

# **Integrity and Corruption in South Korea: What do young people think?**

2012 Youth Integrity Promotion Programme  
Survey Report

# CONTENTS

## FOREWORD

<b>1. INTRODUCTION</b>	<b>1</b>
<b>2. EXECUTIVE SUMMARY</b>	<b>2</b>
Recommendations	3
<b>3. THE METHODOLOGY</b>	<b>4</b>
The Concept	4
The Sampling Design	4
The Questionnaire Overview	5
The Field Work	5
<b>4. KEY FINDING</b>	<b>8</b>
4.1. Youth Values and Attitudes Toward Integrity	8
Values	9
Attitude & Readiness to Compromise Integrity	9
Perceptions of the Importance of Integrity	11
Opinion on the Level of Integrity in Various Sectors/Services	12
4.2. Youth Experiences and Behaviours	13
Youth Experiences and Behaviours	14
Willingness to Violate Integrity	15
Level of Commitment to Fight Corruption	16
4.3. The Environment: influences on youth	19
Role Models / Influences that Shape Youths' Views on Integrity	19
Youths' Role on Integrity Building	20
<b>5. CONCLUSIONS AND RECOMMENDATIONS</b>	<b>22</b>
5.1. Key Conclusions	22
5.2. Recommendations	23-9
<b>ANNEXES</b>	<b>30</b>
ANNEX 1: KEY PARAMETERS OF THE SAMPLE	30
ANNEX 2: THE METHODOLOGY IN DETAIL	32
The Sampling Design	32
The Questionnaire Design	32
The Field Work	34
SOURCES	35
FIGURES	35

## FOREWORD

### For the Youth and by the Youth

How can we promote integrity and effectively overcome corruption? Is catching and punishing perpetrators by diligently enforcing anti-corruption laws effective enough? Or, will we be able to eliminate corruption simply by introducing new laws and systems?

Although strengthening and upholding established laws is essential, systematic improvement through corruption prevention and transparency is also a significant activity that should not be disregarded. However, if integrity must last a long time in a society, there is one equally important and essential element to achieve: an education that builds a healthy, ethical structure. Even though some good laws, legal structures, and penalty systems have been strengthened, they will not be truly effective if the ethical system in our society is weak. Through our concerted efforts to build a long-term, incessant, and systematic ethical structure, integrity will be strengthened and greater progress will be achieved in all forms, including the elimination of corruption in our society. Accordingly, we try to keep up and include this as one component of the values that Transparency International is pursuing in its 2015 Strategy.

In this respect, the finding that Korean youths' sense of integrity or ethics is much lower than that of Korean adults is a shocking survey result for society, but a crucial discovery that must be accepted and reformed. When the survey results were released to the Korean public, society's weak ethical structure or consciousness became a topic of discussion. Reflecting upon the survey result, Transparency International-Korea, in collaboration with various stakeholders, promised to devote our best efforts to ensure that more efficient integrity education will be designed and executed.

In addition, the adage that says "the youth is the hero/hope of our future" is only half the truth of the matter. Nowadays, youth are being alienated from their position of becoming a hero, and it is so easy for them to become someone other than who they are intended to be. It is better that the youth -- the future hero/hope -- be given our undying support and a chance to act like the future's hero/hope today. Within anti-corruption activity, being both a hero and hope are strongly emphasized.

Transparency International's youth promotion programme, the Youth Integrity Promotion Programme, has meant a lot in tackling this major issue. Korean youth participation in anti-corruption activities and practice will be greater because South Korea's Youth Anti-Corruption Coalition is included in Transparency International's 2015 Strategic Goals, and it is expected to become an important and capable anti-corruption actor.

I would like to express my deep gratitude to the Australian Aid Agency, Transparency International Secretariat, South Korea's youth directly involved in this programme, and Transparency International-Korea staff who made this study possible.

April 2013  
Seoul, South Korea



Kim Geo-sung, Chairperson  
Transparency International-Korea (South)

# **Integrity and Corruption in South Korea: What do young people think?**

## **1. INTRODUCTION**

The fast rate of economic development and busy business environment has propelled the South Korea's status to one of the top 15 among developed nations and a member of the G20. However, it seems that the values of integrity and transparency are lacking and are not keeping pace with the nation's economic progress, or the so-called "Han River Miracle".

The survey results being presented here bear the task to enlighten us and find answers to somehow balance the disparity between economic development and integrity values. On a specific level, this survey aims to measure integrity and exposure to corrupt situations among Korean youths. To draw out answers from youth respondents, both specific and hypothetical questions were asked. This survey is the first of its kind because of its inclusion of adult respondents for comparative purposes.

Second, on a general level, the survey aimed to understand youths' position vis-à-vis the Korean society and their roles and responsibility in creating a more transparent and brighter future. After having gained some understanding of youths' mind-set and behavior, we can propose and plan activities that can guide and help them by encouraging their participation in anti-corruption campaigns. In that way, their role in creating a transparent future society is strengthened.

Third, the survey endeavored to propose solutions and offer recommendations to remedy and eradicate corruption from Korean society in the long run. The proposals and recommendations that we are presenting in this report are directed not only to governmental agencies but also to the entire civil society who are the foundation and source of support to assist young people of today prepare a more transparent and brighter tomorrow here and now.

## 2. EXECUTIVE SUMMARY

Transparency International-Korea has completed a youth survey on anti-corruption issues and analyzed the results. TI-Korea YIS (Youth Integrity Survey) is an offshoot of other two major youth integrity surveys: “Youth Integrity Index Report of 2008 Pilot Surveys” and “Youth Integrity in Vietnam (2011)”. Building on those two previous studies, this report explored youths’ concepts and understanding of integrity and anti-corruption in relation to five major dimensions:

- Youths’ awareness, beliefs and perceptions of integrity and corruption
- Youths’ experiences and exposure to any integrity-challenging and difficult situations
- Youths’ evaluation (or opinion) on the level of integrity of various private and public sectors
- Youths’ integrity level
- Youths’ level of commitment and roles in fighting against corruption

Based on the survey results analysis, the Korean government and society have so much work to accomplish to strengthen and improve youth’s integrity level. Although more than 50% of youth respondents still prefer “being honest” to “being rich”, the survey result is alarming.

### YOUTH HAVE WEAKER PRINCIPLES OF INTEGRITY

Youth have a weaker understanding of corruption and principles of integrity than adults. About 40% of youth respondents prefer “being rich” (including cheating and other unethical acts) than 31% of adult respondents.

### WEAKER CONCEPT AND ATTITUDE TOWARD INTEGRITY

Compared with adult respondents, youth (especially males – See Figure 4) tend to have a weaker concept and attitude toward integrity. This result supports the point already mentioned that youth would prefer to become rich even if they have to cheat and engage in other unfair competitive practices. Among youth, males tend to have a weaker concept and attitude toward integrity than females.

### YOUTHS’ TOP ROLE MODELS FOR INTEGRITY

The survey results indicate that youth have fundamentally shaped their views on integrity, including morality and ethics, through three top models or sources: the educational system/school, their family circle, and the media (e.g., radio/TV, newspapers, the Internet). Friends and peers closely followed as sources of influence.

### YOUTHS’ ROLES IN INTEGRITY BUILDING

A total of 81% of youth respondents believed they can play a significant role in integrity building and fighting corruption, while the remaining 19% felt otherwise. Positively, 87% of adult respondents believed that youth can play such roles. Specifically, some roles they mention include creating integrity or transparency clubs at schools or in various districts/areas.

## RECOMMENDATIONS

### TO THE MINISTRY OF EDUCATION

- The government's Ministry of Education should provide specific guidelines for both public and private schools (from elementary to college/university) regarding integrity and ethics education as a subject.
- The ministry should make the guidelines known to the public.
- There should be regular review, evaluation, and monitoring of the subject's implementation.

### TO THE EDUCATION SECTOR

- The education sector should include integrity education (and anti-corruption education) in curricula.
- Elementary, middle school, and high schools should include integrity education (ethics) in all levels of their curricula.
- Colleges and universities should require all students to take integrity education (and anti-corruption) subjects regardless of their major courses.

### TO PARENTS AND ADULTS

- Parents and adults should strengthen their integrity level as role models in the family.
- Parents and adults can organize study groups that focus on promoting integrity and ethical standards.
- Parents can do self-study regarding integrity by accessing resources through the Internet and other materials provided by respective government agencies.

### TO THE MEDIA

- The media should provide integrity promotion materials prominent and interesting enough for students and youth to absorb easily.
- TV channels should include dramas, entertainments, movies, and other genres that promote transparency and integrity.
- The Internet and newspapers should encourage youth and younger students to speak their minds and propose ideas about anti-corruption.

### TO THE GOVERNMENT AND EDUCATIONAL INSTITUTIONS

- They should encourage young students and youth to promote integrity and transparency by establishing a regular awarding programme to reward and model deserving individuals or groups with scholarships and other forms of incentives.

### TO THE KOREAN GOVERNMENT AND ITS REGULATORY BODIES

- The government and its policy-making bodies should establish more effective measures that promote transparency and strengthen the existing anti-corruption codes.
- Reestablish the former independent anti-corruption agency KICAC.<sup>1</sup>

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<sup>1</sup> The Korea Independent Commission Against Corruption (KICAC) was an independent public agency that used to monitor and work together with the non-governmental anti-corruption council called K-PACT Council

- Revitalize agreements/pacts initiated by NGOs.(e.g. K-PACT Council) that could be used as the critical basis and tool to support and build youth anti-corruption activities or programmes.

## TO NON-GOVERNMENTAL ORGANIZATIONS

- They should strengthen their participation and monitoring activities of anti-corruption and transparency.
- NGOs of various specializations should include integrity education and anti-corruption programmes as part of their mission statements.

## 3. THE METHODOLOGY

### THE CONCEPT

The Korean YIS's concept is based on the fact that "corruption is recognized as a problem that needs to be tackled through generational change. With a large and growing percentage of the population in the Asia Pacific [region] under 30 [years old], youth are a key target for long-term anti-corruption efforts" (Transparency International Youth Integrity Promotion Programme, 2012).

As a concrete response to the corruption issue, the Korean YIS dedicated itself to finding out how "youth understand the concept of integrity, their awareness and perception of situations involving corruption, their attitudes, behaviors and actions when faced with corruption." In addition, it explored "which actors have the most influence on shaping youth values and behaviors" (Youth Integrity in Vietnam, 2011). TI-Korea's efforts have contributed to the evolution of the current YIS, as it initiated the Youth Integrity Index in 2001 and continued to run the programme until 2009.

In this respect, this survey result aims to suggest strong mechanisms for leadership and agency against corruption and to contribute to an effective implementation of anti-corruption measures by the government, business, and civil society in Korea. In addition, the survey endeavours to understand youth and invent ways and means so they can contribute to creating a more transparent society in their own way. Youth engagement can be fostered through establishing a national youth alliance against corruption and creating transparency or integrity clubs in schools and universities.

### SAMPLING DESIGN

The survey covers Korean youth and young adults (15-30 years old), which includes both the international definition of youth (15-24 years old). This survey used a control group (adults 31 years old and over) to explore potential differences or similarities, if any. The terms "youth" and "young adult" are used in reference to the target group (15-30 years old), while the term "adult" refers to the control group (31 years old and over). Seven cities, including various districts of Seoul, were selected as samples in this survey. The face-to-face interviews were conducted with a total of 2,012 respondents

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(Korea Pact on Anti-Corruption and Transparency). South Korea, being a signatory to UNCAC (United Nations Convention against Corruption), is duty-bound to establish an independent public anti-corruption agency. However, since the past administration, KICAC has been merged into the present ACRC (Anti-corruption and Civil Rights Commission) that includes two other agencies. Thus, structurally speaking, an independent governmental anti-corruption agency is non-existent at present. The presence of an independent and politically neutral agency is vital in providing structures or mechanism for youth anti-corruption activities and programmes.

(1,031 youths and 981 adults).

The survey also analyzed respondents' status with regard to education, employment, gender, employment, civil society group involvement, and other factors.

In the field of education, five groups were classified: (i) none/less than primary; (ii) primary; (iii) secondary/middle school; (iv) high school; and (v) university/and above. In this report, references to the "least educated" refer to respondents who acquired less than a primary school education, while references to the "best educated" refer to those who reached university and above.

This research also analyzed the living standards of four groups of respondents based on their perception of their own economic status: (i) living well; (ii) more or less alright; (iii) alright but need to be careful; and (iv) living with difficulty. References to the "worst off" within this report refer to the group "living with difficulty", while "best off" refers to those who are "living well." Regarding employment status, respondents were classified into four groups based on their respective employment status: (i) still in school/university; (ii) inactive (not in school and not looking for work); (iii) unemployed (looking for work); and (iv) working.

The data gathered were also analyzed with respect to age (identifying age groups among youth and making comparisons among them), gender, and employment status.

## **QUESTIONNAIRE OVERVIEW**

The survey questionnaire included various dimensions that tried to capture youths' (and adults') frames of mind and behavior with regard to integrity and transparency, including:

- Awareness, beliefs, and perceptions
- Experiences (exposure) to any challenging or difficult situations
- Respondents' evaluations (or opinions) of the level of integrity of various private and public institutions
- Respondents' integrity level based on hypothetical situations and questions
- Respondents' level of commitment to fight against corruption, their source of information shaping their views on integrity, and their role in building integrity (and anti-corruption)

In addition, basic questions related to socio-demographic characteristics and family income were included.

## **THE FIELDWORK**

The Korean Youth Integrity Survey (K-YIS) was fundamentally initiated and facilitated by TI-Korea. The survey was conducted between July and October in 2012, by mostly youth volunteers, local K-PACT Councils, anti-corruption activists, the Hyundai Research Institute, and other collaborators who shared their part in the survey process.

Young volunteers were university students and recent graduates who were recruited and trained to perform the interviews. Most of the interviews were carried out in neutral settings, such as in front of subway stations, train stations, department store resting spaces, coffee shops, public parks, and youth plazas. The respondents were interviewed in situations without interference or disturbance from



other people, especially people in authority.

The surveys were undertaken in the following regions: Wonju, Suwon, Namyangju, Yongin, Guri, Ansan, and the capital city of Seoul. In addition, as Seoul is a metropolitan area with a huge population, we divided Seoul into four regions: north, south, east, and west. The areas surveyed are shown in Figure 1.

**FIGURE 1**

**Map of Survey Regions**



Source: [www.map.naver.com](http://www.map.naver.com)

A high percentage of youth (and adult) respondents were studying, working, and living in the Seoul area. The region comprising Seoul and its neighboring cities such as Incheon, Bucheon, etc., is the densely populated centre of job opportunity, culture, education, business, and entertainment. Most of the young generation dreams to live there. According to the 2011 census, Seoul has about 10 million people, which is a quarter of the Korean population<sup>2</sup>. Mainly due to this reason, most of the survey results included in this research come from Seoul area and nearby satellite cities and regions.

### Limitations of the Survey

Difficulty in conducting interviews occurred when students (youths) asked to interview an adult or much older prospected respondent. Culturally, it is unusual for a youth or younger individual to ask an adult to do a favor. Most of the youth interviewers recounted that they were frowned upon by many older adults they asked to interview. However, most interviewers made it through the whole survey and provided TI Korea with quality results.

<sup>2</sup> See <http://english.seoul.go.kr/gtk/about/fact.php?pidx=3>

The second limitation of the survey was the inherent issue of localizing the questionnaire itself. Some questions were not relevant to the economic, social, educational, etc. situation in South Korea (e.g., the living standard is quite similar in every household; most youths are university graduates; youths tend to not read printed newspapers; etc.).

Related to the second limitation, Korean people are “too busy” to provide time to answer such a large number of questions. Although the questionnaire was shortened, interviewers still received complaints on the number of questions and the time it took respondents to answer them. In addition, some respondents could not easily understand some questions after just one reading.

## **4. KEY FINDINGS**

### **4.1. YOUTH VALUES AND ATTITUDES TOWARD INTEGRITY**

In order to understand the youth of Korea today, this research looked at their values and perceptions. To draw out answers, it was relevant to ask what youth believe to be right or wrong, what behavior they perceive as dishonest, what their understanding of the concept of integrity is, and how they treat integrity vis-à-vis their value system in terms of family fidelity, monetary acquisition, and success in life. Exploring such questions can contribute to a deeper understanding of Korean youths' way of thinking and interacting with the society today. The findings of this research are significant to any integrity educational programme that aims not only to transform their values, but also to empower youth to transform their society.

## VALUES

This research tried to measure youths' values by aiming to discover whether they put more or less importance on integrity in comparison to wealth and success. In the survey, youths (and adults) were asked to partly or fully agree on two contradictory statements: "Being rich is the most important and it is acceptable to lie or cheat, ignore some laws, and abuse power to attain this objective" and "Being honest is much more important than being rich"<sup>3</sup>.

The following graph shows the responses from both youth and adult groups for comparison.

**FIGURE 2**

### "Being Rich" vs. "Being Honest": Youth vs. Adult

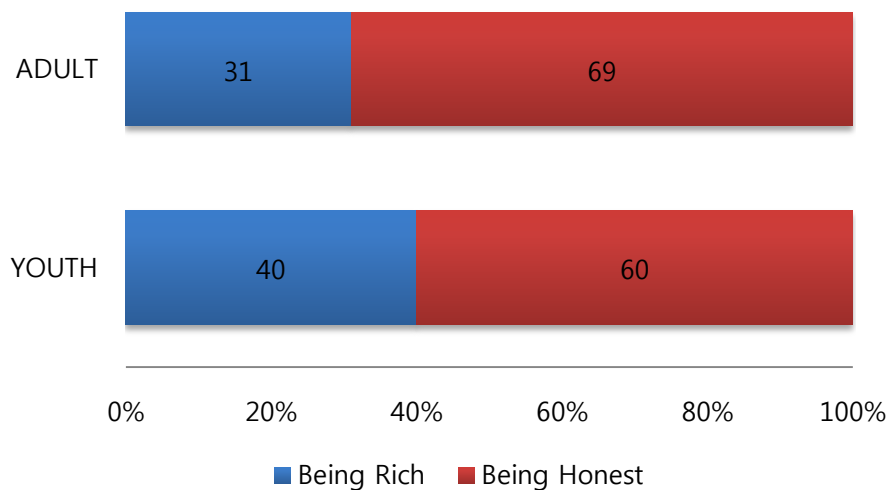


Figure 2 indicates that youths prefer "being rich" (40%) more than adults (31%). It implies that contrary to common belief, adults have stronger principles of integrity and honesty than youths (69% versus 60%). Although the graph shows that youth respondents think like this, the respondents themselves still thought that they have a sense and understanding of right and wrong. As one of the interviewers, Mi-ja Lee, pointed out, "Youth know very well what is right and wrong in theory, but in real life, they say that it is very difficult to maintain integrity and honesty."

## ATTITUDE AND READINESS TO COMPROMISE INTEGRITY

The Korean YIS also investigated youths' understanding of the concept of integrity and their readiness to act without integrity in particular situations. To accomplish that aim, respondents were asked hypothetical questions presented as a range of ethical behaviors answerable by "yes" or "no". The question was presented as the following:

According to you, in everyday life, a person considered to be someone of integrity means that this person:

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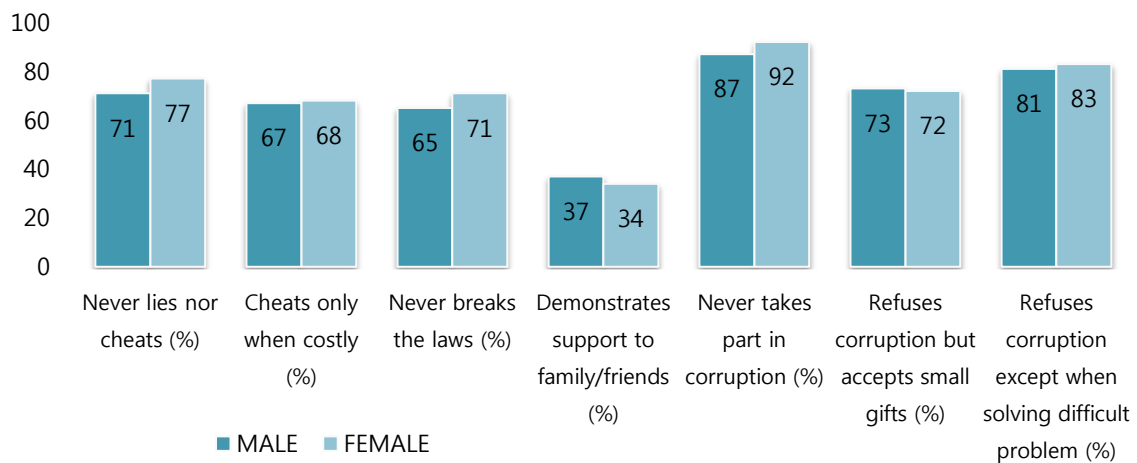
<sup>3</sup> B5, YIS Questionnaire, 2012.

- a. Never lies nor cheats so that people can trust him/her.
- b. Does not lie or cheat except when it is costly for him/her or his/her family.
- c. Never breaks the laws (compliance with State regulations) in any case.
- d. Demonstrates solidarity with and support for family and friends in all manners, even if that means breaking the laws.
- e. Never takes part in corruption ... under any condition.
- f. Refuses corruption except when the amount engaged is not important.
- g. Refuses corruption except when it is a common practice in order to solve problems or difficult situations.

Figure 3 (below) indicates the responses comparing male and female youth respondents' understanding and attitude toward integrity.

**FIGURE 3**

**Youths' Concept and Attitude toward Integrity**



The significant finding indicated in Figure 3 (above) is the similar trend in concepts and attitudes about integrity among youth respondents. Positively, the common trend is that around 70-90% of youth consider a person with integrity to be one who is not involved in any corrupt behavior or anything contrary to integrity. In particular, youth respondents think that a person with integrity “never lies or cheats” (71 and 77%) and “never takes part in corruption” (87 and 92%). These positive aspects could be rooted in moral values or traditions from Confucianism, religions, and other traditional systems, and can be developed to enhance a greater sense of integrity among youths.

On the other hand, Figure 3 indicates that youth respondents believe that a person with integrity “does not lie nor cheat except when it is costly for him/her or his/her family” (67-68%) and “demonstrates solidarity with and support for family and friends in all manners, even if that means breaking the laws” (37% and 34% for males and females, respectively). In other words, youth respondents perceive that people with integrity tend to relax values only when and where there is economic disadvantage that will occur in particular situations.

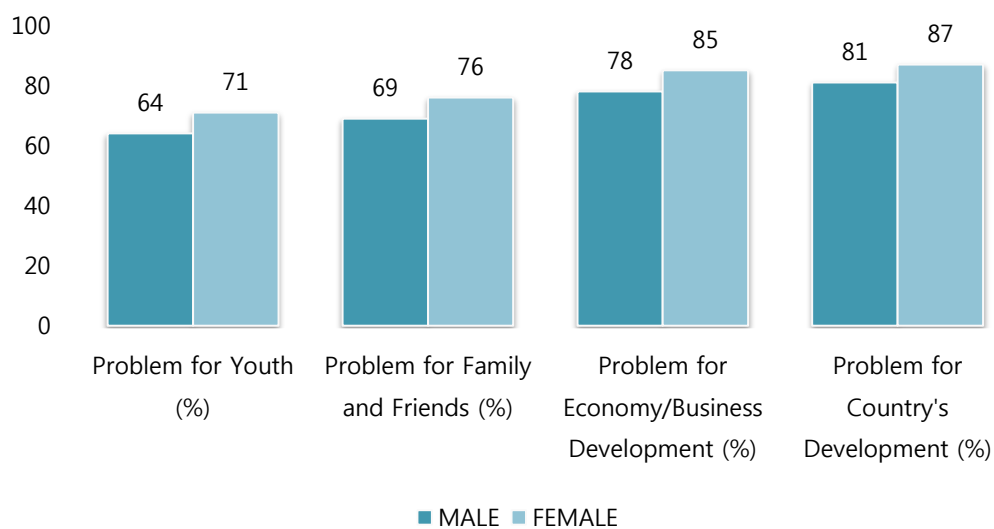
## PERCEPTIONS OF THE IMPORTANCE OF INTEGRITY

Aside from the personal integrity question, respondents were asked questions regarding their perceptions on integrity outside themselves. They were asked if they perceive that lack of integrity (including corruption) is a major problem for (a) youth; (b) their family and friends; (c) business / economy in general; and (d) the country's development. Figure 4 shows that males perceive integrity to be less significant than females perceive it to be.

**FIGURE 4**

### Youths' Perception on the Importance of Integrity

Where 100% means that lacking integrity is undoubtedly a big problem for each category



The significance of Figure 4 is its indication that over 50% of youth think that lack of integrity is a problem for youth, family and friends, economy and business development, and for the country's development. However, among the four categories of problems, youth think that lack of integrity is a bigger problem for business/economic development and the country's development (78-85% and 81-87%, respectively), but a lesser problem for youth and for family/friends (64-71% and 69-76%, respectively).

Looking at Figure 4 more closely, we can see a pattern of differences between male and female youths' perception about the lack of integrity in Korean society. The differences for each problem show that female respondents score higher than male respondents. For example, females thought that corruption is a "problem for youth", which is 7% higher than males (71% versus 64%). In other words, female respondents perceive that lacking integrity is a much bigger problem than male respondents. In addition, this data indicates that female youths seem to be slightly more aware of or somehow sensitive to integrity values than male youths.

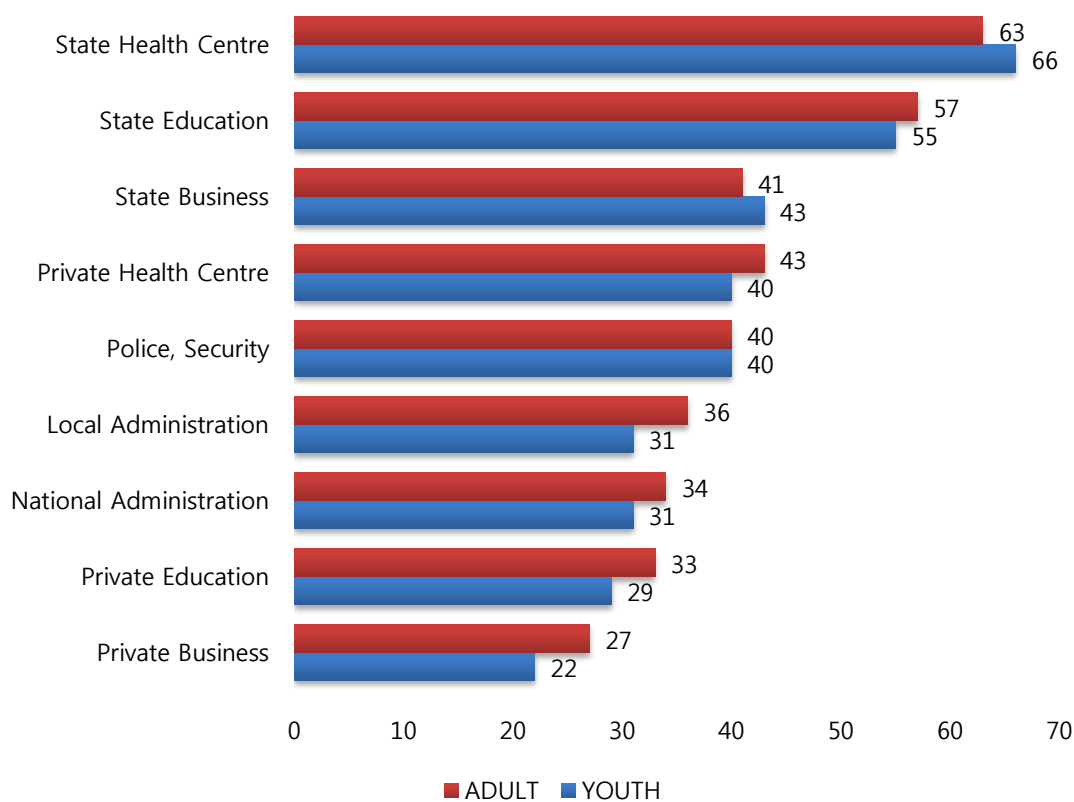
## OPINION ON THE LEVEL OF INTEGRITY IN VARIOUS SECTORS/SERVICES

This section compares youth and adult respondents' opinions on the level of integrity in various sectors in Korean society. The questionnaire asked, "What is your opinion on the level of integrity nowadays in this service? Give your opinion according to your own experience or perception". The respondents could choose "good/rather good" or "rather bad/very bad", referring to the level of integrity or transparency of each sector. Figure 5, below, indicates the responses as analyzed in percentages.

**FIGURE 5**

### Opinion on Integrity Levels in Various Sectors: Youth vs. Adult

Where 100% means a sector has the highest level of integrity (refers to responses of "good" and "rather good").



Both youth and adult respondents indicated that state health centre and state education have the highest integrity (above 50% and 60%, respectively) among the nine service sectors. The remaining seven sectors scored below 50%, including private business that occupied the bottom level (below 30%). In summary, the graph indicates both youth and adult groups had more negative (below 50%) than positive perceptions of various services and sectors.

## **4.2 Youth Experiences and Behaviors**

Besides the morals and ethical perceptions of youth, their exposure and experiences of corruption were also investigated. Although people are highly educated and have backgrounds on norms and moral standards, they are tested and their personal values are challenged when exposed to certain (corrupt) situations.

This research, in particular, addressed the importance of understanding the correlation between knowledge on ethics and the ability to practice that value through action when faced with real-life unethical situations.



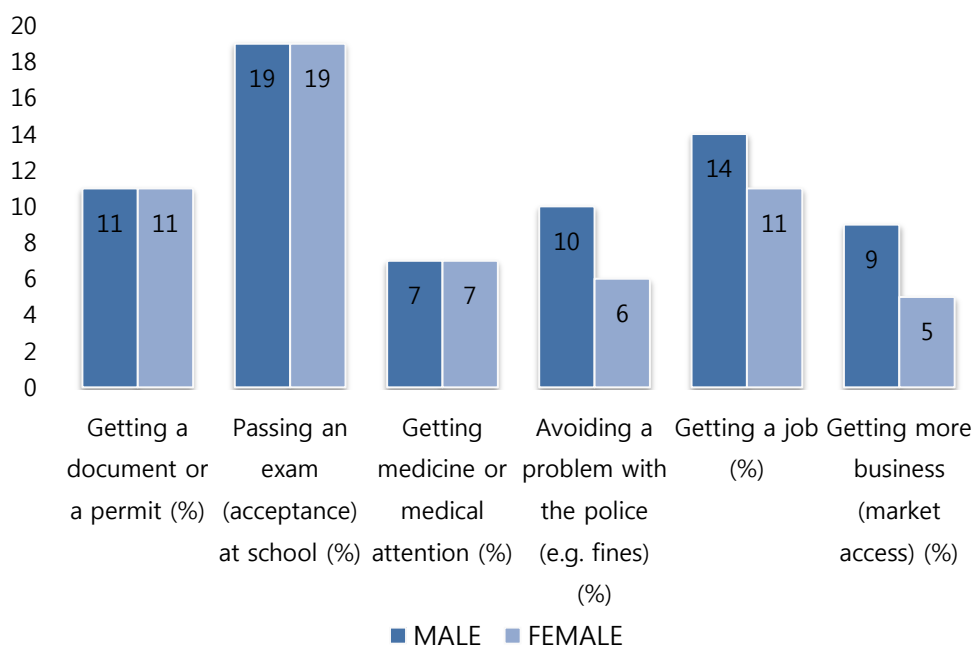
## YOUTH EXPERIENCES AND BEHAVIORS

In understanding youth behavior, it is relevant to see how and when they come into contact with corruption situations. For example, by asking about the frequency of their exposure and the amount they have to pay and comparing their exposure with the adult group, we found valid questions that could draw valid results.

The survey asked a number of questions that were designed to examine youth experiences with corruption. One of the basic questions was directed at the respondent's experience with corruption in the past 12 months and his or her understanding of it. Questions were directed at experience or exposure in these challenging situations: a) getting a document or permit; b) passing an exam or programme at school; c) getting medicine or medical services; d) avoiding a problem with the police (e.g. avoiding fines); e) getting a job; f) getting more business/market access.

**FIGURE 6**

### Youth Exposure to Various Corrupt Situations: Male vs. Female



Among the five challenging (corrupt) situations, the figure indicates that youth respondents are strongly challenged when they need to pass an exam (or gain acceptance in a programme) at school (19% for both). One particular underlying reason is strong competition among students, especially would-be university/college students, who dream of being admitted to the top universities so they can land a good job later.

The second-most challenging situation is when youths try to procure documents or permits (11% for both) and when they look for a job (14% for male and 11% for female respondents). Youth respondents are also challenged when getting medicine/medical attention, avoiding problems with the police, and when trying to get more business (market access) for one's company/enterprise (10% and below). It is noticeable that while male and female youths show similar trends, they have minor differences.

## WILLINGNESS TO VIOLATE INTEGRITY

In order to measure youths' willingness to relax their integrity, behavior-based questions were asked. Three to four possible answers were offered per question, and only one answer could be chosen. A hypothetical question to test behavior-based integrity was: "Your uncle tells you that he has an excellent friend who can get you into a very good school/university/company easily, without having to pass the selection process. What would you do?" This question offered four possible answers that are presented with analyzed percentages in Figure 7.

**FIGURE 7**

### Behavior-based Integrity on Youth Getting Into a School/University/Company

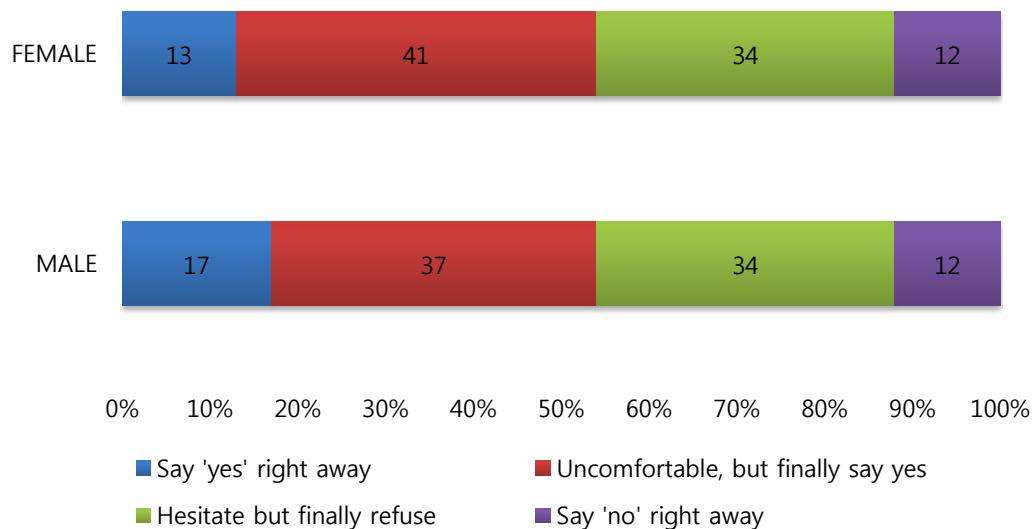
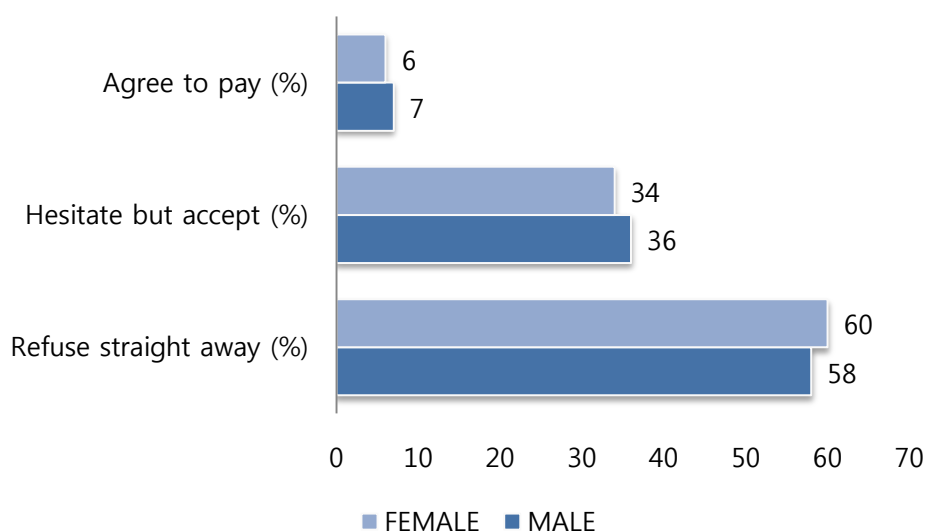


Figure 7 indicates that 12% of youths would choose to keep their integrity by saying "no" right away to an uncle's offer to skip the proper selection process in order to get into a very good school/university/company. In addition, more than 30% of youths (about 34% for both male and female respondents) would be tempted to think about accepting the offer, but would finally refuse it. However, sadly, about 30-40% of youths would be tempted to finally say "yes" to an uncle's offer to get into a good school/university/company easily. Worse yet, more than 10% of youths would accept the offer easily.

The best way to approach and resolve this issue is to strengthen youth's sense of integrity through systematic integrity (or ethics) education. The other vital solution is to crack down on nepotism (symbolized as the "uncle" in the question), which is still one of the culprits of among corrupt practices in society, and which prevents youth from making the right decisions and remaining true to their values and lessons learned at school.

The last question regarding behavior-based integrity asks, “You are applying for a job in an enterprise that corresponds to what you are looking for. In order to get this job, the person who interviews you asks for 10-20% of your future salary. What would you do?” This question offers three possible answers, which were analyzed and indicated in Figure 8, below.

**FIGURE 8**  
**Youth Asked To Pay a Bribe during an Interview**



As indicated in Figure 8, less than 10% of both male and female youth respondents would “agree to pay” (7% and 6%, respectively) an interviewer’s offer to secure a job position. However, more than 30% of both respondents would “hesitate but accept” an interviewer’s offer later. However, “accept” here does not mean not doing anything against the practice because the question also includes a line that says, “You (the respondent) will try later on to change this type of practice when you become a member of the enterprise”.<sup>4</sup>

Above all, Figure 8 indicates that over 50% of both female and male youths would “refuse right away” (60% and 58%, respectively). The full answer to the question states, “You refuse right away and decide to forget about the job”. This answer shows that not only do over 50% of youths know exactly how to blatantly refuse corruption or bribery, but they also have a sense of right and wrong when getting a job.

## LEVEL OF COMMITMENT TO FIGHT CORRUPTION

In order to measure Korean youths’ commitment to fight against corruption, the questionnaire asked, “If you happen to be confronted with a corrupt act (for example, a professor asks you for money in order to pass an important exam), would you be ready to report it (make a denunciation)?” The respondent has to pick one answer from four options: a) Already made a denunciation; b) Would make a denunciation; c) Would not always make a denunciation; and d) Would not make a denunciation. The results in percentages are shown in Figure 9.

<sup>4</sup> “You hesitate, discuss and finally you accept and you will try later on to change this type of practice when you become a member of the enterprise” YIS B13 #2 (2012).

**FIGURE 9**

**Level of Commitment to Fight Corruption: Youth vs. Adult**

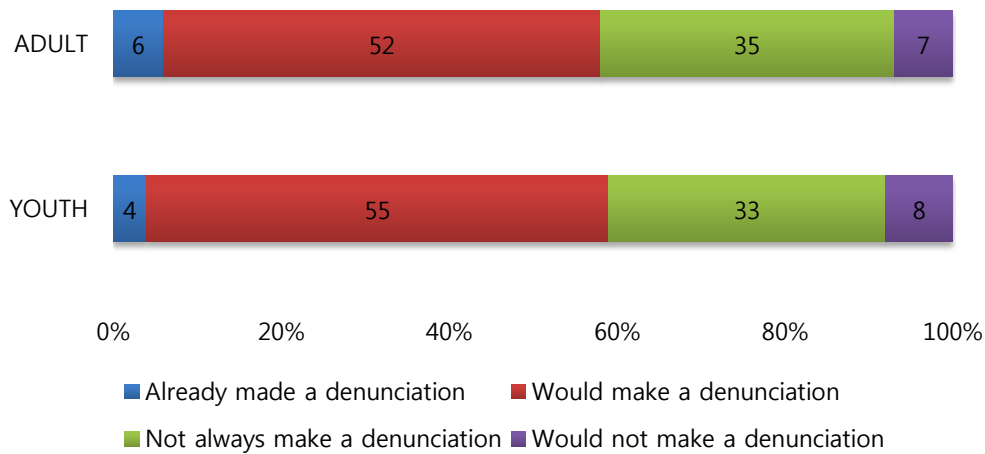


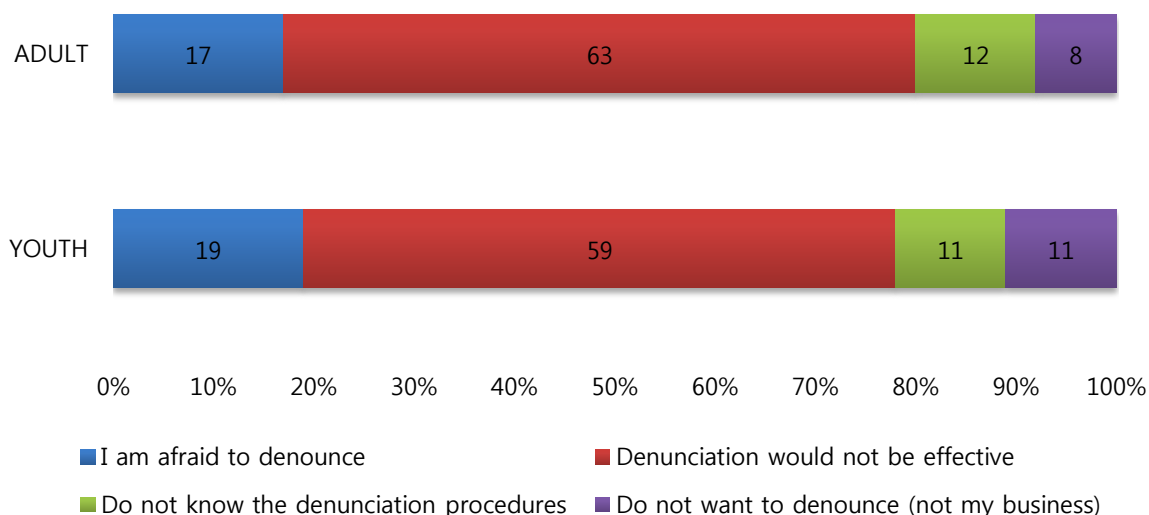
Figure 9 obviously shows that over 50% of both adult and youth respondents prefer to uphold integrity (or/and transparency), responding that they “would make a denunciation” (52% and 55%, respectively). Although the percentages are low, less than 10% of youths and adults have “already made a denunciation”, showing positive behavior toward promoting integrity in society.

It is also indicated in Figure 9 that more than 30% of both youth and adult respondents prefer to “not always make a denunciation”. Being undecided and selective in denouncing a corrupt behavior may entail non-commitment in fighting against corruption, or just indifference. This “no decision” and “non-commitment” to fighting unethical acts may also indicate that youths (or adults) try to relax integrity if it would injure their families, relatives, or friends. However, this particular group of respondents can become committed promoters of transparency (through denunciation) if and when the right and proper channels or efficient systems exist to empower them to make a denunciation against any corrupt practice in their respective environments.

To follow up the previous question, respondents were then asked, “If you are not ready to make denunciation, why?” There were four options for answers, which are indicated with percentages in Figure 10, below. The comparison made is between youth and adult respondents.

**FIGURE 10**

**Reasons for Not Reporting Corruption: Youth vs. Adult**



As mentioned beforehand, Figure 10 indicated the responses of youth (and adults) who claimed not ready to make a denunciation against any corrupt act. One of the reasons of being not ready to denounce is that youths are simply “afraid” to do so (19%). Being afraid could mean the fear of the usual reasons, such as: not getting promotion and, worst yet, getting fired from work.

Second, 59% of youth who are not ready to denounce thought that “denunciation would not be effective”. Comparing the two groups, more adults than youths (63% versus 59%) who are not ready to denounce unethical acts believed that “denunciation would not be effective”. “Not effective” could mean that nothing would change even if a denunciation were made. Most likely, both respondent groups believe that nothing would change because someone, a mechanism, or an agency is not efficient enough to cause a difference or to challenge the corrupt system and perpetrators. This might mean that youth would only become more active in denunciation and participate in anti-corruption activities if they can see efficient mechanisms set up that could make them feel protected in case they were to denounce someone. Also, a mechanism could mean providing youth greater roles or venues where they can fight against corruption with some guarantee that they are being supported and recognized for their efforts and struggle to live a transparent world.

For some reasons, more than 10% among both respondent groups claimed they “do not know the denunciation procedures”. This problem can be systematically rectified by expanding and strengthening denunciation procedures already established by a governmental regulatory body. Finally, among those who are not ready to denounce felt that they “do not want to denounce (not my business)”. Most probably, it entails that they do not want to get involve because it is not their responsibility (“not my business”) to help eliminate corruption, among other unethical practices in the society. Or, it could mean that they seem not to care about it unless it directly affects them and their family or friends.

### 4.3. The Environment: Influences on Youth

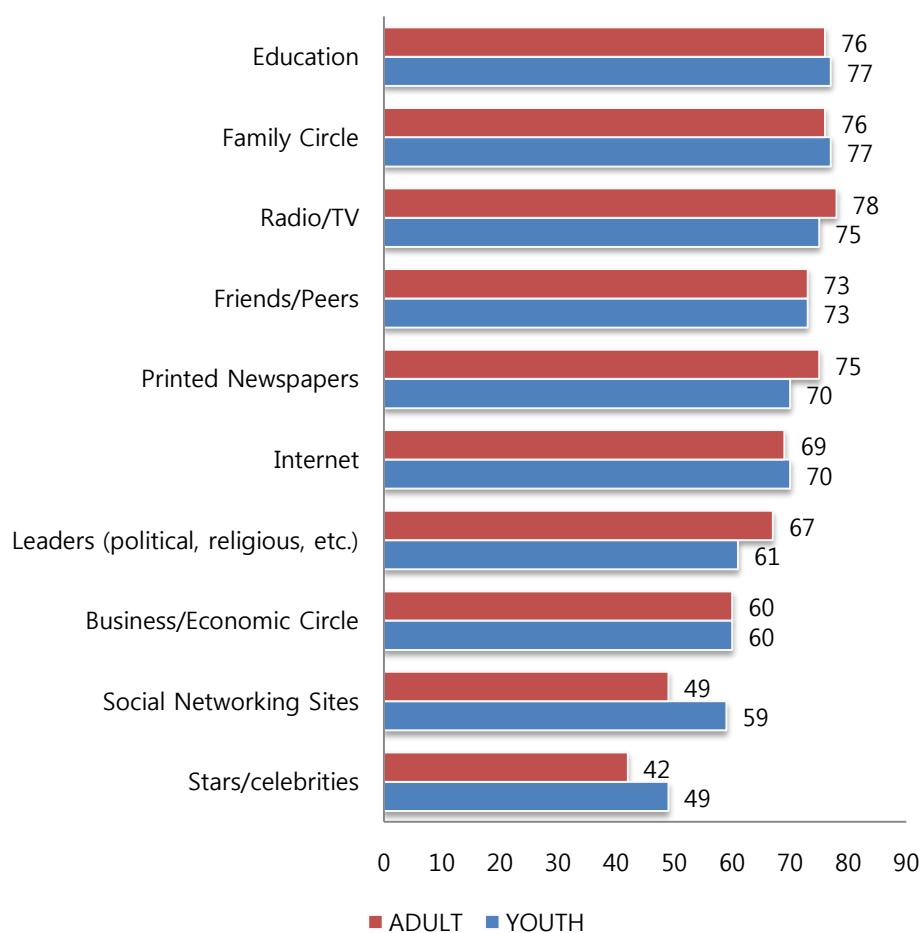
#### ROLE MODELS / INFLUENCES THAT SHAPE YOUTHS' VIEWS ON INTEGRITY

Based on this survey, there are three top role models or sources of influence that significantly shape youths' views on integrity. The top influences that have similar percentages are the educational system, the family circle, and radio/TV. Among the other role models and sources of influence on the list, stars/celebrities have the least influence.

As indicated in Figure 11, educational systems and family circles have the same results (77%). These results mean that if the Korean society wants to advance transparency and curb corruption, these two sources/models are very crucial. Although Korean youths (or students) have limited access to television, this medium also plays a significant role in shaping their views on integrity (75%). Figure 11, below, shows the percentages of respondents who feel influence from various sources or role models in terms of their views on integrity.

**FIGURE 11**

**Factors that Shape Young People's Views on Integrity**



Among youth respondents, 73% claimed their peers and friends also influence their ideas on integrity.

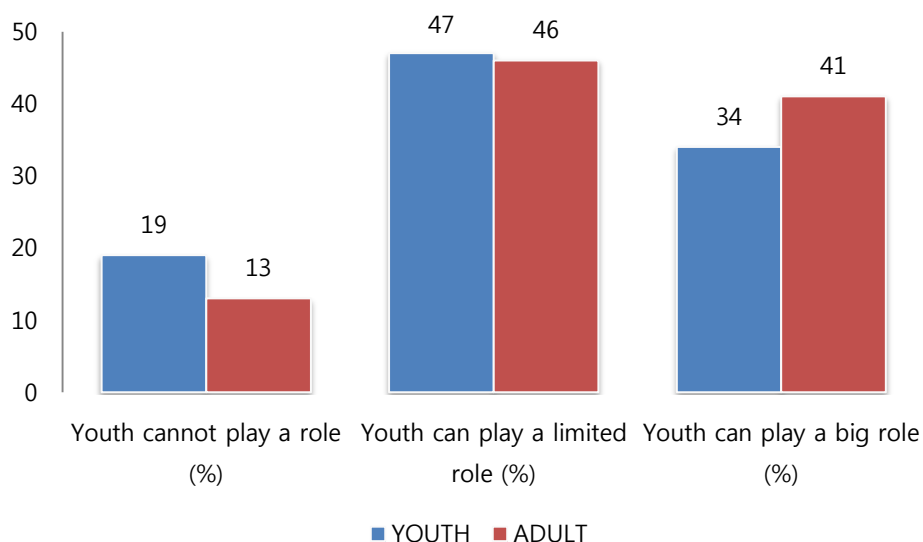
Aside from the top three sources of influences, the media (such as printed newspapers, Internet, and social networking services, which garnered 59-75%) can be employed as potent tools in influencing youths' views on integrity as well as an anti-corruption mindset. Although the entertainment world is booming in South Korea, the seemingly low influence of celebrities on youth might be the result of most parents' emphasis on study and limiting their children's freedom to watch TV programmes at home or join other entertainment activities.

## YOUTHS' ROLE ON INTEGRITY BUILDING

Regarding building integrity and anti-corruption, the survey asked respondents to choose the one statement they agreed with most out of four statements. The question asked, "According to you, what could be the role youth could play in integrity-building in your society/country?" The three possible choices are presented with percentages in Figure 12, below.

**FIGURE 12**

### Youths' Role on Integrity Building



Positively, youth respondents (as well as adults) claimed that they can make a difference in terms of resolving corruption and transparency issues. Eighty-one percent (81%) of youths responded that they can play a "limited role" (47%) or a "big role" (34%). Ironically, adult respondents believed that youth can play much bigger role (41%) than youth think they can (34%). This data implies that adults see greater hope that youth can help rectify present unfair issues of corruption with their support and other vital systematic transparency mechanisms. It is positive data that should be taken seriously to encourage, support, and provide any means possible to help youths take an active role for the present and for the sake of their future community.

Since adults hold a great share of responsibility in society, they are obliged to render a share of the duty to youth and provide venues and models for them. The adult and youth respondents who felt that youth "cannot play a role" in integrity building might be those who did not see any support from adults (e.g., leaders, agencies, officials, etc.) in tackling corruption. Unless adults show support and act as models to youths, the younger generation will not see any role to play. As one of the interviewers

pointed out, “There is no possibility or hope to improve integrity in Korea unless the law enforcers and leading classes of our society make efforts and show *noblesse oblige*.”

Therefore, the survey results entail that both youth and adult citizens must play significant roles and cooperate together to advance toward a more transparent and less corruption-prone society, combining the positive qualities of both groups, such as the active personality and fresh knowledge of youth, complemented by the experience and wisdom of adults.



## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. Key Conclusions**

#### ***On attitudes***

A huge proportion of youth do not want to cheat (74%) or engage in corruption (89%). However, they tend to relax such values and get involved in cheating and corruption if it helps their families. Of the respondents, 68% indicated that they would cheat for their families, 35% would break the law in solidarity with their families, and 82% would make an exception and take or give a bribe if it were a “common practice” in a particular context.

#### ***On the willingness to violate integrity***

Most youths indicated that they do not want to violate integrity, implying that they have some knowledge that cheating, being dishonest, giving gifts (such as a bribe or promising a favor), paying an unofficial charge, and other such acts violate personal integrity. While 68% of youth do their best during exams, 77% try to understand and know the process of getting a document (e.g., a driver’s license), and 59% right away refuse an offer to pay a bribe in exchange for getting a job.

#### ***On being honest and being corrupt (integrity question)***

The majority of youth “agree” or “quite agree” that being honest is more important than being rich (60%), but it is a great concern that a significant proportion of young people agree or quite agree that being rich is more important, even if this involves lying, cheating or abusing power (40%).

#### ***On being exposed to corruption (challenging situations)***

Among the six categories of exposure to corruption, youth are highly exposed to involvement in corrupt practices when trying to pass an exam or trying to be accepted into a school programme (19%). Youth are also exposed to corruption when getting a document or permit (11%) and when getting a job (12%).

#### ***On fighting against corruption***

Youth show willingness to report corrupt activities (55%). However, only a few have actually done it (4%). Some are ambivalent or not sure when to report on a corrupt action, which was indicated by their report that they would denounce such actions, depending on the case (34%).

#### ***On sources of influences on youth***

The survey results say that the family (77%), the educational system (77%), and TV and radio (75%) are the three highest influences on youth. This result entails that if we have to promote integrity and ethical values, we must utilize or mobilize these three sources of influence. Other sources ranging from 50% to 70% include friends/peers, printed newspapers, leaders (e.g., political, religious, etc.), and Internet news. Again, utilizing these sources to promote integrity could be very potent in spreading ethical standards and delivering realistic and sustainable changes to the target -- the youth.

### ***On the role that youth can play***

Youth claimed that they can play a role in building integrity and reducing corrupt practices. About 34% of youth claimed they can play a big role, and 47% claimed they can play a limited role. This result implies the great hope and prospects of mobilizing the youth population to practice and deliver integrity activities with personal responsibility and motivation. The fact that some claimed that they can only play a limited role might be a signal that they are open to the possibility of taking a stronger role and responsibility in building integrity and a more transparent society. In order to realize this, creating the proper channels, systems, and support from various governmental and non-governmental organizations for anti-corruption activities is crucial.

### ***In comparison with adults***

The survey indicates that youth have a weaker sense of integrity or values related to transparency and anti-corruption than adults. The youths' weaker sense of integrity is shown by the huge proportion that strongly agreed that "being rich is the most important than being honest" is the most important value or belief. Again, this is theoretical and debatable; however, it is still a deplorable result that needs serious, systematic, and sustainable action and long-term solutions. One of the interviewers pointed out that "if we cannot eliminate corruption, the corruption will eliminate us and our society." Although the survey results indicated as such, it should also be pointed out that youths' perception of integrity comes from various sources, including their families, friends, and schools.

## **5.2. Recommendations**

The following policy recommendations are based on the results of this survey. For each sector concerned, policy recommendations are outlined and followed by brief descriptions of suggestions for how integrity can be achieved. This report does not intend to make policy, but only suggests possible policies that can be established to promote greater responsibility, transparency, and integrity. Some suggestions aim to strengthen present and existing ethics policies, while some ask the present government to revitalize policies that had been previously established.

### **TO THE EDUCATION SECTOR:**

- ***Promoting ethics, integrity, and transparency subjects in every educational institution at all levels is indispensable.***

It cannot be emphasized enough that the majority of youths' views on integrity is shaped by their schools. Therefore, it is logical that in order to arm youth with integrity to fight against corruption and other unethical practices, they must learn many concepts and principles about integrity on school premises. Existing school subjects can be reviewed and strengthened with topics that are related to anti-corruption. More importantly, values and integrity concepts should be taught with real-life examples and concrete issues in society. This would entail a concerted effort between the government and the educational sector.

- ***Elementary, high school, and middle schools should be required to teach values related to integrity.***

Although elementary and middle school students were generally not included in this survey, it is important that students start learning about integrity and its associated values at a young age. It is generally accepted in psychology that young minds are very susceptible to absorbing and even understanding new ideas and values. Therefore, schools and homes are fertile ground to sow the seeds of integrity for growing children and students.

- ***Learning ethics and anti-corruption values should be a required course at all levels of university and college.***

Since college/university life is very competitive and challenging, it is not unheard of for students to cheat through various methods to get high marks. Learning integrity and anti-corruption concepts should be further strengthened for students who will become leaders and public service providers. Strengthening their sense of integrity will enable these new job seekers to resist the temptation to relax their values just to get the jobs they want.

- ***Enhancing social awareness and exposure to sectors unfamiliar to students***

Although many are familiar with charity institutions and social welfare centres, not many young students are familiar with or exposed to organizations active in integrity awareness and anti-corruption promotion activities. Therefore, youth should be provided with opportunities to visit such places to make them aware of corruption and show them that integrity-related activities exist. Students can learn not only ideas about integrity, but also learn principles through real-life situations and see examples of unethical practices, as well as their solutions.

Educational sectors should communicate with authorized governmental agencies that are responsible for ethics to ensure that schools provide opportunities for students to be exposed to ethical and anti-corruption institutions or social welfare organizations. With the right materials and teaching methods, students can be encouraged to think more seriously about integrity issues, not just graduation requirements.

- ***Breaking nepotistic networking and unfair opportunism by strengthening established codes of conduct***

Part of Korean culture (which was originally neutral) is giving presents to particular persons during special events or seasons. However, this culture of gift-giving by students or parents to teachers must be discouraged, as this becomes a channel for bribery and unethical behavior by both parties, especially when it includes expensive items or huge monetary gifts. Breaking this pattern can be effectively executed by teachers/professors by refusing all gifts and offers. The same action can be done by parents by refusing to give and reporting to designated authorities if demanded to provide gifts or bribes.

Education and school authorities should discourage solicitation of gifts and offers from parents or students. Above all, educational institutions can help promote transparency and integrity by stringently implementing codes of conduct and their related policies already established by the government's education ministry.

## TO THE GOVERNMENT AND EDUCATIONAL INSTITUTIONS:

- ***The government and educational institutions can set integrity models in society by rewarding youth transparency activities***

Youths who have done honest and laudable acts should be rewarded by the government, educational institutions, or educational agencies. Their honest and brave acts should be promoted and publicized through the media and other means so other youths can see and want to emulate these acts. For example, a youth who qualifies for an award can be provided with a scholarship and other forms of incentives that highlight transparent behavior.

A regular programme that searches for and rewards any qualified youth recommended throughout the country for noble and transparent acts can be formally organized and established. Making big news about this regular programme would certainly encourage people and make young and old citizens alike start thinking about ethics and corruption issues.

To extend the rewards further, relevant government agencies and education institutions could establish regular programmes that promote transparency and integrity through, for example, competitions for writing essays, composing songs or poems, creating visual art, presenting dramas, proposing policies, etc. The selected winners can be given incentives, which would in turn encourage more youths to join future contests.

## TO PARENTS / ADULTS:

- ***Strengthening integrity education for parents and adults in the family through self-and/or group study methods***

Adult education on ethics and integrity promotion is also necessary since parents are their growing children's first teachers and models. Education as a lifelong process should involve adults, especially parents, so they can learn continually about ethics and integrity topics. The rationale behind this is that parents are the first models for their children and can imprint lasting knowledge during their young and growing children's most sensitive years. This entails that parents develop themselves further and learn to show ethical values in their daily affairs as their children's role models. Parents must prepare their children at home to relate with the world and their immediate environment outside home.

Parents can accomplish this task through self-study such as reading books related to ethics and integrity development, which can be provided by government agencies or by non-governmental organizations working in this field. What they can learn from their personal study can be taught or discussed with their children at home in a more natural family setting (unlike the academic setting of school).

Another way is to organize a parents' study group to discuss matters related to morality, ethics, and integrity promotion topics. It is ideal to do this in smaller groups among families who know each other already, such as parents living in the same apartment building, etc. Parents and teachers' associations can be tapped to initiate such ethical activities. Local governmental agencies or authorities, especially social welfare service agencies, can kick-start this programme in various districts by incorporating them into the usual programmes as much as possible.

## TO THE MEDIA:

- ***Utilize and maximize the media (especially the Internet & TV) to promote integrity and transparency***

Utilizing and introducing these media tools can be very effective in promoting transparency for Korean youths, who are frequent computer and smart phone users. The more they are exposed to integrity-related ads and other transparency information, the more they will become interested in corruption issues, thus becoming less indifferent and unconcerned. Through the media, youths can learn and will be able to identify what corrupt behavior is and in what situations it can occur. Maximizing the media implies actually employing them as a medium for social transformation (including transparency activities), not only as means of promoting business.

In order to help slowly further youth awareness, some forms of integrity-specific programmes on the Internet and TV must be made available and easily accessible. For example, this could be a specific little corner, sub-menu, or link on the Internet that provides news, information briefs, integrity comics or games, a comment section, a reporting section, and the like. On TV, reports, news, and short educational lessons and other integrity-specific programmes could be supported through a concerted effort by both the media and a specific governmental agency.

## TO THE KOREAN GOVERNMENT AND ITS REGULATORY BODIES:

- ***The Korean government must implement codes of ethics and anti-corruption policies, which are enshrined in various government codes, including the nation's constitution.***

Weak implementation or non-implementation of laws and policies established for the purpose of preventing and eradicating corrupt practices in various sectors might be the main reason for the existing unethical behavior in both the public and private sectors. Therefore, implementation and active monitoring of results are vital in curbing corrupt practices. No one should be exempt from punishment, regardless of their contribution to society and the nation, including high-ranking officials and business tycoons. High-profile individuals and groups/businesses that are committing unethical practices are the majority, and they do business as usual and with impunity.

- ***The Korean government must revitalize agreements/pacts initiated by Korean NGOs.***

Anti-corruption pledges and other integrity-related guidelines have been established by TI-Korea as well as various Korean non-governmental organizations. These pledges and agreements between civil society groups and the government could be very effective in curbing corruption if revitalized or re-implemented by relevant government agencies. Since such agreements were initiated by civil society groups, their ethical viewpoint could also be a potential tool in reducing corruption. One example of such an agreement is TI-Korea's K-PACT (Korean Pact on Anti-Corruption and Transparency) that has been inactive since President Roh Moo-hyun finished his term.

## TO ALL GOVERNMENTAL AND PRIVATE SECTORS:

- ***Publicly rewarding transparency so youth may emulate models***

Rewarding individuals and/or groups as models of integrity promotion should not be limited to adults,

but should be extended to youth who may have made remarkable achievements. The award recipients could be promoted as role models of integrity and transparency for youth, children, and society at large. The recipient must be publicly introduced or advertised as having done a very good service for society and the country.

The reward should be handled in a way that further encourages other youths and students to do the same. The rewards could be in the form of scholarships, grants, or other incentives given by a government agency, school, university, or any private or public institution. One of the advantages of rewarding youth and younger groups, especially children, is that positive ethical imprinting is more effective and lasting in young minds. In addition, young children easily emulate what their peers and friends are doing.

- ***Including integrity policies/systems in public and private schools, institutions, and educational facilities***

Schools and other educational facilities (including cooking institutes, for example) must be strongly encouraged to teach integrity-related subjects at various levels. More importantly, they should not only teach ethical theories, but also provide recent and concrete examples so students can realistically connect what they are learning to real events in society. In other words, concrete situations are more effective than abstractions.

Since most parents in South Korea are preoccupied with their jobs and other chores, teaching kids in school about honesty and right conduct can be effective at an early age, rather than focusing so much on academic competition and getting high marks in order to land a promising job later. To be a person of integrity and honesty must be given value in school settings. Integrity subjects should *not* be treated as an extra subject, but a major one similar to sciences, math, history, sociology, etc.

- ***Formerly independent commission against corruption must be reestablished to strengthen transparency and democracy***

Korea Independent Commission Against Corruption, the Administrative Appeal Commission and the Ombudsman of Korea that were active in the past (two administrations before) have been integrated into the Anti-Corruption and Civil Rights Commission (ACRC) in February 2008. In order to maintain the check and balances principle of democracy, it is better to reestablish the former active independent commission against corruption to promote its respective role and activity relevant to integrity theme. Also, the advantage of having various experiences, perspectives, and solutions that can curb unjust practices in society should not be discounted.

- ***Rewarding and protecting corporate and public office whistle-blowers***

Rewarding whistle-blowers and protecting them is the government's proper role and responsibility, not that of civil society groups. The government should reward model officials, public servants, public and private sectors, and ordinary citizens including students and youths who achieve a remarkable and honest act that furthers a more transparent society.

A governmental mechanism that rewards and encourages whistle-blowing while respecting both individual human rights and corporate rights would be ideal. Specifically, laws and mechanisms that treat ordinary individuals and huge private corporations (called *chaebol* in the Korean language) with equal rights would be a great step that would certainly prevent the infringement of human rights and corruption. More importantly, individual human rights encoded in international conventions and laws that promote them should not be treated as secondary to corporations, businesses, and business

institutions.

- ***Providing the public with integrity promotion materials -- booklets, pamphlets, videos, etc. -- in public and private spaces and establishments.***

Integrity and transparent society materials (and other forms of media – e.g., video, illustrations, comic books, etc.) should be made available publicly not only to adults, but also to youth and children. Such materials can serve as non-academic education for youth providing basic, brief, light, and interesting material to share with friends and peers. These integrity materials should be made available at government establishments, public and private schools, hospitals, district offices, subway and train stations, and other open or public places. Integrity videos or films can be made available in designated places, such as public buildings where people usually wait to be attended to by public officers.

## **TO THE BUSINESS SECTOR AND GOVERNMENT OFFICES:**

- ***The business sector and government agencies should strengthen proper, fair, and competitive selection processes for job interviews.***

Job-seekers, especially fresh college/university graduates, have to undergo the painful task of searching for vacancies. However, some are not as lucky as others because there are unfair practices in accepting applicants. In order to break the pattern of nepotism in the employment of young graduates, laws and policies that serve as guidelines for the equal treatment of job applicants must be strengthened and thoroughly implemented<sup>5</sup>. In order to monitor the implementation of such policies, a regular investigative survey could be employed by a designated government ethics agency.

## **TO NON-GOVERNMENTAL ORGANIZATIONS:**

- ***Mobilize community organizations and civil society groups to further enhance integrity practices and anti-corruption activities***

There are various civil society groups that can help promote integrity and anti-corruption activities in Korea. Mobilizing and utilizing these organized civil organizations could be a powerful tool in educating and raising awareness about issues of corruption and other forms of unfair activities practiced by influential and powerful individuals, groups, and business tycoons.

Civil society groups can create programmes/policies on integrity and integrate them into their usual activities and programmes. Additionally, communities and civil society groups can organize themselves for the creation of systems or policy proposals for the government to consider establishing. Since most civil society groups and non-governmental organizations are good at what they do, they can share their expertise and knowledge with respective government agencies and institutions in matters related to establishing mechanisms that can boost ethical and anti-corruption endeavors.

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<sup>5</sup> About 60% of office workers are hired through personal connections rather than passing through fair recruitment methods, according to research done by a news company in South Korea. See: [http://english.chosun.com/site/data/html\\_dir/2011/11/22/2011112200372.html](http://english.chosun.com/site/data/html_dir/2011/11/22/2011112200372.html)

## TO ALL CONCERNED AGENCIES, SECTORS, AND CSOs:

- ***Governmental and non-governmental organizations must encourage, guide, and support youth in any way possible to play their roles in their fight against corruption or promotion of integrity and transparency***

Governmental policy-makers must establish policies that can provide venues for young people's integrity and anti-corruption activities to flourish. Having legal mechanisms laid up, other sectors, including civil society organizations and schools, should provide support to what youth want and willing to do to contribute and share their role against fighting corruption. Korean youths are great in working as groups, which is an advantage in terms of fulfilling a wide scale campaign. In particular, youth want to create integrity/transparency clubs at schools (high schools and universities), integrity/anti-corruption groups in their home areas, do campaigns and surveys, organize competition on integrity-themed activities (e.g. debates, presentations, current corruption issues), and establish a national youth anti-corruption organization, among others.



## ANNEXES:

### ANNEX 1: KEY PARAMETERS OF THE SAMPLE

#### LIST OF SURVEYED CITIES AND PROVINCES

PROVINCE	YOUTH	ADULT	TOTAL
Wonju	25	22	47
Seoul	753	723	1476
Suwon	88	71	159
Namyangju	34	39	73
Yongin	58	61	119
Guri	16	13	29
Ansan	57	52	109
TOTAL	1031	981	2012

#### GENDER DISTRIBUTION OF RESPONDENTS

TYPE	MALE	FEMALE	TOTAL
YOUTH	49.5%	50.5%	100.0%
ADULT	42.1%	57.9%	100.0%
TOTAL	45.9%	54.1%	100.0%

#### AGE DISTRIBUTION OF RESPONDENTS

AGE (%)	15-20	21-25	26-30
YOUTH	46.4	38.3	15.3

AGE (%)	31-40	41-50	51-60	61-ABOVE
ADULT	44.8	35.1	17.6	2.5

#### EDUCATIONAL LEVELS OF YOUTH

%	None/less than primary	Primary	Secondary	College/ Middle School	University and Above	TOTAL
Youth Male	.4	.4	4.3	27.1	67.8	100.0
Youth Female	.2	1.2	6.1	20.5	72.0	100.0
Adult	.2	.9	3.0	28.1	67.8	100.0

**URBAN/RURAL DISTRIBUTION OF YOUTH**

%	City	Province	TOTAL
Youth Male	94.3	5.7	100.0
Youth Female	92.7	7.3	100.0
Adult	97.1	2.9	100.0

**DISTRIBUTION OF SELF-PERCEIVED LIVING STANDARDS**

%	Living Well	Living Alright	Alright but careful	Living with difficulty	TOTAL
Youth Male	21.2	49.6	24.5	4.7	100.0
Youth Female	15.9	56.0	23.4	4.6	100.0
Adult	14.3	48.2	32.3	5.2	100.0

## ANNEX 2: THE METHODOLOGY IN DETAIL

### THE SAMPLING DESIGN

The Korean YIS had to consider two issues: 1) the various international and locally accepted definitions of youth and 2) the inclusion of adult group for comparison.

In South Korea, the officially accepted definition of youth is the age group of 13-18 years, which is a bit younger than the international definition of 15-24 years old.<sup>6</sup> However, to make sure that the results can be applied internationally, the Korean YIS covers youth from 15-30 years old for comparative purposes.

The second issue considered in this survey is the inclusion of an adult group control group aged 31 years old and above, implying that the Korean YIS represents youth aged 15-30 years old. Including an adult sample allowed us to compare particular youth values, attitudes, behaviors and perceptions related to integrity and corruption to those of adults. Therefore, we can draw some conclusions about the reasons behind the youth group's values, attitudes and behaviors. In other words, looking at the adult group's responses makes it easier to make analytical conclusions about youth.

### THE QUESTIONNAIRE DESIGN

To draw out the best results, the classic face-to-face interview method was applied. The questionnaire included the following dimensions of integrity<sup>7</sup>:

- Morality and ethical standards – the standards of behavior as widely accepted and understood by society
- Principles of righteousness – the capability to distinguish between right and wrong based on accepted principles
- Respect for laws – the ability to comply with established legal frameworks set forth by the government and its agencies
- Promoting integrity – the capability to resist and/or fight against corrupt and challenging situations

There were two groups of questions included in the survey<sup>8</sup>.

1. Opinion and/or perception. This relates to the concepts of what integrity, transparency and corruption mean. Second, such questions were related to the awareness of corruption's cost and effects. Third, such questions were related to individuals' values and beliefs that they feel are acceptable. Last, this question tried to draw out the opinion or perception of the role of youth in promoting integrity and standing up against corruption.

2. Experience and behavior. This group of questions asked about direct contact with or exposure to challenging situations. Hypothetical questions were asked to see how youth would behave in specific corruption situations. Youths' level of commitment to integrity was measured through questions included in this type.

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<sup>6</sup> Ibid., p. 50

<sup>7</sup> Since the Korean YIS employed the same questionnaire used by Vietnam YIS, similar integrity concepts were contained in the actual questionnaire.

<sup>8</sup> YIS, p.52

Vietnam YIS made distinctions between these two types of questions. The questions on opinion and/or perception tried to capture global concepts of integrity and its related principles, while the questions on experience and behavior aimed to measure respondents' specific and real-life practice of integrity principles.

Formulating and employing these two complementary questions was vital in drawing out responses related to the issues of corruption and integrity among youths. They complement each other since the first group of questions was cognitive and psychological in nature, while the second group was related to specific experiences and responses to particular situations.

More specifically, the questionnaire dealt with specific actions and behaviors surrounding integrity concepts and principles. In the questionnaire, respondents were asked to answer questions demonstrating the person's ability to choose what is right despite challenges and pressure from society, friends, family and others.

The questionnaire also included situations that youth might have experienced. However, youth were asked to respond according to how they understand or perceive the situations, as opposed to whether or not they have actually experienced them since "opinions can be built based on different sources of information", such as family, media, and business, among others<sup>9</sup>.

In addition, the questionnaire also included situations where respondents did not have sufficient understanding of the principles and concepts targeted by the survey. For that reason, questions were asked in such a way that they could draw honest answers from respondents.

Similar to Vietnam YIS, Korean YIS also asked questions on actual experiences that the respondent was personally exposed to in the past year. Respondents could answer questions on services they have used from among the choices of answers, but were not allowed to answer "do not know". The original English-language survey questionnaire was translated into the Korean language. Although the questions were asked in the original sequence, some questions were removed to fit the Korean socio-economic or national context. Since the questions were mostly personal, respondents were assured that their names would be kept strictly confidential. Moreover, due to complaints from interviewers, some parts of the questionnaire were removed to make it less time-consuming for respondents, who preferred to answer fewer questions.

Although this research was very much adopted from Vietnam's pilot research on youth integrity, it was intended to be adopted and implemented worldwide. It should also be noted that this survey is being conducted concurrently in other three countries: Indonesia, Fiji, and Sri Lanka.

Specifically, the questionnaire was composed of three major parts:

*Socio-demographic characteristics:* These basic questions related to the respondent's personal, familial, educational, and social status. This part was intended to enable regional and/or international comparison.

*Main and core integrity-related questions:* These questions were designed to specifically draw answers from respondents' concepts, knowledge, understanding, experiences, values, and beliefs regarding integrity and anti-corruption issues. These core questions were related to the respondent's behavior, role and level of commitment to fight corruption.

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<sup>9</sup> YIS, *ibid.*

*Living condition questions:* This part asked respondents about their living standard and their means and frequency of access to information available through various communication tools.

## THE FIELD WORK

The Korean Youth Integrity Survey (K-YIS) field work was managed and facilitated by TI-Korea Chapter. Youth volunteers (high school, university students, and recent university graduates), local K-PACT (Korean Pact on Anti-Corruption and Transparency) Councils, anti-corruption activists, Hyundai Research Institute (data analysis), and other supporters conducted the field survey. Interviewers were recruited and participated in a training programme on interview techniques and methods.

To get high-value survey results, the interviews were conducted in neutral settings such as youth plazas, public parks, coffee shops, department store resting spaces, train stations, and subway stations. In addition, the interviews were conducted without any interference or presence from people in authority (e.g., parents, teachers, etc.) in order not to create any pressure for youth interviewees. Most of the interviews were conducted in the capital city of Seoul, which was divided into north, south, east, and west due to its huge population. Just outside the capital, interviews were conducted in Wonju, Suwon, Namyangju, Yongin, Guri, and Ansan. Some of the interviewers, mostly youth volunteers, experienced difficulties in getting older, adult interviewees.

The advantage of having youth interview youth respondents was the atmosphere of trust and confidence between them. However, when youths approached adults for an interview, they would face resistance, which discouraged a number of youth from continuing. In spite of the challenge of age difference (which is one of the characteristics of this hierarchical society), most interviewers faced and overcame the issue, while a few failed to complete their allotted number of adult interviews.

On the other hand, the few adult volunteers far fewer problems dealing with adult respondents compared to the much younger volunteers. As a result, the adult volunteers were successful in gathering more survey results from adult respondents.

There had been surveys on youth integrity conducted in recent years in South Korea; however, the Korean YIS is the first of its kind to cover an adult sample population for comparative purposes. All data collected are valuable for study and the advocacy movement in Korea. In particular, the results can be used as the government's basis to establish integrity and/or ethical laws and policies to create integrity and ethical systems. A system that promotes integrity or ethics at various levels of the educational spheres is one immediate need that an integrity system/policy can answer.

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## FIGURES

### FIGURE 1

Map of Survey Regions

6

### FIGURE 2

“Being Rich” vs. “Being Honest”: Youth vs. Adult

9

### FIGURE 3

Youths’ Concept and Attitude Toward Integrity

10

### FIGURE 4

Youths’ Perception on the Importance of Integrity

11

### FIGURE 5

Opinion on Integrity Levels in Various Sectors: Youth vs. Adult

12

### FIGURE 6

Youth Exposure to Various Corrupt Situations: Male vs. Female

14

### FIGURE 7

Behavior-based Integrity of Youth Getting into a School/University/Company

15

### FIGURE 8

Youth Asked to Pay a Bribe During an Interview

16

### FIGURE 9

Level of Commitment to Fight Corruption: Youth vs. Adult

17

### FIGURE 10

Reasons for Not Reporting Corruption: Youth vs. Adult

18

### FIGURE 11

Factors that Shape Young People’s Views on Integrity

19

### FIGURE 12

Youths’ Role in Integrity Building

20

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