

Changes in Mass Media Use During 1981-2000 in Korea

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I. Introduction

Korea has undergone a truly tremendous social change during the last three decades. From a semi-traditional agricultural society in the late 1960s, the country has developed into a full-fledged industrial society, and is often referred to as a "newly industrialized economy(NIE)."

The change has been also remarkable in the country's political system as well as in the social and cultural settings.

Economically, the GNP per capita, for example, has soared to US\$ 10,076 by 1995 from a meager \$ 1,597 in 1980. The figure has been somewhat reduced to \$8,572 in 1999 because of the country's financial crisis in 1997. But Korea has successfully overcome the setback and was able to pay back all the loans to IMF by August 2001. Korea has shown

more than 4 percentage-point growths every year since 1998 even though most of the OECD nations, during the same time period, experienced a widespread economic slump. Export in 2000 has reached to over \$ 172 billion from some \$ 17 billion in 1980.

Politically, a civilian democratic government was restored in 1993 after 32 years of military dictatorship. The current government led by President Kim Daejung is trying hard to normalize the relationship with North Korea in an effort to reunify the two countries after 56 years of ideological and political animosity since 1945.

Socially, the rapid industrialization and urbanization have undermined many traditional values and life styles of the people throughout the society. In the 1960s, approximately 75% of the country's population lived in rural areas. But the present figure is less than 8%, exemplifying an almost complete demise of an agricultural economy. The traditional large families where three or even four generations lived in a household have broken down into so many "nuclear families," and the total number of the nation's households has more than doubled during the last two decades.

To give a crude idea of these changes, the following table summarizes some of the key social indices during the last two decades.

With the economic development which averaged about 8% a year in terms of the per capita GNP growth in the 1970s and 1980s, people's lifestyles have also changed drastically. Many durable consumer goods, namely the home appliances such as color TV sets, PCs, washing machines, air conditioners and automobiles, a rarity as late as the early 1980s, have become a common phenomenon.

Mass media, especially television, were no exception to this rapid growth. The number of color television sets has skyrocketed from fewer than 1 million in 1981 to more than 27 million in 2000. It is now hard to find a household without a color TV set, even in the remotest rural

<Table 1> Changes in Social Indices of Korea

	Unit	1980	1990	1995	2000
Total Population	1,000	38,124	42,869	45,248	46,136
Male	"	19,236	21,568	22,776	23,158
Female	"	18,888	21,301	22,471	22,977
Population Density	per km ²	385.1	431.8	456.2	465.2
Life Expectancy	year	65.8	69.2	72.8	미발표
GNP	\$ billion	6.06	25.18	45.17	43.69
GNP per Capita	dollar	1,597	5,883	10,076	9,300
GDP	\$ billion	62.2	252.5	489.4	457.4
Export Total	\$ billion	17.5	65.0	125.1	172.2
Import Total	"	22.2	69.8	135.1	160.5
Automobile Registered	1,000	528	3,395	8,469	12,059
Telephones/1,000	unit	71	310	397	530
Economically Active	1,000	14,431	18,539	20,797	21,750
Total Employed	1,000	13,683	18,085	20,377	20,857
Employed Female	"	5,222	7,376	8,224	8,569
Unemployed	"	748	454	419	893

Sources : Compiled from Statistical Yearbook, 1980~2000, Office of Statistics

areas. In 1981, there were only four television channels, all terrestrial analog channels, but currently there are 11 analog channels, 32 cable channels and 4 digital DBS channels. In addition, a digital DBS network with more than 75 channels is expected to go on air in March of 2002.

What has been the impact of this media proliferation on the people's lifestyles and quality of life? Specifically, how has the television affected other traditional media of communication in terms of the amount of time spent on and the timing of their usage? What has been the influence of television on other activities of the people such as leisure, sports and socializing?

This study purports to describe some of the social changes triggered

by the mass media by looking into the people's life style changes during the last two decades utilizing a set of time-series data on the people's use of time accumulated precisely during this 20-year period.

Time-budget studies, in this sense, provide an excellent data set for this, and they have been conducted very regularly and consistently with the same size of sample and the same method during this period.

II. Time-budget Study in Korea

1. Outline of the Survey

Time-budget study is a nation-wide survey to provide some pertinent data on the people's lifestyles by looking into their patterns of time use. These data can and are utilized widely by various sectors and fields of the government and the industry, let alone academic researchers and institutions. This type of survey was first initiated in 1925 by the U.S.S.R., and has been conducted in more than 20 countries ever since including Japan, U.S.A., U.K., Canada and many others. Korea is one of the few countries that conducted these surveys most regularly and consistently. Launched in 1981, Korea has conducted seven surveys so far, basically once every five years. And, thus, a vast amount of time-series data on the people's time-use patterns have been accumulated.

The Korean survey was initiated by KBS, the nation's flag-carrying public broadcaster, who wanted to collect the data to facilitate its radio and television programming. However, the surveys have not been confined to these purposes, and they have included the data on all other activities of the people during a day.

KBS, however, commissioned the actual survey and analysis to the Institute of Communication Research(ICR) at Seoul National University

to save its manpower and utilize the ICR's expertise on the subject. The regular surveys were done in 1981, 1985, 1990 and 2000. And two special surveys were conducted in 1983 and 1987.

2. Contents of Survey

Tim-budget survey is to obtain the data basically on the following two aspects of the people's various daily activities.

(1) The amount of time for activities

The total amount of time was measured for each respondent for various daily activities such as sleep, meals, leisure, sports, socializing and so forth in a given day. This was basically to tabulate what people do with their time.

(2) The timing of various activities

This was to measure the percentage of the people engaged in particular activities at a given time of the day. That is, the timing for each activity was measured at a 15-minutes interval to find out when the people do what they do. For example, the percentage of the people sleeping, moving, dining, TV watching and the like were tabulated for specific points in time each day, at 15-minutes intervals.

3. Sample and Sampling

In each survey, a sample of 3,500 people over 10 years of age was taken using a multi-step stratified quota sampling method. People's various daily activities were classified according to the following categories. In 2000, unlike the six previous studies, three new categories, new media broadcasting, PC communication and the Internet, were added

<Table 2> Categories of Activities

Activities	Description
(1) sleep	- more than 30 minutes, sleep, nap
(2) meals	- snacks are not included
(3) personal care	- washing, using bathrooms, make up
(4) work	- paid work
(5) school work	- classes and school events - extra curricular activities - learning outside of school
(6) domestic work	- cooking - cleaning - laundry - shopping - knitting/sewing - child care - miscellaneous chores
(7) socializing	- personal meeting - social gatherings
(8) rest & recuperating	- resting - treatment/therapy
(9) free time activities	- spectator activities - sports - games - stroll, walk - hobbies - skill learning - children's play - music(tape, CD) - videotapes - PC - computer games - TV viewing - radio - newspaper - magazines, comic books - books
(10) moving	- commuting to work - commuting to school - other movings
(11) new media use	- new media broadcast - PC communication - Internet

to the previous categories in order to tabulate the so-called "new media" usage which include the time people spend for CATV, DBS, PC communication, on-line games as well as the Internet. The following table illustrates these categories of activities

4. Analysis

In 2000, the survey was done during the period of Oct. 21(Saturday) to Oct. 23(Monday) throughout the nation.

The collected data, of course, were coded and analyzed using a special computer software program developed for this survey. The data were tabulated to generate the amount of time for specific activities as well as the timing for each activity. These data were, in turn, cross-tabulated per various socio-economic variables of the respondents.

In coding and analyzing the data, some concurrent activities on a given time, especially the media consumption behaviors such as TV viewing and radio listening while engaged in some other activities, were both counted as valid dual activities because of the difficulty in discerning the main activity from other activities and the relevance of the data for KBS, a broadcaster. In 2000, out of 3,500 diaries, approximately 60 diaries were deleted for inaccuracies or the lack of information. That is, the final analyses were done with some 3440 diaries. The previous surveys had about 97% of the response rate as well.

III. Changes in People's Use of Time

1. Results of the 2000 Surveys

To give more specific ideas about the data of a typical time-budget

study, the key results of the latest study in 2000 are given.

The following <Table 3> is a summary of the 2000 survey results. The figures are the national averages for the various activities during the survey period. And to facilitate comparisons, the 1995 averages were also presented together with the differences between the two surveys.

<Table 3> Average Time for Daily Activities (unit : hours/minutes)

	Weekday(Monday)			Saturday			Sunday		
	1995	2000	difference	1995	2000	difference	1995	2000	difference
sleeping	7/41	7/35	-06	7/56	7/40	-16	8/59	8/38	-21
meals	1/34	1/46	12	1/35	1/44	09	1/39	1/49	10
personal care	1/01	0/50	-11	1/02	0/53	-09	1/03	1/01	-02
work	4/15	4/32	17	3/29	3/55	26	1/47	1/43	-04
domestic Work	1/20	1/35	15	1/27	1/39	12	1/30	1/35	05
moving	1/09	1/14	05	1/13	1/22	09	1/00	1/14	14
socializing	0/47	0/45	-02	1/04	1/05	01	1/29	1/32	03
R & R	0/46	0/37	-09	0/43	0/35	-08	0/39	0/36	-03
leisure	0/44	0/44	00	1/01	1/15	14	1/28	1/39	11
print media	0/25	0/13	-12	0/26	0/14	-12	0/26	0/16	-10
radio	0/31	0/12	-19	0/27	0/11	-16	0/22	0/09	-13
television	2/23	2/24	01	3/07	2/52	-15	4/02	3/46	-16
new media broadcasting	-	0/09	-	-	0/10	-	-	0/08	-
PC communication	-	0/00	-	-	0/01	-	-	0/01	-
Internet	-	0/08	-	-	0/10	-	-	0/11	-
time at home	13/43	1/44	01	14/48	14/25	-23	17/14	16/33	-41

As shown in <Table 3>, the Korean people, on the average, sleep 7 hours 35 minutes on Monday, 7 hours 56 minutes on Saturday and 8 hours 38 minutes on Sunday, revealing a sharp increase of the sleeping time on Sunday. Compared with the 1995 data, these figures show a sharp decline especially during the weekend.

The amount of time for work on a weekday(Monday) was 4 hours 32 minutes and 3 hours 56 minutes for Saturday, showing hefty increases of 17 minutes and 26 minutes respectively. However, the Sunday's figure has shown a 4-minutes decrease. In Korea, some 90% of the people still go to work on Saturday mornings. Also the primary and secondary schools are all open Saturday mornings.

Another activity which shows a substantial increase is domestic work. The figures for this are 1 hour 35 minutes on Monday(+15 minutes), 1 hour 39 minutes on Saturday(+12minutes) and 1 hour 35 minutes on Sunday(+5 minutes).

Leisure activities have also increased substantially during the weekend, by 14 minutes(Saturday) and 11 minutes(Sunday) respectively. However, the most noticeable free-time activities that show significant decreases during the five-year period are the mass media consumption behaviors such as the print media reading, radio listening and TV watching. The amount of time for reading newspapers, magazines or books has decreased by 12 minutes(Monday and Saturday) and 10 minutes(Sunday). Radio listening has decreased even more substantially by 19 minutes(Monday), 16 minutes(Saturday) and 13 minutes(Sunday), respectively.

About the same amount of time for TV watching has also decreased during the weekend. This is the first time that TV viewing has shown any decrease in the past 20 years, though the amount is very small. TV viewing has been the most popular activity occupying much of the people's free-time. But, in 2000, the figures show a 15-minutes decrease on Saturday and a 16-minutes decrease on Sunday.

This may be interpreted as reflecting a significant behavioral change in the people's mass media consumption behaviors. The total amount of the reduced time for the print media, radio and TV were 30 minutes on Monday, 43 minutes on Saturday. This is believed to reflect the two trends currently undergoing. The first is a transition to the so-called

"new media" including "the Internet," "PC communication" and "the new media broadcasting," such as DBS and CATV. The total amount of time for these new media usage were 17 minutes on Monday, 21 minutes on Saturday and 20 minutes on Sunday. These new media, especially the Internet, are gaining popularity so rapidly in Korea that, as of the end of 2000, more than 19 million people were found to be using the Internet regularly. An average user of the Internet was found to spend approximately 15.7 hours per month. This average is far greater than that of Hong Kong(11.3hours) or Singapore(9.8 hours) according to a study done by Netvalue, a company specializing in the Internet-related statistics(2001. Korea Internet-related White Paper, <http://stat.nic.or.kr>).

The second factor is believed to be a trend of the people spending more time for outdoor activities such as leisure. This is evident when one looks at the leisure time increase during the past five years, 13 minutes on Monday, 21 minutes on Saturday and 35 minutes on Sunday.

This trend is also reflected in the people's home-staying time. The average Korean people are found to stay home less than in 1995. They spend 34 minutes(Monday), 26 minutes(Saturday) and 21 minutes(Sunday) less compared with 1995.

To summarize, the survey in 2000 reveals that, compared with 1995, the Korean people spend more time for work while they sleep less than before, especially during the weekend. The traditional mass media such as newspapers, books and magazines as well as radio and television seem to be losing some of their popularity. This was believed to be due to the increasing popularity of the various new media including the Internet and also because of the increased outdoor leisure activities.

2. Changes in Time-Use Patterns

The previous chapter was to summarize the latest survey results in 2000 compared with the 1995 data. Then, a question arises. What has

<Table 4> Time-Use Patterns During 1981-2000(national averages)
(Unit : hours/minutes)

		1981			1985			1990			1995			2000		
		Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average
Sleep	Week.	100	7/38	7/38	100	7/32	7/32	99.9	7/56	7/56	99.9	7/41	7/41	99.8	7/35	7/35
	Sat.	99.9	7/39	7/38	99.9	7/34	7/34	99.8	8/03	8/02	99.9	7/56	7/56	99.8	7/41	7/40
	Sun.	99.9	8/16	8/16	100	8/15	8/15	99.9	8/55	8/55	99.9	8/59	8/59	99.7	8/40	8/38
Meals	Week.	99.8	1/35	1/35	99.9	1/35	1/35	99.4	1/42	1/41	99.2	1/34	1/34	99.5	1/47	1/46
	Sat.	99.8	1/34	1/34	99.8	1/37	1/37	99.1	1/42	1/41	98.6	1/37	1/35	99.4	1/44	1/44
	Sun.	99.7	1/42	1/42	99.8	1/44	1/44	99.2	1/50	1/49	98.3	1/41	1/39	99.4	1/50	1/49
Personal Care	Week.	97.7	1/07	1/05	98.6	1/08	1/07	96.5	1/01	0/59	96.4	1/03	1/01	90.9	0/56	0/50
	Sat.	97.2	1/09	1/07	97.4	1/11	1/09	95.2	1/03	1/00	95.6	1/05	1/02	92.1	0/58	0/53
	Sun.	95.3	1/08	1/05	96.5	1/19	1/08	91.8	1/10	1/04	92.0	1/08	1/03	90.5	1/07	1/01
Work	Week.	49.7	6/38	3/18	46.0	6/38	3/03	50.1	7/12	3/37	54.3	7/50	4/15	54.9	8/16	4/32
	Sat.	50.9	5/55	2/58	45.0	5/56	2/40	48.1	6/26	3/05	52.1	6/42	3/29	53.8	7/71	3/55
	Sun.	37.2	5/16	1/58	30.4	5/21	1/38	30.1	5/37	1/41	28.9	6/11	1/47	23.7	7/16	1/43
School Work	Week.	39.8	8/21	3/20	37.0	7/59	2/58	38.4	8/24	3/14	31.5	8/27	2/40	22.8	9/02	2/03
	Sat.	38.7	6/25	2/29	36.0	6/16	2/15	36.6	6/07	2/14	29.5	5/53	1/44	20.6	6/17	1/17
	Sun.	34.9	3/29	1/13	32.5	4/12	1/22	31.1	3/43	1/10	22.8	3/35	0/49	13.9	3/53	0/32
Domestic Work	Week.	65.7	2/58	1/56	60.5	2/54	1/46	51.8	2/50	1/28	46.3	2/52	1/20	44.3	3/35	1/35
	Sat.	69.3	3/01	2/05	65.8	2/50	1/52	58.3	2/41	1/34	51.8	2/47	1/27	48.2	3/26	1/39
	Sun.	73.7	3/13	2/22	73.6	2/55	2/09	61.4	2/41	1/38	57.6	2/37	1/30	53.5	2/58	1/35
Socializing	Week.	51.6	1/36	0/50	48.5	1/35	0/46	44.2	1/53	0/50	42.6	1/51	0/47	34.8	2/10	0/45
	Sat.	56.9	1/53	1/04	54.6	1/49	0/59	50.8	2/22	1/13	47.8	2/13	1/04	43.9	2/30	1/05
	Sun.	58.3	2/31	1/28	59.2	2/18	1/22	58.5	2/54	1/42	54.9	2/43	1/29	50.7	3/02	1/32
R & R	Week.	69.3	1/07	0/47	91.7	1/33	1/25	63.7	1/10	0/44	68.0	1/08	0/46	53.5	1/11	0/37
	Sat.	67.5	1/09	0/47	89.6	1/27	1/18	61.3	1/14	0/46	64.4	1/07	0/43	52.6	1/06	0/35
	Sun.	68.5	1/14	0/51	80.5	1/22	1/06	57.6	1/19	0/46	53.6	1/13	0/39	48.9	1/14	0/36
Leisure	Week.	38.9	1/29	0/35	41.6	1/31	0/38	32.5	1/34	0/31	41.0	1/47	0/44	36.1	2/02	0/44
	Sat.	41.9	1/45	0/44	45.3	1/46	0/48	35.0	1/55	0/40	45.3	2/13	1/01	46.0	2/22	1/05
	Sun.	47.9	2/18	1/06	48.2	2/07	1/01	38.6	2/18	0/53	51.6	2/49	1/28	54.5	3/02	1/39
Moving	Week.	84.7	1/26	1/13	92.2	1/32	1/25	82.2	1/24	1/09	80.4	1/26	1/09	87.8	1/25	1/14
	Sat.	83.3	1/32	1/17	91.4	1/42	1/34	81.1	1/34	1/16	78.1	1/33	1/13	88.4	1/32	1/22
	Sun.	67.7	1/33	1/03	82.8	1/37	1/20	64.3	1/36	1/02	61.4	1/37	1/00	79.9	1/32	1/14
Home Staying	Week.	99.9	14/55	14/55	99.9	14/25	14/25	100	14/17	14/17	100	13/43	13/43	99.6	13/47	13/44
	Sat.	99.7	15/47	15/44	99.7	15/14	15/12	100	15/14	15/14	100	14/48	14/48	99.9	14/25	14/25
	Sun.	99.7	17/50	17/47	99.8	17/31	17/29	100	17/35	17/35	100	17/14	17/14	99.4	16/39	16/32

been the general trend of changes in people's use of time in the last 20-years period? <Table 4> is a summary of the changes in this period.

However, the data on the media use are excluded from this table to be analyzed separately in the ensuing chapter.

A close analysis reveals the following several trends of change during this period.

(1) Increase in work time

Compared with the 1981 data, the national average of the work time in 2000 shows a hefty 1 hour 14-minutes increase on a weekday, and a 57-minutes increase on Saturday, while on Sunday it shows a 16-minutes decrease. These figures are, of course, the national averages of all the people employed or otherwise. When the figures for the employed only are compared, the same trend is also evident. The average work time for the employed in 1981 was 7 hours 22 minutes on a weekday, 6 hours 37 minutes on Saturday, and 6 hours 8 minutes on Sunday. But the same figures in 2000 were 8 hours 38 minutes(weekday), 7 hours 34 minutes(Saturday), and 7 hours 40 minutes(Sunday), revealing that, during the last two decades, the work time in Korea has significantly increased, and more people now work than in 1981.

(2) Increases in leisure activities

Leisure is another area which shows a substantial increase during the same period. The national averages for leisure activities have gone up from 35 minutes to 44 minutes(+9) on a weekday, from 44 minutes to 1 hour 5 minutes(+21) on Saturday and from 1 hour 6 minutes to 1 hour 39 minutes(+33) on Sunday, signifying a gradual increase pattern during the period. The increase is especially noticeable on Sunday.

<Table 5> Leisure Time Changes During 1981-2000(national averages)
(Unit : hour/minutes)

		1981			1985			1990			1995			2000		
		Acto %	Actor Average	Total Average	Acto %	Actor Average	Total Average	Acto %	Actor Average	Total Average	Acto %	Actor Average	Total Average	Acto %	Actor Average	Total Average
Leisure (total)	Week	38.9	1/29	0/35	41.6	1/31	0/38	32.5	1/34	0/31	41.0	1/47	0/44	36.1	2/02	0/44
	Sat.	41.9	1/45	0/44	45.3	1/46	0/48	35.0	1/56	0/40	45.3	2/13	1/01	46.0	2/22	1/05
	Sun.	47.9	2/18	1/06	48.2	2/07	1/01	38.6	2/18	0/53	51.6	2/49	1/28	54.5	3/02	1/39
Spectator Activities	Week	10.6	1/37	0/10	8.6	1/11	0/06	6.3	1/25	0/05	1.2	1/51	0/01	0.8	1/31	0/00
	Sat.	10.1	1/49	0/12	9.2	1/19	0/07	6.9	1/47	0/07	1.7	2/13	0/02	1.7	1/34	0/01
	Sun.	10.8	1/40	0/11	10.4	1/21	0/08	8.7	1/45	0/09	1.5	2/25	0/02	1.6	2/04	0/01
Sports	Week	16.8	0/47	0/08	20.2	0/40	0/08	10.3	0/52	0/05	12.5	1/04	0/08	10.8	1/18	0/08
	Sat.	17.8	0/58	0/10	21.6	0/56	0/12	11.2	1/04	0/07	12.7	1/20	0/10	11.8	1/29	0/10
	Sun.	19.9	1/22	0/16	21.2	1/02	0/08	11.1	1/16	0/08	11.7	1/28	0/10	11.0	1/41	0/11
Games	Week	5.1	1/19	0/04	4.8	1/20	0/04	4.9	1/19	0/04	2.7	1/27	0/02	2.9	1/51	0/02
	Sat.	6.2	1/27	0/05	5.4	1/35	0/05	5.8	1/40	0/06	3.9	1/32	0/04	3.4	1/58	0/04
	Sun.	8.0	1/35	0/08	5.7	1/26	0/05	6.1	1/30	0/05	3.2	1/41	0/03	2.8	1/59	0/03
Walk Hiking Outings	Week	6.1	1/01	0/04	6.3	1/13	0/05	5.4	1/21	0/04	9.9	1/31	0/09	11.2	1/58	0/13
	Sat.	8.3	1/18	0/07	9.5	1/29	0/08	7.9	1/47	0/08	15.3	1/51	0/17	17.1	2/00	0/20
	Sun.	14.6	1/58	0/17	16.1	1/58	0/19	12.2	2/22	0/17	22.1	2/23	0/32	25.9	2/38	0/41
Hobbies	Week	5.3	1/02	0/04	6.7	0/55	0/04	7.9	1/22	0/07	5.5	1/40	0/05	3.4	1/46	0/03
	Sat.	5.5	1/05	0/04	7.3	1/08	0/05	6.9	1/31	0/07	5.4	1/50	0/06	4.4	2/11	0/05
	Sun.	6.4	1/19	0/05	8.4	1/20	0/07	7.2	1/34	0/07	9.7	2/28	0/14	7.7	3/08	0/14
Skills Technics	Week	2.4	1/55	0/03	6.0	3/02	0/11	1.9	2/19	0/02	4.4	1/49	0/05	3.0	2/13	0/03
	Sat.	2.2	1/56	0/02	5.2	2/58	0/10	1.4	2/13	0/02	2.7	1/46	0/03	2.3	2/13	0/02
	Sun.	1.8	1/50	0/02	4.5	2/48	0/08	0.9	2/14	0/01	2.0	1/43	0/02	1.8	2/05	0/02
Children's Play	Week	3.7	1/13	0/03	0.8	1/11	0/01	3.1	1/23	0/02	1.8	1/10	0/01	0.5	1/14	0/00
	Sat.	4.2	1/34	0/04	1.3	1/20	0/01	3.7	1/32	0/04	2.9	1/49	0/03	0.4	1/10	0/00
	Sun.	6.2	1/56	0/07	1.3	2/03	0/02	3.7	2/18	0/05	2.5	2/32	0/04	0.7	1/41	0/00

The previous <Table 5> is a breakdown of these leisure activities during this period. Most notably, the decrease in the spectator activities such as movie-going or concerts as well as adult games including card-playing are somewhat significant. The largest increases are shown in the outdoor activities such as hiking, walk, or picnic during the weekend

(+13 minutes on Saturday, +24 minutes on Sunday). This change is attributed to the recent and wide availability of automobiles that has greatly enhanced the people's mobility. And a recent boom in Korea of jogging and hiking during the weekend by the people who can not find much time during the weekdays is also believed to have contributed to this trend.

(3) Decrease in domestic work.

The amount of time spent for domestic work has also declined sharply on the weekend. The 1981 figures were 1 hour 56 minutes(weekday), 2 hours 5 minutes(Saturday) and 2 hours 22 minutes(Sunday). In 2000, these were 1 hour 35 minutes on a weekday(-21 minutes), 1 hour 39 minutes on Saturday(-26 minutes) and 1 hour 35 minutes on Sunday(-47 minutes). This decline is believed to be due to two factors. Firstly, the Korean women seem to spend less time for these chores, and secondly, the wide availability of the various home appliances such as the washing machines, vacuum cleaners and electric rice cookers seem to have contributed to the decline.

When only the women's data are analyzed, the decline is very clear. The averages of the entire domestic work, as the following <table 6> shows, have fallen by 24 minutes(weekday), 29 minutes(Saturday) and 1 hour 5 minutes(Sunday), respectively.

The percentage of the women who do any type of domestic work also shows a sharp decline. From an average of 85.7% in 1981, the figure in 2000 has fallen to 72.4%. The Saturday's figures are 89.5% in 1981 and 74.6% in 2000. On Sunday, they were 92% in 1981 and 76.6% in 2000.

This trend shows that fewer people, let alone fewer women, do their domestic work, particularly on the weekend, and for quite less time than before. In another analysis, Korean women were found to have been employed more than before, and, their social participation, in terms of

<Table 6> Changes in Women's Domestic Work

(Unit : hours/minutes)

		1981			1985			1990			1995			2000		
		Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average
Cooking	Week.	58.2	2/21	1/22	56.1	2/09	1/13	50.0	2/00	1/00	52.8	1/47	0/56	60.4	1/38	0/59
	Sat.	61.6	2/11	1/21	57.4	2/04	1/11	51.5	1/53	0/58	52.0	1/43	0/53	60.7	1/42	1/02
	Sun.	67.1	2/02	1/22	64.1	1/53	1/12	53.1	1/40	0/53	51.7	1/38	0/51	59.6	1/41	1/00
Cleaning	Week.	63.0	0/53	0/34	54.1	0/52	0/28	51.1	0/57	0/29	45.1	0/58	0/26	50.3	0/58	0/29
	Sat.	64.4	0/53	0/34	55.5	0/52	0/24	52.5	0/57	0/30	45.8	1/01	0/28	53.0	0/58	0/30
	Sun.	63.7	0/58	0/37	59.1	0/54	0/32	50.3	1/01	0/31	45.7	1/02	0/28	48.2	0/59	0/28
Laundry	Week.	38.4	0/58	0/22	36.6	1/03	0/23	29.8	1/05	0/19	27.1	0/55	0/15	27.1	0/54	0/16
	Sat.	39.3	1/02	0/25	36.1	1/07	0/24	29.2	1/05	0/19	26.5	0/59	0/16	44.9	0/56	0/19
	Sun.	46.2	1/05	0/30	40.9	1/03	0/27	32.8	1/07	0/22	28.8	1/01	0/17	30.1	0/58	0/17
Knitting /Sewing	Week.	9.6	1/02	0/08	5.3	1/07	0/04	1.9	1/38	0/02	1.2	1/46	0/01	0.5	0/41	0/00
	Sat.	9.2	1/41	0/10	5.4	1/06	0/04	2.3	1/34	0/02	1.2	1/35	0/01	0.4	0/49	0/00
	Sun.	8.8	1/44	0/09	4.8	1/27	0/04	1.5	1/24	0/01	1.0	1/36	0/01	0.2	0/48	0/00
Shopping	Week.	21.9	1/02	0/14	26.9	0/58	0/16	24.5	1/09	0/17	25.4	1/10	0/18	24.3	0/58	0/14
	Sat.	23.5	1/08	0/16	28.0	1/02	0/17	25.3	1/17	0/19	29.1	1/17	0/23	25.6	1/00	0/15
	Sun.	23.7	1/12	0/17	29.3	1/00	0/17	23.2	1/11	0/17	23.9	1/13	0/17	19.4	1/02	0/11
Child Care	Week.	11.9	1/16	0/10	5.4	1/17	0/04	4.5	1/26	0/04	8.4	1/37	0/08	25.1	2/05	0/31
	Sat.	11.9	1/18	0/10	4.9	1/25	0/04	4.2	1/14	0/03	7.6	1/43	0/08	22.6	2/01	0/26
	Sun.	9.8	1/20	0/08	4.7	1/20	0/04	3.2	1/23	0/03	5.4	1/52	0/06	17.3	1/50	0/19
Miscellaneous	Week.	35.5	1/26	0/31	43.9	1/17	0/34	25.7	1/20	0/20	28.1	1/10	0/20	30.1	1/25	0/25
	Sat.	38.1	1/28	0/34	44.4	1/23	0/38	25.9	1/23	0/22	26.3	1/15	0/20	27.8	1/25	0/23
	Sun.	41.1	1/35	0/39	46.0	1/37	0/44	27.7	1/34	0/26	23.6	1/28	0/21	21.8	1/28	0/19
Total	Week.	85.7	3/52	3/19	80.8	3/43	3/00	73.9	3/23	2/31	70.2	3/24	2/23	72.4	4/02	2/55
	Sat.	89.5	3/51	3/26	85.1	3/39	3/07	78.1	3/14	2/32	74.5	3/17	2/27	74.6	3/57	2/57
	Sun.	92.4	3/59	3/41	90.6	3/41	3/20	82.0	3/04	2/31	77.1	3/01	2/20	76.6	3/23	2/36

their numbers as well as their time, has increased drastically during the period. (Choo, et al. 1995)

IV. Changes in Mass Media Usage

As the previous analysis suggests, the most notable changes are also found in the people's mass media consumption patterns. As described earlier, during the last two decades, Korea has seen a revolutionary change in this respect. The country's diffusion and proliferation of the color TV sets as well as other media are clearly reflected in the amount of the people's media use time.

The following table is a summary of the five surveys during this period, focused on the patternal changes of media consumption behavior. The table

<Table 7> Changes in Media Usage Patterns

(Unit: hour/minutes)

		1981			1985			1990			1995			2000		
		Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average	Actor %	Actor Average	Total Average
Print Media	Week.	46.2	1/01	0/28	45.9	1/02	0/29	38.4	1/05	0/25	42.1	0/59	0/25	22.1	0/58	0/13
	Sat.	43.8	1/05	0/29	42.5	1/05	0/28	36.2	1/07	0/25	39.0	1/07	0/26	25.2	0/59	0/14
	Sun.	40.0	1/13	0/29	40.6	1/10	0/29	34.0	1/17	0/26	36.3	1/11	0/26	22.1	1/11	0/16
Radio	Week.	45.2	1/42	0/46	40.3	1/37	0/39	30.8	1/44	0/32	27.7	1/50	0/31	9.8	2/07	0/12
	Sat.	40.0	1/43	0/41	35.1	1/35	0/34	27.5	1/46	0/29	24.8	1/49	0/27	10.4	1/53	0/11
	Sun.	32.8	1/43	0/34	31.9	1/36	0/31	24.6	1/40	0/25	21.6	1/42	0/22	8.2	1/56	0/09
TV	Week.	87.4	2/04	1/49	88.1	2/03	1/48	88.7	2/19	2/03	90.0	2/38	2/23	84.6	2/50	2/24
	Sat.	89.7	2/43	2/26	89.7	2/40	2/23	90.5	3/02	2/45	93.2	3/21	3/07	86.8	3/17	2/52
	Sun.	92.2	3/32	3/15	93.2	3/24	3/10	93.0	3/56	3/40	94.2	4/17	4/02	90.7	4/09	3/46
New Media	Week.	-	-	-	-	-	-	-	-	-	-	-	-	7.4	2/11	0/09
	Sat.	-	-	-	-	-	-	-	-	-	-	-	-	6.9	2/31	0/10
	Sun.	-	-	-	-	-	-	-	-	-	-	-	-	5.7	2/41	0/08
Computer Using	Week.	-	-	-	-	-	-	-	-	-	-	-	-	11.8	1/38	0/11
	Sat.	-	-	-	-	-	-	-	-	-	-	-	-	13.8	1/45	0/14
	Sun.	-	-	-	-	-	-	-	-	-	-	-	-	13.3	1/56	0/15

shows, in terms of the people's media usage time, the decline of the

traditional media and a significant diffusion of the new media in the society.

1. Decline of Traditional Media

The most noticeable decreases are found in the usage of the traditional media like radio and the print media such as newspapers, books and magazines. The previous <Table 7> shows that the amount of time spent for the print media has declined from 28 minutes to only 14 minutes on a weekday, from 29 minutes to 14 minutes on Saturday and from 29 minutes to 16 minutes on Sunday. Radio listening has gone down similarly from 46 minutes to only 12 minutes on a weekday, from 41 minutes to 11 minutes on Saturday and from 34 minutes to a meager 9 minutes on Sunday. But TV viewing has shown the single most significant increase during this period. It has gone up from 1 hour 49 minutes to 2 hours 24 minutes on a weekday(+25 minutes), from 2 hours 26 minutes to 2 hours 52 minutes on Saturday(+26 minutes) and from 3 hours 15 minutes to 3 hours 46 minutes on Sunday(+31 minutes).

While these figures are remarkable, however, TV viewing has declined slightly from 1995 for the first time. This seems to indicate that TV viewing has peaked in 1995. And during the weekend, it seems to be replaced by some other activities such as outdoor activities and the "new media" usage including the Internet and DBS as well as PC communication. Nonetheless, TV viewing still seems to be the most popular and easy free-time activity. This "colonization" of the free-time activities by TV is believed to be due to two factors, the saturation of the TV sets and a sharp increase of the heavy viewers who spend more than 4 hours 15 minutes a day for TV viewing.

The following <Table 8> shows the trend. The percentage of the heavy viewers in 1981 was a mere 6%, but this number has gone up to 16% in 2000 on a weekday. During the weekend the figures are

24%(Saturday) and 39%(Sunday), respectively.

<Table 8> TV Viewing Patterns

(Unit : %)

	Weekday					Saturday					Sunday				
	1981	1985	1990	1995	2000	1981	1985	1990	1995	2000	1981	1985	1990	1995	2000
0 min	13	12	11	10	15	10	10	10	7	13	8	7	7	6	9
15 min~1hour	22	24	19	17	15	14	16	14	13	12	10	11	9	9	7
1 hour 15 min~ 2 hours	30	29	29	25	22	25	23	21	18	18	17	18	16	13	15
2 hours 15 min~ 3 hours	21	18	20	20	19	21	21	18	19	19	19	18	16	15	15
3 hours 15 min~ 4 hours	9	10	12	13	12	14	13	15	17	14	16	15	15	16	15
over 4 hours 15 min	6	6	9	15	16	15	16	22	26	24	30	30	37	40	39

TV viewing is still occupying the "lion's share" of the free-time activities including leisure, socializing and mass media usage. TV viewing seems to have replaced much of the people's time except the essential activities such as sleep, meals, work, domestic work and others. And the trend seems to be still unscathed.

This heavy dependence on television causes a "time famine," as Lindner put it. Television seems to deprive the people of their already insufficient free time by "colonizing" other activities(Lindner, 1970 in Robinson 1981). This "time crunch," together with some controversial contents of the medium seems to give rise to another social concern in many countries.

(1) Sharp division between weekday and Sunday.

Another significant shift during this 20-year period is a clear distinction in time use between Sunday and weekdays. As most Korean workers go to work on Saturday mornings, Sunday is the true weekend in Korea. Thus, the time-use patterns during the weekend show a

remarkably different trend from the weekdays.

People these days seem not to be able to find much free time during the weekdays due to increased work. This "time famine" seem to force people to postpone almost all other activities until Sunday, including sleep, domestic work, leisure and TV watching. This pattern is typical in advanced countries. Korea seems to be gradually moving towards that direction.

The following <Table 9> is a comparison of the adults' time-use patterns during this period. As the table shows, the Korean adults sleep much more than before on Sunday, about 52 minutes more than a weekday. The difference in 1981 was only about 30 minutes.

These differences are also noticeable in TV viewing and the various leisure activities as well. People watch television more heavily than before on Sundays, and other leisure activities such as walk, picnic or hiking are basically concentrated on Sundays. In the early 1980s when the country was not fully industrialized, people did not show such a distinction. But since 1995, this distinction is most clear.

In another analysis, when the teenage students(middle and high school students) and job-holders who can not find much free time until Saturday afternoons are analyzed, this stark difference between Sundays and the weekdays was clearly revealed. However, most of the people's free time seems to be spent for TV watching which is most readily available and involves no costs. TV seems to have displaced many other more productive and creative activities during this turbulent period.

2. The Rise of New Media

As described in the previous chapter, the 2000 survey included the "new media" usage for the first time. As shown in <Table 7>, the amount of time people spent on these new media such as the Internet,

<Table 9> Average Time for Adults' Activities

(Unit : hours/minutes)

	Weekday					Saturday					Sunday				
	1981	1985	1990	1995	2000	1981	1985	1990	1995	2000	1981	1985	1990	1995	2000
sleep	7/36	7/32	7/53	7/38	7/37	7/32	7/31	7/56	7/51	7/39	8/08	8/11	8/44	8/44	8/29
meal	1/40	1/40	1/47	1/38	1/50	1/42	1/43	1/49	1/43	1/48	1/46	1/47	1/52	1/43	1/52
personal care	1/05	1/08	1/02	1/04	0/51	1/07	1/10	1/02	4/37	0/54	1/06	1/09	1/04	1/04	1/01
work	4/46	4/20	5/06	5/38	5/27	4/14	3/47	4/20	1/49	4/41	2/45	2/17	2/20	2/20	2/03
domestic work	2/43	2/22	2/00	1/44	1/55	2/45	2/23	1/59	1/10	1/59	2/44	2/25	1/57	1/47	1/51
moving	1/11	1/28	1/08	1/08	1/13	1/13	1/34	1/14	1/10	1/20	1/11	1/28	1/10	1/05	1/17
socializing	1/04	0/58	1/02	0/58	0/51	1/16	1/08	1/22	1/09	1/09	1/34	1/28	1/50	1/34	1/34
R & R	0/50	1/16	0/48	0/48	0/40	0/52	1/14	0/49	0/44	0/37	0/52	1/08	0/49	0/43	0/37
leisure	0/32	0/38	0/29	0/43	0/45	0/37	0/47	0/37	0/55	1/00	0/52	0/55	0/49	1/21	1/33
print media	0/33	0/35	0/29	0/28	0/14	0/31	0/32	0/27	0/27	0/14	0/29	0/31	0/27	0/24	0/14
radio	0/56	0/46	0/36	0/34	0/13	0/48	0/38	0/31	0/28	0/12	0/35	0/31	0/22	0/20	0/08
television	2/01	2/00	2/10	2/34	2/38	2/27	2/25	2/38	3/04	2/56	3/06	3/04	3/23	3/49	3/48
new media broadcasting	-	-	-	-	0/10	-	-	-	-	0/11	-	-	-	-	0/10
PC Communication	-	-	-	-	0/00	-	-	-	-	0/01	-	-	-	-	0/01
internet	-	-	-	-	0/07	-	-	-	-	0/07	-	-	-	-	0/08
time at home	15/49	15/04	14/44	14/07	14/09	16/06	15/21	15/11	14/45	14/26	17/12	16/52	16/53	16/38	16/13

personal computers and DBS seems to be on a sharp rise. As expected, the Korean people spent, on an average, 9 minutes for "new media broadcasting" on a weekday, while they spent 10 minutes(Saturday) and 8 minutes(Sunday) for the same activity. The amounts of time people spent using the Internet and personal computers are revealed to be 11 minutes(weekday), 14 minutes(Saturday) and 15 minutes(Sunday), respectively. Combined together, a Korean person, on an average, is found to spend approximately 20 minutes(weekday), 24 minutes(Saturday) and 23 minutes (Sunday) of time for using these new media.

The figures show a phenomenal rise of these media in a short time

period. This rise of the "new media" seems to have been at the cost of the old media, especially radio and newspapers.

As shown earlier, the print media and radio have shown the sharpest decline from 1995. The amount of the decreased time for these media seems to have been replaced by either the time for leisure or the new media. Television, which occupies the lion's share of the media usage and leisure time, seems to have reached its peak and culminated in 1995, showing a small but significant decrease in 2000 for the first time. The speed with which these new media are diffused and the popularity of these media among the young generation seem to have been reflected in the survey.

This trend also seems to suggest that the struggle among the media for the people's attention will become ever more fierce in the turbulent years ahead. For the old media, a struggle to survive in a global no-holds-barred competition seems to have already begun not to be replaced by these new types of communication media. The strategy adopted by these media to go on-line is a current mode for the old media, and whether they will survive, in the long run, seems to depend on how successfully these media can functionally reorganize themselves. The time-budget study, in this sense, will give more concrete picture in the next survey in 2005.

V. Summary and Conclusion

This paper has briefly summarized the time-use survey in Korea in 2000, and has analyzed the change patterns of mass media usage in the last two decades utilizing the five survey data. During the period of 1981 to 2000, Korea has undergone a tremendous social change in virtually all aspects of life in general. The country has seen a gradual

demise of the agricultural economy, and the traditional society is all but disappeared.

Various social systems and traditional values have also changed into new ones, including the nuclear families. These changes are, to a great extent, reflected in the people's time-use patterns. The most remarkable change in the people's time-use patterns is revealed as that of mass media usage, especially television viewing. Television has evolved during this time period as the most dominant medium in the field. TV viewing comprises the major part of the people's free-time activities and seems to cause "time-famine," dominating all other leisure activities. During the last two decades of the 20th century, the Korean people have shown the following trends.

- Increased work
- Increased leisure activities
- Increased TV watching
- Decreased domestic work
- The rise of new media
- Clear distinction between Sundays and weekdays.

The current pattern of time use and mass media consumption in Korea is strikingly similar to that of many advanced countries. During the weekdays when they have to work, many people experience a "time famine" which forces them to postpone many free-time activities until the weekend. But they seem to be not able to enjoy the more productive and creative activities on the weekend either because television still "colonizes" the weekend activities. This, in turn, by displacing other activities such as reading or hobbies, poses a serious problem, especially for the young generations.

Time-use studies seem to clearly reveal these social changes. However, during the last five years, a significant change seems to have

taken place in the media usage patterns. For the first time in the past twenty years, television watching seems to be declining. The amount of the decreased time for TV watching during the 1995-2000 is small, but it seems to indicate a rapid diffusion of the "new media" including the Internet. Television seems to have culminated in 1995, replacing other media such as radio and newspaper, at least in their time usage. It has been the single most popular medium for which people spent most of their free time.

However, in 2000, television watching showed a small but significant decrease for the first time and the new media such as the Internet are revealed to have risen as a new competitor to television. The change in the coming years will be of great interest and import for the media watchers.

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