

## Report on Participation in 2018 Field Research in the Republic of Korea

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The 2018 Field Research in the Republic of Korea was a valuable chance for students to experience and explore South Korea. I am very honored to have passed the selection process and to participate in this field research. Our research group was very diverse. We had eleven students with different affiliations and from various countries, and the trip was led by Hiromi Shioji-sensei, Steven Ivings-sensei and Woojin Kim-sensei, who joined us in the second-half. We enjoyed a very fruitful and happy eight-day stay in South Korea, attending a joint-seminar held by Kyoto University and Kyungpook National University, visiting Samsung Electronics Smart Gallery, LG TV Factory, among other sites. The trip was a very memorable experience for us not only for our research but also for our own life experience.

### 1 Schedule of the program

- 1.1 2018/02/08-2018/02/11 Seoul  
National Bank of Korea Currency Museum, Agriculture Museum, Pyeongchang Olympics Opening Ceremony at "Livesite", National Assembly, National Museum of Korea, Seodaemun Prison History Hall
- 1.2 2018/02/12-2018/02/14 Daegu  
Campus tour at Kyungpook University, Lecture by Prof Jang Tae Seok on "sustainable growth for the Korean Economy", joint workshop, Samsung Electronic Smart Gallery, LG A3 TV Factory, Samsung Center for creative Economy and Innovation
- 1.3 2018/02/15 Busan back to Kansai Airport

### 2 Academic outcomes

This field research is very fruitful for me in many aspects.

#### 2.1 Presentation in joint seminar in Kyungpook National University (KNU)

I am very glad to have had the chance to present my research at the joint seminar. Preparation of my slides and practice with participants prior to departure helped me to make the idea of my research clearer. And Ivings-sensei helped us a lot during the presentation rehearsal before departure. He gave us a lot of suggestions both on the structure of contents, and presentation skills, which really helps us a lot, not only for the presentation this time but also for presentation in our future studies. After the presentation at KNU, I got some feedback from the audience and my team members both publicly and privately, which I will certainly take into careful consideration in the future.

It is a pity that I wasn't able to choose an appropriate theoretical framework for the presentation before departure. So, the contents of my presentation still have a lot of space for improvement, which will be the priority for the next step in my research.

#### 2.2 Visiting Agriculture Museum in Seoul

During our stay in Seoul, we visited the Museum of Agriculture. This museum was built in 1987 and plays a role as "a guardian of traditional farming" in South Korea. It consists of three parts: models of Korean traditional farming and rural life, development of Korea Nonghyup (Agricultural Cooperative) and

Korean agriculture, and exhibition of current typical Korean agricultural products. There are also lively display of the production procedure of rice and kimchi. Most of the illustration in the museum are written in Korean, so it is not easy to understand in some sections but overall it is still very interesting. One of the most impressive words I saw is sintoburi (身土不二). This word actually first appeared in a Buddhist Scripture, and was then used in a medicine classic at the end of 16<sup>th</sup> century in Korea. It means that people should eat the food grown in the place where they were born and grow up to live a healthy life. It could also be seen as a movement for home-grown products.

Under this idea, Korean agricultural products are preferred by Korean people and more expensive than importing products in South Korea, which is the same case as in Japan. Domestic products are usually considered to be of a better quality than foreign goods in these two countries. But in China, it is the exact opposite. Although China is a traditional agricultural country, imports of agricultural products for consumers are usually much more expensive than home-grown products, which shows that consumers in China have little confidence in the quality system in China. The reason behind this is a point which needs further discussion.

### 2.3 Others

The Samsung Electronic Smart Gallery and LG A3 TV Factory we visited in Daegu impressed me the most. We could see and experience the advanced technologies used in the production process and products. During the discussion with the people working in these chaebols, we could also see the important role the South Korean Government plays in national economic development and feel the pressure these Korean companies are facing and the great efforts they have made to keep moving forward. I could also see the huge gap between China and South Korea in terms of industrialization.

During our stay, Moon-sensei and Na-sensei from KNU helped us a lot. They organized many interesting and impressive activities for us in Daegu, which was the most fruitful part during this trip. We also met many lovely and enthusiastic Korean people and can feel their hospitality. Shioji-sensei, Ivings-sensei and Kim-sensei helped us organize almost everything during the trip, especially Ivings-sensei, who was visiting South Korea for the first time but did a lot during the trip. And I also would like to express my sincere appreciation to all the instructors and staff involved in this program, we couldn't have such a wonderful field research without your help. Thank you very much.