

A black smartphone frame with a white screen. The screen displays text in a clean, sans-serif font. At the top, there is a small horizontal line and a dot, representing a status bar. At the bottom, there is a rounded rectangular button, representing a home button. The text is centered and reads: "Financialization of daily life through a stock investment app: A cultural analysis of *Stockplus app* by utilizing walkthrough method". Below this, the author's name "Dongwook Song" is displayed in a bold font, followed by "PhD Candidate" and "Simon Fraser University" in a regular font.

Financialization of  
daily life through a  
stock investment app:

A cultural analysis of  
*Stockplus app* by utilizing  
walkthrough method

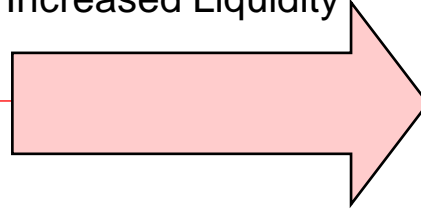
**Dongwook Song**

PhD Candidate  
Simon Fraser University

# The Dominant Way of Korean Young Adults' lives

Before the COVID-19  
(2008 ~ 2019)

Low-interest-rate stance  
Increased Liquidity



During the COVID-19  
(2020 ~ 2022)

Survivalism as a Structure of Feelings

Investment boom in capital income  
(Real estate, Stocks, Bitcoin)

The Challenges of Youth Transitions

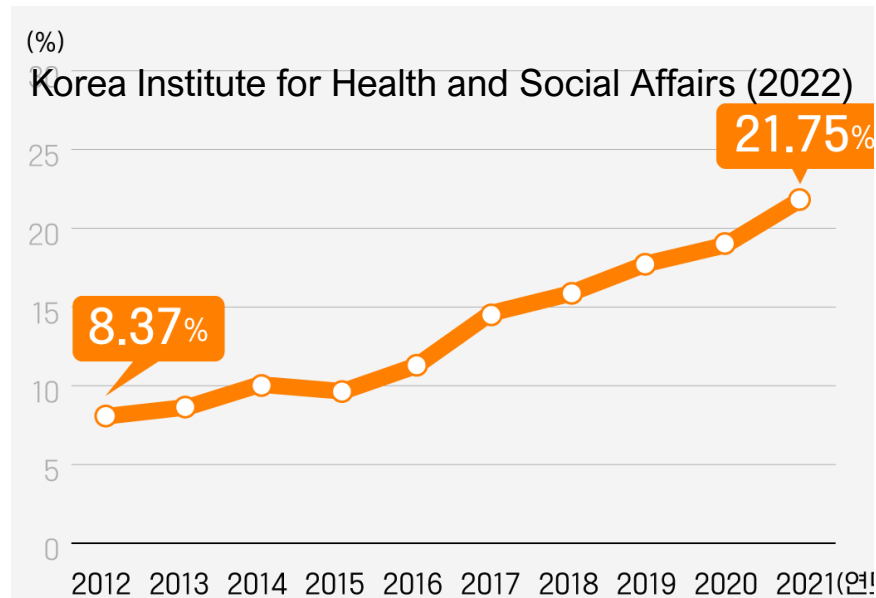
- Dating
- Marriage
- Childbirth

Managing precariousness

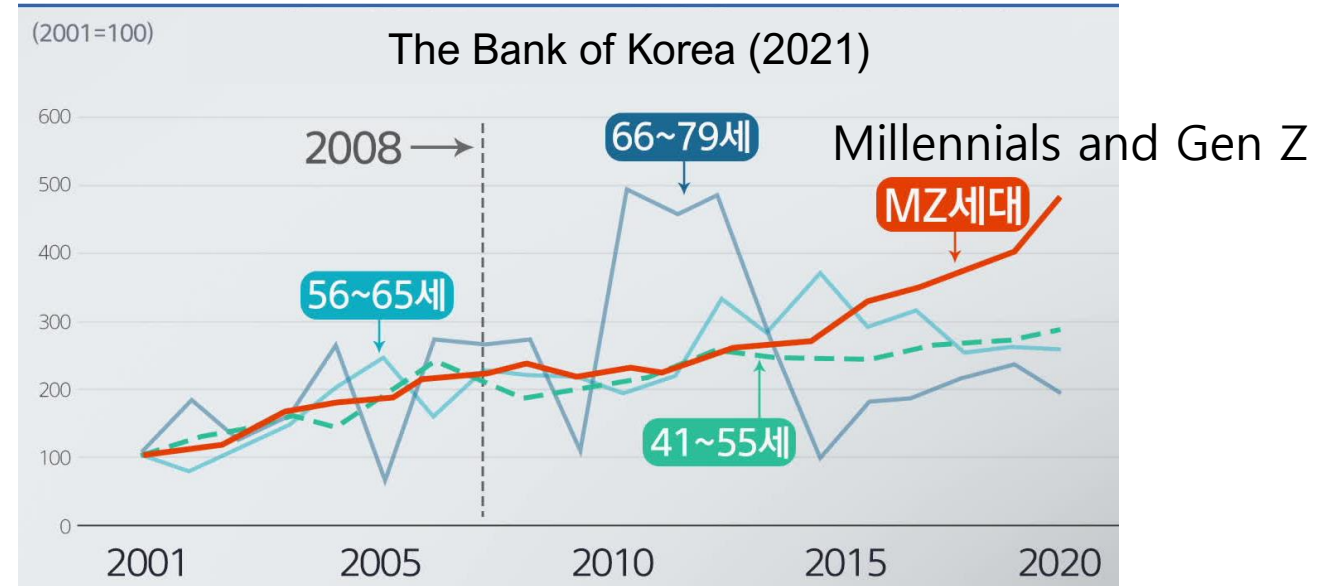
- High Housing Prices
- Unstable Labor environment
- Retirement Planning

# Post COVID-19 (2022 ~ )

The ratio of young adult households with debt exceeding 300% of their income

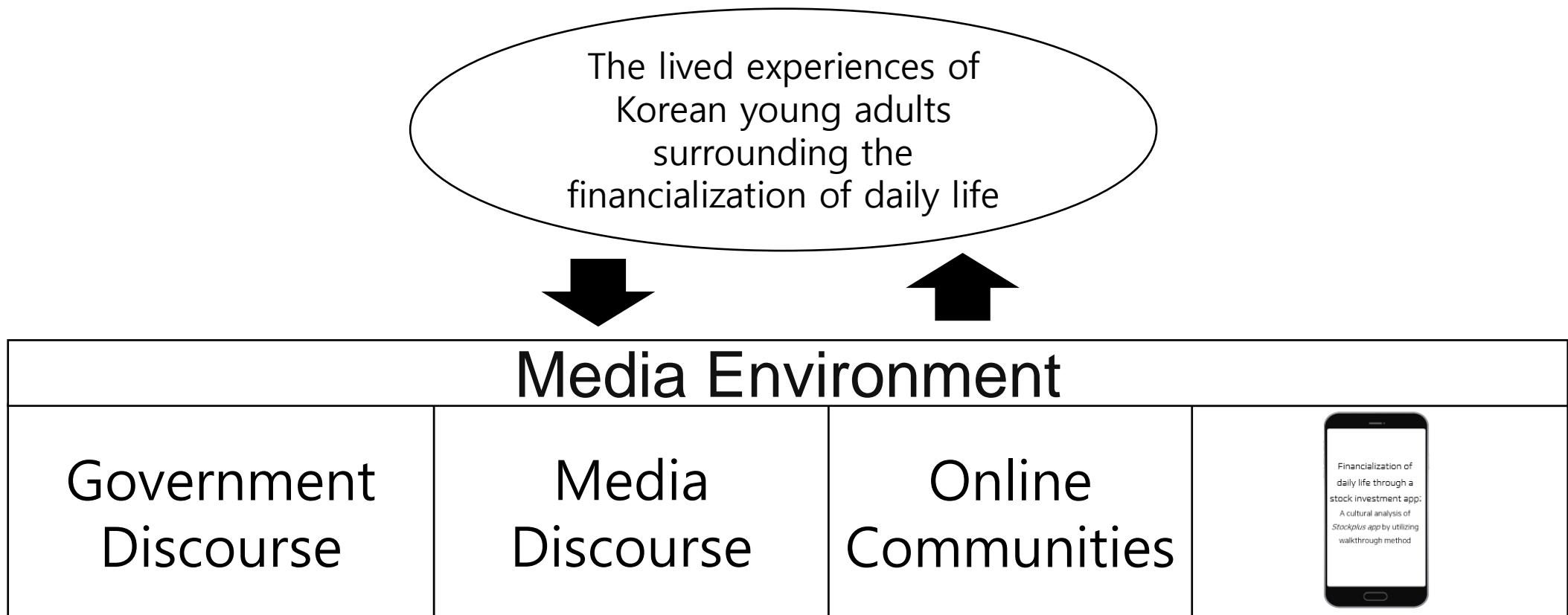



Total household debt by generation



# Financialization of daily life in South Korea

Tentative thesis statement: The financialization of daily life in Korea, interacting with the media environment, contributes to the (re) production of financial subjects/subjectivity through the personalization of social risks, thus leading to the perpetuation of global financial capitalism



A black smartphone with a white screen. The screen displays text in a black, sans-serif font. The text is centered and reads: "Financialization of daily life through a stock investment app:". Below this, there is a subtitle in a smaller font: "A cultural analysis of *Stockplus app* by utilizing walkthrough method".

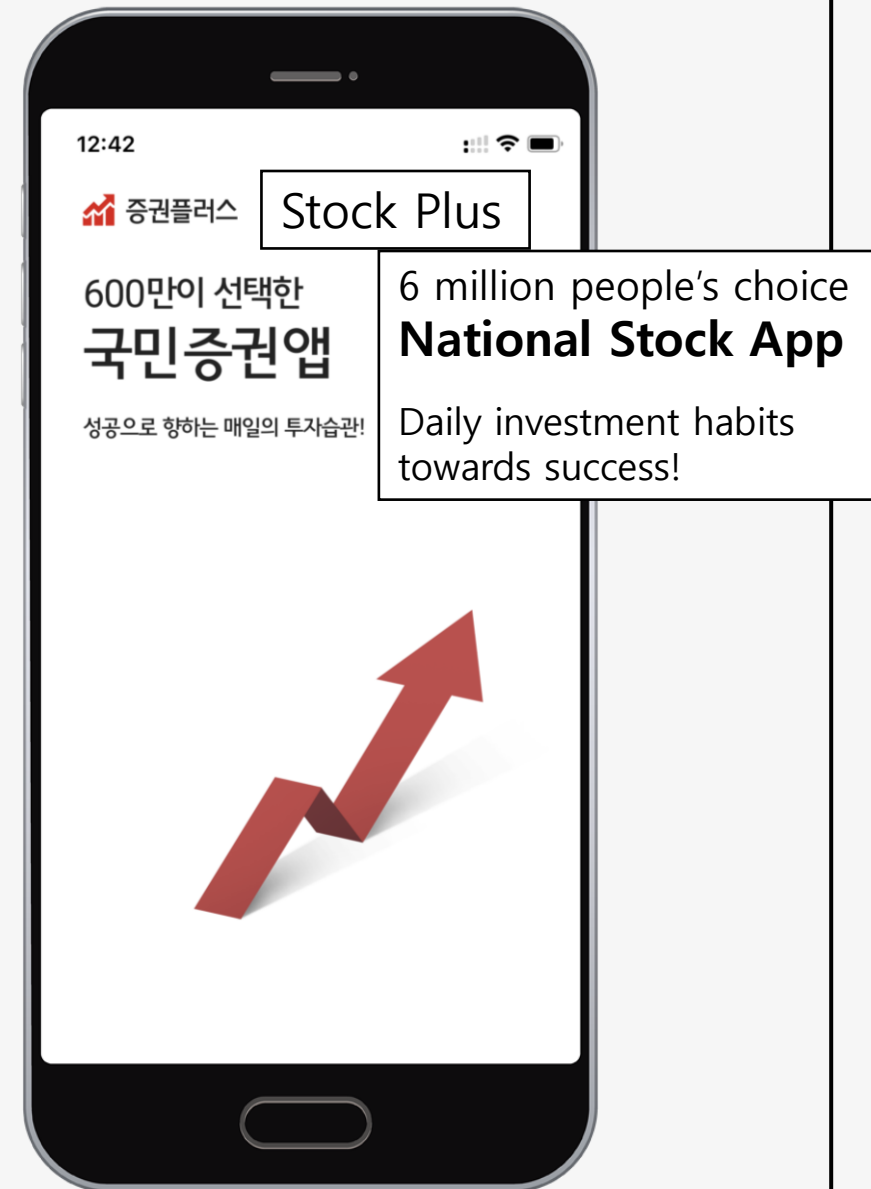
Financialization of  
daily life through a  
stock investment app:

A cultural analysis of  
*Stockplus app* by utilizing  
walkthrough method



### Stockplus app (MTS-mobile trading system)

- Operated by Dunamu, which runs Upbit, the largest cryptocurrency exchange in Korea
  - > access to information on not only overseas and Korean stocks but also cryptocurrencies
- Linked with *KakaoTalk*, the most popular messenger app used by the most majority of Koreans





## Walkthrough method

Walkthrough Method: *“an app’s interface to examine its technological mechanisms and embedded cultural references to understand how it guides users and shapes their experiences.”* (Light et al., 2016, The walkthrough method: An approach to the study of apps, p. 882)

### Purpose : An app’s environment of expected use

#### (1) Vision

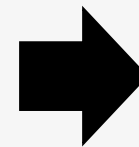
- An app’s purpose, target user base and scenarios of use

#### (2) Operating model

- Business strategy and revenue sources

#### (3) Modes of governance

- How the app provider seeks to manage and regulate user activities to sustain their operating model and fulfil their vision



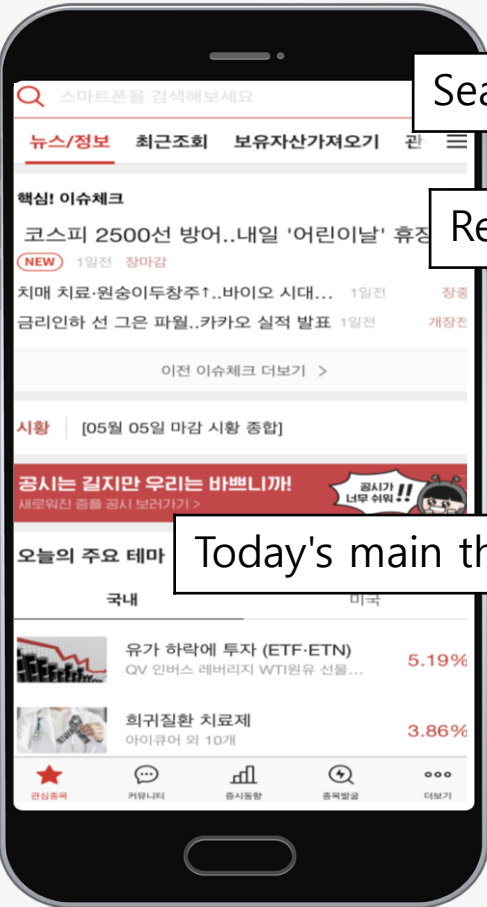
### Main Research Question

How does the app shape users as investor subjects?



# Stocks of Interest

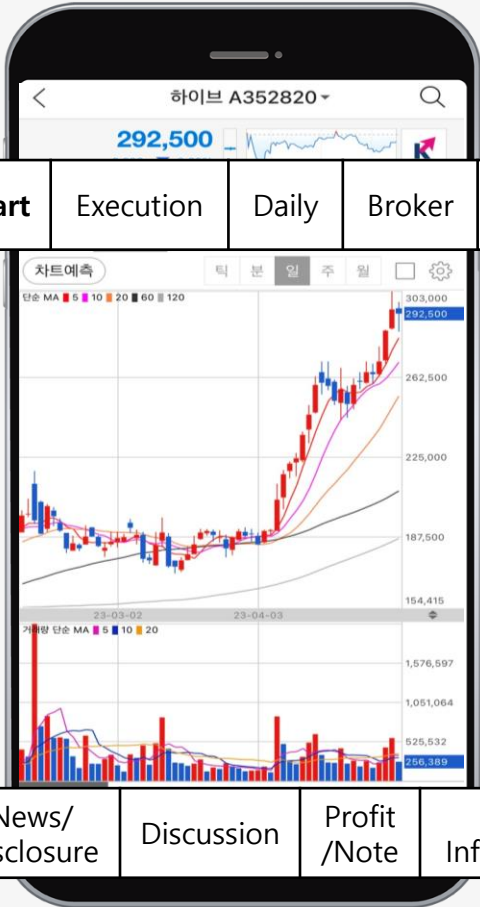
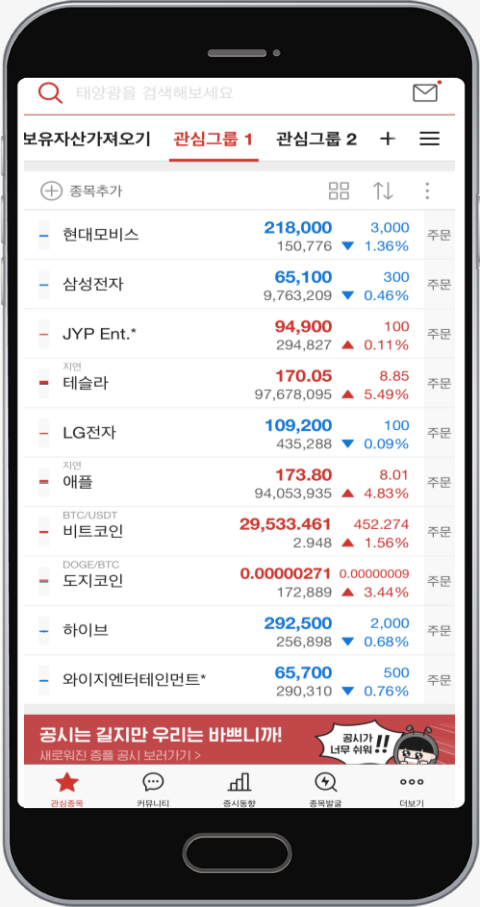
News/ information	Recent inquiry	Stocks held	Watchlist 1 / 2
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Search bar

Recent news

Today's main theme



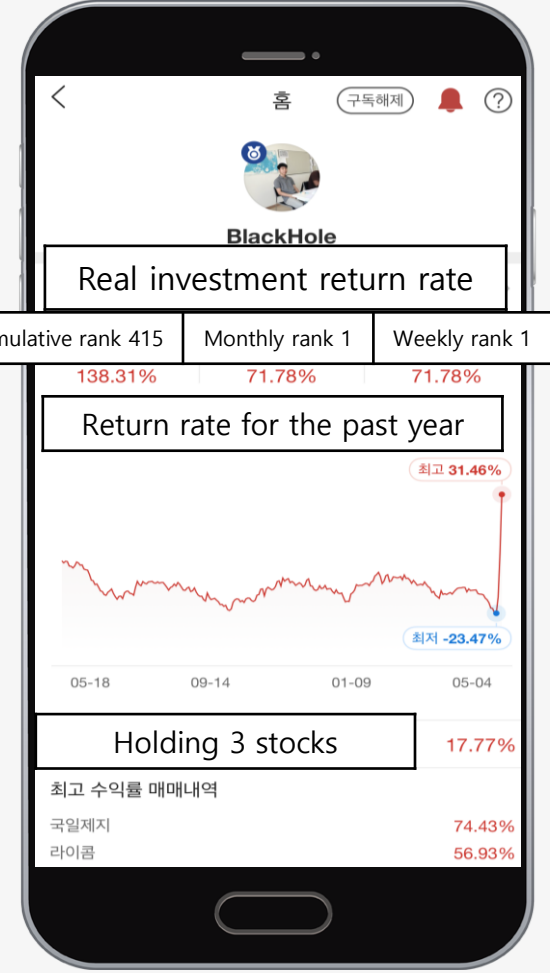
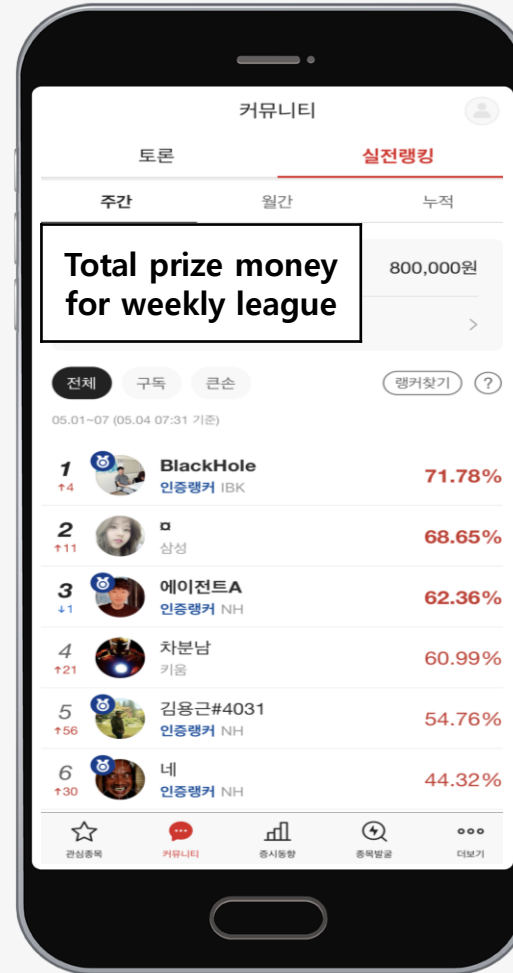
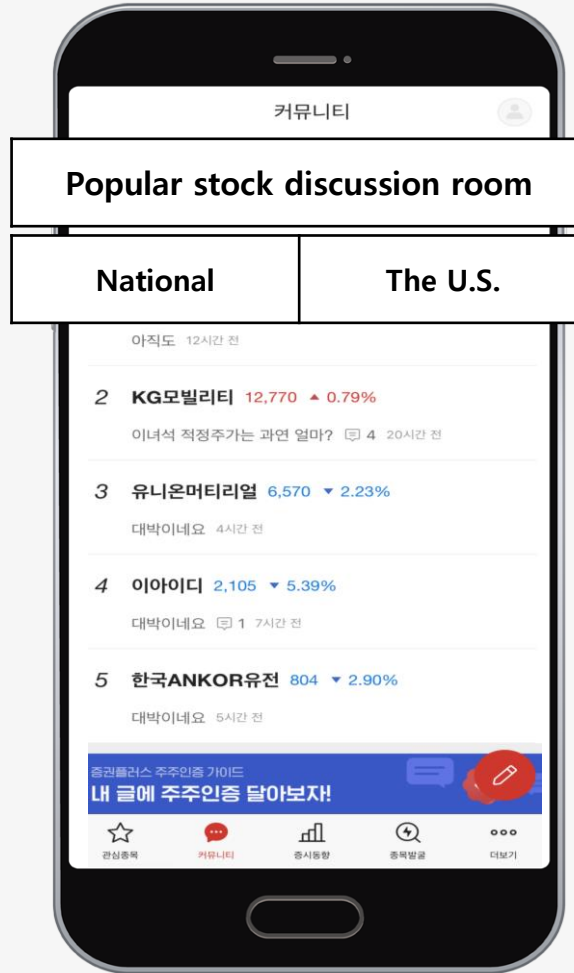
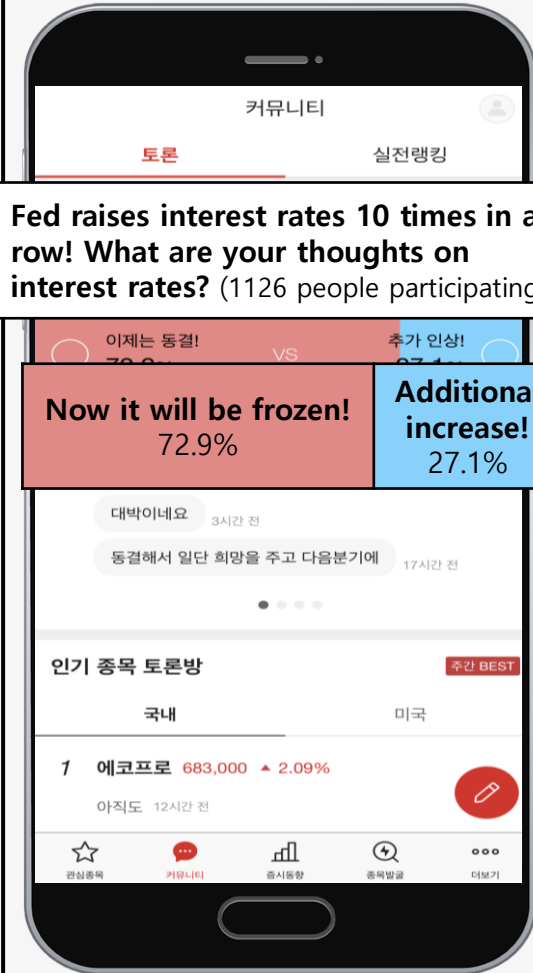
Asking Price	Chart	Execution	Daily	Broker	Investor
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Market Price	News/ Disclosure	Discussion	Profit /Note	Stock Information
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관심종목	Stocks of Interest	커뮤니티	Community	증시동향	Stock Market Trend	종목발굴	Discovering Stock Items	더보기	More
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Discussion

Real Ranking



# Stock Market Trend

Domestic

Oversea

Exchange rate

Digital assets

IPO

증시동향

국내

해외

환율

디지털자산

IPO

KOSPI

KOSDAQ

2,500.94

845.06

0.46 ▼ 0.02%

1.88 ▲ 0.22%

외국인 396 기관 -2,694 개입 2,267

외국인 -1,346 기관 -380 개입 1,876

상승률

Increase rate

1일

1주일

1개월

3개월

6개월

코스피

코스닥

성문전자

29.98%

인성정보

30.00%

삼영

29.95%

성호전자

29.97%

삼화전자

29.92%

메디프론

29.96%

이화산업

29.91%

지엔씨에너지

29.89%

광전자

19.59%

에코바이오

29.87%

더보기 >

하락률

관심종목

커뮤니티

증시동향

종목발굴

더보기

증시동향

국내

해외

환율

디지털자산

IPO

미국 USD

1,327.00

9.00 ▼ 0.67%

일본 JPY100

983.07

5.35 ▼ 0.54%

중국 CNY

191.54

1.30 ▼ 0.67%

유로 EUR

1,456.58

18.63 ▼ 1.26%

원화(KRW)환율 기준

05.04 23:58 기준 (KEB하나은행 668회 고시)

환율계산 >

원화환율

달러환율

미국 USD

1,327.00

9.00 ▼ 0.67%

일본 JPY100

983.07

5.35 ▼ 0.54%

중국 CNY

191.54

1.30 ▼ 0.67%

유로 EUR

1,456.58

18.63 ▼ 1.26%

영국 GBP

1,668.11

7.37 ▼ 0.44%

스위스 CHF

1,481.69

25.19 ▼ 1.67%

캐나다 CAD

984.93

4.31 ▲ 0.44%

뉴질랜드 NZD

832.36

1.23 ▲ 0.15%

홍콩 HKD

169.10

1.09 ▼ 0.64%

브라질 BRL

266.05

1.31 ▼ 0.49%

관심종목

커뮤니티

증시동향

종목발굴

더보기

증시동향

국내

해외

환율

디지털자산

IPO

Bitcoin

39,158,000

578,000 ▲ 1.50%

Ethereum

2,638,000

129,000 ▼ 4.54%

Ripple

621

5.00 ▲ 0.81%

Bitcoin Cash

159,400

2,200 ▲ 1.40%

하단 시세는 각각 KRW, BTC, USDT 대비 가격입니다.

시세제공 : 업비트

KRW

BTC

USDT

한글명

현재가

전일대비

거래대금

비트코인

39,158,000

▲ 1.50%

209,733백만

수이

1,735

▼ 2.80%

178,587백만

메탈

1,700

▲ 11.84%

78,345백만

리플

621

▲ 0.81%

69,809백만

온톨로지가스

376

▼ 1.57%

62,950백만

이더리움

2,638,000

▲ 5.14%

62,048백만

관심종목

커뮤니티

증시동향

종목발굴

더보기

☆

Stocks of Interest

커뮤니티

Community

증시동향

Stock Market Trend

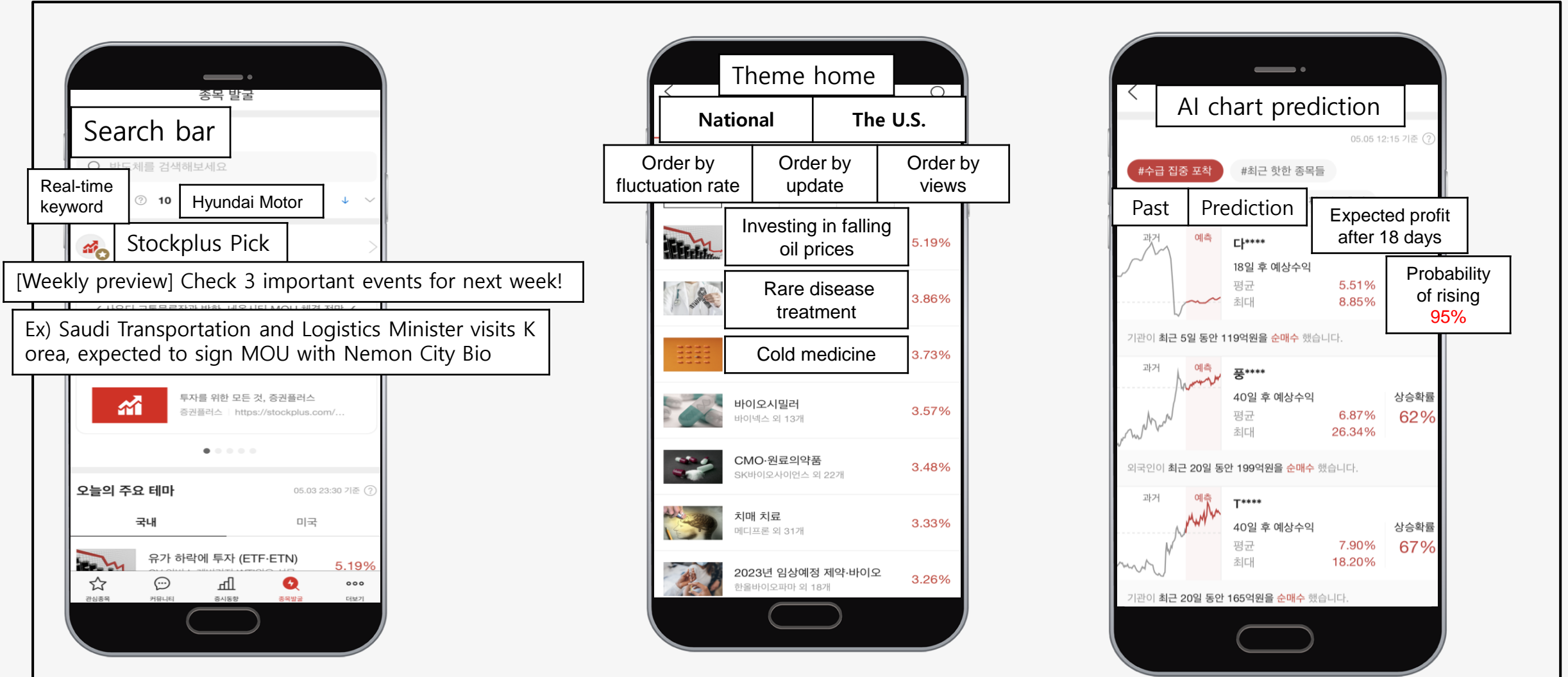
종목발굴

Discovering Stock Items

더보기

More

# Discovering Stock Items



## Strategies to induce app activities

Semiconductor, shipbuilding boom. Tesla's biggest handover in history

Stock Plus Monthly/Weekly Rankings Announcement -Top3

KOSPI recovers 3100 and foreign investors and institutions buy

Hyundai Motor, Performance + Google Effect +7%.. Samsung Electronics came to prominence



Activities (using the app, writing posts and comments, and synchronizing the balance)

- Four grades system (Family, Silver, Gold, and Platinum)
  - on the 1st of each month.

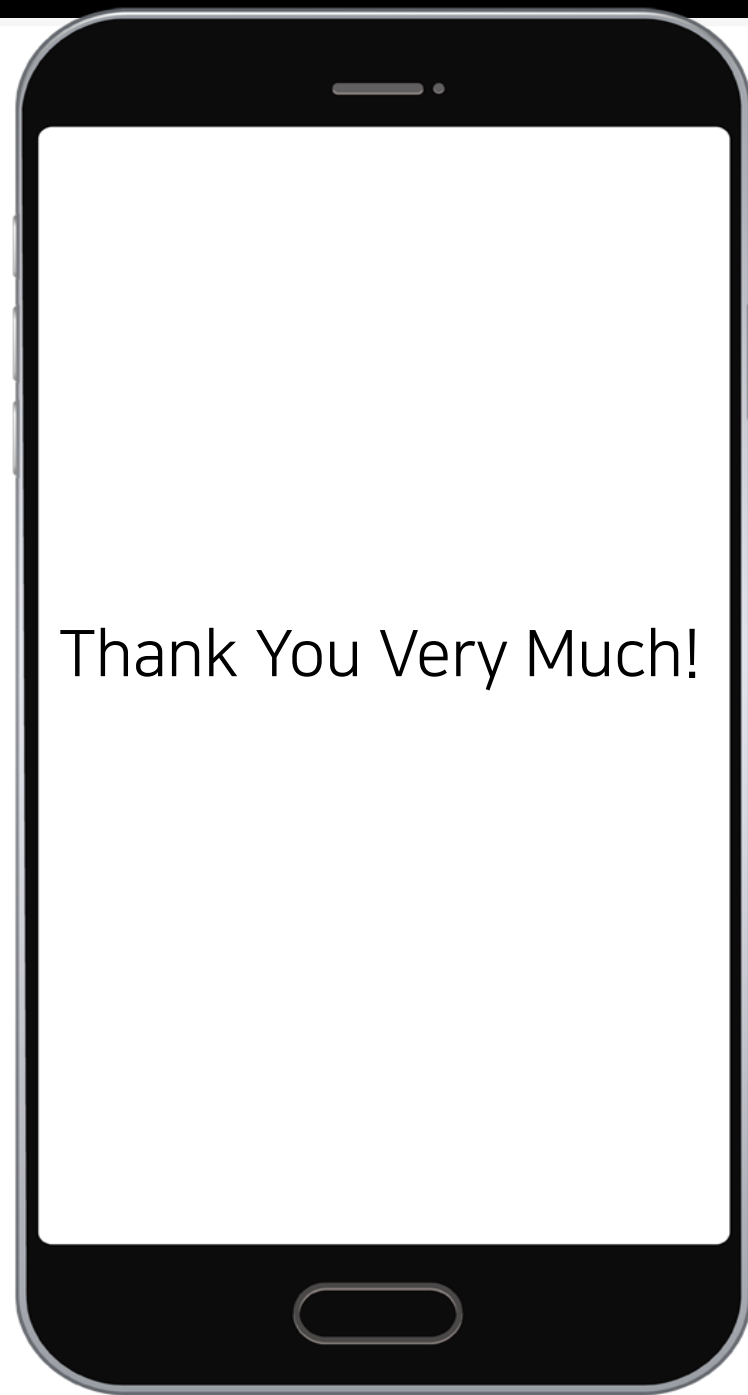


## Questions

**Q1: Is it necessary to be a stock investor to conduct this research project? If so, which company?  
How much? If so, is approval from a research ethics board required?**

**Q2: How can the concepts of 'portability' and 'interactivity' between users and the app be  
approached theoretically as core characteristics of the app?**

**Q3: Is it possible to use an investment app in an alternative, resistant, and critical way?**



Thank You Very Much!