

Correlation Analysis and Social Responsibility of Internet Portal Policies and Comment

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Abstract: Unlike major overseas portals such as Google, South Korea's major portals such as Naver and Daum have been arranging news contents in an In-Link method. As a result, users have been manipulating comments with multiple IDs and macros (mechanical ways). Therefore, it can be seen that there is a correlation between the policy of the portal and the comment by the user. In order for internet portals to fulfill their social and legal responsibilities, countermeasures at the national level and organizational measures within the portal should be prepared. We analyze the internet comment manipulation case and analyze the correlation between the portal policy such as sorting method and the manipulation by the user.

Key words: Comment manipulation, portal responsibility, portal policy, malicious comment, correlation, comments

INTRODUCTION

In the 18th presidential election, the manipulation of comments by the National Intelligence Service and Cyber Command is under trial by investigation. In April 2018, The 'Druking' commentary is becoming a social issue. If the internet is a sea of information, comments are information products produced from the sea of information.

Knowledge information is now linked to ICT (Information and Communications Technologies) technologies such as mobile (smart phone), IoT (Internet of Things), AI (Artificial Intelligence) and self-driving car of the 4th Industrial Revolution. It is developing as a cyber space without borders. In addition as the fourth industrial revolution is developed along with knowledge information, these internet commentary are creating social issues by circulating information rapidly through the developed SNS. Cyber activity connects with national cyber infrastructure and human real life. Therefore, SNS (Social Network Service) activities that are communicated through the internet have evolved into channels of communication and public opinion that can communicate with other people and organizations without face to face. Recently, comments on the internet have been developed through SNS on smartphones and PCs. These internet comments are making social issues by circulating information rapidly through SNS. Internet comment, one of the SNS is not only a normal communication of public

opinion but also a side effect of public opinion manipulation. These public opinion comments are listed as follows. *2.13 Chinese Netizen Naver comment occupation, *2011 Top 100 Egluos Awards incident, *240 bus incident, *a case of exposition of sex scandals by cultural people in 2016, etc.

In this study, we analyze the internet comment manipulation case and analyze the correlation between the number of comments of the internet portal, the result of the issue, the sorting method in the portal and the manipulation by the user. We want this study to be used as a basic data for the development of cyber-policy and cyber-media in Korea, the world's number one broadband internet user.

Literature review

Internet and comments: The internet is a computer network that connects to a computer and sends information using a communication protocol called TCP/IP (Transmission Control Protocol/Internet Protocol) (Internet, Wikipedia).

Internet comment is a new word generated in the process of Korean language of internet terminology. Among the various terms, comment is unified as 'reply to the text' is used to mean (Comment, Wikipedia).

A study on the appropriateness of comments and the abnormal behavior of comments: First, according to the article 'SNS comment conformity determination using

SVM', we propose a system that can automatically judge the suitability of comments registered in social network service posts. The SVM (Support Vector Machine) was used to study the postings and comments collected by various sites and types. It was not only the content qualities that can measure the similarity of contents but also the classification qualities by using emotional qualities and surface qualities. Accuracy can be improved (Kim, 2015). According to the method of analyzing abnormal behavior based on the internet comment based on the similarity of the cosine in order to numerically examine whether the phenomenon related to manipulation of the cyber public opinion exists on the web sites such as the internet bulletin board, the elements of the comment are analyzed, respectively. First, the similarity of comments was correlated with the rankings of postings by comment rankings and 14.1 and 2.6% of the two web sites analyzed were composed of similar comments. Secondly, it is possible to identify users who are suspected to be in the same group but who are mistaken for several people, as a technique that is commonly used in manipulating cyber public opinion (Kim and Lee, 2014). According to 'Internet Malicious Comment Detection Technique', the sentiment of the comment was analyzed by constructing the emotional dictionary specialized on the internet comment. The SVM (Support Vector Machine) was used to derive one equation for detecting malicious comments (Hong, 2015).

A study on problems and the actual conditions of comments: According to the research results of the article 'The actual condition of bad comments on Naver articles', Naver commented most of the comments on malicious comments with a lot of comments. If you look at the victim, there are few things written for posters and commentators and many bad comments have been written on the objects mentioned in the posted article and the third object. The recommended way of expressing malicious comments is that most of the recommended malicious comments are written in half-terms (An, 2015). According to the 'present status and problems of malicious comments on the internet', malicious comments the government intends to control have the attribute of criticizing or criticizing the government. The comments aimed at entertainers, etc. have no political character but they are subject to intense criticism by the public because of the extreme consequences of suicide. There is something in common that they attack someone and infringe on their interests. However, there is a

difference in that the government is able to defend effectively but entertainers do not (Kim and Jung, 2009).

A study on the responsibility of internet: The introduction of a real name system as a prescription is not the only alternative to overcome the problem of internet media due to anonymity (Lee and Kim, 2006). If the user is honestly typing his name and resident registration number in a request to confirm his name, it is not difficult to know enough information (IP and Email address, etc.) to track him even if his name is not verified (Kim, 2011). It is pointed out that the standard and scope of liability of portal is not clear about the defamatory contents that can be accessed through the services provided by the internet portal in Korean law and case law. It is necessary to strengthen the social responsibility of the internet portal which is the gateway to the internet (Kim *et al.*, 2008).

MATERIALS AND METHODS

Analysis of internet comments

Internal factors analysis of internet comments: Naver, the number one portal in Korea and IN-LINK are the sort of articles. First, if you select an article from Naver, go to Naver News Service, subscribe to the article and post a comment, Naver ID should be used. Naver categorizes news with lots of comments. Therefore, most comment manipulations occur according to how the portal is sorted.

External factor analysis (user analysis): During the presidential election, members of the National Intelligence Service psychology fleet were found to have intervened in the presidential election by posting a post on the internet under the direction of the National Intelligence Service. Internet cafe operator Dongwon Kim (pseudonym: Drooking) is being prosecuted for manipulating various opinions on the internet.

Analysis of overseas factors: Foreign major search sites are mainly focused on search function. As shown in Fig. 1, you access Google that uses more than 90% of the world only search box appears. The order of news array is automatically edited into 10 items such as news bulletin and credibility of the press. China's Baidu or Russia's No. 1 search portal, Portal Andex will only open a search box when you access it. Both Baidu and Andex are Out-link method like Google.



Fig. 1: How to arrange news (Google, Naver, Daum screenshot capture) Google start page =>; Google News page; Naver News page; Daum News page

Table 1: Naver's comment policy change

| Division | Naver's comment policy change |
|----------------------|--|
| 2004.04 | Comment function introduced in news service (last comment order) |
| 2007 | Subdivided into empathy and non-empathy (Recommend comment) |
| 2012 | Break down into the most recent and most replies(last comment order) |
| 2013 | Add favorable rank |
| 2017.06 | Request to collapse comment |
| 2018 (preordination) | Remove real-time search (Active adoption of out-link method) |

Table 2: Comment management policy

| Division | Comment management policy |
|-----------------|---|
| Domestic | |
| Naver | Arrange news in high order to empathize(In-link method), limited to 20 comments with 1 ID |
| Kakao (Daum) | Comments array in many order (In-link method), limited to 30 comments with 1 ID |
| Overseas | |
| Google | Expose article title only on Google News page |
| Baidu | Link to article homepage when you click article. Get rid of space for comments |
| MSN | No comment space |
| QQ | Comment on what people commented on before |

RESULTS AND DISCUSSION

Internet comment manipulation and social responsibility due to portal policy

Change of representative Naver's policies: As shown in Table 1, Naver has made efforts to prevent external factors, manipulation by the user by changing the news comment policy but it has created an environment that causes new manipulations without a fundamental prescription.

Manipulation by external factors (user) and legal liability: The director of the National Intelligence Service was accused of violating the public election law.

The so-called 'Druking' case uses a trick called Macro and it seems that the opinions of those who do not actually exist are falsified as if they exist and as a result, the research of Naver is hindered. It is punished under Article 314 (2) of the criminal code and is currently under investigation.

Legal liability of a portal that has left a malicious comment: In January 1999 when a slander was posted on the bulletin board of HiTel, the plaintiff who is a member of the penal request to delete the eagle but HiTel did not delete it but only warned the publisher by e-mail. The plaintiff prevailed in the suit against the plaintiffs against HiTel. This ruling is the first judgment in Korea that acknowledges liability for defamation of an online service provider. There have been many cases but it is common in our case to accept liability for portals in general terms, rather than allowing full exemption from them.

Social responsibility of internet portals: Naver's founder insisted that Naver is not a press in last year's audit. However, News editing rights is actually more influential than the media. In fact, the portal which plays a role as a

press has not established its identity and philosophy. In conclusion, portals have great responsibility for neglecting manipulation and defamation.

Comparison of policies of major domestic and foreign portals: As shown in Table 2, unlike major overseas portals such as Google, South Korea domestic major portals such as Naver and Daum have been arranging news content in an In-Link method. As a result, users have been manipulating comments with multiple IDs and macros (mechanical ways).

CONCLUSION

Major portals such as Naver and Daum have encouraged more people to stay in the comment space while expressing freedom of expression. Even if the violation of the moral rights caused by the malicious comment was made common, it was neglected. The portal's internal factors are manipulated by the user and the intrinsic and extrinsic factors are sufficiently correlated with the portal's policies (sorting). In order to fulfill social legal responsibilities of internet portals, countermeasures at the national level and organizational measures within the portal should be prepared. Korea Communications Commission and the Ministry of Science and Technology and Information need to specify the role of the internet portal. In addition, there is a need for legal and institutional restraints to impose administrative and technical duties to prevent comment manipulation as well as to thoroughly check and improve domestic comment manipulation.

In addition, it is necessary to change the portal policy and the status and role of the portal should be re-established.

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