

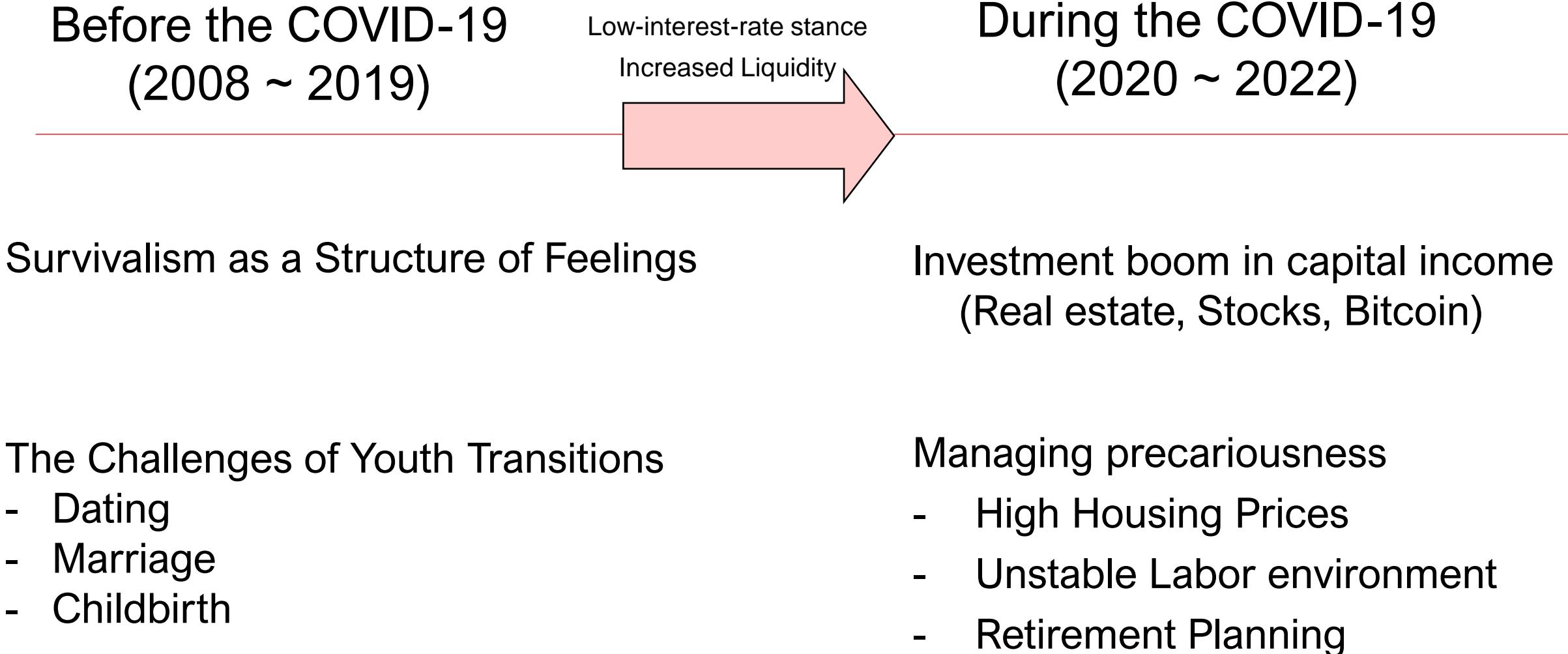


Financialization of  
daily life through a  
stock investment app:  
A cultural analysis of  
*Stockplus app* by utilizing  
walkthrough method

**Dongwook Song**

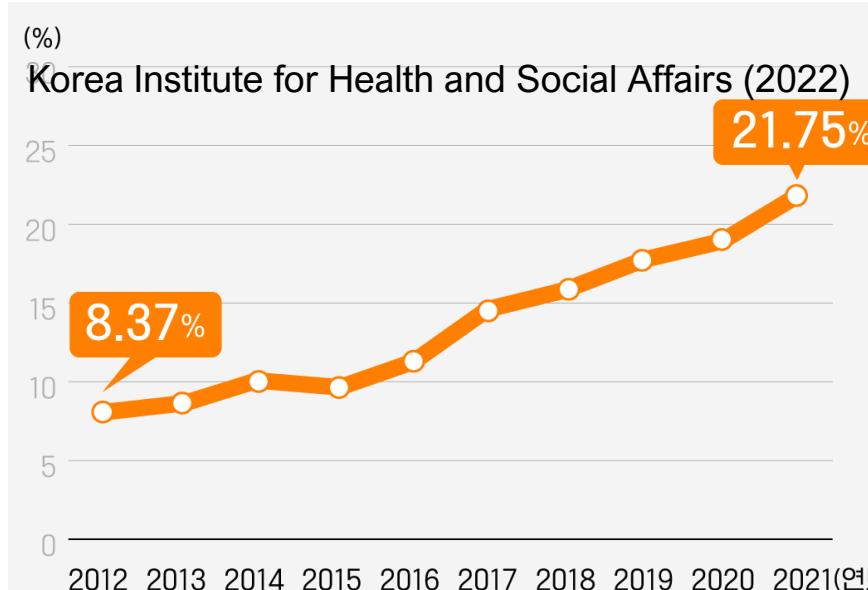
PhD Candidate  
Simon Fraser University

# The Dominant Way of Korean Young Adults' lives

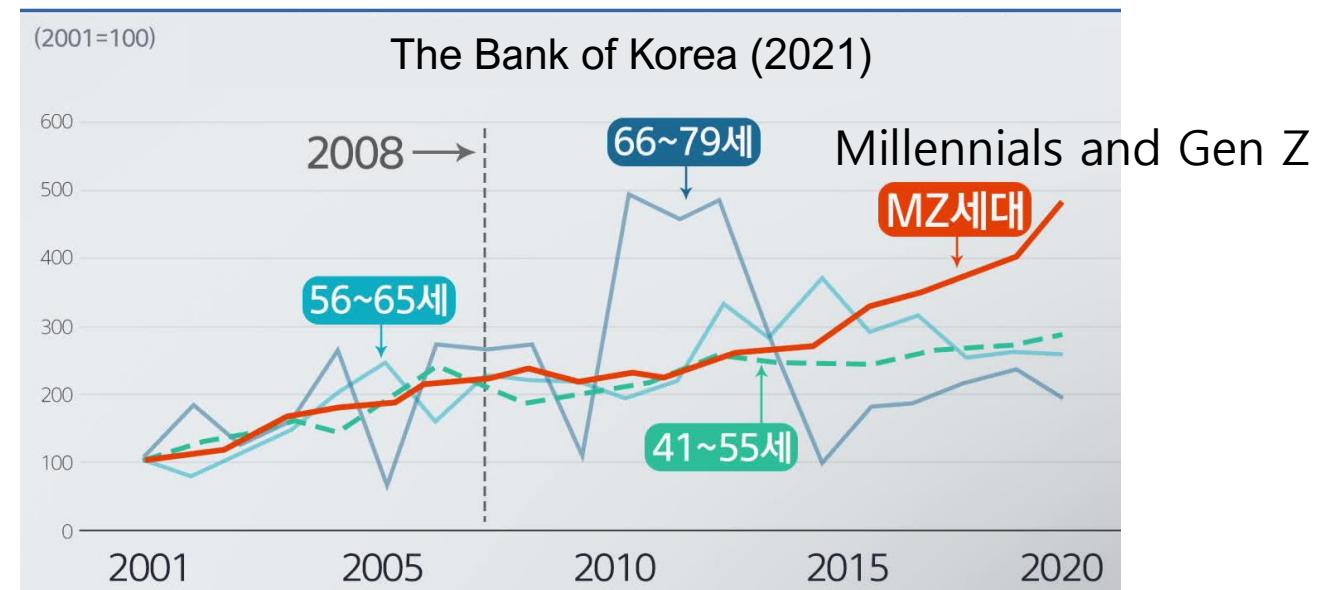


# Post COVID-19 (2022 ~ )

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

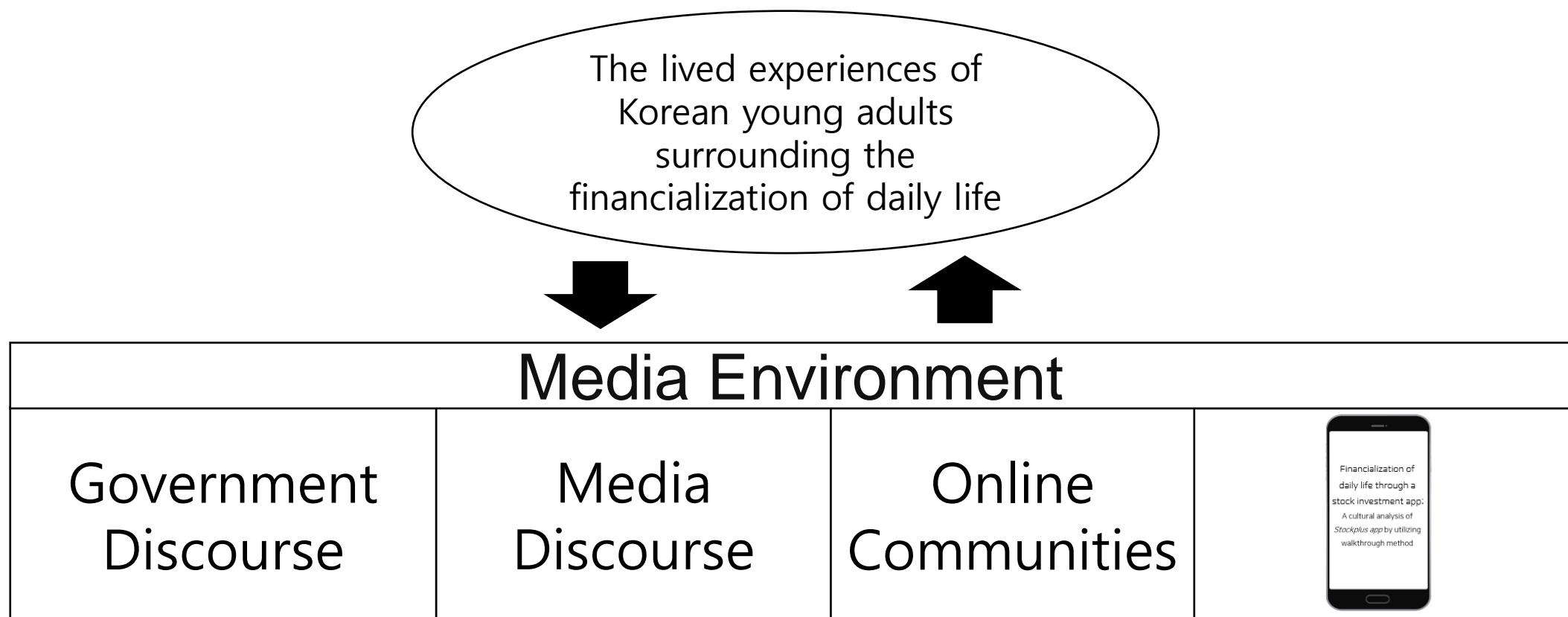


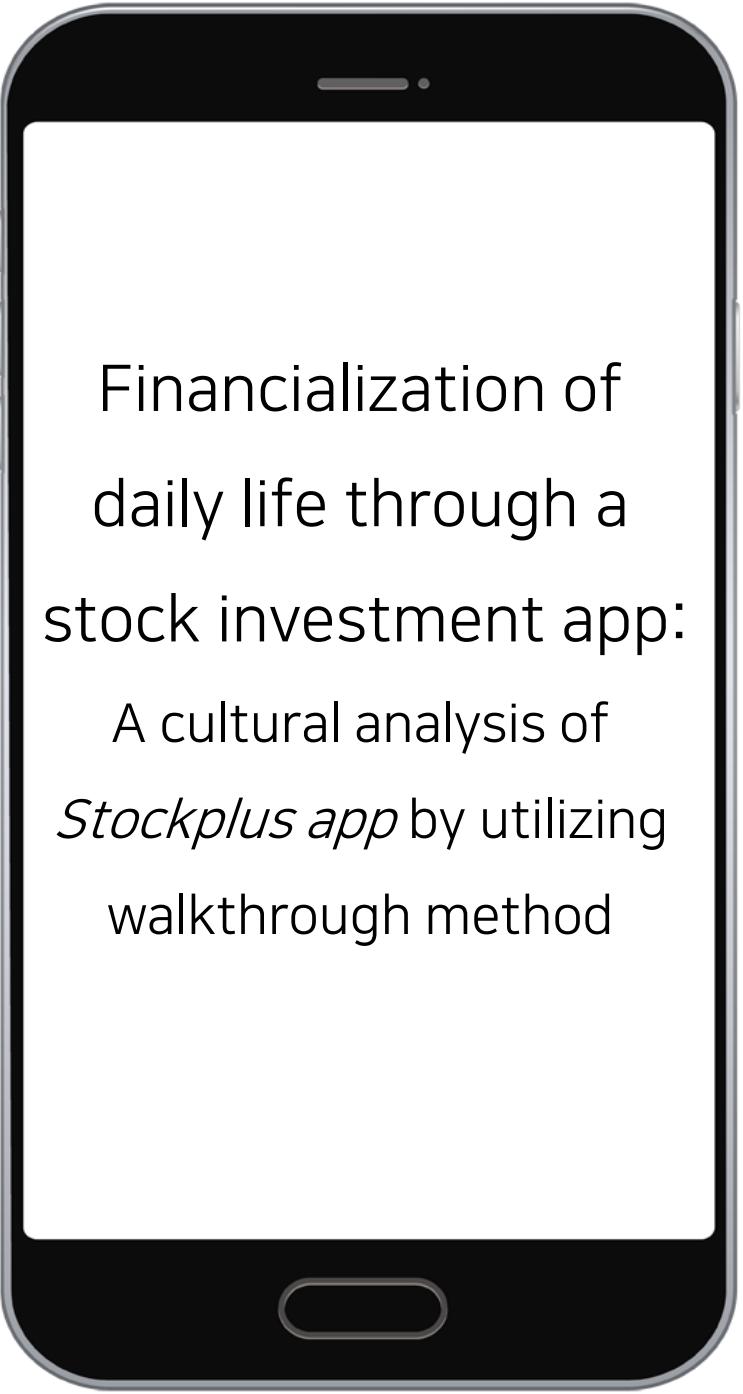
Total household debt by generation



# 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



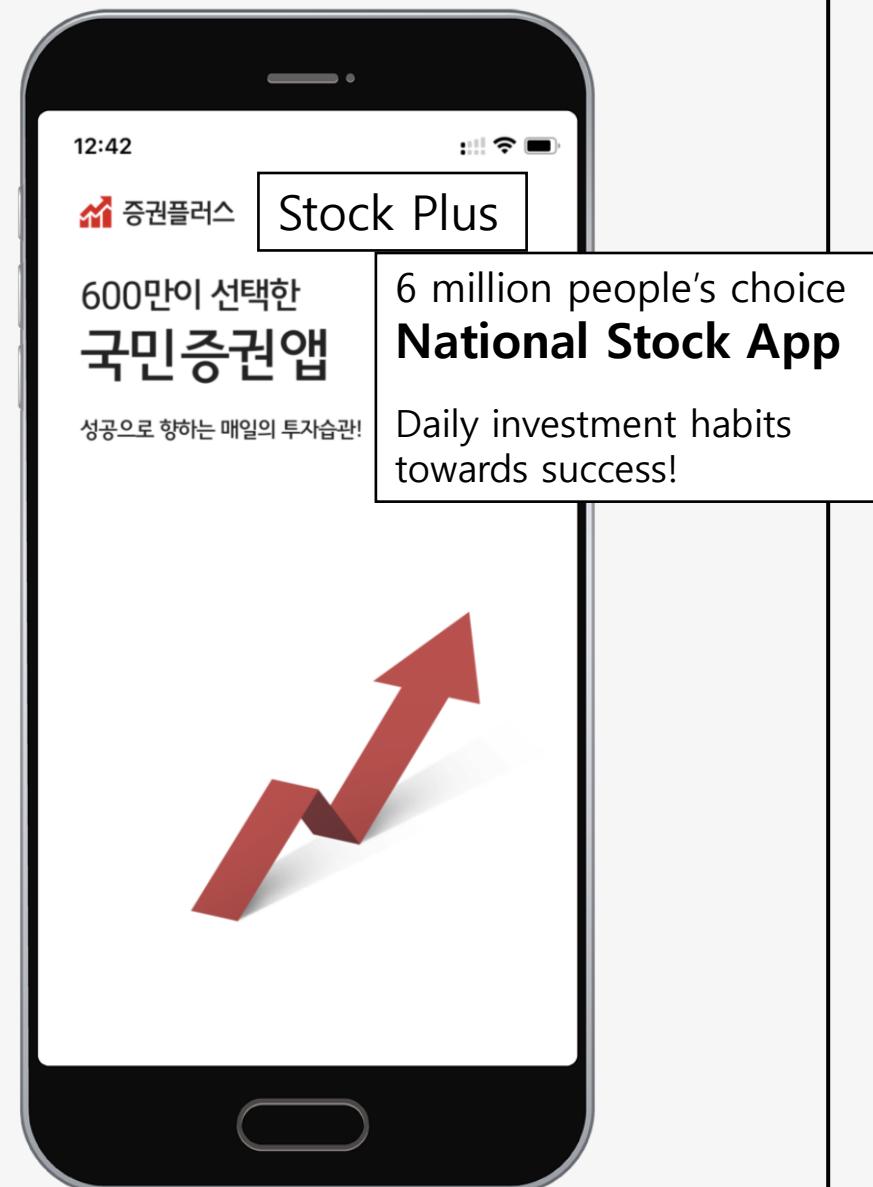
A black smartphone icon with a white screen, centered on the page. The screen displays the following text:

Financialization of  
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walkthrough method

## Stockplus application

### 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

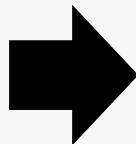
- An app’s purpose, target user base and scenarios of use

#### (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

Search bar

Recent news

Today's main theme

Stock	Price	Change	Market Cap
현대모비스	218,000	3,000	150,776
삼성전자	65,100	300	9,763,209
JYP Ent.*	94,900	100	294,827
지연 테슬라	170.05	8.85	97,678,095
LG전자	109,200	100	435,288
애플	173.80	8.01	94,053,935
BTC/USDT	29,533.461	452.274	2,948
비트코인	0.00000271	0.00000009	172,889
DOGE/BTC	0.000000009	0.000000009	172,889
하이브	292,500	2,000	256,898
와이지엔터테인먼트*	65,700	500	290,310

공시는 길지만 우리는 바쁘니까!  
새로워진 증권 공시 보러가기 >

Asking Price

Chart

Execution

Daily

Broker

Investor

Market Price

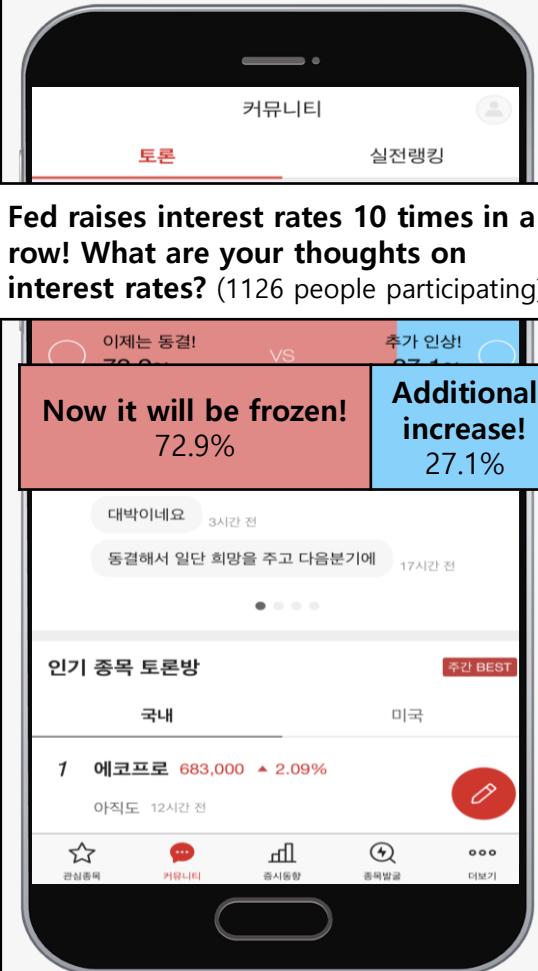
News/  
Disclosure

Discussion

Profit /Note

Stock Information

### Discussion



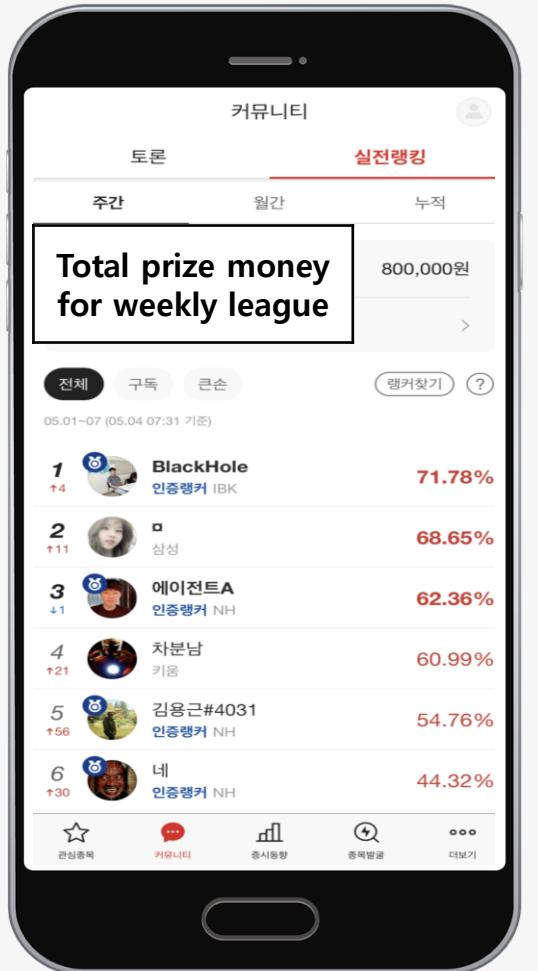
**Fed raises interest rates 10 times in a row! What are your thoughts on interest rates? (1126 people participating)**

**Now it will be frozen!** 72.9%    **Additional increase!** 27.1%

**Popular stock discussion room**

**National**    **The U.S.**

### Real Ranking



**Total prize money for weekly league**

Rank	User	Return Rate
1	BlackHole	71.78%
2	삼성	68.65%
3	에이전트A	62.36%
4	차분남	60.99%
5	김용근#4031	54.76%
6	네	44.32%

**Real investment return rate**

Cumulative rank 415    Monthly rank 1    Weekly rank 1

**Return rate for the past year**

**Holding 3 stocks**

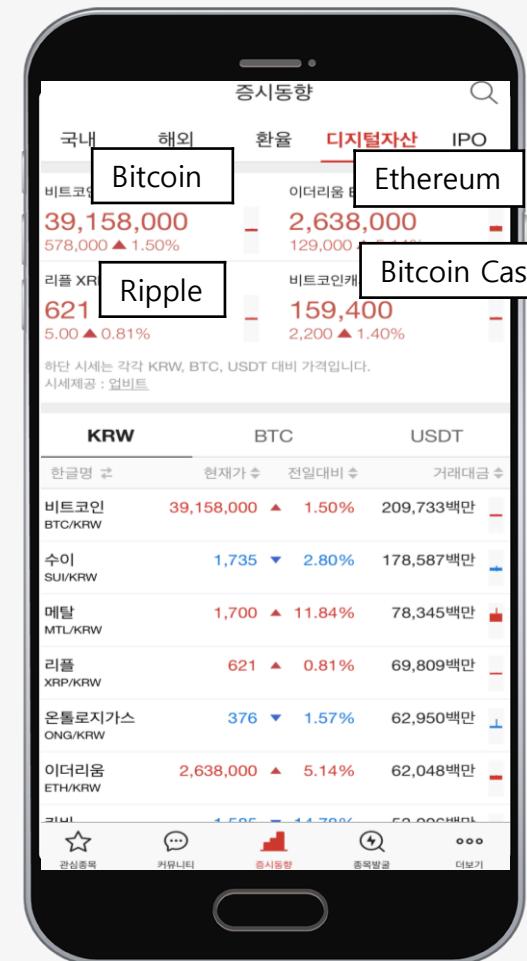
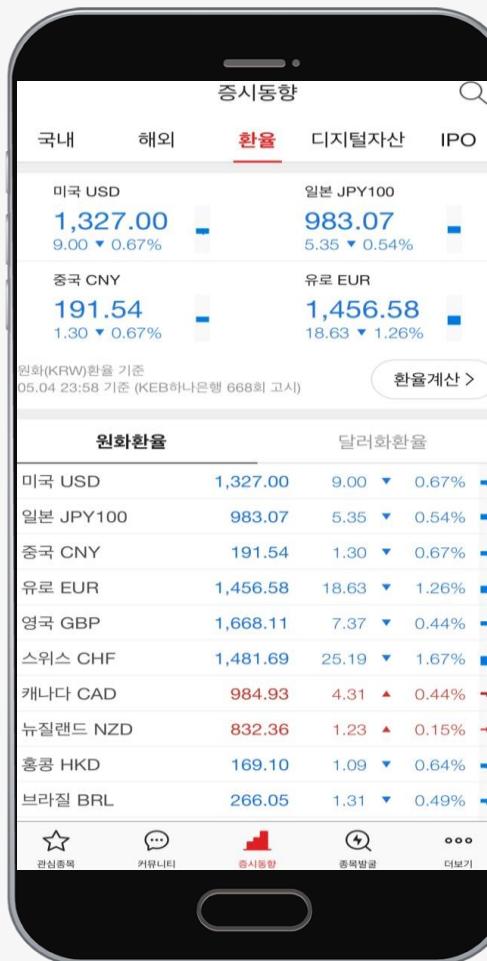
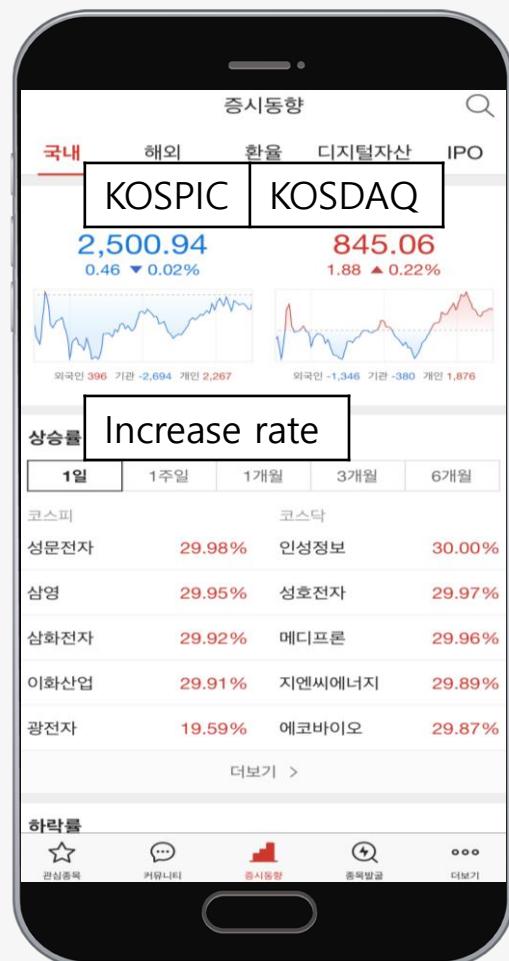
Domestic

Oversea

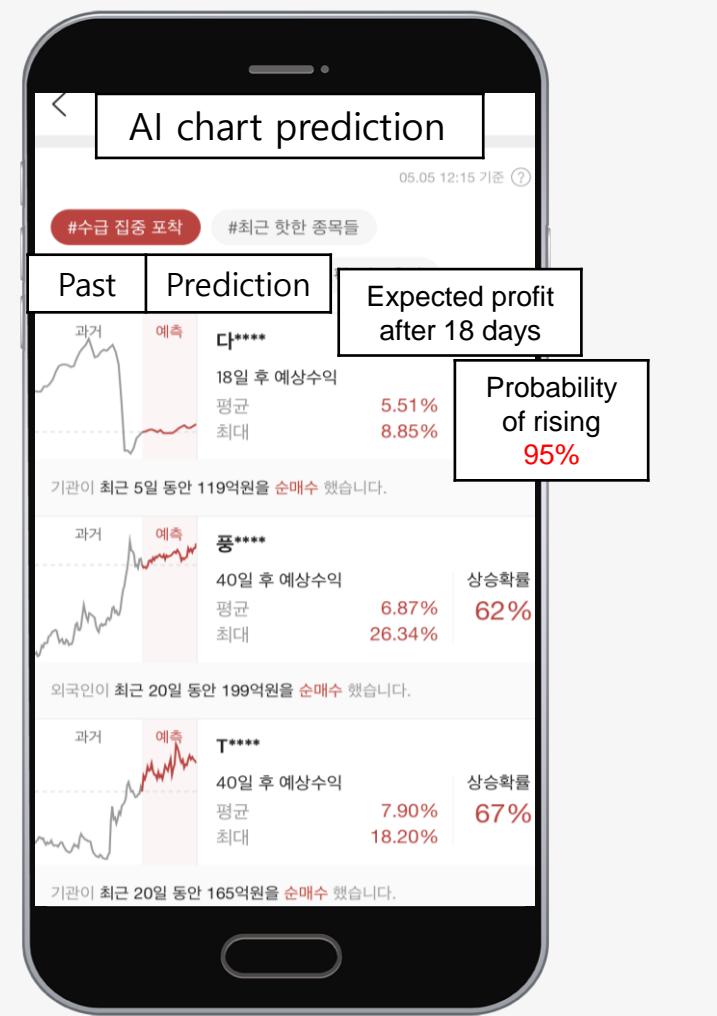
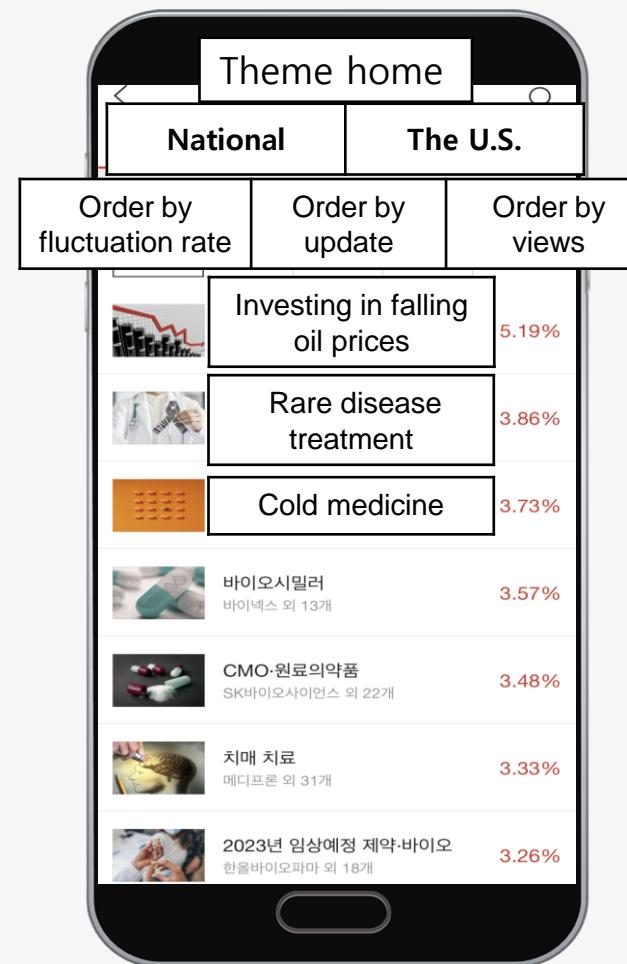
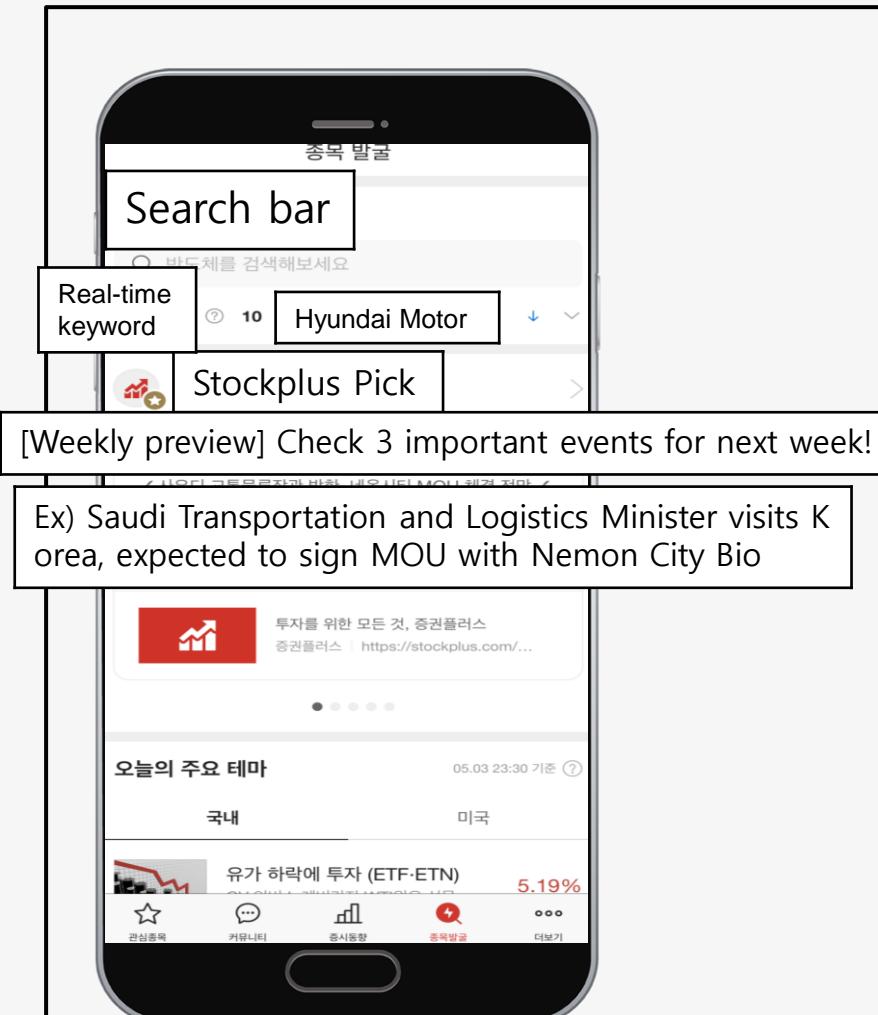
Exchange rate

Digital assets

IPO



# Discovering Stock Items



## Strategies to induce app activities



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.

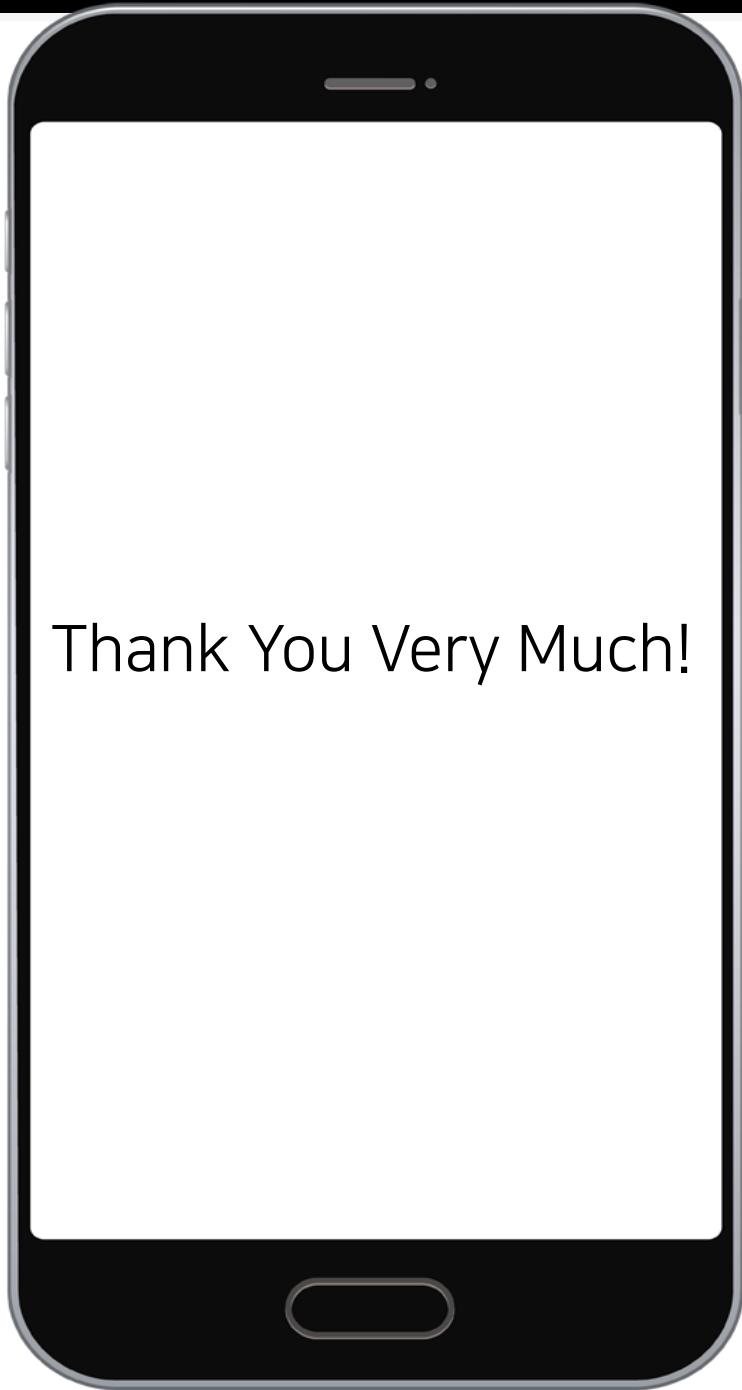


## Questions

**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?**

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Thank You Very Much!