



The Social Science Journal >

Volume 60, 2023 - [Issue 3](#)

370 | 4
Views | CrossRef citations to date | Altmetric

Articles

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

Cheonsoo Kim & Soobum Lee

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>

Check for updates

Sample our
Economics, Finance,
Business & Industry Journals
**>> Sign in here to start your access
to the latest two volumes for 14 days**

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

ABSTRACT

This study seeks to answer to the question of whether new media innovate/replicate the existing pattern of political communication by looking into Korean politicians' Twitter, relying on data collected at the early majority stage of its diffusion in the Korean Assembly. This study reveals politicians who represented an educated district and were prominent in traditional media were more likely to adopt Twitter. Opposition party members and representatives of a high-income constituency had more followers, as well as utilized Twitter more actively. While those who were experienced and prominent in legacy news media had more followers, those who represented an educated district had fewer followers. These findings suggest that, at the early majority stage of its diffusion among Korean politicians, while Twitter enhanced politicians' chances to contact with voters, it reproduced the existing pattern of political

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

Related research 

People also read

Recommended articles

Cited by

4

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG