

National Healthy Internet Culture Creation Campaign

- KCC and partners announce their plan for ‘Creation of a beautiful world of the Internet’ campaign -

On Friday, July 1st, the KCC (Chairman, Choi Si Jung) announced their campaign for "Creation of a beautiful world of the Internet," at the national policy coordination meeting hosted by Prime Minister Kim Hwang Sik. The campaign was established jointly with the Ministry of Public Administration and Security (MOPAS), the Ministry of Gender-Equality and Family (MoGEF), the Ministry of Education, Science and Technology (MoEST) and other relevant governmental departments.

Amidst the “ubiquitous” and “smart” Internet world characterized by the wide availability of smartphones and wireless Internet services, Internet use has become as common as any other broadcast service, and as a result, communication and social participation through the Internet has exploded.

However, in the current Internet environment which greatly differs from the past, there is a high likelihood of a digital divide forming between active users and the handicapped or elders. Also, many new adverse effects have emerged, so the necessity for creating a more self-purifying environment led by public entities has become a hot issue.

For this reason, the government wishes to reduce the digital divide among citizens and properly respond to the adverse effects to eventually create a self-purifying environment led by public entities through a national campaign.

Aiming at becoming a technology savvy country where all Koreans can enjoy the benefits of advanced Internet technologies, the government has decided to pursue three main tasks this year:

- ① **Strengthening of smart Internet literacy (ability) education,**
- ② **Development of a nationwide “smart culture” creation campaign,**
- ③ **Implementation of a self-purifying system in the smart Internet environment.**

First, to eliminate the newly emerging adverse effects of the “smart age,” the government will launch various education programs for the handicapped, elders and other socially vulnerable and promote correct use of new social media, so that **‘smart Internet literacy (ability) education’ can be strengthened.**

Second, as a nationwide movement for creation of a “smart culture” the relevant departments' public and private discussion bodies will jointly participate to spread “warm hearts” over the Internet and hope for a healthy culture as a core focus of the **“smart hope” campaign.**

* HOPE stands for ‘Heart-On-Project-Evangelist.’ “Heart-On” is a slogan to encourage the spread of “warm hearts” as well as consideration and understanding of others while using Internet services.

* Public and private discussion bodies of each department : ‘Creation of a beautiful world of the Internet national discussion board’ (KCC), ‘Network for a warm digital world’ (MoPAS), ‘National HQ for creating a healthy Internet culture for youth’ (MoGEF)

Third, to establish a **‘self-purifying system in the smart Internet environment,’** the government will implement an infrastructure to help foster a **self-purifying system** through voluntary participation of businesses. **Joints efforts will be made along with the businesses.**

For successful execution of the nationwide "Creation of a beautiful world of the Internet" campaign, KCC will strengthen cooperation with relevant private organizations and Internet portal companies as well as relevant government departments.

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