

The Smartphone Use of Korean Young People

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1. Aim

Smartphone is becoming common and popular in Korean young people. Now eight students out of ten have a smartphone. This study aims to analyze the smartphone use of Korean young people, focusing on their favorite application type, the extent of addiction, etc.

2. Data & Methods

For this purpose, this paper conducted online survey on middle and high school students. The survey was conducted on from April 25 to May 13, 2013. As a result, 1,500 middle and 1,500 high school students participated in the survey.

3. Results

The result shows that 35% of total respondents were addicted to smartphone. Many young people enjoyed chatting like Kakaotalk, SNS, and game. The motives for smartphone use were divided into three factors: information/pleasure, trend/show off, identity/communication. Fourteen percent of total respondents downloaded contents for adults. About 30% respondents agreed that their grade fell down because of smartphone use.

4. Conclusion

Surprisingly, many young people were addicted to smartphone. This figure is much larger than that of previous studies. The applications they used often were chatting, SNS, game, music and webtoon. That is, entertaining applications were popular among Korean young people. This result indicates that smartphone is entertaining or relational medium rather than educational one in Korean young people.

References

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