

What causes the frustration: perceptions on media consumers during the MERS outbreak in South Korea

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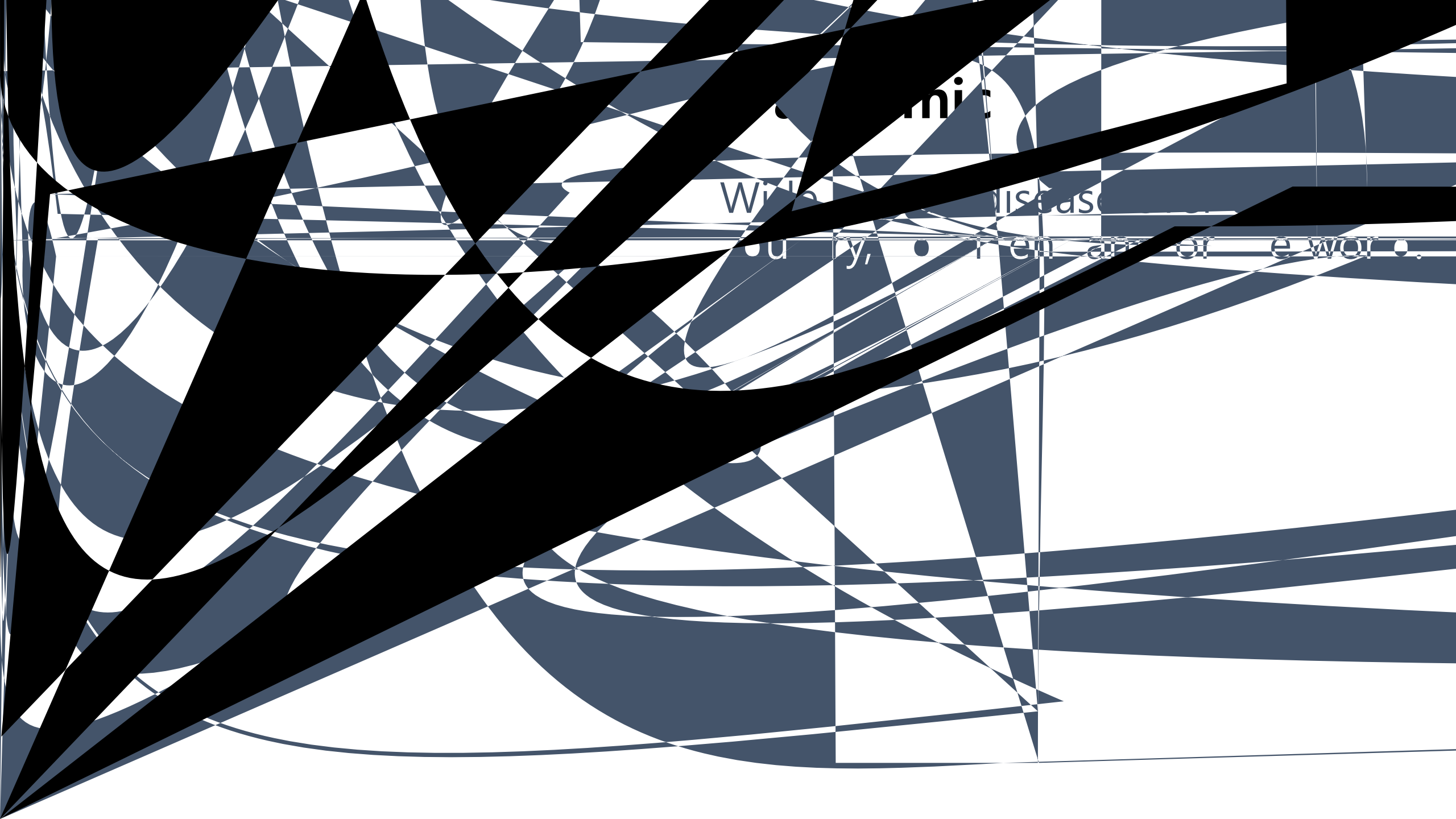
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Backgrounds

MERS-CoV

- Middle East Respiratory Syndrome coronavirus (MERS-Cov)
- Officially from 20th May 15
- 186 infected cases
- 37 death
- Rapidly spread in South Korea unexpectedly in 2015.





Committee

With the disease
country, • then and for the world.

Health Perception of different social groups

- Different social groups treat health threat differently.
- It is more apparent when the citizen is in the dominant group or minor groups (Ford and Yep, 2003)
- This influences health qualities.
- Social group membership or identity based on race or culture would cause health disparities (Hecht et al, 2004)



What caused the MERS-Cov in Korea

(Hyun and Park 2015)

- the low index of suspicion caused a delay in the initial diagnosis.
- the accessibility and affordability of health care in South Korea.
- 'super-spreaders' among the secondary cases.

But what public would think?

Public involvement in health sector

(Uhm et al 2012)

- Involving public (patients and carers in health research and/or policy making).
- By involving them, we change power dynamics and decision making process.
- It is important to listen what public say about the outbreak.

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Aims

Aims of the study

To identify barriers of communication by public involvement and to find out differences of perceptions between dominant and minor groups during the MERS outbreak.

This was also important to assess how issues raised by public were handled in the society.

Methods



3

Methods

Create

Qualitative Research Approach

Setup window content

On the 9th June 2015,
Participants (N=67) were asked to identify what
caused the frustration.

Show

Data collection procedure

Framework
analysis

script
Input by

external Data Analyze explore Layout View

Properties Edit Paste Copy Merge Format Paragraph Styles Editing

Look for: Search In Newspaper Article Find Now Clear Advanced Find

Newspaper Articles

Name	Nodes	References	Created On	Created By	Modified On	Modified By
_and_Lady_Gaga_is_exorcised_Indonesia_Th	8	8	11/13/2012 9:32 AM	CUL	11/13/2012 9:32 AM	CUL
'Little Monsters' rising Gangs Northern Territ...	12	22	11/13/2012 9:32 AM	CUL	11/13/2012 9:32 AM	CUL
18235942_Lady_Gaga_appears_at_a_signing_eve	7	7	11/13/2012 9:32 AM	CUL	11/13/2012 9:32 AM	CUL
1BN_GONE_GAGA_Star_dominates_chart_of_inter	7	7	11/13/2012 9:32 AM	CUL	11/13/2012 9:32 AM	CUL

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A_Force_Behind_the_Gaga_Effect

LENGTH: 1282 words

Dominic Chan/WENN.com Troy Carter, Lady Gaga's manager, helped start Backplane, a way to connect fans, whether of music or sports teams.

Soon after Apple started its music-centric social network Ping last year, Steven J. Jobs reached out to Lady Gaga and her business manager, Troy Carter, for feedback.

At the company's headquarters in Cupertino, Calif., Lady Gaga peppered Mr. Jobs, Apple's chief executive, with questions about Ping's design and how it would work with other social networks. The pop star and Mr. Carter voiced concerns over the lack of integration with Facebook, but they left respecting Mr. Jobs's overall vision.

The meeting also gave Mr. Carter, a new technophile, an idea. He called his friend Matthew Michelsen, a well-connected technology investor and entrepreneur, to find a platform for entertainers that could help them manage their fan base across all major social networks.

"I said why try to find a platform, let's try to build one," Mr. Michelsen said.

Despite Lady Gaga's demanding world tour schedule that fall, Mr. Carter and Mr. Michelsen quietly founded a start-up, the Backplane, with a team of seven. The company, which has not yet been unveiled, is a platform meant to power online communities around specific interests, like musicians and sports teams, and to integrate feeds from Facebook, Twitter and other sites.

"Backplane will provide a platform and tools for communities to socialize and communicate on a more focused level," Mr. Carter said, sounding less like a pop star manager and more like an entrepreneur delving into the tech world.

While Lady Gaga herself - nee Stefani Joanne Germanotta - is the artist and creative mind behind Lady Gaga Inc., her lesser-known manager, Mr. Carter, is leading the enterprise's digital strategy. Unlike other managers who focus on a handful of big platforms like YouTube, Mr. Carter is trying to tap into a broad range of online tools to keep the Gaga machine in overdrive.

Backplane - with its focus on connectivity and its ability to be a virtual community - says Mr. Carter, who has worked with Lady Gaga for more than four years, as the traditional ways have diminished. The Internet has become increasingly important in music management.

"We're going to build a platform that will help people connect and share their music," Mr. Carter said.

"Outside of live performances, the Internet became our primary tool to help people share their music."

Mr. Carter represents an emerging group of Hollywood managers, actors, musicians and other industry players who are spending more time in Silicon Valley, as technology upends the way people consume content.

The worlds of technology and entertainment have often clashed, tested by products like the music-sharing service Napster, through which some users shared files illegally. Some critics in Silicon Valley are still skeptical of Hollywood, whom they view as carpetbaggers overestimating their worth.

"Sure these guys can be helpful, but can Lady Gaga make a company? No," said Jeff Clavier, a venture capitalist.

To Mr. Carter, the two industries are symbiotic. As he pushes to extend the Lady Gaga brand and his own influence in Silicon Valley, he has had many meetings with executives from Zynga and Larry Page, the chief of Google, whom

100% References: 33 Read-Only Line: 26 Column: 0

Introducing
NVIVO10

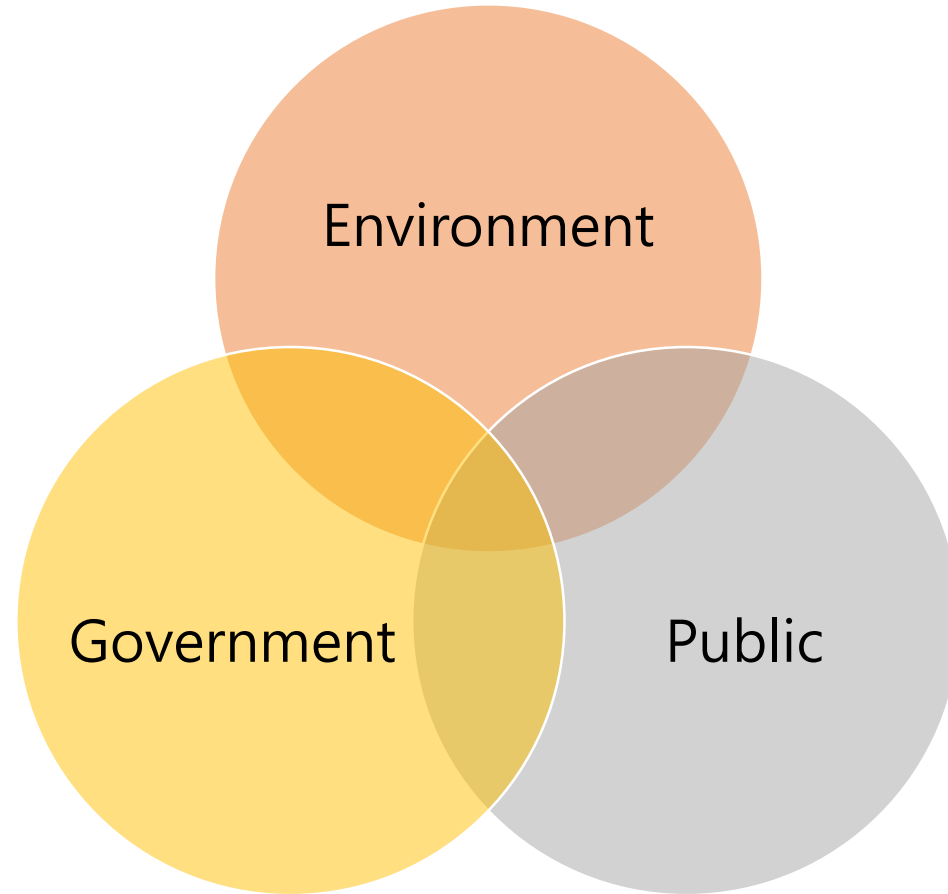
Software to support qualitative
and mixed methods research.



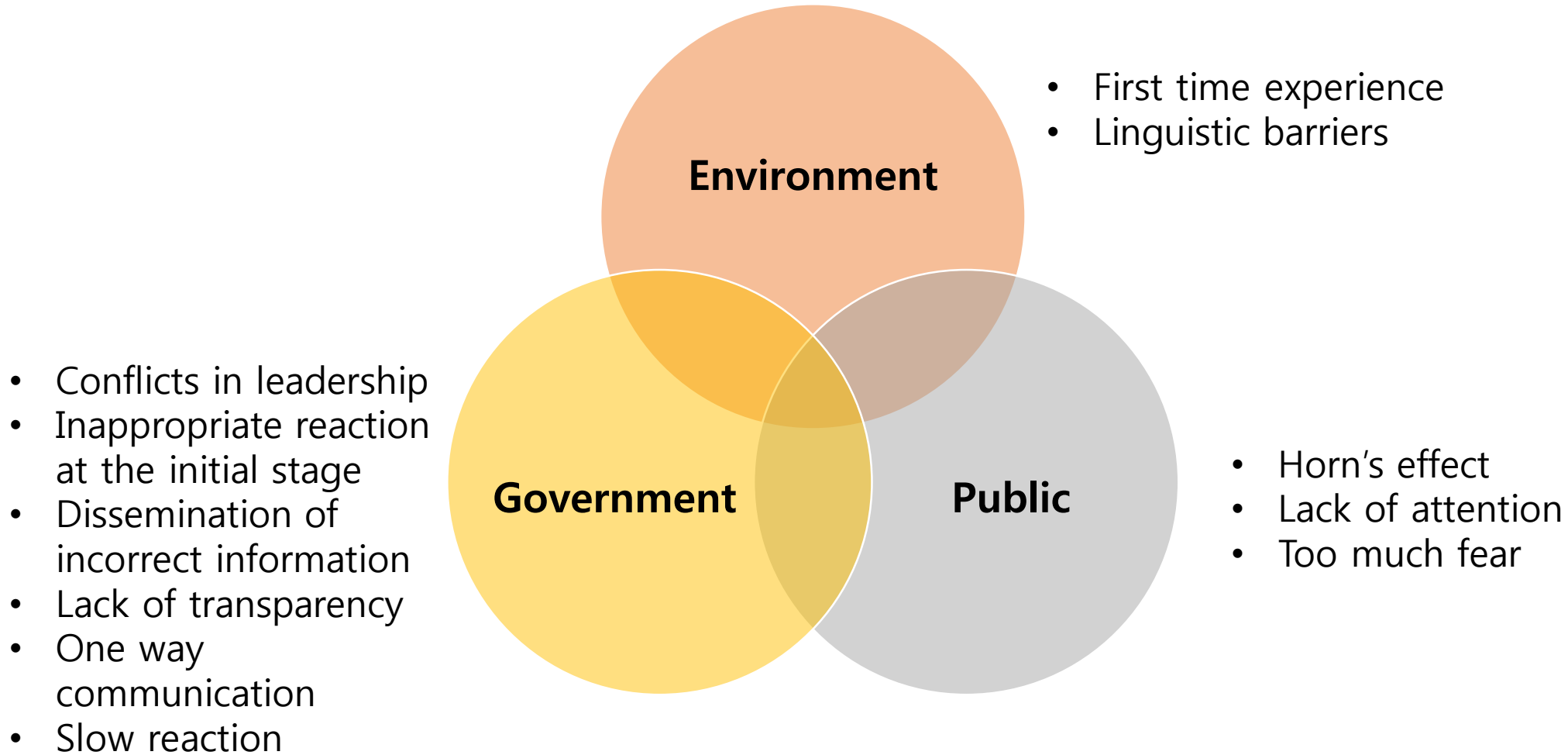
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Outcomes

Defined domains – level 1

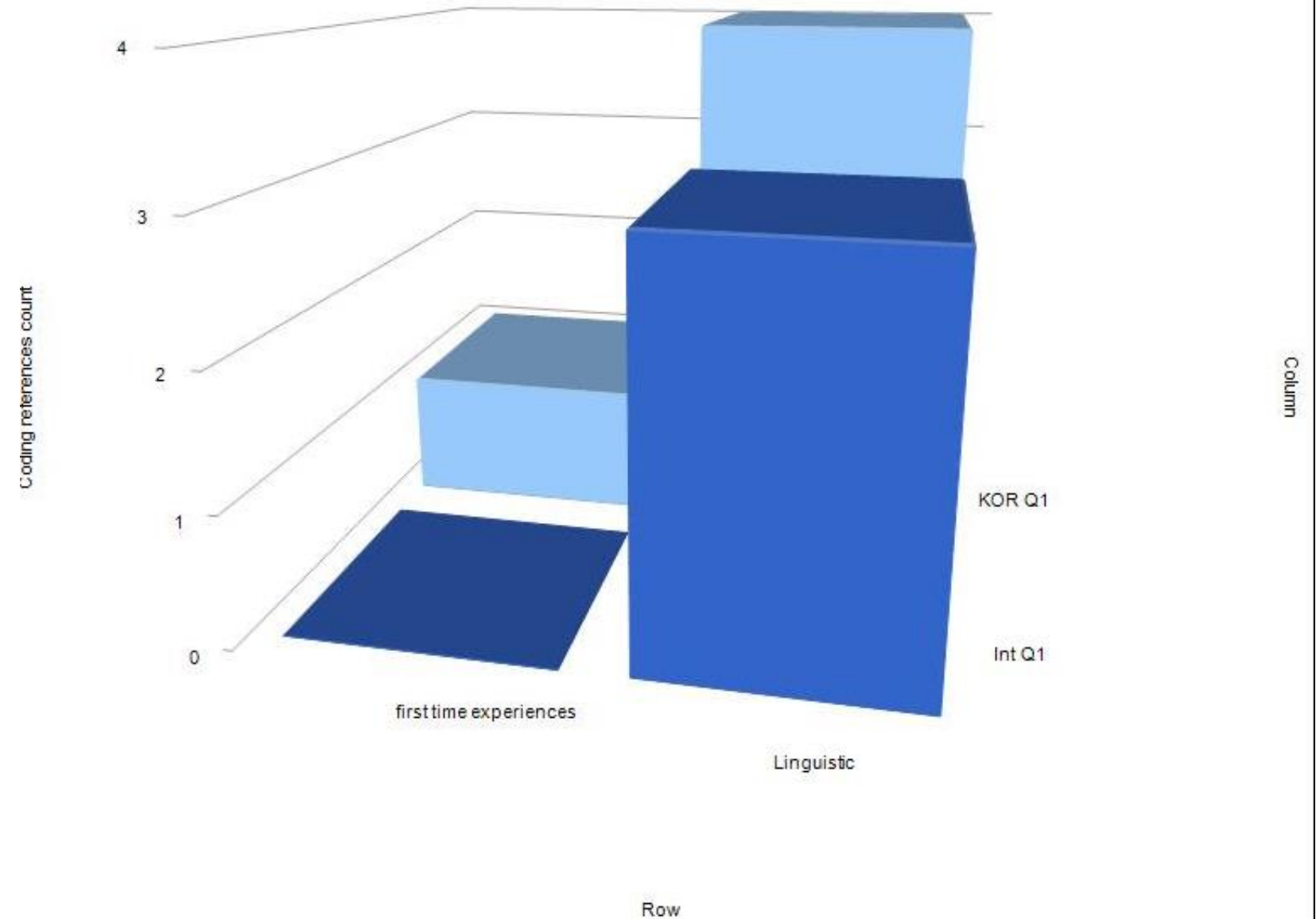


Defined themes – level 2



Environmental issues

Matrix - Results Preview



Environmental issues

"the Korean government might have a hard time using the right or effective 'language' or 'words' to send a message to the public."

"Medical terms may not be familiar to the public so the jargon needs to be appropriate when addressing the public."

"somehow vague, unclear and even contradicts the facts that are delivered in the same report which indicates that the outbreak is still serious."

"technical terms from the field of medicine which is unfamiliar to the population
"Government made statements in Korean only which can lead to translation errors"

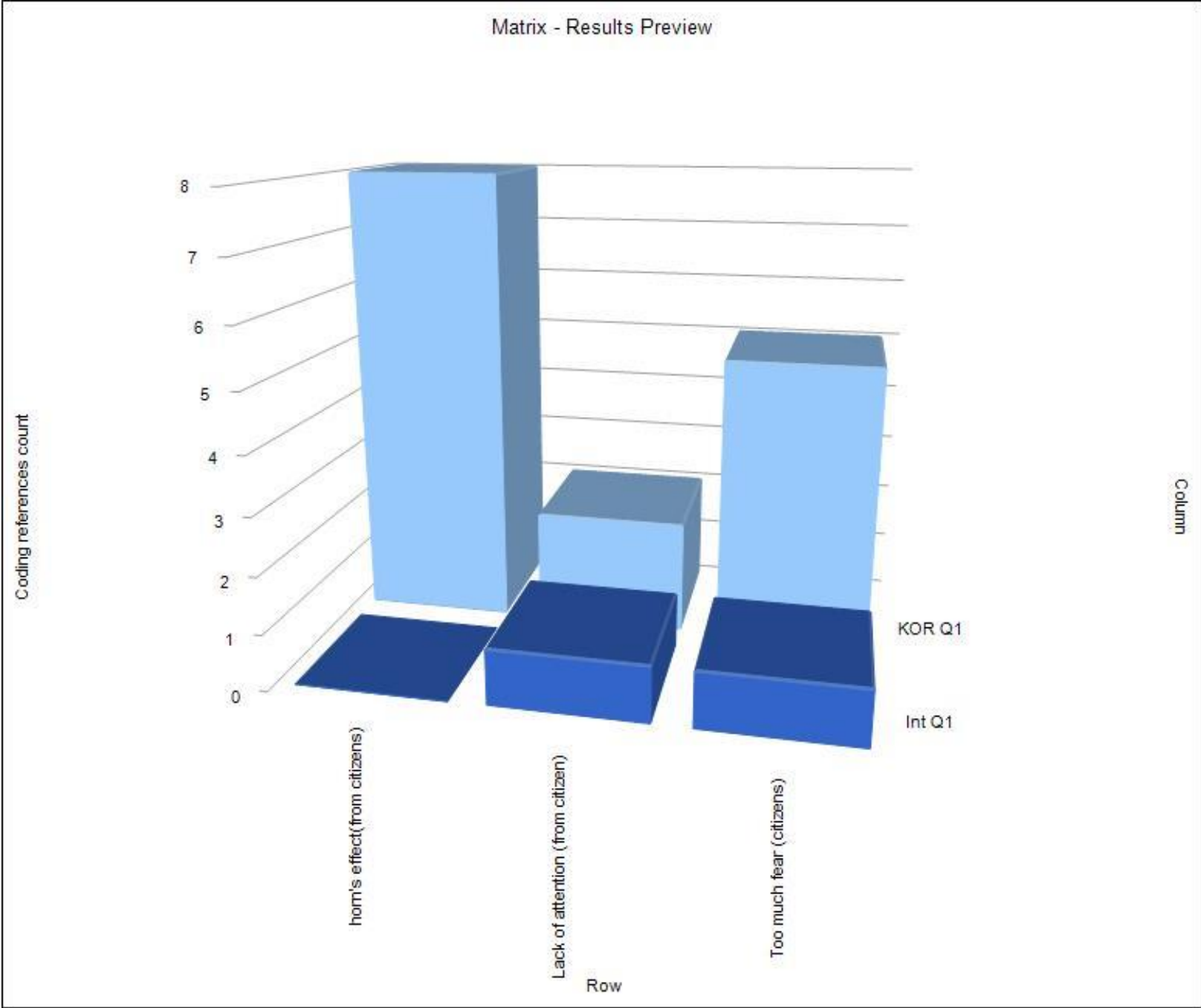
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KOR

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Int'l

Issues from public



Issues from Public – lack of attention

"When Korean government sends the message to listeners. Listeners can jump into the conclusions."

"lack of attention or interest can be a barrier. Without the Korean population's attention, it is hard to take safety measures."

"not all the Korean citizens are watching and listening the news from the government."

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Int'l

Issues from Public – Too much fear

"Because of these worries and fear, Korean citizen can over acting for MERS, and do not following well what Korean government said. It can cause more big problem, and this is the problem from ineffective communication.

"Having a closed mind and also feeling anxious or self- conscious can be a barriers of effective communication."

"nations are 'Feel anxious and nervous', so they 'trying to ignore the opinion of government and just focus about the information they are interested in'"

"Because of the fear of the epidemic, the citizens are less logical, more emotional in listening to any kind of information."



KOR



Int'l

"their emotions were very frightened."

Issues from Public – Horn's effect

"personal opinions can also be a barrier that the Korean government must address. Personal ideals or opinions prevent individuals from fully understanding the dangers in the current situation"

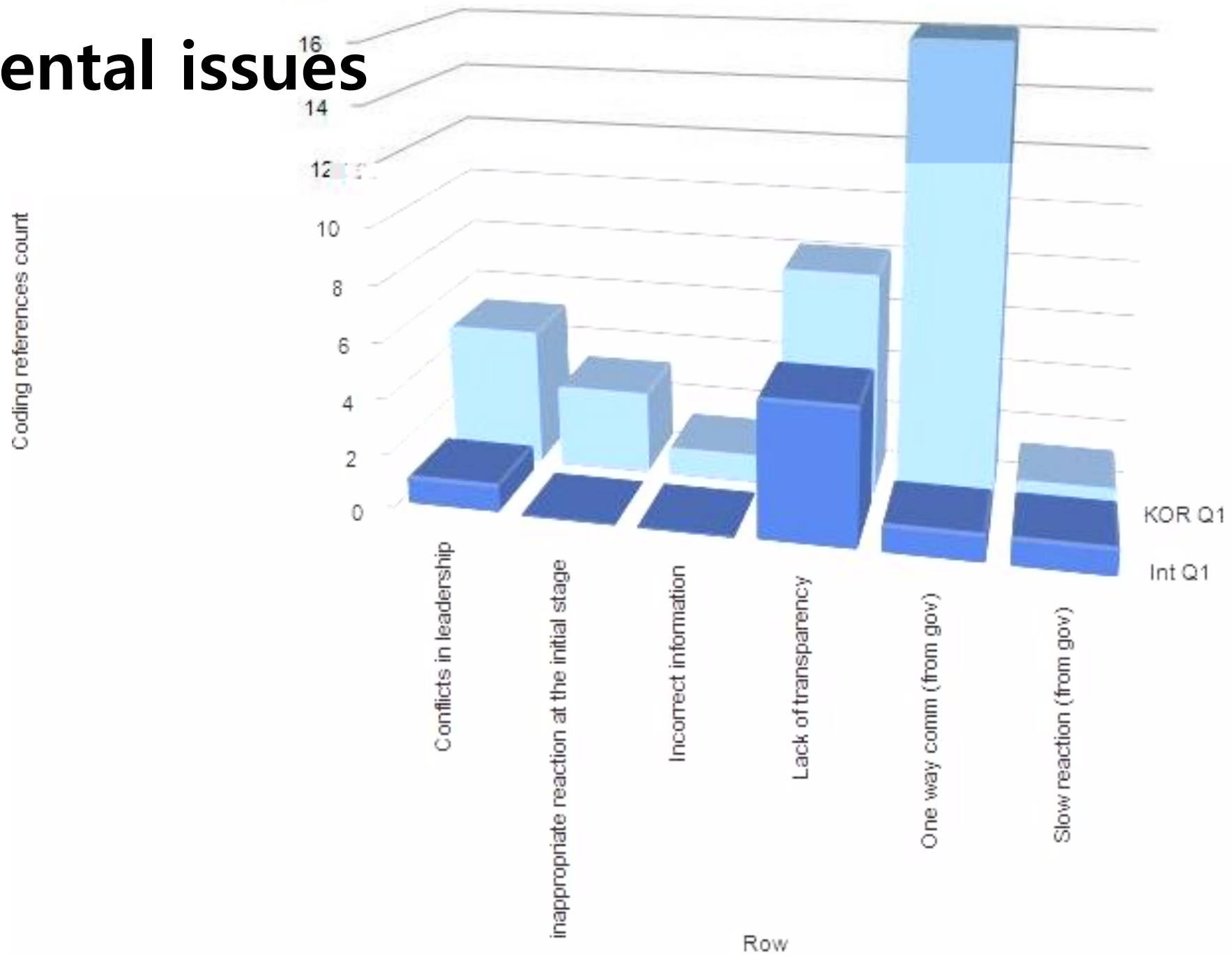
"there are people who has a stereotype that the government is always bad, then the Korean government will have a hard time sending the message as it is to them."

"the Korean citizens are mistrusting the people in the government people. citizen's mistrust or judgement toward government, hearing what citizens want to hear."

"If a person who receive the message from the government has political inclination or has stereotype to the announcer, that person don't even try to hear the statement from the government."



Governmental issues



Governmental issues – lack of transparency

"they give the wrong report to citizen"

"not sharing information efficiently each other"

"why didn't you share the information of the hospitals which occurred so many patients?"

"the Korean government keep up with 'moral silence' ,failing to speak up about issues that are known to be wrong [...]"

"making a shortcutting data distort the original information about the MERS informed from government. "

"the government tries to hide the real fact of this situation to control the society."

"they jumped to the conclusion that it's controllable. "

"hid the reasons of the 80-year old man's death"

"He[Health Minister] said every thing is under control that they closed many schools and tracking the cellphones of those under quarantine[...]"

"the government could have announced the hospitals where the virus has spread, to avoid more citizens of catching the virus."

"There is no detailed information and description what they are doing to prevent disaster."

KOR

Int'l

Governmental issues – One way communication

"there was some problem like one-way communication, differences in values and perceptions"

"government is just telling the information, not reflecting and answering the citizens' demanded concerns"

"Not understanding the citizens feeling such as fear and anger by taking a late action would be another barrier which blocks the communication's effectiveness."

"does not listen what Korean citizens say."

"Therefore they might omit what citizens want to hear"

"They simply announce an information and hopefully people believe what they say and be happy about it."

"that they just say what they want to say"

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KOR

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Int'l

Thank

Ques

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su_m@oo_min.ac..