

Knowledge Gap Theory

Prof. Kim, Sung Tae

History...

- was first proposed by Tichenor, Donohue and Olien in the 70s.
- Increase of TV impacts on people and society
- Anti-Utopian(Distopian) Perspective

Assumptions...

- They believe that the increase of information in society is not evenly acquired by every member of society
- people with higher socioeconomic status tend to have better ability to acquire information



Assumptions...

Lower socio-economic status (SES) people, have little or no knowledge about public affairs issues, are disconnected from news events and important new media, and usually aren't concerned about their lack of knowledge.

Language Divide

Dominance of English

Prof. Kim, Sung Tae





★ English language is most used in the world as mother tongue?

First Language	430 M
Second Language	350 M
Fluent	100 M
Not Fluent, but Speak	1 B





- ✓ Countries 📌 More than 200
- ✓ Official 📌 70 countries
- ✓ Educating English 📌 100 countries
- ✓





2. English in the Internet

- ✓ Internet Information 80%
- ✓ English Web Sites 78%
- ✓ Japanese 7%
- ✓ German 5%



YAHOO! SEARCH

newspaper

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신문

검색

내가 찾은 검색어

니만의 검색결과, 야후!

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상품

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Language Divide
and Knowledge
Gap
in Cyberspace



English Website Pages Outnumber Korean, 100 to 1

- Korean (yahoo.co.kr, lycos.co.kr) English (yahoo.com, lycos.com)
- *Search terms:* genome, animal cloning, El Nino, IMT-2000, Y2K, Deng Xiaoping
- **Genome**

3,666
Korean

426,806
English



Year	2000	2004	2007
Search Term			
Genome	1: 53	1: 18	1:781
Animal Cloning	1: 16	1: 34	1: 12
El Nino	1: 7	1: 2	1: 16
IMT-2000	1: 1.4	1: 30	1: 1.5
Y2K	1: 37	1: 18	
Deng Xiaoping	1: 10	1:139	1: 15