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# Innovation vs. normalization: Politicians' Twitter use at the early majority stage of its diffusion in the Korean assembly

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Pages 577-589 | Received 12 Dec 2017, Accepted 05 May 2020, Published online: 14 Jul 2020

 Cite this article  <https://doi.org/10.1080/03623319.2020.1782634>

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ABSTRACT

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communication in terms of political leverage. Twitter in Korean politics can be seen as both innovation and normalization rather than clearly one or the other.

KEYWORDS: [Normalization](#) [Innovation](#) [New media](#) [Twitter](#) [Political communication](#) [South Korea](#)

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