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STRATEGY FOR EXCAVATING BEST PRACTICE OF SCIENTIFIC AND CULTURAL CONTENTS

Abstract:

Since the 1960s, the Korean Government has been carrying out various projects aiming at the popularization of science. The science popularization projects conducted by the Korean Government could be classified by the ages as follows. 1960s was the beginning stage, 1970s and 1980s was the formation stage, and from 1990s can be regarded as the extension stage of scientific and cultural activities. The Korean government's science popularization project has encountered a great turning point in 2016. The most important reason for this turning point is the beginning of a new paradigm by the Fourth Industrial Revolution. Under such circumstances, the Korean government is in the process of establishing a strategy for developing, disseminating, and managing scientific and cultural contents suitable for the Fourth Industrial Revolution era. In order to achieve such the project’s goal successfully, we have benchmarked the best practices of scientific and cultural contents. Benchmarking strategy for excavating the best practice of scientific and cultural contents proceeded step by step as follows. First, benchmarking countries were selected. To this end, the R&D investment cost ratios in terms of GDP, national science and technology innovation competency rankings, and national brand ranks have been considered in total. Five benchmarking countries were selected based on these evaluation criteria, and the results were the United States, Japan, Germany, the United Kingdom, and China. Second, we proposed an analytical framework for excavating best practices in scientific and cultural contents. The proposed analytical framework for analyzing scientific and cultural contents was designed to analyze the service types of contents, the country of production, the field of study, the user types of contents service, technological areas related to the Fourth Industrial Revolution, and learning value. In this paper the technical fields related to the Fourth Industrial Revolution were classified as follows. AR(Argumented Reality)/VR(Virtual Reality)/MR(Mixed Reality), Artificial Intelligence(AI), ICBM(Internet of Things, Cloud, Big Data, Mobile), Robot and so on.

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