster situational information to public
  - To disseminate weather and other risk information to public

- ## Background
  - Implemented by **MOPAS and NEMA**
  - Announced the development plan in Sept. 2011
  - Available in Android version (iphone version will be released in Jan.2012
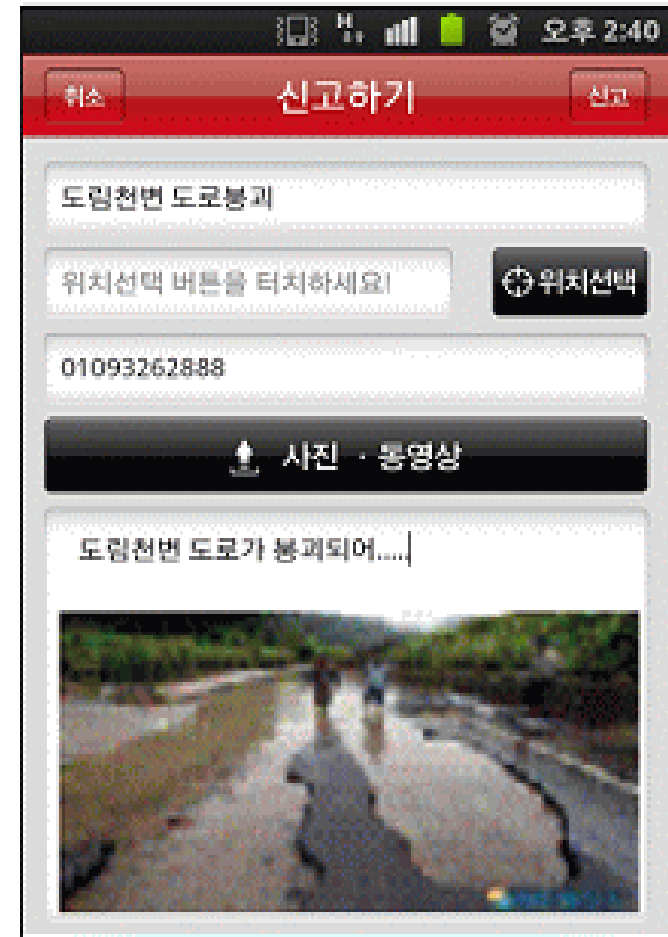
- ## Functions
  - Emergency and disaster information dissemination
  - 119 reporting function
  - Behavior procedures under the disasters and emergencies
  - Shelter information and hospital , police station etc. information

Development of Mobile Disaster & Safety Center (2)
The App

<Main screen>

<119 reporting screen>

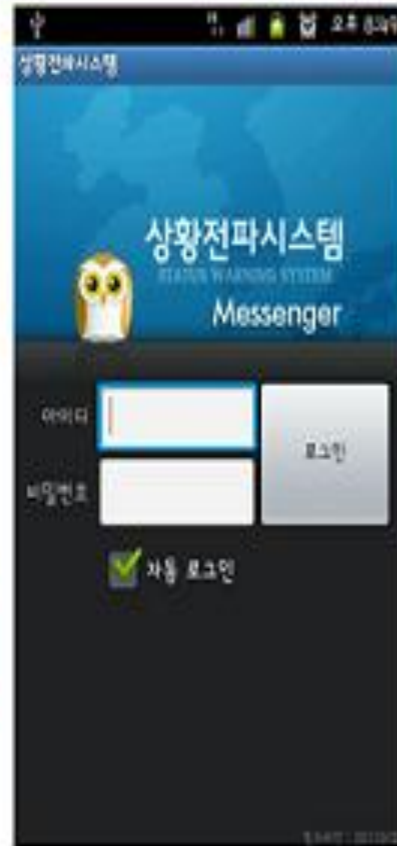# Development of Mobile Disaster & Safety Center (3)

Disaster Situation Dissemination App
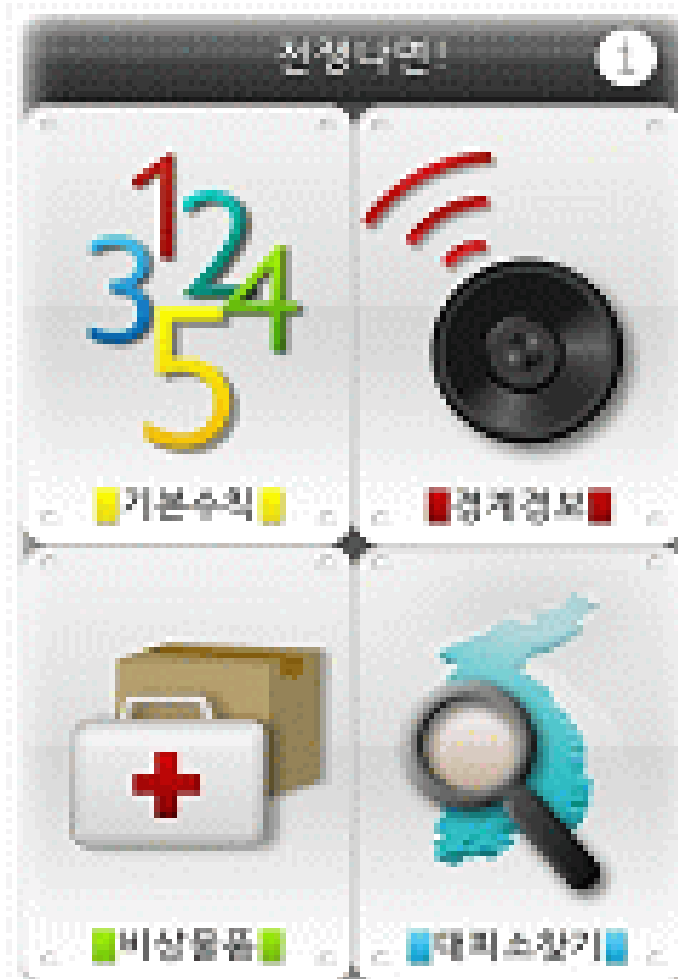

<Installed App>

<Log in screen>

<Disaster Information>

<Message Generation>

Apps for Smartphone by Government

<Safe guard App
by the city of
Seoul >

<Safe water leisure app
By NEMA>

<Fire reporting app
By National Forest Agency>

Apps for Smartphone by Private Sector

<when war occurs>

<Other apps>

- **Government is the main driving force in risk communication and disaster management area using social media**

- **Current usage does not fully cultivate the web 2.0 features**
  - One way communication : mainly providing risk and disaster situational information to public
  - Mainly focused on warning and alert functions

- **Using highly advanced information technology infrastructure**

Future Direction for Better Risk Communication using Social Media in Korea

- **Two-way real time information sharing by using location-based GIS**
  - Lessons learned from torrential rain accidents in 2011
  - Send the real time disaster information to navigations in cars and mobiles device to not to approach the risk areas to public (Advancement of CBS, DMB and Apps)

- **Building social capital (e.g., reliability)to advance PPP**

- **Developing methodologies to collect and analyze data via SM**

- **Institution building for adjusting to the SM era including manuals and protocols**