

Communication analysis and strategy for nuclear from a university student's point of view

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1. Introduction

Public awareness survey on nuclear in 2015[1], 94.4% of the nuclear information access was done through advertising and news media. TV, internet, and radio was the main source for advertising media. The media coverage was achieved through the selection of newspapers, magazines, transport media, outdoor media, and etc. For public relations by using these media- press releases, press conferences, contribution, inviting journalists, self-produced promotional materials, distribution of materials, holding events- were conducted. A use of the internet takes up a minimal piece on public relations of nuclear energy. The internet media used were the, blogs, mobile, SNS, and etc. In this paper, analysis on current trend in advertisements and suggestions towards building a good relationship with the public will be introduced.

2. Real Time Analysis

2.1. Internet usage on "Atomic Energy" as a keyword

In order to research on the frequency of the use of atomic energy on the internet, it was searched with a keyword ATOMIC ENERGY. The result is presented in the table 1[2].

Table 1 Result with a key word ATOMIC ENERGY

Language	All Languages	Korean
Strength	51%	97%
Sentiment	2:1	1:1
Passion	3%	3%
Unique authors	97	103
Retweets	54	55

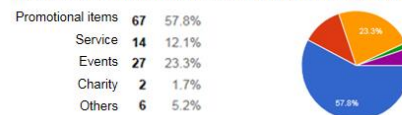
A big difference in the results exists, between all languages and just Korean itself. *Strength* refers to how often the word ATOMIC ENERGY is mentioned for the last 24 hours. In other words, the public generally have interest in this subject. *Sentiment* shows the proportion of positive and negative opinions. The result was 1: 1, it can be seen that people who have interests on nuclear energy had positive/negative opinions, both almost equal in number, in case of Korea. Therefore, in case of

Korea, a few people control the articles on nuclear energy. Generally speaking, in order to compensate for negative opinions, usually triplet amount of the positive opinions are required. However, the ratio was 1:1, which means that negative messages may seem louder. It can be concluded that a PR strategy is needed, in order to spread news based on facts on nuclear energy. The dominating ideas that are exclusively from an opinion publique should be balanced. *Passion* accounts for the number of people who wrote an article about the subject. The Passion would be higher when there are just a few people who wrote about nuclear energy. In case of nuclear power, it can be confirmed that a small number of people writes a related article.

2.2. Survey analysis

A questionnaire was conducted in order to analyze public opinions and trends. 117 university students and the general public answered the survey, which done by google docs (online) on June 2013. From the first and second questions, how a person becomes aware of an advertisement used was found. From third and fourth questions, how a person formulates his attitude towards the advertisement was studied. Learning process was found in question five, and the rest of the questions links to the sub-consciousness[3].

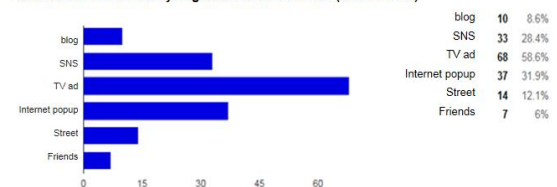
What is the content of the most recently and carefully watched ad?



1.

First, most domestic ads are for item promotion (58%), which have conventional purposes. Public affair ads take up very small part.

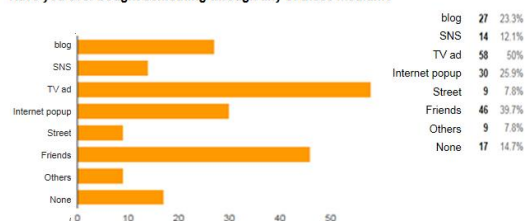
What is the medium that you get most access to ad? (multi choice)



2.

Second, 48% (69%/145%) of the advertising is done online, in a combined form of blog, SNS and internet pop-up, showing the rapid growth of recent trend. However, the proportion of TV advertising in traditional media is still very high at 40%. (58.6%/145%) It should be noted that there is a growing importance on an online form of advertisement even on the field of nuclear energy.

Have you ever bought something through any of these medium?



3.

Third, the traditional means of advertising, TV advertising (26%) was dominating, followed by Friends (22%). This highlights the fact that reliability is important for ads. Thus in a field of advertising, arises the need for long-term brand management as well as importance in PR.

Did you purchase the same item again?

Yes, and I keep using it	57	49.6%
Yes, but I don't use it now	19	16.5%
No, but I have the potentials to buy it	19	16.5%
No, and I am not planning to buy any	20	17.4%



4.

Fourth, it can be seen that the a person favors goods that are familiar to him. Therefore, a company needs to increase brand equity by behaving in similar manner throughout its management.

What method do you prefer for an ad?

Use of celebrity	42	36.5%
Use of general public	12	10.4%
Use objects	23	20%
Others (Illustrations, narrations, ect)	38	33%



5.

Fifth, while using attractive models is preferred (37%) and it improves the people's attitude toward advertising, and, have a positive impact brand attitude after all, using illustrations, narrations, etc. (33%) is a path towards establishing a long-term brand image. In other words, in the past, the main purpose of advertising was to deliver information. Yet, the recent trend reflects the growing importance of short/long-term brand management.

Which method do you think is the mostly frequently used for an ad?

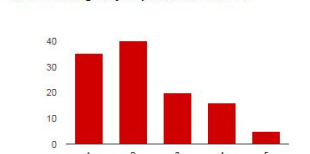
Use of jingle that reminds of the brand	66	56.9%
Use of objects that reminds of the brand	29	25%
Use of slogans that reminds of the brand	56	48.3%



6.

Sixth, using a song as a means of advertising (44%) shows the importance of sonic branding. By repeatedly reminding a melody, there is an indirect increase in advertising effects. It reflects the falls in the importance of direct advertising and highlights the importance of indirect advertising through autonomic reflex.

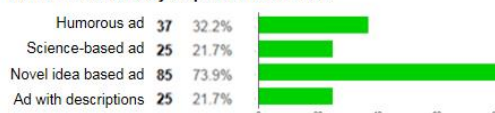
Which feeling do you prefer for a brand?



7.

Seventh, modern people tended to prefer the familiarity and warmth of a brand image.

Which method do you prefer for an ad?



8.

Eighth, humor or a novel idea can appeal emotionally, whereas science-based or descriptive ads touch rational part. Emotional appeal is a dominating factor in ads, especially in a global world that it connects people despite ethnic, language and culture differences.

2.3. Cultural background analysis

Existing public relations on nuclear energy were mostly done through TV or news media. However, it is a one-way communicating method, which does not allow the public and the source of information to communicate. Therefore, another media need to be suggested that solve this problem, as well as considering the cultural background of a country.

'Gangnamstyle' or 'any pang' were the hot potatoes that hit Korea. One point these two shares are SNS. Internet promoted the spread of this issue. Currently, the internet is commonly used that it is faster and easier to get access to information, and advertisement trend is also along with SNS with the same reason. For example, the number of published books on SNS communication is growing. For example, when it was searched for 'advertisement' books at Ewha Womans University, about 25% of the book account for SNS related materials in 2014.

Not only this, the public attitude is shifting towards more active side, owing to the digital age. Apart from just being 'injected' of advertisements, people are now seeking ways to communicate one another, and experience in real life. The internet allows people to talk, and exchange ideas beyond the time and locational differences.

Another point to consider is the government policy. President Park has emphasized to create employment through cooperation between major and small companies, and use imagination, creativity and scientific approach as a means of growth engine. Not only that, statues of a woman is elevating. So new industries that focus on women are being nurtured now. Women are seen as an economically powerful human being, and this is another subject to consider.

A fundamental desire for safety and health is the last, but not the least thing to reflect. People are becoming more aware of safety and health. A PR strategy that reinforces these points shall be further developed.

3. Advertising tactics for nuclear from a university student's point of view

3.1. Smartphone applications

A mobile application for nuclear information that combines all existing nuclear-related materials is needed. A menu of the application should include nuclear information such as *requesting tour*, *QnA*, *public surveillance*, *radioactive level finder*, and *quiz*. *Requesting tour* should allow a person to easily apply for a tour to a nuclear power plant, by writing down his name, phone number, email, visiting location and date. *QnA* is a section that people could ask questions. A buzz is delivered through a mobile, once an answer has been posted. Also, frequently asked questions and answers that were given should be open to the public, in order to avoid overlap of questions. *Public surveillance* allows the public to watch the CCTV of the operating location. By this way, people could become more relieved with nuclear safety issues, regardless of the location and time. *Radioactive level finder* gives information on the radioactive level near a person by using the GPS system on his mobile. Also, additional information on micro dust is given, so that the public could compare the effects on nuclear power and other factors on a person's health. *Quiz* could correct a misconception a person has on nuclear energy. Also, some lectures are provided, and an online certificate is delivered to people who completed the whole lectures.

Additional materials could be distributed via mobile application, such as videos or animations. Several situations are set, and in accordance to a person's choice, the story moves on within his selection. For example, there could be a situation where 'will you use a nuclear energy today?' is given, and a choice 1. Yes, 2. No is provided. The video progresses upon a person's answer. Similar to an existing application, 'cash slide', this application provides some information on nuclear-related issue on locked screen. Once a person removes a lock, 3won is saved in his account. He could transfer money to his real account once the amount reaches 10,000won.

Holding an event is another item. Among people who have used the nuclear information application for more than 40 minutes and got access to more than three menus, a character pops up on the screen and says 'Do you have any wishes?' Upon clicking the character, a person could write down a wish he had. At this time, he does not need to note his name, number or address, since the system already have the information when he was logged in. The chances of reaching the wish are 50%. Even though the wish may cost a lot of money, it could be a good means of viral marketing. As the news spreads to the public, the participation would sky-rocket, since the number of people who are willing to be involved in the event would increase.

3.2. Use of celebrities and SNS

Select a celebrity with pure image and honest reputation. Before releasing news that he was selected as an honorary ambassador, he posts an article on his SNS to induce the public's curiosity. The short posts

include messages like, 'what a shooting!', 'I got a chance to work with a person in general', 'the reason why I cannot leave Korea'. After several weeks, official news is released that he was selected as an ambassador for nuclear, and that he will be filming a making film with a few person in general. By making film, the public could participate in the process.

Afterwards, a 'nuclear song' contest is held. A melody is provided, so a person who is willing to participate has to come up with lyrics. Participants could rearrange the composition. He should post the piece on his SNS and official webpage of the host. The winner is prized with a chance to shoot a music video of the song he made, with a celebrity.

Official SNS page is another great importance. Facebook, instagram, and twitter are major platforms that ideas and news could be delivered in two-way system. People who visited a nuclear power plant and posted a picture is given an entry to an event. This event has significance in allowing citizens to observe the security with his own eye. He needs to post the picture on his SNS. A prize is given to a randomly selected person, once in several days. The prize may start with a small gift, such as a donut set. However, in the end the prize grows into a flash mob.

3.3. Advertising project with university students

Contact a professor of communication department, and request a project. University students are challenged with a project in the professor's lecture. They will learn, be concerned, and search for ways to promote nuclear energy. An award and prize goes to a willing team.

3.4. Vending machines in elementary school

Set a vending machine with a juice in an elementary school. 10 quizzes are planted. Each time a child gets the answer right, 50mL juice is filled. For a person with a perfect score, a certificate is handed, identifying his as an 'expert level'. The duration for implementing the machine is a week. After a week, the vending machine will be moved to another elementary school.

4. Conclusion

A popular trend and the trend-based advertisement was briefly analyzed to derive some nuclear advertising ideas. Strategy sought some concrete measures for mobile applications for nuclear information, celebrity ambassadors and use of SNS, college education and vending machines. Suggested tactics are a part of author's ideas. In the future, the study on creative ideas and a systematic strategy will be required for further development in nuclear communication field.

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[2] Social Mention. (n.d.). Retrieved August 20, 2015, from
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[3]

[https://docs.google.com/forms/d/1vRfr_qW5wFc14RsIxd8F0
HOIRqeZE2mC4_X5IZDwu9o/viewform](https://docs.google.com/forms/d/1vRfr_qW5wFc14RsIxd8F0HOIRqeZE2mC4_X5IZDwu9o/viewform)