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The Role of Neighborhood Online Community in Urban Regeneration

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SUMMARY

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Urban regeneration projects are different from existing urban planning projects in many areas. Due to the nature of small-scale production and various types of products, it is necessary to exchange emergency cooperation with experts in various fields such as culture, economy, urban architecture, welfare, tourism, and arts. However, it is difficult to find and connect with the urban regeneration coordinator due to limitation of talent pool. Due to the nature of various business entities, it is necessary to conduct consultation with many entities from time to time, but it is not easy to collect business entities in one place due to time and space constraints.

Participation of formal residents of a limited class due to time and space constraints. Urban regeneration is based on exploring core contents through community participation. However, in reality, due to time and space constraints, elderly people and full-time housewives, rather than residents with executive power and expertise, participated. One of the five major goals of the urban regeneration policy announced on December 31, 2013 is to foster "competent inhabitants" and implement a "community of participating residents." "Promoting self-regeneration based on local resources through cooperation with local residents, NGOs, corporations, and local governments who know the local situation" is one of the key measures to revitalize the city fior institutionalization of participation plan.

However, the participation of residents in urban regeneration projects is merely "participation for participation." Actually, the contents of urban regeneration projects are determined by a small number of specialists like the existing urban

planning system.

Urban regeneration is a plan to revitalize the decline of economic, social, physical and environmental areas (Article 1 of Urban Regeneration Act) Short-term and long-term participation of experts is essential, but field experts do not know what is happening in a certain region, and the region does not know where to hire experts in various fields.

Since the late 2000s, online which has been one-way evolved in the way of breaking down spatial boundaries. In the existing online, the contact with the city architecture was small due to the strong non-physical property (geographical location of the world, excluding Facebook, Twitter, Instagram) It is important to cooperate with the construction city sector. Especially, in the urban renewal business where cooperation with various subjects is important. Unlike the modern supply system that supplied a small quantity of contents, a system specialized in the modern supply system that supplies a small amount of contents is O2O and Uberization anger. Uber Taxi, KakaoTalk, Delivery Trolley, Brat Village, Starbucks Siren Orders, Directly Connects a large number of contents in various fields, such as direct, to consumers, improving efficiency and diversity. The emergence of O2O, which connects small producers with small-scale consumers and operators by breaking down online and offline walls, is expected to play a key role in the urban renewal business system, in which various entities form governance and continue small-scale.

There are various terminology such as local SNS, local community based online, location-based online community, private social network, etc., and the concept, roles, and typification of scope, function, Establishing a concept for a region-based online platform. We define "Neighborhood Online Community" as online communities focus on issues arose in designated areas and residents in geological area.

There is a limit to the ability to communicate and understand complex urban regeneration processes online. It was difficult to expect new opinions to be presented. Most of the comments are "Good", "I appreciate for your effort". There were many simple cheers. On the other hand, opinions relative with offline meeting results showed high participation. Multiple choice questions about preferences for already selected proposals. The questionnaire showed very high participation. Local-based

online communities showed high impacts on low level of citizen involvement. We also analyzed that it plays a big role in pushing widely. It is possible to have a large auxiliary role in setting up village vision and evaluating alternatives. In more detail, we will examine the application methodology for each stage in detail

The active participants in the offline participant category are classified into active participants. The participation rate was not high. On the other hand, women and off-line non-members have difficulty in participating because of lack of information, easy and easy information. It was able to increase the participation rate by acquiring from everyday local online community which is an acquisition means. We will provide a brief training on the field, support the field workforce throughout the workshop.