Digital Diplomacy between Korea and Japan
Public Diplomacy, Social Media and Soft Power

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Outline

• Public Diplomacy on the Cyberspace
• Public and Digital Diplomacy in Korea/Japan
• Between Korea and Japan since 2010s

• Emergence of Cyber nationalism in East Asia
• Implications: Impact on the Regional Governance
Public Diplomacy on the Cyberspace

• Public diplomacy: government-sponsored efforts intended to communicate directly with foreign publics to establish a dialogue designed to inform and influence with the aim

• Digital diplomacy: a form of public diplomacy with the application of digital tools, including the Internet, software engineering, big data, and artificial intelligence
Digital Diplomacy

- Governments throughout the world are embracing digital platforms
- Diplomats, institutions and governments have come to regard digital platforms as a medium for public diplomacy activities and the projection of soft power
How Japanese feel to the US, China and Korea?

Source: Modified by the author using data, Survey on Japan’s Diplomacy by the Japanese Cabinet Office
How Koreans feel to Japan?

Source: Modified by the author using data from Gallup Korea
Public Diplomacy of Korea

- Since 1980s and institutionalization between 2011-present
- Korea can not compete against powerful militaries; use soft power
  Aiming for the stable management of the Korean peninsular

- Focusing on Hanllyu or Korean wave
- Overlapping jurisdiction among the ministries
  - The Act on Public Diplomacy (August 2016) by the MOFA
Digital Diplomacy in Korea

• Disseminating correct information and knowledge through communication

• Adopting social media, local volunteers and the youth

• Lacks a consistent conception and policy
Public Diplomacy of Japan

• Originated in 1970s and developed by the MOFA (the Ministry of Foreign Affairs of Japan) in 2000s
  - Communicates general/foreign policy information for better understanding of Japan worldwide
  - Assists activities to introduce Japanese culture/ODA/etc.

• Language, traditional culture and pop culture
• Web Japan, Japan House
• Expand its international influence?
Digital Diplomacy in Japan

- Web-based rather than social media
- Outsourcing to local experts
- Delivering consular aid
- Fostering ties with diasporas
Digital Diplomacy between Korea and Japan

• Korea and Japan as a deeply digital-engaged society
• Free online translators: distribute contents on online forums

• Activities that meet the original purpose of PD are not well visible
• Conflict cases such as the Sea of Japan/East Sea, Dokdo/Takeshima, the comfort women issues and etc.

• China and/or US as variables
• Listening-Advocacy-Exchange (Cull, 2008)
Recap

• Public Diplomacy and Digital Diplomacy
• Digital Diplomacy between Korea and Japan

• Emergence of Cyber nationalism in East Asia
  - abundant information is likely to contribute to miscommunication and misunderstanding which can further lead to potential conflicts

• Ethics in the age of Digital Diplomacy?
  - provides highly reliable information