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Micro-politics of Wifeloggers in Korea: In-between Consumers and Cultural Producers

Through the Internet, people can be both receivers and producers by participating in the creating, modifying, remaking, mixing, and circulating of information. As they can not only create their own content, but also annotate and appropriate the existing content in form of bricolages, they can expand their capability as consumers, more actively speaking for their needs and concerns, and often directly engaging in the production of public discourse. Through these processes, an individual's life-world and micro-experiences can be a potential resource for social communication and public discourse. As of 2008, the Internet usage rate for the Korean population aged six and above was 77.1%, and among these Internet users, 43.1% had been blog or mini-homepage owners in the past year (National Internet Development Agency of Korea, 2008). Although Korean housewives' usage rate (63.4%) and their blog-ownership rate (30.9%), were below the averages, their Internet activities have recently drawn public attention. *Wifelogger* is a compound word made out of two words, *wife* and *blogger*. Wifeloggers have addressed their interests in cooking, child care, interior design, education, and housekeeping know-how via their personal blogs, and some of them have managed power blogs that average 20,000 to 50,000 visitors every day. While company marketers have become interested in their selling power and have tried to work closely with them, wifeloggers have built their own credibility on the Web. This paper intends to focus on the experiences of wifeloggers. Based on interviews with them, it will discuss their micro-politics in making blogs and negotiating their various social roles as wife, mother, consumer, citizen, and cultural producer.