

소셜 미디어와 인터넷 에코 시스템: 한국 사례를 중심으로 / **The Implications of Social Media on the Internet Ecosystem: A South Korean Case**

Hyunjoo Chung and Sunyoung Yang
Ver. 2021. 07. 09.

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How to define social media

- Defining social media based on sociality, the ways in which people are associated with others
- Social media versus social networking services
- The sociality beyond human actors

	PC통신 게시판 커뮤니티 SNS 메신저 미디어 아울렛	
사용자가 재현되는 방식	ID (텍스트) ID (텍스트) ID (텍스트/사진/프로필)	연결대상인 오프라인 ID (텍스트/사진/홈페이지)
	싸이월드 - 관심사/동창, ID (텍스트/사진)	
연결의	싸이월드 - 별명 (이름/생년월일) 페이스북 - 별명 (이름)	연결대상인 콘텐츠
	포털/카톡 - 인증유도	
근거	같은 망에 접속 관심사 그룹에 가입	사람찾기 페이스북 - 이메일 주소록 전화번호 주소록 콘텐츠, 검색발견

연결 니즈 친밀성 / 정보 친밀성 / 정보 친밀성 / 관계 확장 친밀성 / 대화 / 업무 구독

Timeline

PC 통신 인터넷 모바일

망접속 = 연결

- 접속자들 안에서 제한된 연결 • 천리안, 나우누리, 유니텔

망접속 ≠ 연결

- 서비스들을 통한 연결 • 게시판커뮤니티, 채팅, SNS, 소셜미디어

디바이스 = 망접속 ≠ 연결

- 개인 소유 기기로 상시 연결
- 서비스의 모바일화 및 오프라인도 연결

세이클럽(웹채팅) 1999.6

네이트온 2003.1.7

Cyworld 1999.8 (미니홈피 2001)

Facebook 2008 (한국어)
Whatsapp 2009.1 Wechat 2011.1

카카오톡 2010.3.18

마이피플 2010.06.01

네이버톡 2011.02.16

라인 2011.06.27 (일본 시장) 카카오톡 2012.3

네이버블로그 2003 인스타그램 2012 Youtube

2008 (한국어)

Twitter 2009 (한국어)

틱톡 2017

1980s / 1990s
1998
1999
2000
2001
2002
2003

2004 페이스북 2005 reddit 유튜브 2006 티스토리 트위터 2007 미투데이

2008 페이스북(한국어) 유튜브(한국어)

(게시판) 커뮤니티 채팅 **SNS** 미디어 디지털 이코노미 국내 해외 국내 해외 국내 해외 국내 해외
PC통신 추후 업데이트 예정

인터넷 다음카페 세이클럽 싸이월드 세이클럽 아바타 핸드폰 결제
싸이월드 미니홈피

네이버지식인

네이버 카페 네이트온 네이버블로그

2009 Whatsapp

2010 모바일 카카오톡

마이피플

2011 네이버톡 라인 (일본)
Wechat

Snapchat 트위터(한국어) 카카오톡 이모티콘

2012 네이버밴드 카카오톡스토리

2013 Telegram

2015 카카오톡

오픈채팅 Discord

2016

2017 틱톡 (한국어) 2018

2019

2020'S

Milestones/Developments

- The early formation of online space through PC communication in the 1980s and 1990s.
- Internet based online community services such as Daum Cafe, Sayclub, Cyworld Club, Damoim, Freechal, Naver Cafe, and Naver Band have expanded the online user communities and cultures based

on PC communication.

- SayClub offered Internet based chatting services and succeeded in developing a revenue model of freemium services.
- Cyworld Mini-homepage became an early example of successful social networking services.
- Kakaotalk successfully developed a mobile messenger service domestically.

Issues

- What are the impacts that the sociality created by ordinary users of social media have on the Internet ecosystem?
- How can we govern the power of big tech companies like

Facebook and Google shaping the sociality that has been constantly formed and reformed by social media?

- How do we want to influence the formation of sociality beyond human actors in the expanded virtual/augmented reality?
- What can we do through our different positionalities in South Korea, Asia, and the globe?

Remarks

- The sociality has been extended by communication media such as verbal and written languages, printing, telegram, telephone, radio, television, etc in addition to innovations of transportation.
- Digital and network technologies have accelerated the extensions of sociality since the second half of the 20th century while creating new frontiers of “online” or “virtual” world which are

embedded in the “offline”, “physical”, or “real” world and therefore have reshaped the convergence of “online” and “offline” worlds.

- The rapid growth of social media has brought about changes of the sociality by enabling the general public to actively participate in the newly created Internet ecosystem.
- South Korea has played important roles in Internet-based social media thanks to the rapid development of the Internet infrastructure but experienced difficulties to compete with bigger companies based on the U.S. and China.
- We need to prepare for the next chapter of mediated sociality while learning lessons from what we have experienced through Internet-based social media.

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[Appendix] The Implications of Social Media on the Internet Ecosystem: A South Korean Case

Hyunjoo Chung and Sunyoung Yang
Ver. 2021. 03. 29.

Overview of Presentation

- How to define social media
- Social media services developed in South Korea

- Social media services from abroad
- Implications of social media: Political, economic, and socio-cultural aspects
- Global-local dynamics
- Implications of social media on the Internet ecosystem

How to define social media

- We define it in broader perspectives
- We define through historical approach
- We define through comparative approach

- We define based on sociality, the ways in which people are associated with others

Social media services developed in South Korea

- PC communication as a precursor
- Daum Cafe
- Sayclub
- Cyworld
- Naver Jishik-iN and Blog

- KakaoTalk
- Naver Band

Social media services from abroad

- Facebook
- YouTube
- Twitter
- Instagram
- TikTok

Implications of social media: Political, economic, and socio-cultural aspects

- Political aspects: Political agoras online influencing the offline world mainly after democratization in 1987
- Economic aspects: Important roles of IT industry in the process of economic reconstruction after the Asian financial crisis in 1997
- Socio-cultural aspects: Formation of new subjectivities mediated by the Internet and digital technologies

Global-local dynamics

Several key online platforms and services ahead of other companies worldwide

- Online community: Daum Café
- SNS: Cyworld
- Video streaming platforms: Pandora TV, afreeca TV
- Messenger: Kakao talk

Global-local dynamics

The late runners for the South Korean market, US-based platforms and services are beating the forerunners, domestically developed platforms and services with the preoccupation. How?

- Financial strength
- Strength in symbolic and cultural capital such as English
- Manpower

Implications of social media on the Internet ecosystem

- Impacts of human actors, ordinary users on the ecosystem
- Complicating the ecosystem with old and new cultures

회의용 / 나중에 지울 거임