

Nuclear Safety Information Portal Service Utilization Study and Program Implementation

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1. Introduction

In order to provide information disclosures catering to citizens and relieve curiosity about related information, the Nuclear Safety Information Center (hereafter the Center) needs to engage in bilateral communication about this information. This will help ensure the Center can carry out its role as a systematic and comprehensive nuclear safety information hub. Accordingly, measures to increase service utilization and raise public awareness about the disclosure of nuclear safety information needs to be developed. This should be accomplished by promoting the role and functions of the public information portal, which discloses nuclear safety information in a transparent and proactive manner, and by improving public use of the information portal service.

2. Methods and Results

In this study, the current status of domestic and international nuclear safety information disclosure and usage were investigated and analyzed to establish solutions for the operation of a public participation disclosure center, and the utilization of the information portal service by the people. For this, a solution to enhance the trust and awareness of the public about the disclosure of nuclear safety information was developed, along with related executable programs and applications. Moreover, online channels with high information accessibility were actively employed to stimulate usage of the portal. These included an online community targeting housewives who had high interest in safety related issues, portal promotional poster distribution throughout nuclear power plant regions and Seoul, copy competitions where anyone can participate, video advertisements on online channels dealing with current affairs, and booth experience events targeting teenagers. These efforts were used and carried out to provide differentiated information based on the needs of different groups, including the general public and residents living in nuclear power plant regions. Also online and offline programs were conducted to expand participation opportunities

2.1 Online Community Events for the Spread of Online and SNS Awareness of the Nuclear Safety Information Portal

Events such as the sharing of posts introducing the portal, and posts about visiting the portal, were held targeting housewives who were highly interested in safety related issues. This was done to increase awareness of the nuclear safety information portal and enhance the access inflow to the portal.

o Channel : Online community "Lemon Terrace" (cafe.naver.com/remonterrace)

o Participation method : Sharing and posting of the event posting and portal visit on SNS

o Outcome : Total of 258 online comments, total of 119 participants

o Evaluation

- Enhancement of portal inflow and awareness through the events through an online community with high membership rates of school parents highly interested in safety issues

- Top listing exposure of the postings in portal search results



2.2 Live-ing Tune Video Advertisement for the Spread of Online and SNS Awareness of the Nuclear Safety Information Portal

A video called “Live-ing Tune” introducing the functions and role of the nuclear safety information portal was distributed as mobile video advertisements to improve public awareness of the portal and induce visitor inflow.

- o Channel : mgoon, Pandora.tv, pullbbang, EveryONtv, oksusu, jtbc TV, jtbc news

- o Promotion outcome : Total exposure of 862,316 times, total of 465,459 views, total of 56,010 clicks

- o Promotion evaluation : 3 fold portal visit inflow increase compared to the same period in the previous year (11/15~12/15)

- Induced high portal visit numbers with high influx of visits by users in their 30s and 40s who are interested in safety issues using advertisements in those channels



2.3 Nuclear Safety Information Portal Promotional Poster Production and Distribution

Eye-catching promotional posters for the portal were produced and distributed in offices of major cities and counties in regions near nuclear power plants in order to increase portal awareness and strengthen direct visitor inflow.

- o Distribution regions : Total 184 locations

- Regions nearby nuclear power plants (Jeolla-do Province, Busan, Gyeongsangbuk-do Province, Gyeongju, Ulju): 73 locations

- o Evaluation

- Distributed at near nuclear reactor regions and specialized promotion target populations to strengthen flow rates



2.4 One Sentence Introduction Nuclear Safety Information Portal Copy Competition

An advertising copy competition to clearly express the functions of the portal was held to promote the understanding of the role and functionality of the portal through direct visits by the public.

- o Competition subject : One sentence copy that clearly expresses the role and functions of the Center

- o Competition outcome : Total 1,485 submissions (637 people entered)

- o Competition results

Title	Rank
Nuclear information directly, nuclear information for all correctly	Grand Prize
An open window for nuclear information and open communication for the people	Excellence Prize
Prompt nuclear safety information, information for the dear public	Excellence Prize

- o Evaluation

- High participation rates were observed through the “one sentence copy” competition which allowed easy participation by the public

2.5 Nuclear Safety Information Portal User Satisfaction Survey

A satisfaction survey was conducted for the general user (the public) of the portal so that the results and opinions collected from the survey can be reflected in the future management of the portal and improve the functionality and usability of the service.

- o Survey target : the general public (100 people) who visited the portal and a monitoring group (15 people)
- o Survey content
 - Overall convenience and satisfaction with the nuclear safety information portal
 - Satisfaction regarding the changes made in 2017
 - Other opinions and suggestions
- o Survey results
 - 37% of respondents learned about the portal through online channels including SNS and online cafes while 34% of respondents learned through the news and media.
 - The highest response among the methods to improve portal utilization was strengthening promotions in SNS (53%).
 - Portal visit frequencies in decreasing order were more than once a year (49%) > more than once a month (32%) > more than once a week (17%).
 - The most frequently used content of the portal in decreasing order were nuclear power plant accidents and malfunctions (31%) > real time environmental radiation (30%) > public interest data (23%) > current state/statistical data (14%).
 - The portal usage satisfaction was an average 90.9 points (100 points being very satisfactory). Satisfaction with specific categories in decreasing order were reaction times (96.8 points) > information transparency (92.1 points) > information updates (89.9 points) > overall mobile satisfaction level/access to information (89.6 points). In particular, the changes made in 2017 to increase mobile accessibility through the development of a smartphone application were evaluated positively.

delivery channels based on the interests of the target audience, including housewives, teenagers, residents of nuclear power plant regions, and the general public, resulting in improved portal awareness and visitor inflow.

3. Conclusions

Strategic promotional programs were carried out which concentrated on online activities appropriate to the media usage trends of the general public, resulting in a 3 fold increase in portal traffic compared to 2016.



Programs utilizing various channels increased awareness of the portal and strengthened visitor inflow. By creating a viral effect through the online community using targeted events and competitions, content introducing the nuclear safety information portal achieved top listing exposure in portal searches. Also, a program was conducted through various information