

## Korean Case Study on Promoting the Provision of Consumer-Related Public Data

Kwang seok Ji, Korea Consumer Agency<sup>1</sup>

### Abstract

Interest is growing in the concept of *public data* that is produced and managed by government entities. Among the public data that are held and managed by the Korean government, significant information is related to consumers or to consumer safety. However, awareness about public data is yet low, and the utilization and sharing of these data is not sufficient. Based on this problem, this study aimed to identify the state of consumer-related public data and to look for policy implications.

After categorizing consumer-related public data and establishing the standard of analysis, case analysis was performed on 14 government departments, their 20 jurisdictions, and 26 web sites. The results revealed that the government holds many and diverse types of consumer-related public data for diverse reasons, but the data are not easy to locate via department web sites and lack in consumer accessibility and convenience.

To address these problems, the following actions are recommended. The government should: (a) increase its awareness of consumer-related public data; (b) make consumer-related public data available in different ways, according to the type of data; (c) increase the convenience of data access and utilization, and (d) increase consumer-related public data distribution, in close relation with government policy.

---

<sup>1</sup> Head Researcher, Department of Consumer Policy Research, 246, Yangjaedaero, Seocho-gu, Seoul, 137-700, Korea. Phone: 82-2-3460-3198. Email: imfine@kca.go.kr.